A Study of Communicability and Intelligibility of Advertisements in Tamil
With Special Reference to Tooth Paste and Health Drink

P. Perumalsamy, Ph.D.
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Advertising is a form of communication intended to promote the sale of a product or service to influence the public opinion, to gain political support or to elicit some other response desired by the advertiser. The advertising message is delivered to its intended audience through the various media including newspaper, magazines, radio, television and so on (Encyclopaedia Britannica, 1977).

Communication experts describe that an advertisement offers planned and controlled messages to the audience about the product. It can reach numerous people simultaneously, quickly and at low cost.

Sherlekar (1981) points out that the general aim of advertisement is to make a mass appeal to the public and it is trying to change the will, opinion or attitude of its audience.

Sureshkumar (1978) while discussing the advertisements mentions that an advertisement is a linguistic text in its essential form structured along the levels of a headline, (including sub-heads), a body copy, standing details and a signature line (including slogans) with an addition of an illustration in the press medium and conflation of two voices in the future medium.

Advertising and Linguistics

An advertisement presents brief information on the advertised product to the audience. It describes the product’s special features through the selected and appropriate linguistic structures, which help the reader or viewer to grasp them instantly. The advertised caption or language, which kept in the memory of audience, will come in handy when a situation requires selecting the product in the market while purchasing. Thus an advertisement functions as an agent of informing the features of the product, makes the product in the memory of audiences and, at last, it works on the will of consumer to make a decision on buying the product.

A Note on the Present Study
A number of studies have been conducted on advertisements in Tamil from the linguistic perspective earlier. This article aims to study the advertisements from the linguistic as well as non-linguistic perspectives. It aims to study the internal structure of an advertisement i.e., how the product description is presented, what are the features highlighted as uses of the product, the linguistic features involved in description, target audience i.e., to whom this advertisement is appealed to and method of printing involved in highlighting the features. It is also aimed to study the impact of advertisements and the effect of such advertisements on the readers after studying them.

**Objectives**

The following objectives are incorporated in this study:

i) What are the messages conveyed in the advertisement in relation with the advertised products?

ii) Whether the messages conveyed in the advertisement reached the target audience?

iii) What are the linguistic techniques adopted in an advertisement to highlight the product’s properties and

iv) The rate of influence of an advertisement on the audience

**Method of Data Collection**

Printed advertisements are selected for this study. A number of advertisements have been collected from different Tamil weeklies first. After analyzing the product’s description and uses of the product as mentioned in advertisements, two products have been selected for this investigation. They are, tooth paste and health drink.

According to the frequency of advertisement found in the weeklies and the popularity of the products found among the readers at the time of research i.e., during the period 1984-85, two brands from each category have been selected for this study. They are, for toothpaste, ‘Colgate’ and ‘Promise’ and for health drink, ‘Bournvita’ and ‘Complan’.

The selected brands’ advertisements were collected next and the following features had been extracted from them:

i) The description made about the product

ii) Product’s uses mentioned in the advertisement

**Selection of the Informants**

After analyzing to whom these advertisements are meant for i.e. to whom they made an appeal, the informants have been selected accordingly. The products selected for
this study mostly make an appeal to mother or sometimes to parents in general. Hence, it is decided to conduct this study among women.

Sample Size

The informants are selected by applying random sampling method from different places of Madurai city such as various departments of University, staff quarters, residences of proper city, from working places such as hospital, bank etc. Age, income, profession are not considered as variables for this study.

Questionnaire

A questionnaire is used as a tool to elicit the data from informants. It consists of the following questions:

1. The information delivered about the product as mentioned in the advertisement known to informants i.e. what are the features highlighted about the product in the advertisement

2. Uses of the product known to informants from advertisement

3. Whether they can recall the main theme of the advertisement in the above selected advertisements and

4. The effect of an advertisement on readers i.e. after seeing the advertisement whether the readers decided to purchase the product or not

Internal Structure of an Advertisement

It is found that the following aspects are present in the advertisements. They are:

1. Describing the product
2. Mentioning the uses of the product
3. Highlighting the special features of the product by applying linguistic techniques
4. Targeting the audience and
5. Giving prominence to the effective feature of the product by applying printing techniques

‘The description of the product’ involves in explaining the ingredients added in the advertised product and how it benefits the audience. The advertiser highlights ‘uses of the product’ in the body of the advertisement. Under the heading of ‘target audience’ the
The internal structure of the ‘Colgate’ toothpaste advertisement is dissected below:

**Product Description**

```
“ka:ile:T fLu:rika:rTiluLLa vise:Ta
fLu:raiDu ulakattil mika atikama:ka
cotittu meypikkappaTTatu”
```

“There is a specialized fluoride in Colgate fluoriguard which has been tested and proved in the world”.

From the above description, the reader comes to know that the ‘Colgate’ paste contains the special ingredient ‘fluoride’.

**Uses of the Product**

The following uses are focused in the ‘Colgate’ paste advertisement:
1. ‘parkuliyirintu uMkaL kulantaikaLukku
   atikapaTca fLu:raiDu pa:tuka:ppu vaLaMkukiratu’
   ‘Gives maximum fluoride protection to your children against cavities’

2. ‘parkaL ugutiya:kavum a:ro:kyattuTanum viLaMkac ceykiratu’
   ‘It maintains the teeth as strong and healthy’

3. ‘nalla cuvai’
   ‘Good taste’

**Linguistic Features Involved**

A limited number of attributes are used to highlight the special qualities of the product.

\[
\begin{align*}
\text{fLu:raiDu} & \quad \text{---------} \quad \text{‘fluoride’ - Noun} \\
\text{vise:Ta} \quad \text{fLu:raiDu} & \quad \text{---------} \quad \text{‘specialized fluoride’}
\end{align*}
\]

Similarly attributes like atikapaTca ‘maximum’, nalla ‘good’ are added with nouns to qualify the quality of the product.

**Target Audience**

From the appealing construction uMkaL kulantaikaLukku ‘to your children’ it is evident that this advertisement is made to the parents.

**Printing Method Involved**

The important feature of the product is usually expressed in the signature line. It is printed in bold face. This will attract the attention of the readers easily and that will go to the reader’s minds instantly. Thus the signature line of the Colgate paste advertisement is as follows:

\[
\begin{align*}
\text{ippo:tu} \quad \text{parku}l \quad \text{e:rpTTu} \quad \text{parkaLai} \\
\text{ilakkum} \quad \text{tolla}\text{yirintu} \quad \text{uMkaL} \\
\text{kulantaikaLai} \quad \text{ni:MkaL} \quad \text{ka:ppa:rriTa} \quad \text{muTiyum}
\end{align*}
\]

‘You can save your children now from the menace of loss of teeth due to cavities.’
The above statement states that the use of ‘Colgate’ paste prevents the cavities, which forms on children’s teeth. Hence Colgate paste attracts the attention of parents.

The internal structure of the ‘Promise’ toothpaste advertisement is analyzed as follows:

**Product Description**

“kira:mputtailam koNTa pira:mis
upayo:ikkira:kraL. ni:MkaLum upayo:kiyuMkaL”

“People are using ‘Promise’ contains clove oil. You can also use it.”
The above statement indicates that Promise paste has clove oil. Moreover, it states that thousands of families are using ‘clove oil’ contained Promise paste. Hence it suggests the reader to use the paste.

**Use of the Product**

The following uses are focused in the ‘Promise’ paste advertisement:

1. *parciaiviliru pa:tu:kkiratu*  
   ‘Protects from tooth decaying’

2. *va:yykkup puttuNarcci tarukiratu*  
   ‘Gives freshness to mouth’

3. *tur na:rrattai akarrukiratu*  
   ‘Drives away the bad smell’

4. *a:ro:kyama:na parkaL, i:rukaL marrum puttuNarccimikka mu:ccu*  
   ‘Healthy teeth, gum and more fresh breath’

**Linguistic Structure**

In *piracittama:na kira:mput tailam*, the attribute *piracittama:natu* qualifies the noun *kira:mputtailam*.

\[ kira:mputtailam \quad \text{‘Clove oil’ – Noun} \]
\[ piracittama:na \quad \text{‘famous clove oil’} \]
\[ \text{Attribute} \quad \text{Noun} \]

Similarly the attribute *a:yirakkaNakka:navarkaL* ‘thousands of persons’ is added to the noun *kuTumpaMkaL* ‘families’ to qualify it.

**Target Audience**

In the illustration, a smiling woman with her child is focused. Above this picture, it is mentioned that ‘thousands of families are using the Promise paste’. Moreover, a hand wearing bangles, to signify a lady is also focused in the illustration. This will attract the women reader’s attention.
Printing Method Involved

‘kira:mputtailam koNTa piramis’ has been printed in bold face. A clove is made visible clearly in the advertisement. Below this illustration, the uses are mentioned in bold face.

The internal structure of the ‘Bournvita’ health drink advertisement is studied as follows:

Product Description

The ingredients of ‘Bournvita’ health drink are mentioned in the advertisement as follow:

ko:ko:, ma:IT, pa:l carkkarai a:kiyavarrin
po:Sa:kkainait ta:rukiratu bo:rnviTa:

‘Bournvita gives the mixture essences of coco, malt, milk and sugar’
In the above statement, the advertiser mentions that coco, malt, milk and sugar products are available in his product, Bournvita.

Uses of the Product

1. *curucuruppu pa:nam*  
   ‘An active drink’
2. *nalama:na cuvaiya:na pa:nam*  
   ‘Healthy and sweety drink’
3. *vaLarvatarkku te:vaiya:na u:TTaccattinai aLikkiratu*  
   ‘Gives vitamins required for growth’
4. *cakti aLikkiratu*  
   ‘Gives stamina’

Linguistic Features Involved

Reduplicated word is used to express the activeness of the drink.

*curu curuppu* - ‘active’

In ‘*nalama:na cuvaiya:na pa:nam*’ the noun *pa:nam* is attributed with two attributes ‘*nalam*’ and ‘*cuvai*’.

\[
pa:nam \text{ ‘drink’} \quad - \quad \text{Noun}
\]

\[
cuvaiya:na \quad pa:nam \text{ ‘tasty drink’} \quad - \quad \text{Attribute + Noun}
\]

\[
nalama:na \quad cuvaiya:na \quad pa:nam \text{ ‘tasty health drink’} \quad - \quad \text{Attribute+Attribute + Noun}
\]

The rhyming technique also found to be used in ‘Bournvita’ advertisement.

\[
nalla vaLarcci
bo:rnviTTa: payircci
\]

‘Good growth
Bournvita exercise’

This advertisement suggests that if one takes Bournvita daily, he or she will get the growth consistently.

Like rhyming, poetic style also used to express the finer moments of the drink.

\[
pa:sa manaMkaL \text{ ne:satto:Tu \ ninaittu maki\lum \ oru na:L}
\]

‘Affectionate hearts remember with friendly happy for a day’
The beloved ones take the drink and remember the day happily. Thus taking the drink is equated with a happy day. The above rhyming and poetic styles keep the readers to enjoy the versions as well as remember the content for a long period.

**Target Audience**

The child who plays table tennis is focused in the illustration. Below this, a woman’s photograph and her statement are given at the adjacent side. This illustration may attract the women readers’ attention instantly.

**Printing Method Involved**

Above the illustration, the name of the brand is printed in bold face. Below to it, *curu curuppu pa:nam* is printed in bold face. The signature line of this advertisement is given in the poetic style as well as in bold face.

manaMkaL ne:satto:Tu ninaittu maki\l um oru na:L*

‘Bournvita’s happy moments (who) gave Bournvita affectionate hearts friendly remember happy for a day’

The internal structure of the ‘Complan’ advertisement is examined as follow:
Product Description

ка:мплан еЛитъл и:раНикулatu,
tempу аpивийити кeyyум а:ро:кya вaлъръциккa:на
23 mu:ла:та:ра у:TTac cатъуккatalъTan ku:Тiyатu
‘Complan – easy to digest, has 23 vital strength giving vitamins for a healthy growth’

In the above statements, the advertiser claims that Complan has 23 vital vitamins, which are needed for a healthy growth. He also mentions that the health drink is easy for digestion.

**Uses of the Product**

1. *valuvaiyum tempaiyum uruva:kkukiratu*  
   ‘Builds strength and Stamina’

2. *tiTTamiTTa paripu:raNa uNavu*  
   ‘Complete planned food’

3. *eLitil ji:raNikka vallatu*  
   ‘Easily digestable’

   ‘Gives complete and healthy growth’

5. *iniya cuvai*  
   ‘Sweet taste’

**Linguistic Features Involved**

Colloquial word i.e., spoken form of a word is used in the Complan advertisement to give an emphasis on this brand.

*ka:mpla:n oN*Nuta:n* *valuvaiyum tempaiyum uruva:kkukiratu*

{oN*Nuta:n} ‘alone’ - colloquial

{oN*ruta:n} ‘alone’ – standard

Attributes are also used a lot in the ‘Complan’ advertisement. The noun *vaLarcci* ‘growth’ has been attributed by two adjectives namely *a:ro:kyam* ‘healthy’ and *mulumai* ‘complete’.

*vaLarcci* ‘growth’  - Noun

*a:ro:kyama:na* *vaLarcci* ‘healthy growth’ – Attribute + Noun

*a:ro:kyama:na mulumaiya:na* *vaLarcci* ‘Complete healthy growth’

Attribute 1 + Attribute 2 + noun
In another one advertisement of Complan health drink, the advertiser mentions that the taste of the drink is like ice cream taste. Here, he uses the expression word *jillena* to pinpoint the state of chilliness.

\[ jillena \text{ kuLirvitta ais kri:m cuvai} \]
\[ ais kri:m cuvai- \ ‘ice cream taste’ \]

*kuLirvitta ais kri:m cuvai* – chill ice cream taste

\[ jillena \text{ kuLirvitta ais kri:m cuvai} \ ‘Chill ice cream taste with biting cold’ \]

Attribute\(_1\) + Attribute\(_2\) + Attribute\(_3\) + Noun

**Target Audience**

The Complan advertisement aims to attract the young players who require more energy for their play. Hence, the trainer focused in the advertisement mentions the events such as swimming, track and other games, which need extra energy.

\[ “ni:ccal vi:rarkaL o:TTam marrum \]
\[ kaLaviLaiya:TTu kurippa:ka vaLaruum \]
\[ kulaNTaikaLukku itai cipa:risu ceykire:n” \]

‘I particularly recommend this to the growing children (such as) players of swimming, track events and games’. Thus, it would attract the parents who are aiming to bring their children as athletes and players.

**Printing Method Involved**

Below the illustration, the following claim

\[ ‘ka:mpLan oNNuta:n valuvaiyum tempaiyum uruva:kku kiratu’ \]

is printed in bold face. Similarly the closing sentence, ‘*ka:mpLa:n tiTTamiTTa paripu:raNa uNavu*’ is printed in bold face. This will attract the readers quickly to see and read it.

**Linguistic Features Involved in Highlighting the Product’s Features**

Linguistic features involved in this process are presented in a tabular chart form below:
<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Linguistic feature</th>
<th>Example</th>
<th>Meaning</th>
<th>Product’s name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attribute + Noun</td>
<td>1. vise:Ta fLu:raiDu</td>
<td>‘specialised fluoride’</td>
<td>Colgate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. atikapaTca fLu:raiDu pa:tuka:ppu</td>
<td>‘maximum fluoride protection’</td>
<td>Colgate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. nalla cuvai</td>
<td>‘good taste’</td>
<td>Colgate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. piracittama:na kira:mputtailam</td>
<td>‘famous clove oil’</td>
<td>Promise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. a:yirakkaNakka:na kuTumpaMkaL</td>
<td>‘thousands of families’</td>
<td>Promise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6. a:ro:kyama:na parkaL</td>
<td>‘healthy teeth’</td>
<td>Promise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7. nalla vaLarcci</td>
<td>‘good growth’</td>
<td>Bournvita</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8. kaTTuppa:Ta:na cakti</td>
<td>‘controlled stamina’</td>
<td>Complan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9. iniya cuvai</td>
<td>‘sweet taste’</td>
<td>Complan</td>
</tr>
<tr>
<td>2</td>
<td>Attribute\textsubscript{1} + Attribute\textsubscript{2} + Noun</td>
<td>1. nalama:na cuvaiya:na pa:nam</td>
<td>‘tasty health drink’</td>
<td>Bournvita</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. a:ro:kyama:na mulumaiya:na vaLarcci</td>
<td>‘complete health growth’</td>
<td>Complan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. tiTTamiTTa paripu:raNa uNavu</td>
<td>‘complete planned food’</td>
<td>Complan</td>
</tr>
<tr>
<td>3</td>
<td>Use of expression word</td>
<td>1. curucuruppu</td>
<td>‘activeness’</td>
<td>Bournvita</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. jillenra</td>
<td>‘biting cold’</td>
<td>Complan</td>
</tr>
</tbody>
</table>
4  Use of rhyming  

1. *nalla vaLarcci* 
   *bo:rnvitta: payigeci*  

   ‘good growth’  

   Bournvita

5  Use of poetic version  

   *pa:sa manaMkaL ne:satto:Tu ninaittu makiţum oru na:L*  

   ‘affectionate hearts with friendly remembrance happier on a day’  

   Bournvita

6  Use of colloquial language  

   *oNNuta:n*  

   ‘alone’  

   Complan

Thus, the linguistic features are used in defining the product or its ingredients and also the benefits of the product through ornamentation of language or language styles. The distinctive linguistic features hence are:

1. Use of attributes  
2. Rhyming  
3. Repetition of words  
4. Use of spoken language and  
5. Words of expressions

The above said features incorporated in the advertisement, nevertheless, help the reader to enjoy the writing and to remember and recall them with ease as per their requirements. The above-said distinctive features are elaborated below:

### 1. Use of Attributes

In ‘Colgate’ toothpaste advertisement, the noun *cuvai* ‘taste’ is attributed with an adjective *nalla* ‘good’. Similarly in ‘Promise’ paste, the nouns *kuTumpaMkaL* ‘families’ is attributed with the numerical adjective *a:virakkaNakka:navarkaL* ‘Thousands of people’.

In Bournvita health drink advertisement, the noun *pa:nam* ‘drink’ is attributed with two adjectives *nalam* ‘health’ and *cuvai* ‘taste’. In Complan health drink advertisement, the noun *uNavu* ‘food’ is attributed with two adjectives *tiTTamiTTatu* ‘planned’ and *paripu:raNama:natu* ‘complete’.

\[
\begin{align*}
\text{uNavu} & \quad \text{‘food’ - Noun} \\
\text{tiTTamiTTa} & \quad \text{uNavu} \quad \text{‘planned food’} \\
\end{align*}
\]

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tiTTamiTTa paripu:raNa uNavu
Attribute₁ + Attribute₂ + Noun

‘Complete planned food’

Thus attributes, which qualify the nouns, are added in the linguistic expression of product to make an impact on the mind of reader to pursue over the advertised product to keep it in the mind and the situation requires, buying it.

2. Rhyming

Rhyming has an important function in advertising. It helps the reader to remember the content of the advertisement easily. This technique has been adopted by the Bournvita advertiser:

bo:rnviTTa: payirecci
nalla vaLarcci

‘(Drinking) Bournvitta exercise
(will yield) good growth’

3. Repetition of Words

The particular lexical item, which intends to make the product’s peculiarity, has been given repeatedly in the content of an advertisement. Thus in Colgate advertisement the product content ‘fluoride’ has been used six times in one advertisement. This helps the reader to remember the content easily.

4. Use of Spoken Language

While giving the certificate of merit to the product’s plus points, the narrator (who is usually expert in the concerned field) uses the common man’s language i.e., he uses the spoken language, to make the statement to reach all sections of the society. Moreover, it is in lively manner. Thus the advertiser of Complan drink uses

ka:mPla:n oNNuta:n valuvaIyum
tempaiyum uruva:kkiratu

‘Complan, the only one (which)
produces strength and stamina’

Here it should be noted that though the advertiser starts with spoken variety first,
changes into written variety subsequently due to the suitability of the language of the medium i.e., print. Here, the grammatical structure is followed in accordance with the convention.

5. Words of Expressions

The linguistic features such as reduplicate word or (explaining the state of) feeling expressions are used to describe the products’ features. Thus in Bournvita advertisement, Bournvita is referred as *curucuruppā pa:nam* ‘active drink’ and in the Complan advertisement, Complan’s taste is compared with the taste of ice cream. Moreover, the state of ice cream is expressed as *jillennṟa kuLirvitta* ‘biting cold’.

The use of expressional words makes the statements lively and it is enjoyed by the readers.

Recalling the Special Ingredients

The recalling percentage is given in a chart form below:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Special ingredients</th>
<th>Product’s name</th>
<th>Recalling Percentage</th>
<th>Strategies involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fluoride</td>
<td>Colgate</td>
<td>100%</td>
<td>Repetition of the term fluoride and a photographic demonstration are given in the illustration</td>
</tr>
<tr>
<td>2</td>
<td>Clove oil</td>
<td>Promise</td>
<td>100%</td>
<td>Clove is focused, contains clove oil is printed in bold face.</td>
</tr>
<tr>
<td>3</td>
<td>Milk, coco, malt and sugar</td>
<td>Bournvita</td>
<td>97%</td>
<td>Product contents are focused in illustration. Attribute <em>bo:Sa:kku</em> ‘nourishment’ is attributed to the contents of the product.</td>
</tr>
<tr>
<td>4</td>
<td>23 vital vitamins</td>
<td>Complan</td>
<td>93%</td>
<td>Attributes are freely used to describe the product content</td>
</tr>
</tbody>
</table>
The informants have recalled the product contents **cent percent** in both the toothpastes. The following factors would have helped the readers to recall the special ingredients, which are added in the respective toothpastes:

1. In Colgate advertisement the term fluoride has been used in six places, i.e., fluoride is repeated six items.
2. In Colgate, a photographic demonstration also illustrated in the advertisement to show how fluoride acts upon teeth.
3. In promise, a clove has been focused in the illustration.
4. The statement ‘Promise contains clove oil’ has been printed in bold face

Repetition of lexical items, illustration for the necessary product’s claim, linguistic techniques and printing method were helped to recall the ingredients correctly by the informants.

In health drinks, the informants recalled the product content **ninety seven percent** and **ninety three percent** respectively for the products Bournvita and Complan.

1. In Bournvita advertisement, the product contents, ‘It contains milk, coco, malt and sugar’ is highlighted. The attribute ‘nourishment’ refers to the contents milk, coco, malt and sugar.
2. In Bournvita advertisement, the product contents were clearly shown in illustration.
3. In Complan advertisement, the product content ‘It contains 23 vital element vitamins’ is highlighted. A number of attributes such as ‘health’, ‘basic’, ‘vital’ were added while explaining the product content. Also, the presence of 23 vital elements is emphasized in the advertisement.

**Recalling the Main Theme or Signature Line**

The percentage of recalling the main themes is presented in a tabular form below:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Main theme</th>
<th>Product’s name</th>
<th>Recalling percentage</th>
<th>Strategies Adopted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It protects from tooth cavities</td>
<td>Colgate</td>
<td>90%</td>
<td>A smiling child is focused. The main theme is printed in bold face.</td>
</tr>
<tr>
<td>2</td>
<td>It contains clove oil</td>
<td>Promise</td>
<td>100%</td>
<td>Clove is focused in illustration. The main theme is printed in bold face.</td>
</tr>
<tr>
<td>3</td>
<td>It gives strength and growth</td>
<td>Bournvita</td>
<td>90%</td>
<td>Rhyming technique is used to describe it</td>
</tr>
</tbody>
</table>
In Complan, the theme ‘Complete planned food’ has been recalled by eighty seven percent of the informants. This is given as signature line with bold face. Linguistically, this theme is created with number of attributes, which are qualifying the product’s quality. Hence this has been recalled by the informants.

Recalling the Uses of Products

The recalling percentage of uses of the products is presented in a chart form below:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Product’s name</th>
<th>Uses of the Product</th>
<th>Meaning</th>
<th>Recalling percentage</th>
</tr>
</thead>
</table>
| 1    | Colgate        | 1. *parkuliyirintu pa:tuka:ppu*  
2. *nalla cuvai*  
3. *parkal uruti*  | ‘Protection from tooth cavities’  
‘Good taste’  
‘Strong teeth’ | 67%  
10%  
20% |
| 2    | Promise        | 1. *parciaivilirintu pa:tuka:ppu*  
2. *va:yakkup puttuNarcci*  | “Protection from tooth decaying”  
‘Freshness to mouth’ | 37%  
33% |
Colgate

Among the three kinds of uses mentioned in the advertisements of Colgate toothpaste, the use ‘protection from cavities’ was recalled by sixty seven percent. It is followed by the other one, ‘stronger teeth’ with twenty percent. The third one, ‘good taste’ was recalled by ten percent.

‘Protection from cavities’ was claimed with the support of an illustration in which a child focused with good teeth i.e., without cavities, might have attracted the readers. Moreover, it is printed in bold face. Hence it is recalled by them easily. Though ‘stronger teeth’ and ‘good taste’ have either printed in bold face or illustrated, they do not attract the readers because the main use ‘protection from cavities’ is directly linked with the cure of disease.

Promise

In ‘Promise’ toothpaste advertisement the following uses are mentioned about the product:

1. It drives away bad smell
2. Protection from tooth decay and
3. It gives freshness to mouth
The above uses are more or less equally recalled by the informants i.e., forty seven percent, thirty seven percent and thirty three percent respectively. The following factors would have helped to recall the above uses in the same manner.

In the illustration, a clove has been focused and it is appealed that ‘Promise’ toothpaste contains clove. Traditionally, clove is used for giving a pleasant smell while preparing the non-vegetarian foodstuffs. As it gives pleasant smell, they believe that ‘It drives away bad smell’ and hence it is recalled by forty seven percent of the informants.

At the time of toothache, clove will usually be placed in the aching part to get relief from pain. It is practiced in the society traditionally. This helped to grasp the use ‘protect from tooth ache’ by thirty seven percent of informants.

The character of clove i.e., having pleasant smell, helped to make recall the use ‘freshness to mouth’ for thirty three percent of informants.

**Bournvita**

In Bournvita health drink advertisement, the use of ‘healthy drink’ was recalled by fifty percent of the informants. The following factors might have helped to recall the above use. In the illustration, a healthy and active child who is playing table tennis has been focused. Below that, the claim ‘active drink’ is printed in bold face. As the use is mentioned with reduplicated form, it is easy to keep in mind.

In another illustration, the use ‘vitamins and stamina for growth’ has been focused with ingredients. Hence it has been also recalled by forty percent of the informants.

The use ‘good taste’ was recalled only by ten percent because it has neither been focused nor illustrated specifically. Hence it is recalled by few informants.

**Complan**

Among the uses mentioned for Complan health drink, the use ‘complete planned food’ was recalled by fifty percent of the informants because it is given as a signature line as well as in bold face. Moreover, It has two attributes for a single noun praising the product as a food although it is a drink.

**Forty three percent** of the informants recalled the use ‘Complan contains 23 vital vitamins’ correctly due to the fact that it is focused as a food and claimed strongly that it contains vitamins.

**Twenty three percent** of the informants recalled the use ‘it gives strength and stamina’ because it has been printed in bold face and the sentence starts with colloquial...
language. This has been printed right below the illustration as a direct quotation from a popular coach.

**Influence of Advertisements on the Reader’s Attitude**

The percentage of persons who bought the products after seeing the advertisements, is given in a chart form below:

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Product’s name</th>
<th>No. of informants purchased the item after seeing the advertisement</th>
<th>Total number of informants</th>
<th>percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Colgate</td>
<td>13</td>
<td>30</td>
<td>43%</td>
</tr>
<tr>
<td>2</td>
<td>Promise</td>
<td>15</td>
<td>30</td>
<td>50%</td>
</tr>
<tr>
<td>3</td>
<td>Bournvita</td>
<td>18</td>
<td>30</td>
<td>60%</td>
</tr>
<tr>
<td>4</td>
<td>Complan</td>
<td>9</td>
<td>30</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Tooth Pastes**

Fifty percent of the informants reported that they bought ‘Promise’ tooth paste after seeing the advertisements whereas forty three percent bought ‘Colgate’ tooth paste.

Traditionally, in a country like India, people are aware of the medicinal value of the products and herbals. This has been pointed out by the ‘Promise’ advertiser i.e. Clove, which has a medicinal effect of relieving the toothache, is used in the paste. It has influenced fifty percent of the informants who became the customers of the above product. The appealing language is in a simple manner i.e. having a simple syntactic structure.

Colgate advertisement influenced forty three percent of the informants to buy the product. The advertiser effectively mentioned that the product contains fluoride. It has also implied that by using Colgate, the parents will protect their wards from cavities.

**Health Drinks**

Sixty percent of the informants opined that they bought ‘Bournvita’ health drink after seeing its advertisement. This much influence on readers may be because of focusing a child in a dancing form, which implicates that this form requires enormous energy. Moreover, the ingredients are also displayed in the advertisement, which would ultimately go to the minds of people. Hence they were influenced by this product.
On the other hand Complan advertisement influenced **thirty percent** of the informants. They informed that Complan would be very useful during hard work. For an instance, it may be drunken at the time of preparing for an examination or after having a swim. The above said two contexts were illustrated in the Complan advertisements. To compensate the exhausted energy, Complan is prescribed. This has influenced them to purchase the above product.

**Ten percent** of the informants have not been influenced by none of the advertisement.

**Conclusion**

The foregoing discussions clearly indicated that the advertisement is an effective tool to the advertiser to communicate his product to the audience. It carries information about the product and convinces the reader that it would worthwhile for him to use the product.

Though it is a matter of fact for the readers just few seconds while turning the magazine pages, the advertisement pages influence the readers mind in the following ways:

1. One percent of the informants recalled the tooth pastes’ ingredients correctly
2. Ninety percent of the informants recalled the health drinks ingredients exactly
3. Eighty five percent of the informants recalled the main theme/signature line appropriately

The above themes are recalled by the factors that they are printed in bold face; they are either focused or illustrated in the advertisement; the claims are explained in such a way that some of the linguistic techniques (such as repetition of words, rhyming, using attributes or having simple syntactic structure) have helped them be transmitted to the readers. The same factors are also responsible for the recall of the uses of the products though they are varying in percentages.

If an advertisement contains the following three factors, it will be an effective one. They are: 1. Product description should be presented, 2. Uses of the product should be mentioned and 3. It should be illustrated. What is to be noted here is that advertisements, which appeal to the eyes directly, are more effective than those, which appeal to the brain. Again, mere facts do not attract a consumer; they have to be presented to him with all literary techniques and lexical traditions. This perhaps explains the wide popularity of the cinema in our society in comparison to the written texts.

Thirty to sixty percent of the people informed that after seeing the advertisements, they bought the respective products. This point shows that how an advertisement works
on the minds of the people. It also indicates that how the advertisement is an effective means of selling the product.

It is to be admitted that although this study has so many limitations such as it consists of selected products, media, region, gender, strata and period (i.e., it has been conducted during the period 1984-1985) it triggers some of the interesting points discussed above. The present study is a break through for further or advanced research on the influence of different media over the readers or viewers purchase power in tonning up the sale of products. This is essential because the era in which we live commands the extensive use of commercial goods to serve for the purpose of our common and basic needs.

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Colophon:

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