

PRAGMA-SYNTACTIC ASPECTS OF ADVERTIZING LANGUAGE

Jeremiah Anene Nwankwegu

Department of Languages and Linguistics,
Ebonyi State University, Abakaliki, Nigeria

&

Goodluck Chigbo Nwode

Department of Languages and Linguistics,
Ebonyi State University, Abakaliki, Nigeria

Abstract

This study explores the intricate relationship between syntactic and pragmatic features in advertising language, analyzing how these elements combine to create effective and persuasive messages. Through syntactic analysis, we identify the prevalent use of imperatives, declaratives, and parallel structures across various advertisements, highlighting their distinct functions in capturing attention, asserting brand identity, and enhancing memorability. Pragmatic analysis reveals the deeper, unspoken messages conveyed through these syntactic choices, such as emphasizing urgency, promoting emotional connections, highlighting benefits, and invoking social values. The pragma-syntactic analysis further illustrates how syntactic structures enhance the pragmatic impact of advertisements, creating urgency, building trust, and ensuring relatability. Ultimately, the study uncovers the strategic use of language in advertisements to influence consumer behavior and perception, demonstrating the crucial role of both syntactic and pragmatic features in crafting compelling advertising messages.

INTRODUCTION

Language plays a pivotal role in advertising, serving not just as a medium of communication but also as a tool for persuasion. The unique pragma-syntactic features of advertising language contribute significantly to its effectiveness, capturing attention and influencing consumer behavior. This study delves into the pragma-syntactic elements of English advertisements, analyzing how they work together to enhance the overall persuasiveness of advertising messages.

The purpose of this research is to explore the pragma-syntactic characteristics of advertising language, focusing on the structure and complexity of sentences used in advertisements and their pragmatic implications. Specifically, the study aims to evaluate whether the syntactic features of modern advertising slogans align with Geoffrey Leech's concept of Standard Advertising Language, which highlights simplicity, brevity, and memorability, while also considering the pragmatic contexts that these syntactic choices create.

Key research questions guiding this study include: What are the prevalent pragma-syntactic structures in contemporary advertising? How do these structures and their pragmatic elements enhance the persuasiveness and effectiveness of advertisements? By addressing these questions, the study seeks to understand the relationship between syntactic complexity, pragmatic context, and advertising effectiveness.

The significance of this study lies in its potential to provide insights into the strategic use of pragma-syntax in advertising. Understanding these elements can offer valuable perspectives for advertisers, marketers, and linguists interested in the dynamics of language and persuasion. Ultimately, this research contributes to a deeper understanding of how syntactic choices and their pragmatic contexts impact the effectiveness of advertisements, shaping consumer perceptions and behaviors.

LITERATURE REVIEW

Conceptual Review

Pragmatics: Pragmatics is a crucial aspect of linguistic study that delves into how context influences the interpretation of meaning. According to Huang (2015), pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). In advertising, pragmatics involves understanding how messages are crafted to convey particular implications and emotions, influencing consumer behavior. Cutting (2015) also highlights the importance of pragmatics in understanding how language functions in social interactions, which is directly applicable to the persuasive nature of advertising.

Syntax: Syntax refers to the rules that govern the structure of sentences, determining how words are combined to form coherent and meaningful statements. Carnie (2012) discusses the principles of syntax, providing a comprehensive overview of syntactic theory. In the context of advertising, Cook (2001) emphasizes that syntax plays a pivotal role in crafting messages that are clear, concise, and impactful. The strategic use of imperatives, declaratives, and parallel structures in advertisements helps in capturing attention and persuading the audience.

Pragma-Syntax: Pragma-syntax explores the intersection of syntax and pragmatics, examining how grammatical structures support pragmatic objectives in communication. Culpeper and Haugh (2014) discuss how syntactic choices can influence pragmatic interpretations, a concept that is particularly relevant in advertising. Advertisements often utilize specific syntactic constructions to achieve pragmatic goals, such as creating urgency, emphasizing benefits, and establishing brand identity. For instance, Jones and Norris (2005) analyze how syntactic and pragmatic elements work together in advertising language to persuade and influence consumers effectively.

Advertisement: Advertisements are designed to promote products, services, or events, employing various linguistic strategies to achieve their goals. Holm (2016) explores how advertisements use visual and verbal language to create meaning and persuade audiences. The effectiveness of an advertisement hinges on its ability to attract attention and communicate its message clearly and memorably. Young (2017) provides insights into the principles of crafting compelling

advertisements, highlighting the importance of language in shaping consumer perceptions and driving action.

Advertising Language: Advertising language is characterized by its creative and strategic use of linguistic features to persuade and engage audiences. Johnson & Ensslin (2007) identify the use of simple, memorable, and impactful language as a hallmark of effective advertising. Goddard (2002) discusses how advertising language employs rhetorical devices and stylistic elements to enhance persuasiveness and memorability. The adaptability of advertising language to various media formats, including print, broadcast, and digital platforms, is crucial for reaching and influencing diverse audiences.

Conceptual Integration: Integrating the concepts of pragmatics, syntax, and pragma-syntax is essential for analyzing advertising language comprehensively. Pragmatic analysis helps identify the intended meanings and implications behind advertisements, while syntactic analysis focuses on the grammatical structures used to convey these messages. Pragma-syntactic analysis combines these perspectives to examine how specific syntactic choices enhance the pragmatic goals of an advertisement.

Existing Literature on Advertising Language

The study of advertising language has garnered considerable attention over the years, with numerous researchers exploring its unique syntactic features. Advertising language is often characterized by its brevity, directness, and creativity, designed to captivate and persuade audiences. Scholars have examined how syntax plays a crucial role in shaping the effectiveness of advertisements, emphasizing the importance of sentence structure in conveying messages succinctly and memorably.

Critical Review of Foundational Studies

Several studies have investigated the syntactic features of advertising language, identifying common patterns such as the use of imperatives, ellipses, and parallel structures. Research has shown that these features contribute to the conciseness and persuasiveness of advertisements. For instance, imperatives are often used to create a sense of urgency, while parallel structures enhance memorability. Additionally, studies have explored the use of complex versus simple sentence structures, examining how they affect audience engagement and comprehension.

Leech's foundational work on Standard Advertising Language highlighted the importance of simplicity and memorability in advertising syntax. His emphasis on directness remains relevant, as modern advertisements continue to rely on concise messaging (Leech, 1966). However, his framework may not fully account for the complexity of digital and multimedia advertising, where interactivity and visual elements also play significant roles.

Cook's analysis of imperatives in advertisements underscores their effectiveness in creating urgency. This study is valuable for understanding how language can prompt immediate consumer action (Cook, 1992). However, Cook's focus on traditional print media limits the applicability of his findings to digital formats, where engagement strategies may differ significantly.

Myers' exploration of ellipses provides insights into how advertisers create intrigue by omitting information, compelling audiences to engage more deeply (Myers, 1994). While this technique remains effective, Myers' work could benefit from a broader analysis of how ellipses function in various advertising contexts, including online platforms where user interaction can affect interpretation.

Goddard's discussion of parallel structures in advertising highlights their role in enhancing rhythm and memorability (Goddard, 1998). This study offers a strong foundation for understanding the appeal of repetitive syntax. However, it could be expanded to consider how cultural and linguistic variations influence the effectiveness of parallelism in global advertising campaigns.

O'Barr's examination of syntactic choices and audience perception provides valuable insights into the potential drawbacks of complex sentence structures. His findings suggest that while complexity can add sophistication, it may also hinder clarity (O'Barr, 1994). This work is particularly relevant in evaluating high-end product advertisements but may overlook how simplicity can also be used effectively in luxury branding.

Johnstone's analysis of the balance between complex and simple sentences in advertising is comprehensive, highlighting how simplicity often enhances comprehension (Johnstone, 2008). Her work is applicable across various media, making it highly relevant in today's diverse advertising landscape. However, further exploration into the cognitive processing of complex syntax in digital advertisements could provide additional depth.

Kendall's investigation into the influence of syntactic constructions on consumer interpretation offers important insights into advertising persuasiveness (Kendall, 2011). Her work acknowledges the interplay between syntax and semantics, although a more detailed analysis of how different demographics respond to syntactic variations would enhance the applicability of her findings.

Theoretical Review

AIDA Model (Attention, Interest, Desire, Action)

The AIDA model was developed by E. St. Elmo Lewis in the late 19th century. It outlines the stages a consumer goes through from first becoming aware of a product to making a purchase decision.

The AIDA model serves as a practical guide for advertisers to structure their campaigns effectively. Advertisements are designed to first grab attention, then maintain interest, build desire, and finally prompt action. This sequential approach helps in crafting messages that lead consumers through the decision-making process.

While the AIDA model is straightforward and easy to apply, it has been criticized for being too linear and simplistic. Modern consumer behavior is more complex, often involving multiple touchpoints and feedback loops that the AIDA model does not account for.

Hierarchy of Effects Model

The Hierarchy of Effects model was developed by Robert J. Lavidge and Gary A. Steiner in 1961. It describes the process consumers go through before making a purchase decision and expands on the AIDA model by adding more stages and emphasizing the psychological processes involved in advertising.

The Hierarchy of Effects model helps advertisers understand the different stages of consumer behavior and design campaigns that address each stage. By targeting specific stages with tailored messages, advertisers can more effectively guide consumers from awareness to purchase.

This model assumes a linear progression through the stages, which may not reflect the actual consumer decision-making process. Additionally, it does not account for the influence of social and environmental factors that can affect purchasing decisions.

Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model was developed by Richard E. Petty and John Cacioppo in the 1980s. It focuses on the cognitive processes underlying persuasion and distinguishes between two routes to persuasion: the central route and the peripheral route.

The ELM helps advertisers understand how different types of messages can influence consumers based on their level of involvement and motivation. For high-involvement products, advertisers should focus on strong, logical arguments (central route). For low-involvement products, they might rely on emotional appeals or celebrity endorsements (peripheral route).

Theoretical Framework

This study is guided by Geoffrey Leech's concept of Standard Advertising Language and Relevance Theory, providing a comprehensive framework for analyzing the pragma-syntactic aspects of advertising language.

Geoffrey Leech's Standard Advertising Language

Geoffrey Leech's Standard Advertising Language, introduced in **English in Advertising: A Linguistic Study of Advertising in Great Britain** (1966), emphasizes simplicity, clarity, and memorability in advertising language. Leech identifies that effective advertisements use short sentences, familiar vocabulary, and repetitive structures to ensure the message is easily understood and remembered by the audience.

Leech's framework helps analyze how syntactic simplicity and directness contribute to advertising effectiveness. By examining advertising language structures, this study identifies how these elements align with Standard Advertising Language principles to enhance clarity and impact.

Relevance Theory

Relevance Theory, developed by Dan Sperber and Deirdre Wilson (1986, 1995), is a cognitive-pragmatic theory emphasizing relevance in communication. It suggests that communication is a process of conveying information relevant to the listener, where relevance is defined by the balance between cognitive effects and processing effort.

Relevance Theory examines how advertisements are designed to maximize relevance for their target audience. Advertisements strive to achieve high cognitive effects (such as capturing attention, evoking emotions, and persuading the audience) with minimal processing effort (using clear, concise, and memorable language). This theory helps understand how pragmatic elements like context, implied meanings, and audience expectations interact with syntactic structures to enhance overall advertisement impact.

Integrating the Theories

By combining Geoffrey Leech's Standard Advertising Language and Relevance Theory, this study provides a comprehensive analysis of the pragma-syntactic aspects of advertising language. Leech's framework emphasizes simplicity and memorability in advertisements, while Relevance Theory explores the balance between cognitive effects and processing effort. This integrated approach enhances understanding of how syntactic and pragmatic elements work together to create effective and persuasive advertisements. The study examines how advertisements use simple, clear, and direct language to achieve relevance and maximize cognitive impact with minimal processing effort, thereby influencing consumer behavior and perception.

Empirical Review

Nwankwegu et al. (2014) examine language use in advertising discourse, particularly focusing on church advertisements displayed on handbills, posters, and billboards. Their study aims to uncover the pragmatic strategies employed by advertisers to persuade or manipulate audiences. By analyzing Christian handbills for compliance with Grice's Cooperative Principle (CP) and its maxims, they find that many advertisements violate the maxim of quantity, providing less information than needed for meaningful interpretation. This lack of cooperation diminishes the effectiveness of the advertisements.

Nwankwegu (2016) investigates ideological assumptions and covert communications in Christian advertising through the lens of Relevance Theory. This study suggests that advertising communication relies heavily on inferences and assumptions, facilitating the interpretation process. Nwankwegu posits that Christian advertisers and their audiences share common values, which can be explored by analyzing the interaction between the reader and the context within the language of Christian advertising. The relevance-theoretic approach reveals that religion and its services are marketed similarly to products, with advertisements promising spiritual and material benefits. However, these benefits are often abstract and challenging to evaluate.

Gaps in the Literature

Despite the extensive research on advertising language, gaps remain in understanding the relationship between syntactic complexity and advertising effectiveness. While many studies have focused on traditional advertising mediums, there is a need for more research on digital and social media advertisements, where syntactic strategies may differ. Furthermore, the alignment of current advertising practices with Leech's Standard Advertising Language has not been extensively revisited in recent years, particularly in the context of evolving consumer preferences and digital communication trends.

METHODOLOGY

This study employed a qualitative analysis to examine the pragma-syntactic features of advertising language in a selection of 13 advertisements. These advertisements were randomly chosen from both online and physical campaigns, with a particular focus on billboard advertisements. The random selection process ensured a diverse representation of advertisement types, target audiences, and product categories, hence providing a comprehensive overview of contemporary advertising practices in Nigeria.

The data collection involved sourcing the selected advertisements from various platforms, ensuring a mix of online digital advertisements and physical billboard campaigns. Each advertisement was carefully documented, capturing the text and visual elements to facilitate a thorough analysis. The pragmatic and syntactic features of the advertisement texts were then analyzed using established linguistic frameworks. Pragmatic analysis focused on identifying speech acts, implicatures, and politeness strategies, while syntactic analysis examined sentence structures, clause types, and grammatical elements. The intersection of these analyses, termed pragma-syntactic analysis, was also explored to understand how pragmatic and syntactic features interact to create persuasive messages.

Results from the analysis were systematically tabulated to highlight the syntactic, pragmatic, and pragma-syntactic features observed in each advertisement. This tabulation provided a clear, comparative overview of the linguistic strategies employed across the different advertisements. The study's methodological approach ensured a rigorous and detailed examination of the language used in advertising, offering valuable insights into how syntactic structures and pragmatic strategies are employed to influence and engage audiences.

DATA ANALYSIS: PRAGMA-SYNTACTIC FEATURES OF THE SELECTED ADVERTISEMENTS

SN	<i>Advert</i>	Syntactic Analysis	Pragmatic Analysis	Pragma-syntactic Analysis
1	<i>LIFE IS TOO SHORT FOR BETTER TASTE</i> <i>Free delivery.</i> <i>22555</i> <i>(Foodlight)</i>	Sentence Type: Declarative Syntactic Features: Parallel structure ("Life is too short" and "for better taste"), creating a catchy and memorable statement. It suggests urgency and enhances persuasiveness.	Pragmatic Features: Emphasizes urgency and enjoyment. Implications: Encourages indulgence in high quality food now rather than later. Unspoken Message: Life is fleeting; prioritize pleasure.	Pragmatic Elements: Implies urgency and prioritization of enjoyment. Syntactic Features: Ellipsis suggests that time is limited for waiting, suggesting the urgency.

2	<i>BE AMBITIOUS. NOT THIRSTY. DIET COKE. You're on.</i> <i>(Coca Cola)</i>	Sentence Type: Imperative followed by a fragment. Syntactic Features: Contrast between being "ambitious" and "not thirsty" is emphasized by the abruptness, creating a strong, motivational impact.	Pragmatic Features: Contrasts ambition with temporary desires. Implications: Prioritize long term goals over short term gratifications. Unspoken Message: Choosing this product aligns with ambition and success.	Pragmatic Elements: Encourages focus on goals rather than desires. Syntactic Features: Parallel structure contrasts ambition with thirst, emphasizing choice and priority.
3	<i>SHOP YOUR EVERYDAY ESSENTIALS ON JUMIA</i> <i>(JUMIA)</i>	Sentence Type: Imperative Syntactic Features: Direct command encourages action, with specificity in "your everyday essentials," making it relatable and inviting.	Pragmatic Features: Highlights convenience and reliability. Implications: Suggests ease and accessibility of shopping online. Unspoken Message: Jumia is your go to for daily needs.	Pragmatic Elements: Promotes convenience and reliability. Syntactic Features: Simple sentence directly instructs action, making it relatable and clear.
4	<i>WE KNOW WHAT KEEPS YOU UP Let's talk</i> <i>(MTN)</i>	Sentence Type: Declarative Syntactic Features: Personal tone with "we know" establishes a connection with the audience, making it engaging and prompting curiosity.	Pragmatic Features: Establishes empathy and a personal connection. Implications: Invites open communication about concerns. Unspoken Message: We understand your problems and are here to help.	Pragmatic Elements: Establishes empathy and invites engagement. Syntactic Features: Combination of declarative and imperative creates a personal connection and invitation.
5	<i>Nike COME TOGETHER Right Now</i> <i>(Nike)</i>	Sentence Type: Imperative Syntactic Features: Use of the imperative "come together" creates a sense of	Pragmatic Features: Promotes unity and immediate action. Implications: Encourages gathering and collective experience.	Pragmatic Elements: Encourages unity and immediate action. Syntactic Features: Imperative form creates a sense of urgency and collective action.

		urgency and unity, while "right now" adds immediacy.	Unspoken Message: Joining together now is essential and beneficial.	
6	<i>SAY IT WITH PEPSI</i> (Pepsi)	Sentence Type: Imperative Syntactic Features: Encourages expression through the product, making it versatile and relatable. The imperative form is direct and persuasive.	Pragmatic Features: Suggests using the product to express feelings. Implications: Pepsi facilitates communication and celebration. Unspoken Message: Pepsi is a medium for shared experiences.	Pragmatic Elements: Suggests shared experiences and communication. Syntactic Feature: Imperative encourages use of the product to express emotions, enhancing relational context.
7	<i>THERE'S NOTHING LIKE IT</i> Pepsi (PEPSI)	Sentence Type: Declarative Syntactic Features: Simple sentence structure enhances clarity and memorability, suggesting uniqueness and superiority.	Pragmatic Features: Emphasizes uniqueness. Implications: Suggests that the product is unparalleled. Unspoken Message: This product stands out from the competition.	Pragmatic Elements: Creates intrigue and uniqueness. Syntactic Features: Simple sentence emphasizes exclusivity and curiosity.
8	<i>God ducks!</i> <i>DRINK PEPSI</i> (PEPSI)	Sentence Type: Exclamation followed by an imperative. Syntactic Features: The exclamation grabs attention, followed by a direct command, creating a playful yet compelling message.	Pragmatic Features: Shocking exclamation followed by a command. Implications: Grabs attention dramatically, then directs toward the product. Unspoken Message: Pepsi is exciting and worth trying.	Pragmatic Elements: Shocks and commands attention. Syntactic Features: Exclamatory phrase combined with an imperative creates an emotional response.

9	<i>Pepsi-Cola Born in Bern, NC 1808</i> <i>(PEPSI)</i>	Sentence Type: Declarative Syntactic Features: Provides historical context, establishing heritage and credibility. The structure is straightforward and informative.	Pragmatic Features: Emphasizes heritage and authenticity. Implications: Highlights the brand's longstanding history. Unspoken Message: Trust our product because of its rich heritage.	Pragmatic Elements: Emphasizes heritage and authenticity. Syntactic Features: Declarative statement links brand to historical significance, enhancing trust.
10	<i>EVEN THE PRESIDENT BANKS WITH US What's you excuse?</i> <i>(Union Bank)</i>	Sentence Type: Declarative followed by an interrogative. Syntactic Features: The declarative builds authority, while the question challenges the audience, prompting reflection and engagement.	Pragmatic Features: Appeals to authority and challenges the audience. Implications: If a high status person trusts us, so should you. Unspoken Message: Banking with us is prestigious and credible.	Pragmatic Elements: Appeals to authority and challenges the audience. Syntactic Features: Declarative followed by interrogative provokes thought and self-reflection.
11	<i>Enjoy 0% CHARGES ON YOUR TRANSACTIONS. Make free deposits and withdrawals.</i> <i>(Moniepoint Agents – Imo State)</i>	Sentence Type: Imperative followed by a declarative. Syntactic Features: The imperative "enjoy" creates an inviting tone, with the following sentence providing details, enhancing appeal.	Pragmatic Features: Highlights financial benefits. Implications: Emphasizes cost savings and convenience. Unspoken Message: Our services offer significant economic advantages.	Pragmatic Elements: Highlights benefits and savings. Syntactic Features: Imperatives clearly communicate advantages, promoting action.
12	<i>Experience a card that works.</i> <i>(Moniepoint Agents – Abia State)</i>	Sentence Type: Imperative Syntactic Features: Simple, direct command inviting the audience to try the	Pragmatic Features: Emphasizes reliability. Implications: Suggests a hassle free experience with this card.	Pragmatic Elements: Promises reliability and efficiency. Syntactic Features: Simple imperative suggests

		product, highlighting functionality.	Unspoken Message: You can count on our card for seamless transactions.	straightforward benefits.
13	<i>Pay without story. Make online and offline payments. (Moniepoint Nigeria)</i>	Sentence Type: Imperative followed by a declarative. Syntactic Features: Informal tone in "pay without story" appeals to relatability, while the declarative offers practical information.	Pragmatic Features: Uses colloquial language to imply ease. Implications: Payment processes are straightforward and simple. Unspoken Message: Our payment services are convenient, reliable, and stress free.	Pragmatic Elements: Emphasizes simplicity, reliability, and convenience. Syntactic Features: Colloquial language in simple sentences reinforces ease of use.

Discussion of Findings

1. Syntactic Structures and Their Effects

The analysis reveals that advertisers heavily rely on specific syntactic structures to enhance the effectiveness of their messages. Imperatives, declaratives, and parallel structures are prominent across various adverts, each serving distinct purposes:

Imperatives (e.g., "BE AMBITIOUS. NOT THIRSTY." and "SAY IT WITH PEPSI") command attention and prompt immediate action from the audience. This direct approach is effective in creating a sense of urgency and engagement.

Declaratives (e.g., "THERE'S NOTHING LIKE IT" and "Born in Bern, NC 1808") are used to make statements that assert uniqueness, credibility, and historical significance. These statements help establish trust and brand identity.

Parallel Structures (e.g., "LIFE IS TOO SHORT FOR BETTER TASTE") create rhythm and enhance memorability. The repetition and balance in these structures make the slogans catchy and persuasive.

2. Pragmatic Elements

Pragmatic analysis reveals that advertisements aim to convey messages that go beyond the literal meanings of the words used. The pragmatic elements often involve creating emotional connections, emphasizing benefits, and invoking social values:

Emotional Connections: Advertisements like "WE KNOW WHAT KEEPS YOU UP. Let's talk" establish empathy and personal connection with the audience, suggesting that the brand understands and cares about the consumer's concerns.

Emphasizing Benefits: Ads such as "Enjoy 0% CHARGES ON YOUR TRANSACTIONS" highlight specific advantages, appealing to consumers' desire for savings and convenience.

Social Values: "EVEN THE PRESIDENT BANKS WITH US. What's your excuse?" appeals to social proof and authority, suggesting that if influential people trust the brand, others should too.

3. Pragma-Syntactic Analysis:

The combined pragma-syntactic analysis demonstrates how syntactic choices enhance the pragmatic impact of advertisements:

Imperatives and Urgency: The use of imperative sentences creates an immediate call to action, while the pragmatic element emphasizes the necessity or benefit of acting quickly. For instance, "COME TOGETHER Right Now" not only calls for unity but also emphasizes the urgency of doing so immediately.

Declaratives and Trust: Declarative sentences often establish facts or assertions that build trust. "Born in Bern, NC 1808" uses a simple declarative to assert historical credibility, leveraging the pragmatic implication of longevity and reliability.

Parallel Structures and Memorability: Parallel structures make slogans more rhythmic and easier to remember. "LIFE IS TOO SHORT; FOR BETTER TASTE" uses a parallel structure to create a memorable and persuasive statement that emphasizes the urgency of enjoying quality food now.

4. Unspoken Messages and Implications

The analysis also uncovers the unspoken messages embedded within the advertisements:

Urgency and Enjoyment: Ads like "LIFE IS TOO SHORT; FOR BETTER TASTE" suggest that life is fleeting and one should prioritize enjoyment and quality, appealing to the consumers' sense of urgency and desire for pleasure.

Ambition and Success: "BE AMBITIOUS. NOT THIRSTY." subtly conveys that choosing Diet Coke aligns with being ambitious and focused, associating the brand with success and long-term goals.

Convenience and Reliability: "SHOP YOUR EVERYDAY ESSENTIALS ON JUMIA" implies that Jumia is a reliable and convenient option for daily needs, promoting the brand as a go-to solution.

The findings of this analysis illustrate the strategic use of syntactic features to enhance the pragmatic effectiveness of advertising language. Advertisers carefully craft their messages using imperative and declarative sentences, parallel structures, and other syntactic tools to create memorable, persuasive, and emotionally resonant advertisements. The unspoken messages and pragmatic implications embedded within these syntactic choices play a key role in influencing consumer behavior and perception, thus, highlighting the intricate relationship between syntax and pragmatics in the language of advertising.

Conclusion

This study has highlighted the crucial interplay between syntactic and pragmatic features in advertising language, illustrating how these elements combine to create compelling and persuasive messages. Through our analysis, several key findings emerge:

1. **Syntactic Structures and Their Effects:** Advertisers frequently use specific syntactic structures—such as imperatives, declaratives, and parallel constructions—to capture attention, assert brand identity, and enhance memorability. Imperatives prompt immediate action, declaratives build trust and credibility, and parallel structures create rhythmic and memorable slogans.
2. **Pragmatic Elements:** Beyond their literal meanings, advertisements convey deeper, often unspoken messages that resonate emotionally with audiences. These include establishing personal connections, emphasizing tangible benefits, and appealing to social values and authority. For example, empathetic language arouses a sense of understanding and care, while highlighting benefits appeals to consumers' desires for convenience and savings.
3. **Pragma-Syntactic Analysis:** The integration of syntactic and pragmatic analysis reveals how syntactic choices amplify pragmatic effects. Imperatives generate urgency, declaratives build trust,

and parallel structures enhance memorability and engagement. These choices ensure that advertisements are not only clear and direct but also emotionally impactful and persuasive.

4. **Unspoken Messages and Implications:** Advertisements often carry implicit messages that influence consumer behaviour subtly yet effectively. These messages can instill a sense of urgency, align products with desirable traits like ambition and success, and emphasize the convenience and reliability of services.

In all, the study underscores the strategic use of language in advertisements to influence consumer behaviour and perception. By leveraging both syntactic and pragmatic features, advertisers can craft messages that are not only attention-grabbing and memorable but also resonate deeply with their target audience. This research contributes to a deeper understanding of the complex dynamics of advertising language, and offers valuable insights for advertisers, marketers, and linguists interested in the power of language in persuasion and consumer influence.

Recommendations for Future Studies

1. Expanding Digital and Social Media Advertising Analysis

Future research should focus on the unique syntactic and pragmatic features of digital and social media advertisements. As these platforms have become increasingly dominant, understanding how language strategies differ from traditional media is crucial. Studies could explore how interactivity, multimedia integration, and user-generated content affect the pragma-syntactic elements of advertisements.

2. Cross-Cultural Pragma-Syntactic Analysis

Advertising language varies significantly across cultures. Future studies should investigate how pragma-syntactic features function in different cultural contexts. This would involve comparing advertisements from various linguistic and cultural backgrounds to understand how syntax and pragmatics adapt to local norms, values, and communication styles.

3. Longitudinal Studies on Advertising Trends

Conducting longitudinal studies could provide insights into how the pragma-syntactic features of advertising language evolve over time. Such studies could track changes in language use, syntactic structures, and pragmatic strategies in advertisements across different decades, particularly with the advent of new advertising technologies and platforms.

4. Impact of Demographic Variables

Future research should examine how demographic variables such as age, gender, education, and socio-economic status influence the reception and effectiveness of pragma-syntactic features in advertising. Understanding these dynamics could help advertisers tailor their messages more effectively to different audience segments.

5. Neurocognitive Studies on Advertising Language

Integrating neurocognitive approaches to study how pragma-syntactic features are processed by the brain could offer valuable insights into the cognitive mechanisms underlying advertising effectiveness. Techniques such as fMRI and EEG could be used to observe how different syntactic structures and pragmatic elements activate specific areas of the brain associated with attention, memory, and persuasion.

6. The Role of Visual and Multimodal Elements

Given the increasing importance of visual and multimodal elements in advertisements, future studies should explore how these elements interact with pragma-syntactic features. This would involve analyzing the synergy between text, images, sound, and video in creating effective advertising messages.

7. Ethical Implications of Pragmatic Strategies

Investigating the ethical implications of pragmatic strategies in advertising is essential. Future research could examine how certain pragmatic elements, such as implied promises or emotional manipulation, impact consumer trust and brand integrity. Understanding the ethical boundaries of advertising language can help develop guidelines for responsible and ethical advertising practices.

*8. Consumer Perception and Feedback Mechanisms**:*

Further studies could explore how consumer feedback mechanisms, such as reviews and social media comments, influence the pragma-syntactic features of subsequent advertisements. Analyzing this feedback loop could provide insights into how advertisers adjust their language strategies based on consumer responses.

By addressing all or some of the areas recommended above, future research can continue to uncover the intricate ways in which syntax and pragmatics work together to create compelling and effective advertising messages. This will not only enhance academic understanding but also provide practical insights for advertisers seeking to optimize their communication strategies.

References

- Carnie, A. (2012). *Syntax: A Generative Introduction*. 3rd Edition. Malden: Wiley-Blackwell.
- Cook, G. (2001). *The Discourse of Advertising*. London: Routledge.
- Culpeper, J., & Haugh, M. (2014). *Pragmatics and the English Language*. Bloomsbury Publishing.
- Cutting, J. (2014). *Pragmatics: A Resource Book for Students*. 3rd Edition. London: Routledge.
- Goddard, A. (2002). *The Language of Advertising: Written Texts*. London: Routledge.
- Holm, N. (2016). *Advertising and Consumer Society*. London: Red Globe.

- Huang, Y. (2015). *Pragmatics*. 2nd Edition. Oxford: Oxford University Press.
- Johnson, S. & Ensslin, A. (2007). *Language in the Media: Representations, Identities, Ideologies*. A&C Black
- Johnstone, B. (2008). *Discourse Analysis*. Blackwell.
- Jones, C., & Norris, S. (2005). *Discourse in Action: Introducing Mediated Discourse Analysis*. London: Routledge.
- Kendall, S. (2011). *Discourse and Society*. Sage Publications.
- O'Barr, W. M. (1994). *Culture and the Ad: Exploring Otherness in the World of Advertising*. Westview Press.
- Young, M. (2017). *Ogilvy on Advertising in the Digital Age*. London: Goodman.