

## A LINGUISTIC ANALYSIS OF ECONOMIC ADVERTISEMENTS IN ENGLISH

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***Abstract:*** *With the development of social economy, advertising has penetrated into all aspects of social life and has become an indispensable part of people's daily life. The appeal of advertising is largely due to the advertising language. The advertising language is divided into three parts, including the slogan, brand and functional impression of trademark. Among them, the slogan can best reflect the main language features. Advertising is the product of the development of commercial economy. With the rapid development of economic globalization, advertising as a carrier of information dissemination is an indispensable medium for marketing. As a special applied stylistic language, English slogan has its own unique stylistic features. Compared with general advertising, English advertising shows similarity and difference in language expression.*

***Key words:*** *English advertising language; linguistic features; lexical.*

An advertisement is an information dissemination activity carried out by an advertiser to a specific object on the basis of payment in order to promote its goods, services or concepts. English Advertising from a Latin word „adverture“, it means "attention" or "induction", which is "a means of evoking the public's attention to something and inducing them in a certain direction." In Western advertising, there is a formula for the creation of advertising copywriting called “AIDA”. These four English letters represent one component of the formula: attention, interest, desire, and action. In other words, the advertisement has certain promotion ability. For the media, the first

choice is to draw the reader's attention. Once the readers are attracted, they will be interested in the goods, so that they can further understand the situation of the goods, generate the desire to purchase, and finally confirm the goods and generate purchase actions. The study of English advertising has important practical significance. English Advertising is a specialized English language that belongs to the field of applied linguistics. It serves specific promotional purposes in the commercial, industrial, scientific and social fields. The study of English advertising aims to solve the practical problems of contemporary China facing the world. In today's world, advertising has become one of the symbols of a country's economic development and civilization. In today's reform and opening up, and the rapid development of the socialist market economy, which is increasingly in line with the world, the role of English advertising in economic development and social progress is no small matter. It directly affects the economic exchanges and cultural exchanges between China and the world. At present, although English advertisements in China are not uncommon, the mistakes and irregularities of English advertising in China cannot be ignored. Therefore, as an emerging and interdisciplinary subject, English advertising urgently needs research and development, otherwise it will affect the international competitiveness of China's economy, and even undermine the image of enterprises, groups, governments, and even the country. English advertising research can help domestic writers and translators understand the particularity of English advertising and guide their practice of writing and translating English advertisements. It helps students who major in foreign economics and trade or foreign language of domestic college to understand the characteristics of English advertisements and learn to appreciate, write and translate English advertisements. With the popularity of English in China, English advertising, as an important part of modern language, has its unique lexical features and rhetorical features. These characteristics reflect the unique language charm of English advertising language, making English advertising an organic combination of language art charm and commercial marketing.

In a sense, advertising is an advertiser who presents various information of commodity to the public, allows them to accept information, and becomes the owner and consumer of certain commercial information. So knowing the studying results about advertising is necessary for us.

English advertising research is a comprehensive applied research. English advertising exists as a foreign subject in foreign countries. It has been in the West for more than a few years since its inception. In general, in foreign countries, the application research of English advertising has been relatively complete. Western business schools have regarded advertising English as a compulsory course, and ordinary universities have also offered advertising English electives. The textbooks, dictionaries and research on advertising English are endless. In the economic industry, according to the statistics of the World Advertising Association in recent years, the global expenditure on advertising costs is more than 180 billion US dollars, of which the United States is 102.1 billion US dollars, which means that English advertising accounts for half of the entire international advertising market.

In China, the research on English advertising is still relatively weak, and it is relatively late. In recent years, as the role of English advertising in social and economic development has become more and more important, the research on English advertising in higher education institutions in China has become more and more concerned. At present, China's English advertising has improved significantly before joining the WTO, but there are still problems in terms of quantity and quality. According to the survey, in various public places in China, such as roads, parks, stations, squares, cinemas, hospitals, museums, science and technology museums, commercial advertising English, public service advertising English, signboard English, and marked English are all obvious. In various tourist attractions, English advertisements are generally not authentic, even incorrect signboard English, English, and introductory English. The importance of English advertising in the workplaces and production sites of well-known domestic enterprises is not enough. There are not

enough signs for introducing products and services in English, and the quality of production is not good enough. Domestic government agencies, educational institutions, and other institutions have not shown sufficient emphasis on English advertising. In addition to the "quantity" of English advertisements in our country, there are still problems of "quality". There are many problems in terms of lexical, syntactic, stylistic, cultural, and aesthetic values. Chinese-English is often seen. In general, the use of words is not accurate enough, the syntax is not standardized, the style tends to be single, and the cultural carrying capacity is weak. Among them, the most problematic is that the words are not accurate enough, the syntax is not standardized, and the English is not popular. In today's economic globalization, if you want to enhance China's own international competitiveness, you cannot ignore the importance of English advertising.

Advertising is an economic activity, a promotion of goods and services, and a cultural carrier. It is like an invisible hand that affects people's lifestyles and spending habits. Advertising culture has obvious mass, commercial, national and contemporary characteristics. Cultural traditions, beliefs and values influence the psychology and behavior of operators and consumers to a large extent, thus affecting the advertising campaign itself. Therefore, it is also important to understand the characteristics of advertising. Therefore, this paper analyzes the characteristics of English advertising language from several aspects such as lexical features, syntactic analysis and rhetorical analysis, and then summarizes the language features of advertising language. The famous British linguist Leech suggested that the advertising context consists of four elements: product, media, audience/listener and purpose. The applicable products of advertisements are different, and the chosen language is different, especially the choice of vocabulary is more different. Therefore, advertisements for different products will choose their distinctive and unique vocabulary to establish a good image among consumers. From the lexical level of language, it is not difficult to find that English advertisements, like Chinese advertisements, often bring together the vocabulary of the

same language domain, and make perfect promotion of a certain product, making it easy for people to immediately purchase the products recommended by the advertisement. In order to promote products, advertisers inevitably describe the nature and quality of products, and whitewash and beautify the products, which naturally require the use of a large number of adjectives and their comparative and superlative.

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