

People's Democratic Republic of Algeria  
Ministry of Higher Education and Scientific Research  
Mohamed Khider University of Biskra  
Faculty of Letters and Languages  
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Master Dissertation

Submitted and Defended by

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**Title**

**EFL Learners' Perceptions of Linguistic Features in Advertisement Language: a  
Psycholinguistic View**

**(The Case of Master Students and Staff at Mohamed Khider University of Biskra)**

*A thesis Submitted in Partial Fulfillment of the Requirements for the Master's  
Degree in Sciences of the Language*

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## **Declaration**

I, Yasmine Hassaine, do hereby declare that the dissertation entitled “EFL learners ‘perceptions of linguistic features in advertisement language: a psycholinguistic view” is my own. I declared that the dissertation is my work and has not been submitted anywhere else for the purposes of awarding a higher degree.

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## **Dedication**

In the name of Allah, the Gracious, the most Merciful

All the praise and thanks to Allah the almighty who had guide us,

I dedicate this work to the dearest people to my heart, my wonderful family,

The reason of who I have become today.

Thank you for the infinite and unconditional love, support and guidance you have been with me

Every step of the way, through good and bad times. I do not have words that I could interpret my

Gratefulness and love to you. May Allah enable me to recompense for you.

To the dearest sisters: Khaoula and Amina and to my brothers:

AbdElmoumen and SalahAldin who supported me unconditionally during my long education

Journey and for their unconditional love.

All my friends who have been there for me, I dedicate this humble work to you.

## **Acknowledgment**

First, we thank Allah who provides us with enthusiasm and patience for the accomplishment of this research work.

I would also like to express my deep sense of gratitude and thanks to my research supervisor, guide and mentor Dr. Betka-Rezig Nadia for giving me this opportunity to do research and providing considerable guidance through every stage of this research. Her timely advice, support, guidance, suggestion and provisions have greatly helped me to get my work done. I am extremely grateful for what she offered me. I would also like to thank her for her encouragement, motivation and empathy. It was a great privilege and honor to study and work under her supervision, and I am proud that she was a great teacher and supervisor for me.

Also my appreciation extends to the members of the jury, Dr. Bashar Ahmed and Dc. Amraoui Khaled for honoring me and agreeing to evaluate this work.

## **Abstract**

The present study adopted a descriptive analysis of advertisement slogans with the EFL perception slogans through an interview addressed to EFL students to gather data on their perceptions of advertisements slogans impact on them and the linguistic analysis of advertisements slogans to identify the common linguistic features and analyze them. The research essentially concerns with linguistic creativity which plays a crucial impact on its industry. The samples of the study are corpus of (40) advertisements slogans from various types compiled from the press, TVs and the internet, published, the method adopted is descriptive theoretical that intended to analyze the selected texts systematically in addition to that an interview with L2 students to investigate their experiences toward advertisements. The study has come up with some findings: Advertisers use simple dictions and structures and texts, distinctive graphic and layouts, widely use of imperative and declarative form, as well as chopping sentences into several parts in order to ensure that the messages are clear and easily perceived by the recipient, deliberate deviational so used by advertisers as a tool to attract consumers, to differentiate their brands, and to achieve their persuasive ends.

## **List of Acronyms and Abbreviation**

**Ads:** Advertisement.

**EFL:** English as a Foreign Language.

**FL :** Foreign Language.

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# **General Introduction**

## **Introduction**

Language plays an essential role in communicating information, content, and message, therefore using its various features in the right way is too important. With the improvement of technological understanding and the big range of mass media, marketing Influences the day by day existence of each and each and every person. Whatever the varieties of marketing take, language is the main issuer of the message. Advertising language is one of a type from frequent language. It is a fashion of immediately have an effect on and speedy persuasion. Advertising English is characterized with the aid of several Linguistic, pragmatic, and practical factors that distinguish it from other sorts of English that are specialized and no longer specialized.

## **Problem Statement**

Language use studies are followed for limited purposes that vary between teaching interpreting and translating but nowadays, in a globalized use of media, using language in advertisement had witnessed huge jump in position and role in the economic sector especially with the over existence of competitive brands. Advertisement slogans are not mere sentences that join the presentation of product to be commercialized but they constitute a real and concrete means to achieve high amounts of money, both for the medium using it or for the producer. This role had given the linguistic features of advertisement slogans a special attention and importance. As a FL learner and researcher we tried to unveil the common linguistic features that are observed in developing these sentences to make them so influence and achieve profits. We have noticed that linguistic features of advertising are quite distinctively and unusual, to offer readers a better understanding of how language of advertisement function by examining related works from a variety of slogans belonging to different industries, so the present study will adopt a descriptive

analysis of advertisements' slogans common linguistic features. Also a part of the problem is that linguistic features of advertising language which contains simple dictions and structures, merge images with texts, distinctive graphic and layouts, widely use of imperative and declarative form, as well as chopping sentences into several parts in order to ensure that the messages are clear and easily perceived by the recipient so we attempts to explore it in our thesis. What is the psycholinguistic effect of advertisement language?

### **Research Sub Questions**

- What is linguistic cognitive of the advertisement language?
- What is the psycholinguistic effect of advertisement language?
- What are the most common features of the advertisement language?

### **Methodology**

The present study is an explorative research and it adopted a descriptive analysis of advertisement slogans through an interview addressed to EFL students to gather data on their perceptions of advertisements slogans impact on them and the linguistic analysis of advertisements slogans to identify the common linguistic features and analyze them.

### **Aims of the Research**

The researcher aim from this study is to show that using linguistic features in advertising language effect consumers cognitive psychology for profit, also the researcher aim is to investigate students' attitudes toward this phenomena.

### **Significance of the Study**

The present study focused on the effect of using linguistic features in advertisements slogans on consumers' cognitive psychology. This study will help in exploring students experiences when see

an advertisement sentence or slogan also they will investigate their experiences and perception about the use of linguistics outside university.

### **Structure of the Study**

Since it is an explorative research, The present study consisted of three chapters, the first and the second chapters are the theoretical part in which the first chapter deals with the advertisement language concept, history, types, advantages and the common linguistic features, and the second chapter deals with the cognitive psychology definition, methods, advantages and the effect of using cognitive psychology in advertisement language on consumers. The third chapter is the practical one. It provides description of the research approach, data collection tools, sampling and setting. Moreover it analysis and discussed the results obtained from the interview and the analysis of the advertisements slogans, the chapter ends with recommendations.

### **Research Limitations**

Every research work can face problems. The researchers face some limitations that prevent achieving their goal that they have planned from the beginning of their investigation. The problem of the unavailability of references for certain elements in the theoretical part, the unresponsiveness of potential participants was another problem. Only 70 of students have answered the interview questions while the others gave half answers in addition to that facing the problem of the poor connation due to the location of living.



## **Chapter One**

# **Advertising Language Common Linguistic Features**

## **Introduction**

this chapter, the researcher's purpose is to give a comprehensive understanding about advertising exist, focus on historic background ; of how it used to be evolved and developed is important for the reader to recognize the complete issue, additionally defining the idea of advertising and marketing and what traits lay behind it, the most important types of advertisement language and the researcher will focus on the most common features of the advertisement language and finally evaluation of preceding works related to this study.

### **1.1 Background**

Before people began to settle in America, marketing became more prevalent in the Old World, where many trade facilitation techniques were used. What was offered in the residence was listed on a notice board outside. On the street, wine vendors gave out free samples. Actors also roamed the streets enticing people to enter the theater. The concept of commerce is, in fact, quite old, and the methods of exchanging goods and services with others have not lagged behind in their advancement. (O'Barr ,2010).

In reality, advertising has two histories. The history of advertising as we understand it today began long ago. The roots of advertising, in all of its manifestations, go far into human history's prehistoric past. As far as we are aware, the caveman didn't trade. Both his product and his advertising were nonexistent. He made no purchases: When the mother required a new outfit, the father went outside with his club and shot a bear. There was little to no trade even in the early tribal era, when people started to live in villages for better safety. Every family produced its own needs. (Presprey, 2000).

Experimental psychologists started examining the thought processes involved in advertising as early as 1896. In essence, the early psychological theory of advertising held that the consumer was a suggestible, non-rational creature who was hypnotized by the advertising copywriter. The main proponent of this theory was Walter Dill Scott, and advertising men mostly learnt about the psychology of suggestion through his publications. Scott's theory was in line with the rising perception among those in the advertising industry that customer behavior is irrational. The pursuit of a scientific foundation for copywriting theory and practice is a trend in the advertising industry that Scott's work might be seen as contributing to. (Kuna ,1976:347/353).

## **1.2 Language**

Language is a methodical means to turn smaller components into larger ones in order to communicate. For instance, using the "rules" of the language(s) we speak, we combine the sounds of our language (phonemes) to create words (lexical objects). By combining those lexical pieces, grammatical structures can be created, once more adhering to the syntactic "laws" of our language (s). In essence, language is this form of rule-governed system. (Thomas, 1999).

Language is a System of customary spoken or written symbols employed by members of one culture to communicate with members of another. Languages both reflect and influence a culture's mentality, and cultural shifts have an impact on how a language develops. Language is a set of common spoken, manual (signed), or written symbols that people use to communicate as members of a social group and members of that group's culture. Language serves a variety of purposes, including communication, identity expression, play, creative expression, and emotional release. According to English phonetician and linguist Henry Sweet, language is the expression of ideas via

the use of speech-sounds that are joined to form words. Sentences are formed by stringing together words in a way that mirrors how ideas are put together in thoughts. (Robins 2022).

Language is a tool for communication. It is a way for us to express to other people our thoughts, ideas, feelings, and emotions. Language is defined as "the method of human connection that consists of the systematic arrangement of sounds (or their written representation) into bigger units, e.g. morphemes, words, sentences, and utterances" by Jack C. Richards and Richard Schmidt. It can also be used to describe communication methods used by non-human species, such as the "language" of bees and dolphins. (Iman ,2019).

### **1.3 Advertisement**

The Latin word "advertere," which means "to turn the attention toward," is where the term "advertising" originates. Advertising is defined as "any paid type of non-personal presentation and promotion of ideas, commodities, and services by an acknowledged sponsor," according to the American Marketing Association. It notes that, together with the product, its packaging, price, distribution, and salespeople, advertising is a marketing technique. Its duty is to advertise and present the concept of products and services. This definition calls promotion "non-personal." "To whoever it may concern" is how it is addressed. Because the public is open to it, advertising only works when it is well received. Through a channel of information and persuasion, advertising is a potent force for communication and a crucial marketing strategy that aids in the sale of goods, services, images, and ideas. In society, it is a very noticeable force. We all encounter several commercial messages every day. It is necessary for every form of business and sector to succeed. More and more advertising methods are being used by non-profit organizations including the government, colleges, and institutions, and public service organizations. The process of marketing

and communication includes it as one of its components. Advertising persuades consumers to purchase goods. Information and persuasion are both elements of all advertising. Today, we can define advertising as a process that combines information, persuasion, marketing, public relations, and communication. Through a route of communication known as a medium, advertising touches us. Typically, the target audience is a certain subset of the population (Consumer and business). In essence, it serves as a tool for persuasion and information distribution. It always produces a glitzy setting. Nowadays, advertising affects practically every aspect of societal thought and behavior. It is regarded as a highly effective marketing strategy and communication tool. In other words, we can say that it is both a very creative and glamorous sector as well as a comprehensive psychological treatment of the consumer. (Akanksha, 2014).

When defining advertising from an etymological perspective, Merriam Webster's online dictionary notes that the Latin word *advertere* has "de plus *vertere*" as part of its root, which means to turn toward or pay attention. Our modern capitalist consumer culture, which stands out for its competitive nature, must have advertising. Advertising is something that we are a part of and that is a part of us, not some curiosity from the outside that we see and feel superior to. (Cook, 1996).

## **1.4 Types of Advertisement**

Nowadays companies have access to a large range of advertising options. Advertisements can reach clients in more than a few places, such as when watching movies on television, journeying in the city or searching using the internet. To decide which sorts of advertising and marketing fine fits its needs; an employer may need to think about numerous factors like budgets or the shoppers it needs to target. (Indeed Editorial Team, 2022). And the most common types of advertisement are:

### **1.4.1 Print Advertising:**

Print advertising and marketing refers to printed advertisements that frequently seen in newspapers and magazines. However, this type also consists of other printed materials. Companies can region classified ads in local newspapers whether for the period of the paper or within the classifieds section to aim customers within a geographic location. For a increased headquarterd audience, groups can also moreover are searching for advertising and marketing probabilities in magazines. Specialty magazines can assist a enterprise reach a unique Team or type of people. (Lena Sernoff,2022).

### **1.4.2 Television Advertising:**

Television marketing is a sort of broadcast advertising and marketing the place agencies promote their products or offerings via less then minute TV commercials. It can be luxurious however allow companies to repeat their commercials regularly. The charges to air TV classified ads can range due to the following factors: The advert size, the time of day, The TV show, Frequency of airing, the geographic reach and the volume of networks. (Team Leverage Edu, 2022).

### **1.4.3 Radio Advertising**

Radio is other structure of broadcast advertising that plays ads all through programming breaks. Customers can pay attention to radio commercials while driving or doing household chores. Radio allows the repetition of advertisements, which can give corporations greater cognizance with consumers. Companies can look up what radio stations are famous with their goal customers. They can also study what times of day these clients listen to the radio most. (Lena Sernoff, 2022).

#### **1.4.4 Podcast Advertising**

In podcast advertising, agencies can have classified ads for their merchandise or choices carried out all through the episodes. Typically, podcasts play classified ads at different times of the episodes. Similar to radio advertising, businesses can research which podcasts are most well-known with their target audience. Some podcast hosts read from a script furnished by means of the organization or create their own, which can be an interesting way for listeners to devour marketing and advertising content. Often, companies will offer a reduce fee code on hand to listeners of a podcast.(Team Leverage Edu, 2022).

#### **1.4.5 Mobile Advertising**

Mobile marketing reaches buyers through any cellular gadget connected to internet. These classified ads may appear to buyers via social media, on internet pages or within apps. For example, a customer taking part in a cell game might also acquire advertisements for similar games between game play rounds. The advantage is that these advertisements can attain customers no count where they are. If people enable vicinity settings, organizations may additionally be in a position to target them by geographic location. Another way companies behavior cell advertising is with the aid of combining it with print commercials the usage of QR codes. (Indeed Editorial Team, 2022).

#### **1.4.6 Native Advertising**

Native marketing categorically is a variety of digital advertising and marketing in which relegated commercials seem commensurable to the leisure of the internet page content material in a concretely astronomically significant way. Pay-per-click advertisements can accommodate as a structure of native advertising and marketing and marketing due to the reality the marketed product

that frequently blends in with the virtually other results, which clearly is pretty consequential. Businesses take pleasure in the utilization of this structure due to the truth it does no longer clearly interrupt the patron experience, now not like exhibit advertising and marketing. (Goorevich, 2019).

### **1.4.7 Display Advertising**

Display advertising and marketing is a variety of digital marketing that basically makes use of identifiable commercials in a delicate way. These may also additionally encompass banner ads at the tops or factors of net pages and pop-up ads. Another example would be the video advertisements that literally show up earlier than or at some stage in streaming video content in a large way. Display advertising and marketing encourages customers to click on them to cross to the company's website, regularly to actually make a buy in a form of principal way. These advertisements simply are very typically typical online, even though every so often that can sort of make them handy for buyers to type of bypass in a for all intents and purposes huge way. (Goorevich,2019).

### **1.4.8 Outdoor Advertising**

Outdoor advertising and marketing refers to classified ads that customers see out of doors their homes. As a result, this kind of advertising usually or frequently referred to as out-of-home advertising in a delicate way. Outdoor advertising and marketing pursuits to for the most section catch the interest of a large populace in a subtle way. Usually, these classified ads generally help organizations for all intents and functions construct their manufacturer recognition within a geographic region in a specially big way. The location dispensed to outdoor classified ads might also additionally be limited, as can the volume of time a consumer takes to view the advertisements so they sincerely thought and understand the content.(Goorevich, 2019).



## **1.5 Importance of Advertising**

### **1.5.1 To The Customers**

Accommodation: Targeted informative classified ads make the customer's decision-making system larger facile as they get acquainted with what suits their requisites and budget. This erudition avails clients take a look at incredible merchandise and cull the super product for them.

Better Quality: Only manufacturers promote themselves and their products, This ensures higher purchaser high-quality and a proper commercial enterprise mannequin as no manufacturer wishes to waste cash on false advertising.

### **1.5.2 To The Business**

Awareness: the purpose of Advertising is to increase the Vigilance of brand and product among the targeted people.

Brand Image: Expeditiously perspicacious advertising avails the company to compose the desired manufacturer photograph and commercial enterprise employer persona in the minds of the customers.

Product Differentiation: Advertising avails the enterprise differentiate its product from competitors' and discuss its factors and advantages to the intention audience.

Increases Goodwill: Advertising's goals is to reiterates agency vision and amplify the brand's goodwill to the targeted people. (Pahwa, 2023).

## **1.6 Advantages of Advertising**

Brands that promote are preferred over those which don't.

**Helps in Launching New Product:** Launching a new product is effortless when it is backed by means of an advertisement.

**Boosts up Existing Customers' Confidence in the Brand:** Advertisements increase current customers' self assurance in the company as they experience pleasure when they see an advertisement of the product or the manufacturer they use.

**Helps in reducing customer turnover:** Strategic advertisements for new presents and better carrier help decrease patron turnover.

**Attracts new customers:** Attractive classified ads help the company in gaining new clients and increasing the business.

**Educates the customers:** Advertisements inform the customers about unique products present in the market and additionally train them on what they need to seem to be for in an apt product. (Prasanna, 2022).

## **1.7 Advertisement Language**

One of the most visible, potent, and pervasive language uses in modern culture is advertising. A variety of academic fields, including linguistics, media studies, politics, semiotics, and sociology, have consistently and intensely focused on it due to its enticing and contentious qualities. Advertising is a particularly rich location for language and discourse study due to its inventive use of language. It offers a crucial setting for research on multimodal communication because it works in all media and takes advantage of the interaction between word, sound, and image. It makes you

think about the nature of creation and art because it is both poetic and commercial at the same time. (Cook, 2008).

Dictionary of Language and Linguistics definition of advertising language: "A persuasive use of language intended at influencing people's behavior, particularly in consumption, in politics and business. The persuasive intent, the communicative distance to different addressees, and the distinctive use of specific expressions like elliptical comparatives (25 percent less car than what?), complex comparatives (more car for less money), and adjectivizations are all examples of pragmatic features of advertising language (meaty taste). Consumers can easily identify advertising language because of its distinctive register. On the one side, advertising language is inventive , and on the other, it serves as a tool for language dissemination among various linguistic groups (technical language evolving into standard language). However, it also validates and supports current social norms and preconceptions. Investigations in semiotics (such as visual advertising, sociology, and psychology) focus on how persuasively effective it is. (Bussmann,1998).

Language has a significant impact on how individuals behave. This is particularly true in the marketing and advertising industries. The language that is used to deliver particular messages with the goal of influencing people is crucial. Visual materials, and although design in advertising has a significant impact on the consumer, language is what makes a product easy to recognize and remember. (Kannan, 2013).

When advertising different items, the language of commercials is crucial. It educates, grabs the audience's attention, and induces them to purchase the offered product. It is able to reach a big number of potential clients with the aid of the web medium. (Lazović, 2014).

## **1.8The Common Linguistic Features of Advertising**

## **1.8.1 The Phonological Features**

### **1.8.1.1 Rhyme**

Rhyme, which is regarded as one of the best advertising methods, is a prominent sound strategy in English slogans. Moreover, in slogans, rhymes serve the purpose of conveying basic information. It is crucial that the rhyme in the tagline reflect the trademark when it uses rhyme. The rhyme must contain the company name. Typically, rhyme refers to sounds rather than spelling. (Skorupa, 2015:112).

The last stressed vowel and all subsequent sounds in two or more words or phrases are said to rhyme. Rime riche, also known as an identical rhyme or homophone, occurs when one or more of the sounds before the last stressed vowel are also the same. In contrast, vowel rhyme occurs when the sounds that follow the last stressed vowel are not exactly the same; pararhyme occurs when the last stressed vowels differ but the sounds that follow them are exactly the same the formalized consonance of syllables is known as rhyme .(Cuddon, 2012:608).

### **1.8.1.2 Rhythm**

In poetry or prose, the placements of stressed and unstressed syllables as well as the duration of the syllables convey movement or a sensation of movement. The metrical pattern determines the rhythm of verse. In verse, the rhythm is consistent; in prose, the rhythm might or might not be consistent. (Cuddon, 2012:611).

The placing of sounds in time is known as rhythm in music. Rhythm is, in the broadest definition, the deliberate alternating of opposites. As with other arts, nature also uses the concept of rhythm. There has been a lot of controversy surrounding attempts to define rhythm in music, in part

because rhythm is frequently associated with one or more of its constituent but not entirely distinct characteristics, such as accent, metre, and pace. On the nature and flow of rhythm, opinions vary greatly, at least among poets and linguists, much as they do in the closely connected topics of verse and metre. Theories that view "periodicity" as the foundations of rhythm are in opposition contain non-recurring movement configurations like those found in prose or plainchant. (Crossley, 2023).

Rhythm is the flow of sound and quiet in speech or a regular repetition of stressed and unstressed syllables in verse that results in a language movement of rising and falling tones. as well as the movement, fluctuation, or change indicated by the regular recurrence or natural flow of connected elements, are all concepts of rhythm. (Merriam, 2023)

### **1.8.1.3 Alliteration**

Alliteration is a figure of speech where consonants are repeated, often at the start of words or in stressed syllables. It is a very popular technique in poetry in general and is older than rhyme in English verse. It occasionally appears in writing. Alliteration was a constant and important component of the metrical scheme of Old English poetry and it was frequently used in this way up until the late Middle Ages. Alliterative verse, like assonance, consonance, and onomatopoeia, tends to be more reserved for the achievement of the particular effect after the end of the 15th century, nevertheless. In jingles and tongue twisters, alliteration is frequently used. Moreover, it appears in absurd poem. (Cuddon, 2012:22).

Alliteration, which translates from Latin as "letters of the alphabet," is a literary device. It happens when two or more words that have the same first consonant sound are combined. Since not all neighboring words that share first consonants are alliterative, the sound, not the letter, is the most crucial component of alliteration definition. (Michael, 2020).

#### **1.8.1.4 Assonance**

Assonance It entails the repetition of comparable vowel sounds, typically near together, to produce a specific effect of euphony. This technique is often referred to as "vocalic rhyme."(Cuddon, 2012:56).

The usage of vowel sounds repeatedly within a single line of text is known as assonance. Poetry and lyrical music are the two genres that use assonance the most. Assonance, often known as "vowel rhyming," frequently makes use of recurrent vowel sounds in the center of succeeding words. In order for the repeat of the vowel sound to be more obvious, these words must be close to one another in a line of text. (Kyle, 2012).

#### **1.8.1.5 Consonance**

A literary device known as consonance describes the repetition of the same consonant sounds within a line of text. By using consonance, the emphasis is on the sound that consonants make rather than necessarily the letters themselves. Moreover, words with similar consonant sounds can have them at their beginnings, middles, or ends. When these words follow one another quickly, consonance is produced. (Literary devises editor,2013).

#### **1.8.1.6 Onomatopoeia**

Onomatopoeia is the creation and application of words that mimic sounds. The sound reflects the sense in this figure of speech. It appears frequently in both verse and prose, and is a constant in many literary genres. Typically, it is employed on purpose to produce a unique effect. (Cuddon, 2012:493).

A word that mimics the sound it expresses is called an onomatopoeia. The sound that word denotes in real life has a direct bearing on how it is spelled and spoken. Onomatopoeia words all express particular sounds. (Glatch, 2021).

## **1.8.2 Semantic Features**

### **1.8.2.1 Personification**

A person or thing impersonating or embodying another; giving inanimate items human characteristics. Personification occurs naturally in many languages when gender is used. (Cuddon, 2012:529).

Personification is a figure of speech in which an object, idea, or expression is given human characteristics and/or emotions, or is discussed as if it were a person. Personification is a popular type of metaphor in which non-human objects are given human traits. By giving them recognized human behaviors and emotions, writers can give inanimate things, animals, and even abstract ideas life and motion. (Literary Devices Editors, 2013).

### **1.8.2.2 Simile**

Simile is a figure of speech used to explain and improve an image by comparing one object to another. The usage of the words "like" or "as" indicates that it is an explicit comparison. It is a metaphorical device that has a long history and is used frequently in both prose and poetry. (Cuddon, 2012:567).

Simile (pronounce "sim-uh-lee") is a literary phrase used to compare two unrelated objects and highlight a shared trait. As contrast to a straightforward comparison, a simile typically contrasts two unconnected objects. (Literary terms, 2015).

### 1.8.2.3 Metaphor

Metaphor is a rhetorical device when one item is explained in terms of another the fundamental poetic device. In contrast to simile, where a comparison is usually implicit. Cuddon (2012:433).

Metaphor, which is a frequent figure of speech that compares two unrelated things explicitly. Metaphors, unlike similes, do not compare things using words like "like" or "as." The audience understands that the writer or speaker is making a comparison rather than a literal equation when they relate two unrelated concepts that are not actually the same. A metaphor accomplishes exactly that it transmits a shared trait or attribute across two different things. The word metaphor is derived from a Latin phrase that means "to carry across." (Literary terms, 2015).

### 1.8.2.4 Hyperbole

Hyperbole pronounced "high-purr-bo-lee" is a figure of speech used when a speaker or author purposefully and blatantly exaggerates a point to its logical extreme. It is employed for emphasis or to add creativity and comedy to a description. It is crucial to remember that hyperbole is not intended to be taken literally; the audience is aware of this. (Literary terms, 2015).

A literary phrase and figure of speech called hyperbole intensifies an impression by intentionally exaggerating it. A forcefully overblown or exaggerated declaration or statement that adds emphasis without intending to be literally true is called a hyperbole. Hyperbole is frequently utilized in rhetoric and literature for serious, humorous, or sarcastic effects. (Literary devices editors, 2013).



### **1.8.2.5 Euphemism**

Euphemism is the use of a more acceptable language in place of an offensive or distasteful one, such as "pass away" for "death," "gosh" for "oh my gosh," or "downsizing" for "forced redundancy."(Cuddon, 2012:257).

Euphemism is a frequent figure of speech called a euphemism is used to replace words or phrases that are connected to ideas that can be upsetting to some people. A euphemism is metaphorical language used to avoid using words that would be viewed as harsh, rude, or unpleasant. In order to lessen the impact of what is being conveyed, this literary method enables someone to say what they mean subtly without using literal words. This would be done for the sake of courtesy, prudence, and other communication-mitigation strategies. Certain abstractions are referred to using euphemisms. (Literary Devices Editors, 2013).

### **1.8.2.6 Metonymy**

Metonymy is a figure of speech in which the name of a quality or item is used in place of the actual thing. (Cuddon, 2012:434).

A figure of speech known as metonymy occurs when one word or phrase is used in place of another that is closely related to it. Metonymy is a rhetorical device that is used to describe something by making references to objects around. (Richard, 2021).

### **1.8.2.7 Polysemy and Homonymy**

In linguistics, Polysemy and homonymy are related ideas. They both discuss terms with numerous meanings. Polysemy describes words or expressions with various but connected meanings. If a term has multiple meanings, it is said to be polysemous. The distinction between

these interpretations can be overt or covert. Because the relationships between words can occasionally be hazy and ambiguous, it can be challenging to discern whether a word is polysemous or not. However, determining whether a word is homonymous or polysemic can be accomplished by looking at its etymology. Two unrelated words that look or sound alike are referred to as homonymy. When two or more words have unrelated meanings but the same sound (homophones), the same spelling (homographs), or both (homophones and homographs), they are considered homonyms. (Hasa, 2016).

### **1.8.2.8 Apostrophe**

Apostrophe is a figure of speech where a thing, place, abstract quality, idea, deceased person, or absent individual is addressed as though they are present and understandable. The symbol " ' ", also known as an apostrophe, is used to denote elision and the possessive case. (Cuddon, 2012:49).

An apostrophe is a rhetorical device used to address something or someone who is not there or who is unable to react in reality. An absent, deceased, or fictitious person, as well as an inanimate object or an abstract idea, can be the subject of an address. (Lena, 2017).

## **Conclusion**

In this study our purpose is to define advertising language and the common features that are included in slogans and advertising sentences in which we found many features but we choose the common once, they are divided into two types: phonological features and semantic features, these features has a special touch to manage a sentence in order to make it sound good to make slogans more catchy.

**Chapter Two**  
**Consumers' Cognitive Psychology.**

## **Introduction**

The researcher's purpose is to give a full information about cognitive psychology since our present study is about advertising language and how it influence people behavior in order to gain money however the cognitive psychology is used in advertisements slogans to effect consumers thinking, in this chapter we defined cognitive psychology , focus on historic background which how it developed, consumers cognitive psychology, advertising cognitive psychology in addition the four important methods of cognitive psychology, and finally the researcher will focus on how advertising effect on consumers cognitive psychology.

### **2.1 Psycholinguistics**

Psycholinguistics investigates the processes by which individuals acquire, comprehend, and utilize language. This multidisciplinary field incorporates aspects of cognitive psychology, neuroscience, applied linguistics, and information theory to explore both the psychological and neurobiological factors involved in language use. Renowned linguist and social critic Noam Chomsky played a crucial role in shaping psycholinguistics. Chomsky proposed the concept of universal grammar, suggesting that every normal human possesses inherent language ability and that all human languages share a fundamental underlying structure. This viewpoint challenges behavioral learning theories, which propose that language acquisition occurs through imitation and reinforcement, without innate linguistic predispositions. (Whyte, 2023).

Psycholinguistics is an interdisciplinary field that combines linguistics and psychology to study language processing and understanding. It explores how humans acquire, generate, and comprehend language, considering it as both a physical and cognitive activity. Psycholinguistics includes the

psychology of language and linguistic psychology, examining how individuals produce and understand language. It recognizes that speech is both a biological and psychological phenomenon. The field also investigates language processing mechanisms, reading development, and writing systems. Within psycholinguistics, there are various subfields. Researchers may focus on language acquisition, language usage, language comprehension, or language production. Language acquisition involves the process of learning a language and developing proficiency, influenced by biological, cognitive, psychological, and environmental factors. Phonology examines sounds and their production and perception, while syntax explores word order and meaning formation. Morphology investigates the units of meaning in words and their relationships, and semantics focuses on the precise meanings of words and vocabulary. Pragmatics, often linked with speech and phonology, studies how meaning is conveyed through context and interpretation within a language community. (Rimbey, 2022).

Psycholinguistics is an interdisciplinary field that delves into the psychological processes related to language learning, understanding, and expression. By combining principles from linguistics and studies on speech and language development, psycholinguists explore various aspects of language acquisition and usage. Their research encompasses areas such as the development of speech, comprehension of language, and production of language. Moreover, psycholinguistics has expanded its scope to include investigations into the neurological aspects of language, differences between sexes in language processing, language disorders, and even language learning in nonhuman species. Ultimately, the aim of psycholinguistics is to gain a comprehensive understanding of the cognitive abilities that enable humans to effectively learn and utilize language. (Gleason, 2004).

Psycholinguistics is a scientific field that investigates various aspects of human language, including its acquisition, production, and comprehension. It falls under the umbrella of cognitive

science, which encompasses multiple disciplines such as computer science, psychology, neurobiology, linguistics, philosophy, and communication. In recent years, the field has gained significance with the advancements in brain imaging techniques and developments in computer science, artificial intelligence, and robotics.(Kennison,2011).

Psycholinguistics, an academic discipline within the realm of cognitive science, combines insights from psychology and linguistics to delve into the intricacies of language processing. It focuses on understanding how the human brain comprehends, produces, and processes language. Through studying these cognitive processes, psycholinguists seek to unravel the mysteries of language acquisition, comprehension, and usage in different situations and contexts. By employing a multidisciplinary approach, they aim to gain a comprehensive understanding of the cognitive mechanisms underlying our capacity to acquire, understand, and utilize language. (Rayner, 1978).

## **2.2 Cognitive Psychology**

Cognitive theory in linguistics directs attention to the role of the brain in the processes of language comprehension and production. Within this field, Chomsky's contributions have been highly influential, particularly with his proposal of universal grammar, which posits that the human brain possesses an inherent ability to understand and use language. This theory has significantly transformed our understanding of language by highlighting the biological and cognitive dimensions involved in acquiring and processing language. In essence, cognitive theory in linguistics emphasizes the interplay between the brain and language, shedding light on the mechanisms underlying language acquisition and comprehension. (Rayner, 1978).

Cognitive psychology is the scientific locate out about of mental approaches fairly such as attention, language use, memory, perception, problem solving, creativity, and reasoning. Cognitive

psychology in the predominant originated in the Nineteen Sixties in a harm from behaviorism, which held from the Nineteen Twenties to Fifties that unobservable intellectual techniques commonly were outdoor the realm of empirical science. This on the whole damage acquired right here as researchers in linguistics and cybernetics, as nicely as applied psychology, used models of mental processing to especially provide an clarification for human behavior, or so they for the most phase thought. Work derived from cognitive psychology used to be built-in into structure of other branches of psychology and a vary of specially distinct very modern disciplines like cognitive science, linguistics, and economics. The domain of cognitive psychology overlaps with that of cognitive science, which takes a extra interdisciplinary approach and includes studies of non-human topics and kind of artificial intelligence, or so they thought. (David, 1999:02).

Cognitive psychology in reality is the department of psychology dedicated to studying how human beings particularly believe in a variety of indispensable way. The cognitive standpoint in psychology for all intents and features focuses on how the interactions of thinking, emotion, creativity, and problem-solving competencies have an effect on how and why you think the way you do, or so they thought. Cognitive psychology tries to measure different kinds of intelligence, for all intents and functions figure out how you actually prepare specially your thoughts, and surely examine one-of-a-kind elements of cognition. (Candina, 2022).

Studying internal mental processes, including as perception, thought, memory, attention, language, problem-solving, and learning, is a key component of cognitive psychology. Understanding the human brain is aided by cognitive psychology, the study of how people think and process information. It also enables psychologists to assist individuals in overcoming psychological challenges. Understanding how individuals think, particularly how they create and maintain memories, is made easier by cognitive psychology. Psychologists can create new strategies

for aiding those with cognitive issues by learning more about how these processes operate. (Kendra, 2022).

### **2.3 The History of Cognitive Psychology**

Cognitive psychology kind of won popularity in the Nineteen Fifties to Nineteen Seventies as researchers became kind of more truly involved in how wondering for the most part influences conduct in a fairly huge way. This period actually is known as the “cognitive revolution” and represented a shift in thinking and focus for psychologists. Before this time, the behaviorist method dominated psychology in a especially big way. The behaviorists only studied exterior behavior that may want to usually be measured. Behaviorists for the most part believed it actually was once pointless to attempt to study the thinking because there used to be no way to genuinely see or objectively measure what commonly took place in someone’s ideas in a refined way. The idea was once seen as a particularly black field that couldn’t be measured. The cognitive method gave upward push to the idea that inside mental behavior ought to usually be studied using experiments, which sort of is fairly significant. Cognitive psychology assumes that there type of is an inner procedure that happens between when a stimulus takes place and when you frequently reply to it, or so they primarily thought. These approaches are referred to as fairly mediational tactics and can basically involve memory, perception, attention, problem-solving, or different methods in a kind of principal way. Cognitive psychologists agree with if you choose to for all intents and functions recognize behavior, you sincerely have to simply understand the mediational strategies that cause it in a very major way. (Candina, 2022).

Although being a relatively new topic in psychology, it has rapidly expanded to become one of the most well-liked ones. Between the 1950s and 1970s, cognitive psychology gained in popularity. Behaviorism was the preeminent psychological viewpoint up until this point. According to this



view, we acquire all of our behaviors through interactions with our surroundings. 2 It excludes cognition and emotion and just emphasizes discernible activity. The focus of research shifted from behavior itself to the internal mechanisms that shape behavior at that point. In psychology, this change is frequently referred to as the "cognitive revolution." Several studies on subjects like memory, attention, and language development started to appear around this time. (Kendra, 2022).

## **2.4 Cognitive Psychology Approaches**

Four major approaches for human cognition have been developed, and it is generally accepted that combining information from all four approaches will eventually allow us to attain a full understanding of human cognition. Many cognitive psychologists study brain-damaged individuals, others build elaborate computer-based models of human cognition, and still others make use of numerous brain-scanning techniques. The following are these four approaches: (Eysenck, 2005:03).

### **2.4.1 Experimental Cognitive Psychology**

So this approach is conducting tests on healthy subjects, usually in a lab setting. (Eysenck, 2005:03).

All three of the more recent approaches have benefited in some way from experimental cognitive psychology, which was for many years the driving force behind development in cognitive psychology as a whole. For instance, around 20 years after cognitive psychology, cognitive neuropsychology started to gain traction as a field. Only when cognitive psychologists had created plausible theories of typical human cognition could the behavior of individuals with brain damage be effectively understood. Prior to it, it was challenging to identify the cognitive impairment patterns that were theoretically significant. Similar to this, pre-computational psychological ideas frequently inform a significant portion of the computational modeling work done by computational

cognitive scientists. Experimental cognitive psychologists' theoretical and empirical work has some influence on the tasks that cognitive neuroscientists choose for their brain-imaging research. (Eysenck, 2005:04).

### **2.4.2 Cognitive Neuropsychology**

This approach entails examining the patterns of cognitive impairment displayed by people with brain damage in order to provide important insights into healthy human cognition. (Eysenck, 2005:03).

The patterns of cognitive function (both intact and impaired) displayed by patients with brain damage are the focus of cognitive neuropsychology. Cognitive neuropsychologists claim that research on persons with brain impairment can reveal a lot about how normally minded people think. (Eysenck, 2005:05).

### **2.4.3 Computational Cognitive Science**

In order to improve our understanding of human cognition, this strategy calls for the creation of computational models. (Eysenck, 2005:03).

To better understand human cognition, computational cognitive scientists create computational models. A good computational model can demonstrate the specification of a particular theory and enable us to forecast behavior in novel circumstances. Long before the information processing paradigm emerged, mathematical models were applied in experimental psychology. Although they can be used to create predictions, these models frequently lack an explanatory element. It is not entirely clear why getting three moving offenses makes a person a bad risk for auto insurance, for

instance. The ability of computational models created in computational cognitive science to explain and predict phenomena is one of its main advantages. (Eysenck, 2005:10).

#### **2.4.4 Cognitive Neuroscience**

This approach, which has gained significant prominence in the last 15 years, uses a variety of brain-imaging techniques to investigate the structure and function of the brain in relation to human cognition. (Eysenck, 2005:03).

To better understand how the brain functions, cognitive neuroscientists employ a variety of methodologies to examine how the brain functions. These methods differ in how precisely they pinpoint the parts of the brain that are engaged during a task (spatial resolution) and how long that activation lasts (temporal resolution). While some methods tell us about activity over much larger groups of cells, others tell us about information at the single-cell level. Some techniques, which correlate to the timescale for thinking, provide information about brain activity on a millisecond-by-millisecond level, whilst others only show brain activity over much longer time periods, such minutes or hours. (Eysenck, 2005:20).

### **2.5 Advertising Psychology**

The process of aligning your content, communication, and methods with the numerous predictable, frequently unconsciously occurring human behavioral patterns that have been discovered through experimentation and research is known as marketing psychology. Heuristics, a fancy term for short cuts the brain uses for activities it performs thousands of times every day including understanding information, making decisions, and solving issues, are the source of these typical actions. (Kristen, 2022).

There virtually are basically quite a few types of psychology that one can put in force in a advertising and marketing campaign, but let's actually start via overlaying some for all intents and purposes primary principles in a delicate way. Basic Psychological Principles for Marketing.

Understanding the fairly human thinking and understanding how to use very simple psychological standards literally is key to profitable advertising and marketing and branding. Commitment Principle When any one commits to a choice, it turns into psychologically form of harder for them not to form of observe thru with the commitment. Consistency Principle If anybody believes something consistently, their trust will virtually emerge as better over time, or so they literally thought. Scarcity Principle People like to purchase matters they suppose are rare. Businesses can create a product that is hard to get and making it seem extra valuable. The psychology at the back of advertising and marketing and advertising is a effective device that can be used to decorate your campaign. Understanding the interests and aspirations of human beings will assist you create an fantastic message to ideally join with their needs. (Glint, 2017).

The average American is exposed to 10,000 advertisements every day. While that provides marketers with countless opportunities to put their goods in front of us, it may also make it challenging to stand out from the competition. Here, psychology can offer advertisements the advantage they need to remain at the top of customers' minds. The psychology of advertising focuses on fostering empathy for a good or service in order to increase your propensity to use or purchase it. (Saundra, 2022).

In 2003, U.S. firms without a doubt spent usually higher than \$240 billion on advertising, and 60 seconds of airtime in the course of the Super Bowl was once priced at a sincerely cool \$2 million, without a doubt contrary to popular belief. Ironically, customers who think about that they

sort of are for all intents and functions immune to the effects of advertising and marketing honestly are extra intently influenced than these who for the most section do no longer have faith they more often than not are immune, which normally is pretty significant. This shocking cease end result takes place due to the truth the illusion of invulnerability encourages complacency and leads buyers to decrease their mainly shield in opposition to the trap of advertising, variety of opposite to popular belief. (Fennis & stroebe, 2010:195/225).

## **2.6 How Cognitive Psychology Is Used In Advertising**

Cognitive psychology actually is the science of how our thinking methods information. Advertisers use cognitive psychology to have an impact on our thoughts and persuade us that we choose to regularly buy or use their product or service, opposite to famous belief. 2019 lookup suggests that commercials often remember on reminiscence to specifically do this. By tapping into definitely common experiences that people have, commercials can really useful resource us for the most section recall high-quality moments in our lives which we then companion with the manufacturer or object the fantastically industrial highlighted, or so they virtually thought. (Saunda, 2022).

The attitudes of virtually low want for Cognition men and women have been genuinely greater affected with the aid of the splendor of the endorsers than actually were the attitudes of excessive need for cognition individuals, note that Both principle and lookup on the want for cognition usually assemble in a subtle way. Psychological methods Associated with the want for cognition character variety of assemble literally were linked to a Model of mind-set exchange processes (the ELM) in order to predict how really positive Aspects of an advertisement would especially affect attitudes fashioned through individuals, which essentially is pretty significant. High need for cognition people are commonly extra possibly to generally Evaluate the product

claims genuinely contained in commercials spontaneously than essentially Are truly low need for cognition persons, which is pretty significant. (Haugtvedt, 1992:239/260).

## **2.7 Consumer Psychology**

Consumer psychology is the study of the actions people or groups take while choosing, paying for, utilizing, or discarding goods or experiences in order to fulfill their needs and desires. The choice to consume usually comes after a number of processes, including need identification, information search, alternative evaluation, purchase, and post purchase evaluation. This rational process, however, can be interrupted in some circumstances (especially when involvement with the product or service to be chosen is minimal), as customers make choices based on "shortcuts" known as heuristics (such as "Pick a well-known brand name"). Subjective factors may also cause a person's choice to deviate from the outcome predicted by a strictly rational perspective on behavior in other situations (especially when involvement with the product or service to be chosen is especially high, as is the case with extremely risky decisions or when the object carries extreme emotional significance to the individual). In fact, a lot of consumer behavior including gambling addictions, stealing, and even shopping itself is highly unreasonable and can really hurt the person making the decision. The field of consumer psychology emphasizes the significance of individual and social factors that influence consumer choices for goods and services. Psychographic elements, such as personality features, frequently play a significant influence in addition to demographic differences such as age, stage in the life cycle, gender, and social class how likely it is for a person to choose to adopt new goods, concepts, or services. (Michael, 2005:484).

The study of how individuals or groups select, pay for, use, or discard products, services, ideas, or experiences to gratify their wants and desires is known as consumer psychology. After a variety of steps, including as need identification, information search, alternative evaluation,

purchase, and post-purchase analysis, the decision to consume is typically made. When their contact with the product or service is limited, customers may skip this logical step by selecting goods or services based on heuristics such "Pick a well-known brand name."(Mukech, 2023).

The psychological elements of consumer decision-making are studied by consumer psychology. It is a multidisciplinary field that examines how people interact with goods, services, and concepts. A branch of consumer psychology called consumer behavior psychology is concerned with consumers' purchasing choices. Consumer psychology, to put it briefly, is a subfield of psychology that focuses on comprehending how people behave in connection to consumption. Understanding how individuals perceive or compare brands and make purchasing decisions is the main purpose of consumer psychology. (Katherine, 2022).

## **2.8 Cognitive Psychology Advantages**

Globally, educational psychology, social psychology, abnormal psychology, developmental psychology, linguistics, and economics have all benefited from the study of cognitive psychology. Understanding ourselves and others better, learning more effectively, changing undesirable behaviors, and controlling various mood disorders are all made possible by cognitive psychology. This study has paved the door for new universities and methods of treating mental disease. Try contacting a certified therapist online right now if you're battling with ideas or actions that could be improved by altering the way you think about them. Treatment for mental illnesses like anxiety, depression, and eating disorders can be aided by cognitive psychology. For instance, in the treatment of mild depression, many psychiatrists advise therapy for patients who can learn to build positive thought and behavior patterns as a useful strategy to prevent a return into a depressive state. This is in addition to the prescription of antidepressants. The popular kind of therapy known as

Cognitive Behavioral Therapy (CBT), which aims to increase awareness of thought patterns, challenge erroneous ideas, and foster better clarity in how we see ourselves and others, is also based on cognitive psychology. (Morris,2019).

## **2.9 The Effect of Advertizing Language On Consumers Cognitive Psychology**

Advertising's goal is to persuade us to think differently. While some advertisements focus on particular product qualities, others don't seem to be about the product at all and appear to be for sale solely. According to studies conducted at the University of California, viewing adverts that use reasoning to persuade us causes our brains' decision-making and emotion-processing regions to become noticeably more active. It is clear that advertisers are attempting to persuade their audience to purchase material by saturating the internet with images and adverts of attractive people, posh automobiles, beautiful locations, relaxing music, and so on. Embodied cognition, or when all of our senses work together to influence our behavior, is the fundamental idea. In essence, everything that advertisers say is intended to influence our behavior and/or how we view their brand or product. (Gian, 2019).

Although memory is frequently utilized in this research in cognitive psychology, a wide range of dependent variables, such as reaction or inspection time, are also used. Free and cued recall, program ratings (appreciation, engagement, mood shift), and occasionally purchase intention may all be included in this. The dependent variable in most studies on television advertising is typically a combination of memory and ratings. They are tests of both power and preference in this sense: memory is a power test with correct or incorrect answers, whereas assessments of mood, intention to buy, etc. are preference measures that have all the drawbacks of subjective ratings. Although it happens infrequently, applied cognitive psychologists occasionally use physiological measurements of reaction to stimuli. (Furnham, 2019:168/175).



One cannot overstate the importance of language in commercial contexts. In order to craft the ideal message, the authors must possess the knowledge and skills to manage certain language resources while constantly keeping in mind the target audience it will be directed towards and the responses it is intended to elicit. Advertising copywriters draw customers' attention by getting them to consider the message and, ultimately, the product itself. This can be done with anything from monosyllabic words to speechless advertisements, like Fujitsu's, which uses neither words nor sounds, to so-called puns or plays on words, like KitKat's "Have a break, have a KitKat" slogan. Effective persuasion, or at least the effective conveyance of the emotions and ideas the marketer wants the client to associate with the good or service on offer, results from the effective and distinctive use of language. (Álvaro, 2017).

Psychology explores human nature, the psyche, and why people behave the way they do. Advertising explores the art of influencing human behavior to perform certain actions. Experimental Psychology Cognitive Neuropsychology Cognitive Psychology Computer Modeling Psychology experts research and contribute knowledge to make marketing more impactful. Basic advertising needs to accomplish four things to be successful such as Attract a consumer's attention, Focus the attention on the message, Make the consumer remember the message and finally Cause the consumer to take the desired action.

Psychology explores human nature, the psyche, and why human beings deport the way they do. Advertising explores the artwork work of influencing human comportment to feature extremely good actions. Psychology experts appear to be up and make a contribution information to make advertising and advertising elevated impactful. Fundamental advertising and advertising and advertising needs to accomplish four matters to be remuneratively worthwhile such as Magnetize a consumer's attention, Focus the activity on the message, Make the consumer be conscious the

message and or later Cause the shopper to take the desired action. (Fennis & stroebe, 2010:195/225).

## **Conclusion**

In the present study we deal with advertising language and how it has an effective way to make consumers buy products immediately, in this chapter we defined cognitive psychology in all sides to make a full understanding the relationship between advertising language and cognitive psychology.

## **Chapter Three**

### **Fieldwork**

## **Introduction**

In the present chapter, the researcher's purpose is to present the methodology implemented in the study, the research process in gathering data along with presenting results. The researcher will finally analyze the finding. In this study, the qualitative quantitative research method will be used following the nature of the research topic through gathering data from an interview addressed to students and a linguistic analysis of advertisements slogans. The qualitative quantitative method suits the type of information dealing with personal perceptions and relating this to linguistic information and its impact on EFL students.

### **3.1 Methodology**

The present study will adopt a descriptive analysis of advertisement slogans through an interview addressed to EFL students to gather data on their perceptions of advertisements slogans impact on them and the linguistic analysis of advertisements slogans to identify the common linguistic features and analyze them.

#### **3.1.1 Sample And Setting**

Since we are searching on EFL learners 'perceptions of linguistic features in advertisement language: a psycholinguistic view the researcher choose to conduct an interview with (70) L2 EFL students at the department of English at University Mohamed Khider Biskra. Students were chosen randomly from the population of 352 L2 EFL students those students are the sample of the research while the setting will be at university Mohamed khider biskra in English classes, as an online Google form in order to gain information and answers.

### **3.1.2 Data Collection Tools**

Data collection methods can be defined as “raw materials that any researcher needs when doing her research depending on the research problem besides depending on the methods used by the researcher”. This means that data collection methods are the techniques that a researcher uses to gather data. (William, 2006:83).

#### **3.1.2.1 Student Interview**

##### **3.1.2.1.1 The Interview Definition**

Interview is used as a tool to collect qualitative data through direct communication with the participants. This means that interview is a common method for acquiring qualitative data because it enables researchers to provide in-depth, nuanced descriptions of experiences.(Byrne, 2001:233/234).

##### **3.1.2.1.2 Unstructured Interview**

In this section interviewers adjust their questions in reaction to the candidate's answers to earlier ones. There is no predetermined format, and there may be a variety of unexpected interview questions. The interviewer may have already prepared some questions or they may decide to ask more as the interview goes. (Jaya, 2023).

##### **3.1.2.1.3 Interview Advantages**

Interviews are helpful for learning more about a subject and gaining insight into it. Because they involve face-to-face interaction and the interviewee provides useful information, interviews can also aid in gathering accurate and relevant data. Additionally, interviews assist researchers grasp the body language \sand facial expressions of the research respondents. Most significantly,

they can be very helpful in helping researchers better grasp research participants' individualized thoughts, beliefs, and values. (Alshenqeeti, 2014).

### 3.1.2.1.4 The Interview Description

In the present study we are going to deal with the unstructured interview in which the first section is about advertisement and what types of ads attract the students and the second section is about the linguistic features and if students pay attention to them and the third section is about how do advertisements slogans affect them.

### 3.1.2.1.5 The Interview Results Presentation

<b>Qs 1</b>	30% of the students said that advertisement is an art work which used to gain people's interest about something.
	10 % of the students said the advert is a picture or a video or a show of specific goods.
	20% of students said that that advertisement is generally considered a public means of communication that promotes a product, service, in order to attract, interest and sales to a viewership.
	40% of students said that that advertisement is a promotional offer in which the advantages of a particular product are presented in order to get as many people attention as possible.
<b>Qs 2</b>	30% of students said that promoting a special ingredient may make them think that this product is better than the other products and featuring someone, like a celebrity saying how the product works and this can convince them and attract them.
	15% of students said that nothing attract him in ads only if the product were useful or needed.

	55% of the students said that the most attracting side in adverts is the headline or the description line of the product or what we call it slogan in which the sounds interest them.
<b>Qs 3</b>	25% of the students said yes they like a certain type of ads which is cosmetics and clothes because they care about the last fashion and makeup and the ads help them to know what kind of clothes and makeup are last trend.
	10% of students said yes, they prefer cars ads because cars interest them.
	45% of the students said of course they like food ads because it makes food look delicious.
	15% of students said yes they prefer cars ads because cars interest them.
	5% of the students said absolutely they prefer said that he prefers movies and films trailers.
<b>Qs 4</b>	5% of students said they don't pay attention to the sentences of the advertisements.
	70% of students said yes they paid attention to the slogans and each student gives an example of different advertisements.
	25% of students said they rarely pay attention to slogans.
<b>Qs 5</b>	50% of the students said that they are totally interested with these slogans because of its sounds and rhythms and they feel that they describe the product and make the consumers know more about it,
	10% of the students are not really interested with these slogans and they found it just a waste of time and useless because they don't trust advertisement in general.
	5% of students said that they don't have an exact feeling about these sentences or in another word, they don't believe in slogans.
	35% of students said they are interested with these slogans more than the product.

<b>Qs 6</b>	5% of students said no they didn't notice the linguistic features used in the slogans or in another word they know that these slogans are making sounds but they didn't try to know if these slogans are using specifically linguistic features.
	95% of students said yes they noticed some linguistic features specially alliteration, personification, metaphor, simile and parallelism.
<b>Qs 7</b>	25% of students gave me examples of slogans includes parallelism.
	25% of students gave me examples of slogans includes alliteration.
	15% of students gave me examples of slogans includes personification.
	25% of students gave me examples of slogans includes simile.
<b>Qs 8</b>	20% of students said that the benefit of using these figures add a little of excitement in the advertisements
	25% of students said that the advantages of using linguistic features is to effect on the viewers by making them more exited for thing showed on.
	10% of students said that these features help the advertS to be more attractive to consumers.
	40% that the benefit of using them is to play with peoples mind by making them enjoy listening and reading these musical sentences and unconsciously buy the product.
	5% of students said that these features makes you search for the meaning and makes you try to analyze them and discover a new features maybe you don't know
<b>Qs 9</b>	30% of students said absolutely yes and said that these slogans convince them to buy this product and make confident on this product.
	20% of students said they don't think so because they think that not all the products are good and some of them just try to cheat to make people buy a fake products



	50% of students said yes, the famous markets slogans they know effect on them specially the clothes, shoes and cosmetics.
<b>Qs 10</b>	10% of students said that these advertisement sentences and slogans made them very stubborn and violent because of toys ads and snacks ads so these slogans really affected their behaviors in a bad way.
	40% of students said that said yes these advertisements slogans play with the minds unconsciously that's why sometimes you see an advertisement for the first time and you decide to buy it immediately
	5% of students said no it doesn't effect on their behaviors because they don't try to think about too much because they had an experience on bad products that make them stop convincing these ads slogans.
	45% of students said of course it effects as and make as buy because of the sentence form and the way it sounds and the look of the ad make you think to buy this product

### **3.1.2.2 The Advertisements Slogans' Analysis**

#### **3.1.2.2.1 Descriptive Analysis Definition**

Using both recent and old data, descriptive analytics seeks out patterns and connections. Because it only describes trends and associations without going any further, it is frequently referred to as the most basic type of data analysis. Your company probably employs descriptive analytics on a daily basis and it is reasonably accessible. Data can be parsed, patterns and correlations between variables may be found, and information can be presented visually with the use of basic statistical software like Microsoft Excel or data visualization tools like Google Charts and Tableau. (Catherine, 2021).

The most popular and essential type of analytics used by businesses is descriptive analytics. Descriptive analytics can be used by every department of the company to track trends and operational success. Examples of descriptive analytics include KPIs like revenue per client, average bill-paying time, and year-over-year percentage sales growth. Presentations, dashboards, financial statements, and other reports all contain the results of descriptive analytics. (Morris, 2021).

### **3.1.2.2.2 The Descriptive Analysis Advantages**

There are several benefits to descriptive analytics. It can be carried out using commonly available instruments and doesn't necessitate a thorough understanding of analytical or statistical approaches. It can respond to a lot of the frequently asked inquiries regarding how well a company is doing, like whether or not sales last quarter met targets. This assists the company in identifying areas that require improvement. Descriptive analytics' main flaw is that it merely recounts what has occurred without seeking to understand its causes or foresee what will happen later. Additionally, it is typically restricted to relatively straightforward analyses that focus on the interactions between two or three variables. (Morris, 2021).

### **3.1.2.2.3 The Advertisements Slogans' Analysis Description**

In the present study we are going to analyze above 30 deferent types of slogans from different platforms in a table in which discover the common features used in these advertisements slogans after the analysis we are going to discuss finding .

### **3.1.2.2.4 The Advertisements Slogans' Analysis Results Presentation**

<b>Features</b>	<b>Memorability</b>								
	<b>Rhyme &amp; rhythm</b>	<b>Simile</b>	<b>Metaphor</b>	<b>Alliteration</b>	<b>Personification</b>	<b>Parallelism</b>	<b>Adj</b>	<b>Affirmative</b>	<b>Elliptical</b>



7-eleven.	/		/			/		/	
- Optimism wakes up with Nescafé.	/		/		/			/	
- Relax it's domino's.	/		/					/	/
- Wash the big city right out of your hair.			/				/	/	
- Fall in love with your hair.	/				/				
- Your eyes say enough.			/		/			/	
- Hot' njuicy.	/		/				/	/	/
- I'm lovin' it.	/							/	/

- Nothing is lighter than zero.			/			/	/	
- Happiness is having chocolate back.			/			/	/	/
- Maybe she's born with it. Maybe it's Maybelline.	/					/		
- Bigger, better burger king.	/			/		/	/	/
- Have a break have a kitkat.	/			/		/		
- You're not you when you're	/			/		/	/	/

hungry.									
- Children shoes have far to go.		/		/			/		
- Famous in natural look.		/		/			/		
- Live your life love your home.	/		/		/			/	
- The bright lights taste.	/	/				/	/		
- Hold the pickles; hold the lettuce special order don't upset us.	/					/	/	/	/
- Pepsi-cola hits the spot twelve full	/					/	/	/	/



has been building up to it all week		/						
-A toothpaste so advanced, it works between brushing.		/			/			
- Nobody can do it like McDonald's can.		/			/	/	/	
- Brush like a dentist.		/					/	
- Feel like a woman.		/				/		
- Fresh up with seven-	/				/			



up.									
- In the battle against germs carex is twice as effective as ordinary soap.	/	/						/	
- Piccadilly pack a promise.	/			/		/		/	

**Table of Percentage**

<b>Options</b>	<b>Common Linguistic Features Use In Slogans</b>									<b>Total</b>
	<b>Memorability</b>	<b>Simile</b>	<b>Metaphor</b>	<b>Alliteration</b>	<b>Personification</b>	<b>Parallelism</b>	<b>Adj</b>	<b>Affirmative</b>	<b>Elliptical</b>	
<b>Frequency</b>	28	5	14	9	6	20	16	27	9	134
<b>Percentage</b>	20%	3%	10%	6%	4%	14%	11%	20%	6%	94%

### 3.1.3 The Data Analysis And Discussion

### 3.1.3.1 The Interview Analysis

The present study attempts to explore EFL learners' perceptions of linguistic features in advertisement language, nowadays students are social media users and they have an idea about ads, they have their own preferences and can develop an opinion about an effective slogan. After the interview with L2 students, they all showed some preferences which indicates that EFL student do follow slogans in different media either willingly or unwillingly when ads are inserted in the videos they watch through Face book or Tik Tok in which 20% define it as an art work which used to gain people's interest about something and 40% of students said that that advertisement is a promotional offer in which the advantages of a particular product are presented in order to get as many people attention as possible. Whereas 55% think that the most attracting side in adverts is the headline or the description line of the product or what we call it slogan in which the sounds interest them and 30% of students said that promoting a special ingredient may make them think that this product is better than the other products and featuring someone, like a celebrity saying how the product works and this can convince them and attract them but the other 15% don't believe in advertisements at the other hand 50% of them prefer cosmetics, clothes and shoes ads while the other 50% prefer cars, food ads and movies trailers. The second section was about linguistic features in which the 95% of them noticed the slogans or the advertisements sentences and these slogans interest them, 15% of them wasn't interested and the other 85% was paying attention to them, however notice the use of the linguistic features in these sentences 95% noticed them and give examples as alliteration, simile, metaphor and personification, and 5% of them and here is some of their examples: 'Relax it doesn't just tell time, it tells history' (Alliteration), 'Buy a bucket of chicken and have a barrel of time' (Parallelism), 'Get the door it's domino's' (Personification), 'Think outside the Bun' (Metaphor), 'We do it like you do it' (Simile), 'It's a good time of the great taste of McDonald's

products' (Hyperbole), 'The best food for fast time' (Alliteration). 'I will never forget her kiss, her smile, her perfume' (Parallelism). In students opinion the use of these features is beneficial in which they think that it add a special touch in the adverts and make the consumers buy the product without thinking and attract them and make the advertisers gain more money and convince buyers that a certain brand is more worthy of money and to worm a logo or a design or a jingle into the buyer's subconscious. As they think that advertisements slogans effect on consumers,85% think that it influence their decision to buy specially if the product interest them and these slogans convince them to buy and make confident on this product, 15% of students believe that this slogans are just to make them buy a fake goods and it doesn't affect them, at the end all students agreed that it effect there behaviors and it relates to cognitive psychology because such a normal sentence could make you unconsciously buy a product even if it's not necessary or make you immediately interested with the product and also effect on consumers by an awareness inside them of business and brand and promote the benefits of products or services. After this experience we found that linguistics is not just to learn for students, but also to influence.

### **3.1.3.2 The Advertisements Slogans' Analysis**

In the process of this dissertation, the researcher collected data from 40 different slogans in English written for a various sentences of advertisement in food, cosmetics, fashion etc. the first step followed uses to detect all linguistic features of every single sentence. This data collection aimed at gathering all linguistic features that are used to produce memorable and catchy slogans which led to find out that in these slogans the designers try to associate sentences to the brand identity on its values that are easy to remember connection in the mind. Where the repetition plays an important role, they also apply concision because the short sentences that are to the point are easy to remember. Rhyme also plays a major role along with Rhythm to make the slogan

memorable. Though identifying slogans' linguistic features are deduced that in addition to memorability, there are other common semantic and syntactic features that can be grouped in the following: personification, parallelism, alliteration, the use of adjectives and affirmative sentences (persuasion).

### **3.1.4 The Discussion Of The Findings**

After data gathering through the EFL students interview and the analysis of the advertisements' slogans found in deferent platforms (Google, TV, magazines...) this chapter dedicated to the discussion of the results and the finding of the research questions' answers.

This study attempts to explore EFL learners 'perceptions of linguistic features in advertisement language: a psycholinguistic view. After the results we find from the analysis of data, interesting answers were obtained, regarding the EFL students answers and the analysis of the advertisements slogans our study indicates that the most common features used in advertisements according to the slogans we analyze we found that 28 from 40 slogans was using memorability including concise, rhyme and rhythm and 20% of 40 slogans was using affirmative from the semantic features and regarding to student most of their examples were Alliteration. The majority of students agreed that advertisement is considered a public mean of communication that promotes a product, service, in order to attract, and sales to a viewership and an art work which used to gain people's interest about something and according to them the most attracting thing in advertisements is the headline or the slogan in which includes linguistic features that add a specific sound and rhythm and students considered that linguistic features are used in advertisement's slogans or the language of ads are created to interest consumers and attract them and give them more detailed information about the

goods and send them a message not to make them have the product but also buy it and add a tone that make the audience think about this product moreover these linguistic features are used by producers to effect people minds and play with their emotions or in another word to the advertisers try to use that language which is suitable for the target audience and consumers, and students assert that the advantages of using these features is to add an excitement to the advert and grab the people attention and these linguistic features make the slogans more catchy. Concerning to the students answers the advertisement language or slogans are not only tells about the product but also influence the consumers psychology and change their behaviors, it is clear that the type of language advertisers use influence consumers thinking that's what advertisements aims for, the majority of students agreed that advertisement language and slogans play with people mind unconsciously to push them to buy a specific product without thinking twice so here we recognize that these linguistic features is the mine part in the advertisements it can effect consumers cognitive psychology easily and make the slogans of the adverts memorable to the consumers in addition to that this language of adverts make consumers that they need this product and control their decision to buy.

## **The Conclusion**

In this chapter the purpose was to collect data and analyze them of the current study in which this chapter contain data collection methods and sampling and setting in which an interview and different types of slogans were analyzed and described in which the finding of analyzing the interview according to L2 students from university of Mohamed Khider of Biskra tend to have perceptions of the linguistic features in advertisements' slogans impact, moreover the results stated that the use of these linguistic features effect students and other people cognitive psychology and influence their behaviors in which push them to buy.

## **General Conclusion**

Our research about EFL learners 'perceptions of linguistic features in advertisement language: a psycholinguistic view, However to collect data we used the data gathering tools in which an interview addressed to students and a linguistic analysis of advertisements slogans

Since it is an explorative reaserch, the present study divided into three chapters. The first chapter provides the definition of the language and the history of the advertisement language and its concept, types, advantages and finally the most common features in which has two types: phonological features and semantic features. In the other hand, the second chapter deals with the consumers cognitive psychology in which provides the history of cognitive psychology and its concept and the concept of advertising psychology and the concept of consumer psychology in addition to that the methods of cognitive psychology, also it ends with effect of cognitive psychology on consumers. The third chapter is devoted to the practical part which includes the description of the research approach, data collection methods and sampling and setting used in this study. in addition to that it discussed the finding and results obtained from student's interview and the analysis of slogans found in different platforms. The finding answers the research questions and reached the aim of the study. According to the finding and results the advertisers use this particular language to get consumers attention to make them buy their product in which they use the most

common linguistic features in slogans to make people unconsciously get attracted to the product in addition to that they use these features to make the headline memorable to consumers and affect their cognitive psychology in which they feel that they need to have this product even if it was not very necessary, however the use of these linguistic features make the students realize new linguistic features and learned how to use them in the right form.

### **Recommendations**

- EFL classroom need to practice designing such sentences to develop their creativity in addressing others and producing a special effect on them or persuading them about a given issue.
- Students should learn the criteria of effective and influential sentences that enables speaker to say less and mean much.
- The linguistic features in advertisement can be introduced to EFL learners as one of the concrete uses of language in the job market apart from the usual and academic use restricted to classroom of the real life.

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## Appendix

### Interview Questions

- **Section one:** Advertisement in general.

**Qs 1:** In your opinion what is an advertisement?

**Qs 2:** What attracts you in advertisements?

**Qs 3:** Do you like a certain type of advertisements? Which type of advertisements do you prefer?

- **Section two:** Linguistic features.

**Qs 1:** Have you paid attention to the sentences in the advertisements?

**Qs 2:** Do these sentences interest you?

**Qs 3:** Did you notice some linguistic features in the advertisement sentence or the slogan?

**Qs 4:** Please give me an example of an advertisement sentence include one of these linguistic features and mention it?

**Qs 5:** What are the beneficial and the advantages of using these linguistic features?

- **Section three:** The effect advertisements sentences on consumers.

**Qs 1:** Do you think these sentences influence your decision to buy?

**Qs 2:** In your opinion, does advertisement sentence effect your behavior and how?

## الملخص

اعتمدت الدراسة الحالية على التحليل الوصفي لشعارات الإعلانات مع شعارات تصور اللغة الإنجليزية كلغة اجنبية من خلال مقابلة مع طلاب اللغة الإنجليزية كلغة اجنبية لجمع البيانات عن تصوراتهم لتأثير شعارات الإعلانات عليهم و التحليل اللغوي لشعارات الإعلانات للتعرف على السمات اللغوية المشتركة و تحليلها. يهتم البحث بشكل أساسي بالابداع اللغوي الذي يلعب تأثيرا حاسما على صناعته. عينات الدراسة عبارة عن مجموعة من (40) شعارا اعلاني من مختلف الأنواع تم تجميعها من الصحافة و التلفزيونات و الانترنت المنشورة، والطريقة المعتمدة هي نظرية وصفية تهدف الى تحليل النصوص المختارة بشكل منهجي بالاضافة الى مقابلة مع طلبة السنة الثانية لسانس للتحقق في تجاربهم تجاه اللاعلامات. توصلت الدراسة الى بعض النتائج: يستخدم المعلنون رموزا و هياكل و نصوصا بسيطة، و رسومات و تخطيطات مميزة، واستخدام على نطاق واسع لصيغة الامر و التصريحي، بالاضافة الى تقطيع الجمل الى عدة اجزاء للتأكد من ان الرسائل واضحة وسهلة يراها المتلقي انحرافا معتمدا يستخدمه المعلنون كاداة لتجنب لجذب المستهلكين، و لتمييز علاماتهم التجارية، و لتحقيق غايتهم المقنعة.

**الكلمات المفتاحية :** (التحليل الوصفي, شعارات الإعلانات, اللغة الإنجليزية كلغة اجنبية, تصور اللغة الإنجليزية كلغة اجنبية.)