

## The Style of (Non-classified) Advertisements and Commercials

### Relations to Other Styles:

- relevant in the business style
- also relevant in the newspaper style
- shares some features with the publicistic style

### Functions:

- provides information
- persuades about the qualities of the item offered
- reminds of the item to stabilise one's marked position
- **appeals** for purchase or co-operation
- covers a whole range of situations: products, services, jobs
- addresses general public
- x but: designed wrt specific **target** groups (beer commercials: targeted at men > use their language, broadcast during a football game)

### Forms:

- written = advertisements
- spoken = radio, TV **commercials**
- slogans /*'Spain. Everything under the sun.'*/
- also political speeches, sermons, etc.
- billboards, circulars, internet commercials

### Substyles:

- the style of **non-classified** advertisements
- also the genre of classified advertisements

### General Characteristics:

- the style of non-classified x classified advertisements
- greater freedom of expression
- greater appeal
- graphical layout
- **illustrations**, pictures, colours
- repetitions /*'Maybe she's born with it. Maybe it's Maybelline.'*/
- **credibility** strategy (a toothpaste recommended by a dentist; anything recommended by a celebrity) /*'Max Factor. The make-up of make-up artists.'*/
- personal, colloquial

### Syntactical Features:

- frequently **marked** word-order
- declaratives and imperatives
- simple sentences rather than complex sentences
- elliptical, even vague /*'A better deal'*/

### Lexical Features:

- often words outside the standard language variety
- marked colloquial words, slang words, dialect words
- **emotional** words, interjections
- positive and **unreserved** words /*'Pilsner. The world's first golden beer.'*/
- original and memorable catchwords
- words with contextual meaning; simultaneous realisation of two meanings
- **inventive** word-forming
- puns /*'Guinness isn't good for you.'*/
- metaphors /*'Pilsner. Out of the darkness comes light.'*/
- alliteration /*'Take your lashes to luxurious lengths.'*/
- rhyme /*'Winston tastes good like a cigarette should'*/
- phraseology, idioms

### Special Nomenclature:

- advertising terminology: *jingle*; *brand*; *freebie*

### **Classified Advertisements**

#### Forms:

- classified advertisements: Events, Meetings, Holidays, Situations Vacant, Personal, Accommodations Offered, etc.
- announcements: births and deaths, marriages, legal notices, health warnings, etc.

#### Syntactical Features:

- **elliptic** and abbreviated for the sake of economy /*'Ford/Merc exp a must. Excel sal/bnfts.'* > *Ford/Mercury experience a must. Excellent salary and benefits.'* /
- short and compact sentences
- omission of articles
- lack of punctuation

#### Lexical Features:

- **neutral** words