

# THE ROLE OF LANGUAGE IN ADVERTISING AND CONSUMERISM

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**Abstract.** *It is through this article that every reader will have a keen understanding of the role of language in advertising and consumerism. This research looks at consumer advertising that aims to spread awareness of a certain good or service. Nonetheless, the study does not aim to address every facet of this specific discourse or provide a solution for every issue it raises.*

**Keywords:** *advertising, solution, issue, certain service, aims, Egyptian media, consuming, addressing.*

**Introduction:** Instead, it seeks to reveal the fundamentals of the advertising text—the 21st century's most ubiquitous, powerful, and unavoidable discourse. It looks at how language, picture, and layout interact and looks at persuasive advertising techniques. It does this by drawing on a variety of linguistic theories, especially those related to pragmatics, psycholinguistics, and sociolinguistics. This study also offers assessments of a few advertisements using various interpretations, and it concludes with a discussion of the connections between advertising discourse and culture (schemes).

## RESEARCH MATERIALS AND METHODOLOGY

Regarding this, examples from the Egyptian media are presented along with their analyses in order to elucidate certain rhetorical categories in Arabic advertising and demonstrate how texts create meaning through interaction with other forms of discourse and are intrinsically linked to the culture in which they are written. Keywords discourse of advertising, Egyptian advertisements, review of research We get the word "advertising" from the Latin verb "advertere," which means to direct attention. It is any kind of public statement used to draw attention to the features, costs, and/or availability of particular goods or services. Three primary categories can be identified in advertising: (1) consumer advertising, which aims to promote a product or service to the general public; (2) trade advertising, which targets dealers and professionals through relevant trade publications and media; and (3) public relations advertising, which is targeted at the general public and is distributed by individuals, community groups, or political figures to advance a social cause or political agenda. This study focusses on the first category, which is advertising targeted at consumers. Numerous research on advertising break down the various elements of advertisements, focussing on one or a few while disregarding the others.

Studies have also been conducted that describe commercial pictures without considering words.

### **RESEARCH RESULTS AND DISCUSSION**

It is more complicated and challenging to characterise advertising as discourse than any of these methods. Therefore, it is important to keep in mind that analysis that tries to cover too much ground runs the risk of becoming diluted. Speaking in general, and speech as complicated as advertising in particular, there is always more to say and more to analyse. However, this need not be a reason for hopelessness. It would be disheartening and self-deceptive to think that one could explore every facet of the genre and provide a solution for every issue it raises.<sup>1</sup> The nature of the conversation surrounding advertising is examined in this study. The emphasis is on consumer advertising, which aims to spread awareness of a good or service among the broader public. Nonetheless, the study does not aim to address every facet of this specific discourse or provide a solution for every issue it raises. Instead, it seeks to reveal the fundamentals of the advertising text—the 21st century's most ubiquitous, powerful, and unavoidable discourse. It looks at how language, picture, and layout interact and looks at persuasive advertising techniques. Loanwords, technological adaptations, and cultural influences can all be absorbed by language, which helps to shape a country's character and communicates its openness to international exchanges. National identity and language are closely related. Language expresses culture, represents togetherness in the country, protects cultural legacy, expresses political views, and creates a sense of pride and identity. It both shapes and is shaped by national identity. In order to appreciate the great diversity of human cultures and to advance inclusive societies that recognise linguistic legacy as an integral part of national and global identity, it is imperative to comprehend the relationship between language and national identity.

### **CONCLUSION**

It does this by referencing a number of language theories, including pragmatic psycholinguistic and sociolinguistic theories. This study also offers assessments of a few advertisements using various interpretations, and it concludes with a discussion of the connections between advertising discourse and culture (schemes). In this regard, examples from the Egyptian media are shown together with their analyses in an effort to shed light on a few rhetorical categories in Arabic advertising and demonstrate how texts create meaning through interaction with other types of elements that are intrinsic to the culture.

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