

The Linguistic Features of Advertising English

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Received: 23 / 07 /2021 Accepted: 09 / 08 /2021 Published: 31 /01 /2022

Abstract:

In an increasing globalized world, issues relevant to advertising are becoming more important. The effectiveness of advertisements in promoting companies` products has led to the spread of advertising all over the world and a significant amount of this advertising uses English language. This paves the way to the emergence of advertising English that has been considered a variety of English for Specific Purposes (ESP), more specifically of English for Business and Economics (EBE) because of its economic content and purpose. English for advertising has very specific linguistic and discursive features that show that advertising English is a particular genre of specialized discourse. Thus, the aim of this study is to analyze the language of advertising in English in order to identify the different linguistic and discursive specificities of advertising English. For that aim, the current study selected a sample of advertising English texts. This article ends up with presenting the different key linguistic and discursive features of English for advertising.

Keywords: Advertising ; Advertising English ; Linguistic features ; Slogan ; Specialized discourse.

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1. Introduction

With the development of technology and the massive diversity of mass media, advertising influences the daily life of every person. Whatever the forms of advertising takes, language is the main carrier of the message. Advertising language is different from common language. It is a style of immediate impact and quick persuasion. Advertising English is characterized by several linguistic, pragmatic, and functional features that distinguish it from other varieties of English that are specialized and not specialized.

This research paper is an attempt to provide the analysis of language of advertising from linguistic point of view and specify linguistic means used in advertising texts. This study is divided into four parts: the objective of the first part of the work is to provide the basic definitions of concepts relevant to the issue in hand. The second part is devoted to the theoretical framework of advertising English. Then, the study highlights some of the main genres that can be found within the field of advertising English. The last and the main part of the study is the analysis of the main linguistic features that characterize the language of advertising.

2. Definition of the Key Concepts: Advertising and Advertising Slogan

Advertising is an inevitable part of our modern capitalist consumer society whose outstanding feature is its competitive fight. "...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us" (Cook 1996: 128). It is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute his/ her messages.

Definitions of advertising abound and are varied. For instance, linguists see it as persuasive communication. Kuhudzai (1998) points out that advertisements contain catchy phrases and other devices to attract the reader's or hearer's attention. Similarly, Dimpleby and Burton (2004: 192) argue that an advertisement has:

An opening tease like any story to gain attention. It develops its own ideas and message in its main part, like a story. And it concludes with a punch line or twist, like a story – anything to make its message memorable. It is an example of communication that is consciously planned...with the intention of affecting the audience.

Business people can see it as having a marketing process. Advertising, generally speaking, is the promotion of goods, services, and ideas usually performed by an identified sponsor. People in marketing see advertising as a part of an overall promotional strategy.

Another definition of advertising is according to the Investor words glossary: "Description or presentation of a product, idea, or organization in order to induce individuals to buy, support, or approve of it. All these definitions have in common the fact that advertising is a means of promoting a product, idea, or organization on the market with the aim to give information and to persuade people of the advantage of the product and induce them to take an action (buy it).

To consolidate terminology, we must define the concept of **slogan**. Advertising slogan has many definitions. Slogan is "a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly." (Oxford Advanced Learners Dictionary 2001).

It is "short, memorable advertising phrase: Examples include "Coke Is It?", "Just Do It", and "Don't Leave Home Without It". When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product."

The concept of slogan is used among authors of books about advertising in various ways. Advertising layout is divided into several parts: headline, body copy (the main part of the advertising message, often divided into subheads), signature line (a mention of brand name, often accompanied by a price-tag, slogan or trade mark) and standing details (e.g. the address of the firm). (see Leech 1972: 59). In this understanding, slogan is not identified with headline and vice versa

and the term is used in narrow sense. However, Greg Myers (1997) uses the term 'slogan' in larger sense. For that reason, we will accept the second idea and will use the term in broader sense.

3. Theoretical Framework of Advertising English

According to Cabre Castelví (1993: 151), specific texts contain regular linguistic features at each level of grammar, such as those that are graphic-phonologic, morpho-syntactic and lexico-semantic, also including a lexical choice, presence and absence of concrete units and structures, and the use of diverse codes. In this sense, they usually show particular linguistic patterns and units, such as foreign words that are transformed into English words, complex noun groups, adjectives in noun premodifying patterns, verbs in the indicative mode, the present tense, neologisms, borrowings, abbreviations, acronyms, nouns derived from verbs and short sentences. Advertising English presents many of these specialized morpho-syntactic and lexico-semantic features.

With reference to syntax, the specific languages seem to depend on general language since in them “the relatively few special syntactic features do not constitute an independent grammatical system” (Sager et al., 1980: 185). Regarding the syntax of advertising discourse, Sager states that “within the entire range of technical literature – including advertising, popular science and trade journals – almost any of the syntactic devices available in general English might be expected to occur”.

With regard to the use of different codes, in specific texts there are usually verbal and non-verbal codes, for example, images, etc. This combination of codes is rare in general texts. In addition, as stated by Sager et al. (1980: 45), “it can be said that linguistic communication which relies essentially on the social and emotive use of language is difficult if not impossible to represent in a non-linguistic code.” However, advertising English incorporates this social and emotive use of language in many of the images it uses.

From a pragmatic point of view, Language for specific purposes is a language that shows very particular features determined by the elements of its communicative contexts: participants (addresser and addressee), the communicative circumstances, and purpose (Cabre Castellví, 1993: 129). These elements usually appear in a discursive modality that most often characterizes specialized texts, that is, the informative discursive modality.

Nonetheless, some scholars claim that there are other important discursive modalities in specialized discourse; for instance, persuasion. Indeed, although persuasion has largely been ignored in ESP varieties, there are grounds to suspect that it constitutes an important discursive modality to characterize ESP.

Theories such as Sperber and Wilson's (1986, 1990) Relevance Theory, the Speech Act Theory (Austin, 1962) and the Reception Theory (Eco, 1984), have dealt with the role of participants in different types of persuasive discourses.

Relevance Theory is nowadays considered as one of the most influential models within the field of pragmatics. As Grice's (1975) model has done, Relevance Theory emphasizes the fact that there is a difference between what we say and what we mean, between the abstract semantic representations of sentences and the particular interpretations of statements and utterances in context. In this sense, the distinction between informative intention and communicative intention is of crucial significance in characterizing covert communication (Tanaka, 1994: 40-43).

The notion of covert communication works within a relevance-theoretic framework and different scholars have advanced the idea that advertising discourse is a typical example of "covert communication" (Dyer, 1982; Tanaka, 1994). Tanaka defined covert communication as a “case of communication where the intentions of the speaker is to alter the cognitive environment of the hearer, i.e. to make a set of assumptions more manifest to him/her, without making this intention mutually manifest.” (Tanaka, 1994: 41).

According to Tanaka (1994: 43), the advertiser engages in covert communication for two main reasons:

- (1) to try to make the addressee forget the advertiser is trying to sell something, and

- (2) to avoid taking responsibility for the social consequences to certain implications arising from advertisements.

Finally, considering the functions of language as proposed by Jakobson (1970: 504-506), sociological models such as Hymes' (1972), or the functional-sociological model proposed by Halliday (1978,1985), it can be argued that the main functions of language for specific purposes is that of informing. Yet, this seems true of very specialized LSPs such as, English for Science and Technology EST, but not so in the case of LSPs with a low degree of specialization. Advertising is a good illustration of this low degree of specialization. In functional terms, advertisements seem to be better represented as a continuum of text functions fluctuating between 'informing' and 'manipulating'. (Hatim, 1990:117).

4. The Main Genres of Advertising English

There exist various media which can be effectively used for advertising. Mentioned below are the various categories or types of advertising:

4.1. Print advertising – Newspapers, Magazines, Brochures, Filiers

Print media has always been a popular advertising option. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and filiers for advertising purposes. Often newspapers and magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement in the publication (front page/middle page, above/below the fold), as well as the readership of the publications. For instance, an advertisement in a relatively new and less popular newspaper will cost far less than an advertisement in an established newspaper that has a high readership. The price of print ads may also depend on quality of the paper and the supplement in which they appear. For example, an advertisement in the glossy (and popular) supplement of a newspaper costs more than one in a supplement which uses mediocre quality paper.

4.2. Outdoor advertising – Billboards, Kiosks, Trade – shows and Events:

It makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also events and trade shows organized by a company. Billboard advertising is very popular. However it has to be really terse and catchy in order to grab the attention of the passerby. Kiosks not only provide an easy outlet for the company' s products but also make for an effective advertising tool to promote the company' s products. Organizing special events or sponsoring them makes for an excellent advertising opportunity and strategy. The company can organize trade fairs, or even exhibitions for advertising their products. The company can also organize several events that are closely associated with their field.

4.3. Broadcast advertising – Television, Radio and the Internet:

Broadcast advertising is a very popular advertising medium that constitutes several branches like television, radio and the internet. Television advertisements have been very popular ever since they were introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast, and the popularity of the television channel itself. The radio might have lost its charm owing to new age media. However it remains the choice of small – scale advertisers. Radio jingles have been very popular advertising medium and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy old popular radio jingles.

4.4. Covert advertising – Example: Advertising in Movies:

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial advertising as such in the entertainment but the brand or the product is subtly showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of the brand Nokia which is displayed on Tom Cruise's phone in the movie "Minority Report", or the use of Cadillac cars in the movie "Matrix Reloaded".

5. The Linguistic Features of Advertising English

Leech in his book (Leech 1972: 25) writes that the language of advertising belongs to the so-called "loaded languages". Wikipedia defines it as the writing or speech which implies an accusation of demagoguery or of pandering to the audience. Leech said that loaded language has the aim to change the will, opinions, or attitudes of its audience. He claims that advertising differs from other types of loaded languages such as political journalism and religious oratory in having a very precise material goal – changing the mental disposition to reach the desired kind of behavior, buying a particular kind of product.

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product. He wants to differentiate it from the rest. He is trying to find new techniques of advertisement. Also, the advertisement texts must be more attractive and more unexpected. Leech sets the following principles of advertising texts: Attention value, Readability (by means of simple, personal, and colloquial style), Memorability (most important in the process of advertising is to remember the name of the product), and Selling power (Leech 1972: 27). The last principle is crucial. David Ogilvy (1985: 7) in his book says: "I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it creative. I want you to find it so interesting that you buy the product."

"We may identify the advertising as a type of discourse because it can tell us a good deal about our own society and our own psychology ... discourse is text and context together" (Cook 1996: 2-5). We would analyze the whole discourse of advertising, i.e; the interaction of all elements that participate in advertising discourse: participants, function, substance, pictures, music, a society, paralanguage, language, a situation, other advertising and other discourse. Although such analysis would be complete, it would be difficult to elaborate it in such limited space. For that reason, in this paper research, we will analyze the language of advertising from the linguistic, especially lexical and morphological, syntactic, and semantic point of view with illustration.

5.1. Lexical and Morphological Aspect

This part focuses on the typical characteristics of the vocabulary of advertising and most commonly used figures of speech.

- **Verb phrase:** there exist two types of structure of verb phrase: finite verb phrase and non-finite verb phrase. The first one where only word is a finite verb which has the tense contrast, person and number concord with the subject, the rest of the phrase consisting of non-finite verbs. The infinitive, the present participle and past participle are the nonfinite forms of the verb. In advertising, verbal groups are mostly of maximum simplicity, consisting of only one word. The majority of finite verb phrases are either simple present forms to satisfy the customer's desire for the present state of the product and its implication of universality and timelessness, or else simple imperatives.

According to Leech, passive voice occurs very sporadically and so does the application of auxiliary verbs. Two auxiliary verbs often used in advertising are the future auxiliary "will", because it evokes the impression of 'promise' and the modal auxiliary "can". If an animate subject precedes the verb "can", (in most cases 'you' = customer: You can....), the customer is told that the product gives him or her the ability to do this or that. If an animate subject (in most cases the brand name: Nokia phones can ...) precedes "can", the consumer is told what possibilities the product offers (Leech 1972: 125).

- **Noun phrase:** In general, noun phrases in advertisements are far more complex than verb phrases. In advertising language, the interesting part of the noun-phrase is the pre-modifying part, which is

usually very complex and is characterized by certain unusual structural features. The complexity of pre-modification is based on the effort to catch, describe and specify the properties of the product in attractive way.

e.g. " First automatic chronograph with a 72-hour power-reserve and patented compression push-buttons. Mechanical automatic movement 751, made in-house ".

Here, the only verb is the verb 'make' in the passive voice.

In many cases, whole advertising text does contain any verb; it consists only of noun phrases. Inside the noun phrase clusters of two, three or more adjectives are possible:

e.g. " Gingery Fudgy Nutty Creamy Mischievous Mouthfuls ".

the word 'fudgy' is a neologism created by copywriters. Normally it is a noun and it does not exist in a form of adjective.

- **Adjectives:** while reading the advertisement, the reader may notice the hyperbolic character of the language. This exaggeration causes increased number of comparative and superlative adjectives. The product is better, nicer, newer, and tighter and the customer is happier and more satisfied. The product offers more information, more entertainment, more comfort, more than any other product. We may observe while reading advertisements that gradable adjectives – they describe qualities that can be measured in degrees; they can be used in comparative and superlative forms – outnumber non-gradable adjectives – they describe qualities that are completely present or completely absent; they do not occur in comparative and superlative forms, and cannot be used with degree adverbs.

"Epithet" is a descriptive word or phrase which emphasizes particular characteristic of described object or event and concretizes its idea, eventually expresses author's evaluative and emotional attitude. In advertising, most widely used are epithets like fresh, new, gentle, creamy, silky, delicious, beautiful, ideal, excellent, unforgettable, eternal, etc., and accordingly the gradational forms of them.

- **Numerals:** in many advertisements, we notice the use of numerals. It is necessary if the copywriters want to define the characteristics of the product exactly. Numerals are used to define quantity of various aspects, for example, percentage of some substances in a product, number of years in connection to the length of the tradition of the product, the number of satisfied customers, etc.

- **Foreign words:** foreign words are used in advertisements to emphasize the origin of the product or the exclusiveness of the product in relation to a particular country.

Example: " La crème de la crème of lipcolour ".

French word "crème" evokes the impression of good class French cosmetics. Even more, the phrase 'crème de la crème' is taken from French and it means 'the best people or things of their kind'. (Oxford Advanced Learner's Dictionary 2001).

- **Formation of new words and phrases:** In English, there exist many different ways of adding new words to the vocabulary by affixation, compounding, conversion, shortening, blending, and back formation and by other ways of creating new words. Advertising texts take advantage of using make-up or adapted words and expressions in order to support the creative aspect of advertisement and its attraction.

In advertisements, we can find new words and phrases formed by **compounding**. Very striking feature of advertising language is a variety of lexical units, where each unit is consisting of two or more bases or roots. They are called compound words. A compound word may be characterized by its inseparability (it cannot be interrupted by another word), semantic unity, morphological and syntactic functioning and certain phonetical and graphic features. Examples of compound words are: breakfast, hardworking, double-click, within, worldwide, etc. but, the creativity of copywriters goes beyond the normal frequency of compounds used in other types of discourse. Various compounds are created and used in advertising language (e.g. good-as-homemade, pain-relieving, state-of-the-art, hand crafted, head-to-toe, one-of-a-kind, touch-sensitive).

- **Affixation** is another very effective process of building new words by adding an established prefix or suffix to the existing base. It is a most productive process of creating new words in English (Kvetko 2001: 35). A suffix usually changes not only the lexical meaning of a word but also its word class, e.g. to read (v)/ reader (n), a friend (n)/ friendly (adv). A prefix usually changes or concretizes the lexical meaning of a word and only rarely word class. e.g. nonsmokers, dislike, rebuild, postwar, hypersensitive, etc.

The following examples show the creativity of advertising language: "cookability, anti-aging, jewel-like, casiology".

- **Shortening** in general is "a process in which part of the original word is taken away. It expresses the trend of Modern English towards monosyllabism." (Kvetko 2001: 47). Shortening contains clipping, acronyms and initialisms. Clipping is a reduction of a word to a shorter form. It is a cutting off one or more syllables of a word, e.g. fan (fanatic), gym (gymnastics), bus (omnibus), taxi (taxicab). Acronyms are words formed from the initials of expressions consisting one or more word(s) and read as ordinary words, e.g. NATO, UNESCO, AIDS. Initialisms are abbreviations with alphabetical reading, e.g. VIP, PC, TV.

- **Blending** is similar process to shortening combined with fusing the elements of two different words, e.g. smog (smoke + fog), vegeburger (vegetarian + hamburger), motel (motorway + hotel).

The process of coining new words in a different part of speech without adding any derivative elements is called **conversion**. The major types of conversion are: the formation of verbs from nouns, nouns from verbs, adjectives from nouns.

Conversion is more productive in some languages than in others; in English it is fairly productive process. In advertising, application of puns created by conversion is often very resourceful. The most frequent strategy is to replace a word – of any word class – with a brand name (noun), so the brand name acquires syntactic features of original fictive word. This tendency is still used after hundreds years:

"Get that Pepsi feeling". 'Pepsi' is the adjective.

"TDK it". 'TDK' is the verb.

Conversion can be used not only with the association with brand names. Here is an example of advertisement for Penguin books situated on railway platforms. (Myers 1997: 65): "Book at any station".

Book is both the verb (reserve a ticket) and the noun (a written work published and dedicated to reading). The picture of the trade mark, Penguin, at a station links the two.

5.2. Syntactic Aspect

In this part, our concern is sentence types used in advertisement texts. We may distinguish four sentence types: declaratives, interrogatives, imperatives, and exclamatives. These types of sentences are normally associated with four discourse functions: statements, questions, directives and exclamations. However, the association between syntactic type and discourse function does not always match as the following case shows:

"Give me a glass of water". is an imperative directive.

"Could you give me a glass of water?" is an interrogative but semantically is a directive, more precisely an indirect command.

A statement can also function as an indirect command: "I am thirsty". So can exclamations: "what a fresh cold water!".

Because most advertisements approximate to every-day conversation, there is relatively free selection of sentence types. Leech offers us the results of the research dealt with the frequency of sentence types in English advertising:

"In the television sample, over one in thirty major independent clauses were interrogative, and over one in four major independent clauses were imperative."

Therefore, according to the results of the research, we can say that the second most widely used sentence type after declarative are the imperative clauses.

Copywriters use imperatives because it creates a sense of one person is talking to another, because all ads are urging us to some action. Leech establishes certain groups of verbal items, which are especially frequent in imperative clauses:

- Items which have to do with the acquisition of the product: get, buy, ask for, choose, etc.
- Items which have to do with the consumption or use of the product: have, try, use, enjoy, etc.
- Items which act as appeals for notice: look, see, watch, remember, make sure, etc.

Interrogative sentences are quick and effective to get the readers' response.

e.g. " Do you want the good news or the good news? First, the good news: use Head & Shoulders regularly and you can have 100 % flake free hair. And the good news? Well, Head & Shoulders is also a great way to achieve beautiful-looking hair that feels soft, silky and manageable ".

5.3. Semantic Aspect

Each linguistic expression has its literal meaning. Literal meaning denotes what it means according to common use or dictionary usage. The same linguistic expression, however, may have also its figurative meaning. It connotes additional layers of meaning and evokes associations.

For people, associations are very powerful, so the advertisers pay attention to this aspect of language. They play with colors, because colors may have various positive and negative connotations: innocence, snow, ice, race, and others for white; passion, blood, fire for red, etc.

They must be careful about the target group because each culture may have different connotations to the same expressions: in Chinese and Indian traditions, white is the color of mourning, death, and ghosts. In India, white also stands for peace and purity.

Red color in Eastern European countries may have slightly negative connotation in relation to the identification of communism with socialist red.

A trope is a word or phrase that is used in a way that is different from its usual meaning in order to create a particular mental image or effect. It is a figurative expression. In this part of writing, we give a list of most important tropes used in advertising English: personification, simile, hyperbole, metaphor, and metonymy.

- **Personification:** personification is a term used mainly in literature to name the figure of speech, which involves directly speaking of an inanimate object, or an abstract concept as if it were a living entity, often one with specifically human attributes. The readers or listeners of advertisements usually do not register or realize that personification is used in the text. Indeed, it is used widely in all expressions like:

" ... (name of the product) fulfills your wishes " or " Dirty kitchen? Nothing cleans it up like (name of the cleaner) " are on the base of personification of a brand name: a cleaner 'cleans', but cleaning is an activity proper to human beings.

- **Simile:** simile is defined as a direct, expressed comparison between two things essentially unlike each other, but resembling each other in at least one way. Similes are usually marked by use of words: like, than, as, as if. We may also find comparative constructions used when comparing two things or two situations. "as ... as", "so ... as".

e.g. " Ibulveve gel is as fast and effective as pills? Now there's clinical evidence ".

" Breakfast without orange juice is like a day without sunshine ".

(Myers 1997: 125)

- **Hyperbole:** a hyperbole is the deliberate use of overstatement or exaggeration to achieve emphasis. Businessmen and manufacturers use this linguistic technique to advertise their goods in as attractive way as possible.

e.g. " No other pain-relieving gel works like Deep Relief " ;

" The number one to Eastern Europe ".

- **Metaphor:** a metaphor is difficult issue to define and there are many ways how to define it. We shall introduce here a definition of metaphor from Oxford Advanced Learner's Dictionary: " it is a word or phrase used in an imaginative way to describe some person or something, in order to show that the two things have the same qualities and to make the description more powerful ".

A single metaphor may be worth of a hundred words of advertising text. It has an interesting value and stimulates the curiosity of the reader/ listener about the product.

e.g. " One touch. One light, effortless touch and she realized freedom was something you feel ". this advertisement is for Revlon Powder. The sentence indicates that the freedom is actually the powder, because when you put the powder on your face, you will feel free.

There are two types of metaphor: verbal and visual. Visual metaphors do not relate only to words but they depict relationships between a product or service and visual element with qualities that the advertiser wishes to attribute to the product or service. In print advertising, visual metaphor is widely used with the text.

e.g. The following advertisement for Austrian Airlines says: " The number one to Eastern Europe ". with a picture of caviar on a plate designed in a way that each small ball of caviar represents one of the European destinations, makes the parallel between the caviar (it connotes luxury) and luxurious airlines.

" Keep yourself covered all day ". advertisement for perfumes with a picture of young beautiful woman in a light transparent dress use a metaphoric implication: a perfume will 'cover' you in the same way like the dress gently covers the woman in the picture.

- **Metonymy:** a metonymy is the use of a single characteristic to identify a more complex entity. Wikipedia offers some clear, commonly used examples of metonymy: 'the press' for news media, 'Wall Street' for the American financial industry, 'the crown' for the British monarchy. In a sentence: "He reads Shakespeare", means his books.

In advertisements, when metonymy use, it often expresses the whole group:

" I like Volvo ". (Volvo cars); " A fragrance of Sabatiny ". (Perfumes made by Sabatiny)

6. Conclusion

Advertising English is increasingly becoming the object studied by some linguists and psychologists. Advertising English as a special kind of language shows certain features frequently found in ESP texts. These characteristics are mostly morphological, lexical and syntactic.

Advertisements should have the function to persuade and attract consumers so that people will be interested in the product which is propagated. To achieve this goal, advertisement makers spare no efforts to work hard on the content and do their best to draw the attention of consumers through the linguistic techniques used in the language of advertising.

Additionally, this study reveals that advertising English is a variety of ESP with a low degree of specialization and of a social type, which is on the borderline between GL (General Language) and LSP (Language for Specific Purpose). Its closeness to GE (General English) makes it different from other varieties of ESP that are more specialized. In this sense, and regarding EBE (English for Business and Economics), the variety of ESP where advertising English is usually located because of its economic content and purpose; the particular linguistic, pragmatic and functional features of advertising English make it somehow different from EBE in that advertising English is closer to GE than EBE.

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