

LANGUAGE IN INDIA

Strength for Today and Bright Hope for Tomorrow

Volume 9 : 10 October 2009

ISSN 1930-2940

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A Study of Communicability and Intelligibility of Advertisements in Tamil

With Special Reference to Tooth Paste and Health Drink

P. Perumalsamy, Ph.D.

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

P. Perumalsamy, Ph.D.

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

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

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

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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

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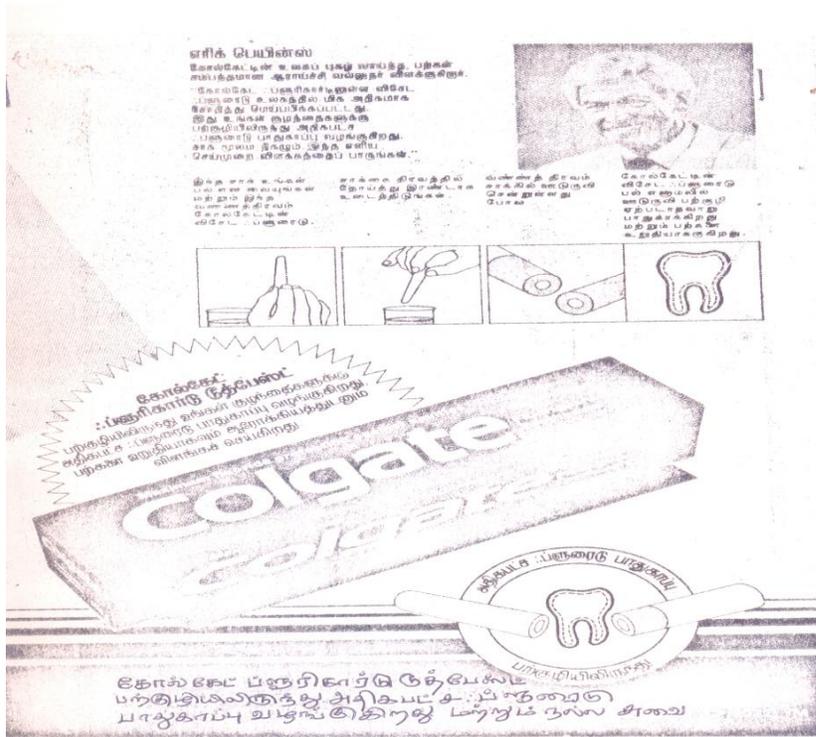
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type of audience to whom the advertisement is addressed has been discussed. The printing method plays a vital role in emphasizing the important feature of the advertised product to the audience.

The internal structure of the ‘Colgate’ toothpaste advertisement is dissected below:



Product Description

“ka:lge:T fLu:rika:rTiluLLa vise:Ta
 fLu:raiDu ulakattil mika atikama:ka
 co:tittu 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:

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1. *parkuliyiliruntu uMkaL kulantaikaLukku atikapaTca fLu:raiDu pa:tuka:ppu vaLaMkukiratu*
'Gives maximum fluoride protection to your children against cavities'
2. *parKaL urutiya: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.

<i>fLu:raiDu</i>	-----	'fluoride' - Noun
<i>vise:Ta</i>	<i>fLu:raiDu</i>	-----
Attribute + Noun		'specialized fluoride'

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:

ippo:tu parkuli e:rpaTTu parkaLai

ilakkum tollaiyiliruntu uMkaL

kulantaikaLai ni:MkaL ka:ppa:rriTa muTiyum

'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:kikkira:rkaL. ni:MkaLum upayo:kiyuMkaL”

“People are using ‘Promise’ contains clove oil.
You can also use it.”

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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. *parcitaiviliruntu pa:tuka:kkiratu*
‘Protects from tooth decaying’
2. *va:ykkup 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 ‘Clove oil’ – Noun
piracittama:na kira:mputtailam ‘famous clove oil’
Attribute 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 pira:mis*’ 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:lT, pa:l carkkarai a:kiyavarin
po:Sa:kkinit tarukiratu bo:rnrviTa:*

‘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 sweet 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 '*nalama*' and '*cuvai*'.

pa:nam 'drink' - Noun
cuvaiya:na pa:nam 'tasty drink' - Attribute + Noun
nalama:na cuvaiya:na pa:nam 'tasty health drink' - 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 ne:satto:Tu ninaittu makilum 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.

*bo:rnviTa:vin inimaikka:lam bo:rnviTa: aLittavarai pa:sa
manaMkaL ne:satto:Tu ninaittu makilum 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:



ஒலிம்பிக் விளையாட்டு பயிற்சி அளிக்கும்
ஜிம் ஓ'டோஹர்த்தி சூனிகிரூர்:
"காம்பளான் ஒண்ணுதான் வலுவையும்
தொம்பையும் உருவாக்குகிறது."

ஒலிம்பிக் வீரர் ஜிம் ஓ'டோஹர்த்தி, இந்தியா உட்பட உலகம் முழுவதிலுள்ள இளம் விளையாட்டு வீரர்களுக்கு கடினமான போட்டிகளுக்காக பிற்சரி அளித்துள்ளார். 'பிறக்கும்போதே சரம்பியன்களாக பிறப்பதில்லை அவர்கள் உருவாக்கப்படுகிறார்கள்' என்பதை அவர் நம்புகிறார். ஒருவரை வெற்றியாளனாக்குவது கட்டுப்பாடான சுகதி—மற்றும் உடல் சுகதி.
"சீதல வீரர்கள் ஒட்டம் மற்றும் களவிறையாட்டு வீரர்கள், குழப்பாக வளரும் குழந்தைகளுக்கு இதை சிபாரிசு செய்கிறேன்"
என்கிறார் ஜிம் ஓ'டோஹர்த்தி. ஒரு பரிபூரண உணவாகும் காம்பளான்—எளிதில் ஜீரணிக்கவல்லது. தெம்பு அளிக்கும் தெம்பும் ஆரோக்கிய வளர்ச்சிகளை 23 மூலதார ஊட்டச்சத்துக் கலந்து கூடியது.
ஜிம் ஓ'டோஹர்த்தி உறுவதை எடுத்துக் கொள்ளுங்கள். ஆரோக்கியமான முழுமைவான வளர்ச்சிக்கு உங்கள் குழந்தைக்கு அன்றாடம் வழங்குங்கள் காம்பளான். குழந்தைகள் விரும்பிடுவ இனிய கைவகையில் கிடைக்கிறது காம்பளான்.



GLC.9.1610 TM-R1

காம்பளான்-திட்டமிட்ட பரிபூரண உணவு

Product Description

ka:mpLan eLitol ji:raNikkavallatu,
tempu apivirutti ceyyum a:ro:kya vaLarccikka:na
23 mu:la:ta:ra u:TTac cattukkaLuTan ku:Tiyatu

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‘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. *valuvaikum tempaiyum uruva:kkukiratu*
‘Builds strength and Stamina’
2. *tiTTamiTTa paripu:raNa uNavu*
‘Complete planned food’
3. *eLiril ji:raNikka vallatu*
‘Easily digestible’
4. *a:ro:kyama:na mulumaiya:na vaLarcci aLippatu*
‘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 oNNuta:n *valuvaikum tempaiyum uruva:kkukiratu*
oNNuta:n ‘alone’ - colloquial
onruta: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’
Attribute₁ + Attribute₂ + noun

In another one advertisement of Complian health drink, the advertiser mentions that the taste of the drink is like ice cream taste. Here, he uses the expression word **jillenra** to pinpoint the state of chilliness.

jillenra *kuLirvitta ais kri:m cuvai*
ais kri:m cuvai- ‘ice cream taste’

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

jillenra **kuLirvitta** **ais kri:m** *cuvai* ‘Chill ice cream taste with biting cold’
Attribute₁+ Attribute₂+ Attribute₃+Noun

Target Audience

The Complian 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 vaLarum
kuḷantaikaLukku 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:kkukiratu’

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:

Sl.No	Linguistic feature	Example	Meaning	Product's name
1	Attribute + Noun	1. <i>vise:Ta fLu:raiDu</i> 2. <i>atikapaTca fLu:raiDu pa:tuka:ppu</i> 3. <i>nalla cuvai</i> 4. <i>piracittama:na kira:mputtailam</i> 5. <i>a:yirakkaNakka:na kuTumpaMkaL</i> 6. <i>a:ro:kyama:na parkaL</i> 7. <i>nalla vaLarcci</i> 8. <i>kaTTuppa:Ta:na cakti</i> 9. <i>iniya cuvai</i>	'specialised fluoride' 'maximum fluoride protection' 'good taste' 'famous clove oil' 'thousands of families' 'healthy teeth' 'good growth' 'controlled stamina' 'sweet taste'	Colgate Colgate Colgate Promise Promise Promise Bournvita Complan Complan
2	Attribute ₁ + Attribute ₂ +Noun	1. <i>nalama:na cuvaiya:na pa:nam</i> 2. <i>a:ro:kyama:na mulumaiya:na vaLarcci</i> 3. <i>tiTTamiTTa paripu:raNa uNavu</i>	'tasty health drink' 'complete health growth' 'complete planned food'	Bournvita Complan Complan
3	Use of expression word	1. <i>curucuruppu</i> 2. <i>jillenra</i>	'activeness' 'biting cold'	Bournvita Complan

4	Use of rhyming	1. <i>nalla</i> <i>bo:rnvitta:</i>	<i>vaLarcci</i> <i>payircci</i>	'good growth Bournvita exercise'	Bournvita
5	Use of poetic version	<i>pa:sa</i> <i>ne:satto:Tu</i> <i>makilum oru na:L</i>	<i>manaMkaL</i> <i>ninaittu</i>	'affectionate hearts with friendly remembrance happier on a day'	Bournvita
6	Use of colloquial language	<i>oNNuta:n</i>		'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:yirakkaNakka: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'.

uNavu 'food' - Noun

tiTTamiTTa *uNavu* 'planned food'
Attribute + Noun

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: payircci
nalla vaLarcci

‘(Drinking) Bournvita 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 Complian drink uses

ka:mpLa:n oNNuta:n valuvaiyum
tempaiyum uruva:kkukiratu

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

Here it should be noted that though the advertiser starts with spoken variety first,

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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 *curucuruppu pa:nam* 'active drink' and in the Complian advertisement, Complian's taste is compared with the taste of ice cream. Moreover, the state of ice cream is expressed as *jillenra 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:

Sl.No	Special ingredients	Product's name	Recalling Percentage	Strategies involved
1	Fluoride	Colgate	100%	Repetition of the term fluoride and a photographic demonstration are given in the illustration
2	Clove oil	Promise	100%	Clove is focused, contains clove oil is printed in bold face.
3	Milk, coco, malt and sugar	Bournvita	97%	Product contents are focused in illustration. Attribute <u>bo:Sa:kku</u> 'nourishment' is attributed to the contents of the product.
4	23 vital vitamins	Complan	93%	Attributes are freely used to describe the product content

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 Complian.

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 Complian 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:

Sl.No	Main theme	Product's name	Recalling percentage	Strategies Adopted
1	It protects from tooth cavities	Colgate	90%	A smiling child is focused. The main theme is printed in bold face.
2	It contains clove oil	Promise	100%	Clove is focused in illustration. The main theme is printed in bold face.
3	It gives strength and growth	Bournvita	90%	Rhyming technique is used to describe it

				and in the illustration, a picture of growing girl is given.
4	Complete planned food	Complan	87%	Number of attributes are used and theme is printed in bold face.

For Promise advertisement, **cent percent** of the informants recalled the main items 'It contains clove oil'. The following factors might have helped the readers to recall them correctly. The advertiser focused the clove in illustration. Moreover the advertiser implied in his advertisement that thousands of families are using this paste which contains clove oil. The above claim was printed on bold face.

For the Colgate advertisement, **ninety percent** of the informants recalled the main theme. It is printed in bold face supported with an illustration. A smiling child who has fine teeth without cavities could be helped the readers to remember the version.

The theme focused in Bournvita 'It gives strength and growth' was recalled by **ninety percent** of the informants. This theme is focused with an illustration i.e., a growing girl is picturized. The linguistic technique, rhyming, used in making this theme focused to readers might be helpful to grasp this claim.

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:

Sl.No	Product's name	Uses of the Product	Meaning	Recalling percentage
1	Colgate	1. <i>parkuliyiliruntu</i>	'Protection from tooth cavities'	67%
		2. <i>nalla cuvai</i>	'Good taste'	10%
		3. <i>parkal uruti</i>	'Strong teeth'	20%
2	Promise	1. <i>parcitaiviliruntu</i>	'Protection from tooth decaying'	37%
		2. <i>va:yakkup puttuNarcci</i>	'Freshness to mouth'	33%

		3. <i>va:y turna:rrattinai akarrukiratu</i> 4. <i>a:rokyama:na parkaL marrum i:rukaL</i>	'Drives bad smell' 'Healthy teeth and gum'	47% 3%
3	Bournvita	1. <i>curucuruppu pa:nam</i> 2. <i>nalla cuvai</i> 3. <i>vaLarvatarku</i> <i>te:vaiya:na u:TTac cattu</i> <i>marrum cakti aLikkiratu</i>	'Active drink' 'Good taste' 'Gives vitamins and stamina required for the growth'	50% 10% 40%
4	Complan	1. <i>valuvaikum tempaiyum</i> <i>aLikkiratu</i> 2. <i>eLiril ji:raNippatu</i> 3. <i>vaLarcci</i> 4. <i>vaiTTaminkaL uTaiyatu</i> 5. <i>tiTTamiTTa</i> <i>paripu:raNa uNavu</i>	'Gives strength and stamina' 'Easily digestible' 'Growth' 'Has the vitamins' 'Complete planned food'	23% 7% 10% 43% 50%

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:

Sl.No	Product's name	No. of informants purchased the item after seeing the advertisement	Total number of informants	percent
1	Colgate	13	30	43%
2	Promise	15	30	50%
3	Bournvita	18	30	60%
4	Complan	9	30	30%

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 Complian advertisement influenced **thirty percent** of the informants. They informed that Complian 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 Complian advertisements. To compensate the exhausted energy, Complian 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 be 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. Cent 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:

I am grateful to Prof. J. Neethivanan, Dr. T. Vasantha Kumari and Dr. C. Sivashanmugam Prof K. Karunakaran, Prof. Pon. Kothandaram Dr. S. P. Datta for offering their comments on the earlier versions of this paper. An earlier version in Tamil was published in *PULAMAI*.

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9 : 10 October 2009

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