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The Power of Language Ideologies in Advertisements: Critical Reflections

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Abstract:

This article attempts to explain facets of language ideologies in advertisements based on their nonverbal or visual contexts as a whole to gain a holistic perspective. Linguistic units in the theoretical context of such ideologies represent stereotypes, cultural models, and motivation. This research aims to investigate the concepts and agendas embedded in advertisements that contribute significantly to the development of language ideologies and to illustrate the variety of languages and ideological shifts in a given language replete with diversity and multilingualism. Based on a narrative review as the methodological approach to peer-reviewed journal articles published in 2016-2021, the impact of language ideologies on language education is mostly focused on the diversity of socio-cultural backgrounds and the role of language in expanding advertising publicity, accessibility, distribution, and productivity. The use of media language can promote socio-cultural traditions, racial identity, variety, and political ideology, all of which contribute to the enrichment of language coexistence in situations. Furthermore, language ideology emphasizes core values among multilingual speakers who rely heavily on their languages for daily communication. The scientific novelty of this work lies in how language ideology is articulated to pave the way for more research into the emerging research phenomenon of advertising language ideologies. As there is a paucity of related research in the same field, this research contributes to the uniqueness of its kind and frames theories in a completely new way.

Keywords: language ideologies, advertising language, advertisements, ideological shifts, media language.

广告中语言意识形态的力量：批判性思考

摘要：

本文试图从整体的非语言或视觉背景来解释广告中语言意识形态的各个方面，以获得一个整体的视角。在这种意识形态的理论背景下，语言单位代表了刻板印象、文化模式和动机。本研究旨在调查广告中嵌入的概念和议程，这些概念和议程对语言意识形态的发展有重大贡献，并说明语言的多样性和在充满多样性和多语言的特定语言中的意识形态转变。基于叙述性评论作为 2016-2021 年发表的同行评审期刊文章的方法论方法，语言意识形态对语言教育的影响主要集中在社会文化背景的多样性和语言在扩大广告宣传中的作

用，可访问性、分布和生产力。媒体语言的使用可以促进社会文化传统、种族认同、多样性和政治意识形态，所有这些都助于丰富情境中的语言共存。此外，语言意识形态强调在日常交流中严重依赖语言的多语言使用者的核心价值观。这项工作的科学新颖性在于如何阐明语言意识形态，从而为更多研究新兴的广告语言意识形态研究现象铺平道路。由于同一领域的相关研究很少，本研究有助于其同类研究的独特性，并以全新的方式构建理论。

关键词：语言意识形态，广告语言，广告，意识形态转变，媒体语言。

1. Introduction

One of the media in learning a language is an advertisement. Advertising language is compelling as a form of communication in the marketing platform because it can affect individuals who read, watch, or hear the adverts. Students are quickly confronted with obvious examples of persuasive phrases in an academic topic. They can communicate verbally and nonverbally with advertising media by creating paragraph materials, re-expressing advertising contents, listening to advertisements, and reading them in newspapers or on the internet.

Advertising language is an essential part of socializing and promoting goods. Several experts argue that promotional language can help rhetorical figures (Huhmann & Albinsson, 2019; Mehlenbacher, 2017) communicate more effectively in everyday situations through rhetorical figures. By conveying new content, advertising language should share the purpose of persuasion to influence customers and advertisement awareness. This gives rise to the consumers who process the information they elicit from native advertising executions (Evans et al., 2017). However, very limited studies explore a semantic analysis of advertising language. Gender in advertising language provides insights into specific verbal items used in commercials to articulate gender disparities, which contributes to academic subjects such as sociolinguistics (Bui, 2021) in terms of how gender-related expressions and their semantic analysis play an essential role in advertising language.

Recent studies on advertising language bridge a significant theoretical gap between a semantic and pragmatic paradigm in discourse construction, influencing new research advances in political language in advertisements. The politics of cigarette advertising include swearing words, manipulations, profanities, and taboos (Ralph & Ralph, 2018), which are unwelcomed in some societies. Another growing concern is that social standards and policies are becoming advertising language ideologies, each of which values a diverse spectrum of engagement and language diversity (Graham, 2017). The presence of languages closely related to emotion, power, superiority, self-expression, and freedom in advertising reflects a linguistic landscape perspective (Zeevi & Dubiner, 2020).

2. Language Ideologies

Examining the social practice of language concerning minority languages and dialects and how

power relations can be revealed through ordinary language use requires a language ideology (Cavanaugh, 2020). Deconstructing and examining the ideology of native speakerism critically, which questions the monolithic perspectives underpinning the image of idealized monolingual speakers, would be possible in either multilingual or multicultural environments (Ferri & Magne, 2021). Advertising language in the media represents language diversity and change, contextualizes all language varieties and types to bring about ideological shifts within a language (O'Sullivan, 2020). The diversity of socio-cultural backgrounds, the language function and perspective in terms of promoting advertising, accessibility, distribution, native speakerism, and effectiveness of advertisements contribute to the language ideologies.

Cushing (2021) argues that language ideology takes the form of a corpus of school-designed language policy documents that investigates traditional language ideological ideas and their manifestations in UK school policies. In this context of language ideology, a broader education policy is essential to determine the circumstances under which language users can reconstruct educational policy reform. Teachers are role models for students learning to form intertextuality and interdiscursivity due to proper language use and the requirement to use standardized English in writing and speech.

A language ideology can influence language policy in micro-interactions on the internet while preserving metalinguistic elements and community-based language regulation. Repetition, humor, and exposed correction are examples of expressions in real-life situations (Heuman, 2020). Another study looks at language ideologies, which are deeply ingrained views in standard language ideology, such as attitudes toward non-standard language use that result in rejection due to a lack of either appreciation or validation. Professional development necessitates critical language awareness, which emerges inside language ideologies and enhances concepts and beliefs (Lawton & de Kleine, 2020). Language ideology evolves within and through metalinguistic aspects and community-based language regulations. The use of standard and non-standard language ideologies determines the social context that necessitates awareness to communicate appropriately.

These language ideologies are linked to political polarization with societal consequences, such as contentious discussions and institutional influences. Territorial disputes in this circumstance result in polarized language use possibilities. Extreme positions

are held by more active, engaged, and influential language users. As a result, there is a clear relationship between political position and language use, indicating that language users are either for or against independence and connected to language ideology in social circles (Atienza-Barthelemy et al., 2019).

Such values determine the reproduction of language ideologies that transforms socio-actual practices. Ideology is a set of representations (myths, pictures, or concepts) and underlying mechanisms that rely on the special role of language in maintaining the ideology, rather than a simple error, false consciousness, or misrepresentation (Kang, 2018). For example, persuasive language in promotional materials and media conveys relevant beliefs and values in various fields, contributing to language ideology.

Persuasive language represents manipulations in the language and imagery that look at the manipulative potential of communications in three different ways. First, advertising language's persuasive effects are based on linguistic features that project uneven power relations and ideological tendency (Jongore et al., 2020). Second, for engaged audiences, advertising language can reveal recognition, attitudes, and behavioral intent (Evans et al., 2017). Third, despite the widespread use of rhetorical figures, as stated previously, the facts in advertising language can be even more manipulative through the use of artificial intelligence (Campbell et al., 2021) that facilitates ideological or moral transformation.

3. Contextual Meanings in Advertisements

The use of literal and metaphorical meanings in the interaction of advertising language can help viewers capture the full semantic context. There is also a cultural meaning embedded in the advertising language, connected with the national culture (Czarnecka et al., 2018). Thus, advertising can be a cultural product and a cultural value indicator.

When it comes to interpreting meanings, identifying linguistic forms of words, phrases, and utterances focuses on anchoring meanings toward their linguistic forms, each of which represents linguistically expressed concepts. A semantic analysis expands semantic domains of vocabulary comprehension and lexical concepts (Fahmi, 2019). Advertisements connect words and their meanings to interrelated semantic networks and systems of connections in the brain (Amer, 2018).

As a result, each network or connection is connected to semantic contents (concepts) within words, phrases, or sentences. The link between semantic and syntactic components of lexicons is generally referred to as collocational relation. In advertisement language, collocation relations promote semantic and syntactic information. As Amer (2018) mentioned, word meanings in this context are based on interconnected systems of verbal or lexical relationships. The usage of words in these linkages has become an important aspect

of semantic analysis.

Kroeger (2018) distinguishes three linguistic meaning units: word, phrase, and (speaker's) utterance meanings. The semantic substance of a sentence is sentence meaning (Kroeger, 2018), taking several shapes. The semantic content of statements with pragmatic meanings (Kroeger, 2018) or meanings in diverse situations are utterance meanings. Meanings in interactions are concerned with the transmission of messages and information. As a result, the meanings of words are solely determined by collocational relationships, which define their links in context.

Meanings in advertisements have linguistic structures involving grammar, lexicon, and intonation to support marketing communications and industry. This paradigm, which uses the term advertising to refer to all marketing communications, is in accord with current industry usage, and there is a compelling case for academic researchers and teachers to adopt it as well (Laurie et al., 2019). Advertising language contains stimuli that influence the development of word meanings, resulting in enhanced comprehension of the messages delivered in commercials. Because of the inadequate distribution structure, the importance of incorporating information about product availability and company location is referred to as "openness of meanings" (Gebreselassie & Bougie, 2019).

4. Advertising Language and Its Powerful Influences

Advertising language is defined as a kind of social communication that aims to inform, persuade, and develop trust as a crucial aspect in increasing peer communication through social advertising while also addressing privacy issues and perceived privacy control (Ardiansyah et al., 2018). The persuasive expressions linked to rhetorical figures within advertising texts reveal the power of advertising language, focusing not only on the exploration of discourse but also on the relationship between advertising and culture. Metadiscourse subcategories reveal how advertising language employs relational speech acts, self-mentions, engagement indicators, and attitude markers (Xia, 2020). Advertising language without discourse or metadiscourse can result in misunderstanding or misinterpretation of the advertisements. Even worse, the absence of culture-specific speech acts can destroy the relationship between the advertisement and its contextual use.

Everyday-life information is exchanged by advertising language, impacting the audience and strengthening lifestyle modalities. Here, society penetrates the domain of persuasion and the rhetorical frameworks that have long been a component of modern social discourse. Persuasion power is deeply rooted in the social discourse that pervades our society (El-Dali, 2019). Advertising language is a persuasive language (including diction and expression) and persuasive approaches and discourse patterns

containing simple texts addressed to the general public (Kubro & Suyitno, 2019). In a pragmatic sense, persuasive language in advertising can be deceptive and manipulative. It is likely to impact people's attitudes toward the products being advertised. Simple texts are practical for target audiences whose interests are sustained by extensive publicity, resulting in a wide spectrum of information and capital flows (Graham, 2017).

Advertising language is informally intended to present rhetorical figures, schemes, tropes, lexicogrammatical features, and patterns of persuasive dynamics that reflect large-scale impacts in terms of global trends (Markowitz, 2020). In short, advertisements contain rhetorical modes and figures representing the dominant use of persuasion and promotion within an informal language style.

Instagram advertisements positively contribute to the public recognition of a company's image, brand attitude, and product purchase intention. The purpose of advertising language is to emphasize the need to lower communication difficulties so that public announcements employ clear advertising language that affects brand recognition, attitude, behavioral intentions, and disclosure memory (Evans et al., 2017). As a result, verbal-visual interactions in advertising language should avoid profanities and cultural taboos (Ralph & Ralph, 2018) that affect people's or brands' images. Suitable language in advertising texts has become a universal phenomenon involving attitudes, ethics, worldviews, and morals based on prominent language ideologies (O'Sullivan, 2020).

5. Practical Implication

Advertising language is intended to persuade or inspire people to purchase goods and services. It is a public notice of goods or services that can be distributed through the media (such as newspapers and magazines) or in public places. Advertising language is a sort of non-personal contact operation that uses paid media to transmit compelling messages to clients on behalf of businesses, non-profit organizations, and out of personal interests.

Students can utilize advertising language as a learning tool to inspire them to seek out more information. They can use this learning media to deliver messages, inspire thoughts, emotions, and willingness, which can help the development of learning processes. Foreign language teachers should reflect on language ideologies that influence classroom practices and advocate for L2 speaker legitimacy (Takeuchi, 2021). It contains learning aspects that aid in developing successful learning processes and the achievement of learning objectives. Advertising can be employed in classroom activities to improve the efficacy of teaching and learning. Learning a language requires linguistic knowledge and understanding other facets of communication. Writing abilities, notably ad copywriting, are one of the resources utilized to acquire the language.

6. Conclusion

Advertising language encourages lingual units, semantic linkages, and word, phrase, or sentence reconstructions to support the development and creativity of intriguing, impressive, and suggestive advertising goods. Advertising products are more effective in achieving the goal of introducing, promoting the products, and persuading potential customers to acquire the advertised items, attributable to the obligation to adopt specific conventions in advertising language. This goal emphasizes the importance of the promotional language used to portray the products visually and orally. Even worse, the advertising language is ineffectual due to cultural taboos, pornographic imagery and words, and manipulations or deceptions. This is one of the perplexing effects of advertising on entire cultures where advertising products are in high demand.

The current trend is that, in a world replete with workplace injustice and bias, language ideology is crucial in recognizing attitudes to multilingual speakers. In other words, many advertising language ideologies embody socio-political ideals that have been mainstreamed into a global communication context. Multilingual employees can use their bilingual abilities in the workplace or to meet the job requirements listed in job advertisements. As a result, bilingualism and well-paying occupations are inextricably linked. Advertising language is not just a communication capability portraying multilingualism; to some extent, language power is the job market's strength, due to which job seekers develop their language skills and professional competencies based on their background and work experiences.

The scholarly novelty of this research stems mostly from the lack of current studies that investigate advertising language ideologies. This phenomenon opens up new possibilities for language ideologies to be embedded in advertisements, influencing the general public considerably. Advertising language ideology represents the identity of language users who expect a positive influence from advertisements' depictions or descriptions of products being advertised. People's attitudes, actions, and behaviors are shaped by advertisements, which are ubiquitous in public media such as the Internet, social media, print, and electronic media. After all, advertising is a sort of public communication cloaked in promotional language intended to persuade buyers to buy goods. If the general public is the intended audience for advertisements, the product's educational value must be widely displayed in advertisements.

Advertising language is a sort of social information that is widely communicated, regardless of whether it is in the form of persuasion replete with deception and intrigue. As a result, the general public feels deceived, trapped, and directed toward the negative aspects of advertisement imagery, descriptions, and representations. Experts underline that advertising

language has persuasion power deeply rooted in contemporary society's social discourse (El-Dali, 2019). Persuasion is exemplified by using appropriate language in advertising texts containing moral values, good attitudes, ethics, and worldviews based on dominant language ideologies (O'Sullivan, 2020). Advertising, in principle, is a mode of communication with a wide range of opportunities for demonstrating the strength and supremacy of language in product promotion. The language used in advertisements impacts those who read or view them. Therefore, advertising language is intriguing to critically examine within the scientific context of this research, which aims to gain a thorough knowledge of the ideology of advertising language and how it influences ethics, morals, beliefs, and people's perspectives on life.

This research has two limitations: (a) The small sample size precludes the use of maximum statistics; (b) The absence of a research method suggests that this narrative literature review aims to frame theories on advertising language ideologies in a wide variety of circumstances. Future research should consider these shortcomings, applying qualitative and quantitative data analyses to multidisciplinary research articles.

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