

Verbal Manipulation in Advertising

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ABSTRAKT

Tato studie se zabývá používáním slov v reklamě a jejich vlivem na ni. Jsou zde demonstrovány rozdíly v působení a ve využití mluveného a psaného jazyka, stejně jako je uveden rozdílný vliv médií na spotřebitele. Tato práce uvádí nejdůležitější pravidla pro psaní dobrých reklamních textů. Analýza zkoumá používání těchto pravidel v reklamách třech vybraných mobilních operátorů. Analytická část této práce ukazuje, že operátoři používají převážně stejné prostředky verbální manipulace, přesto je možné najít významné rozdíly v jejich reklamních strategiích. Výsledky této práce naznačují, že k tomu aby byl reklamní text schopen zaujmout potenciálního zákazníka, by měl obsahovat dobře promyšlené jazykové prostředky.

Klíčová slova: manipulace, reklama, jazykové prostředky, text, význam, vliv

ABSTRACT

The present study deals with usage of words in advertising and their influence on it. The differences in abilities between written and spoken language are demonstrated, likewise the different impact of media on consumers is determined. This study provides the most important rules for writing a good advertising text. The analysis explores the usage of these rules by three selected mobile phone operators. The analytic part of this work shows, that the operators use mainly the same aspects of verbal manipulation; yet it is possible to find significant differences in the whole approach to their advertising strategies. The results of this study suggest that advertisement should include well-considered linguistic figures to be able to capture intent of potential customers.

Keywords: manipulation, advertising, linguistic figures, text, meaning, influence

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INTRODUCTION

Good advertising is nowadays one of the most important targets for companies, as it is one of the most effective ways to sell a product. Advertisements are everywhere – in television, news-paper, on the internet, and even on some buildings. Their main purpose is to attract people. It is not important if the advertisement is funny, interesting or naive, when it is easy to remember. Advertisements have great power to persuade customers. Even if people do not pay attention to advertisements, the advertisements enter their subconscious and can influence subsequent purchases. There are many persuasive elements included in advertising; success of an advertisement depends on correct usage and ratio of these elements.

Manipulation of customers, and most importantly verbal manipulation, is the focus of the theoretical part of this thesis. First marketing with focus on advertising is introduced. Also, importance of words in advertising is determined to demonstrate why words are contained in almost every advertisement. This part then goes on to explain what makes verbal manipulation so important. One section concentrates on linguistics figures which create bases for verbal manipulation. Verbal manipulation is presented in either written or spoken language and this part mentions the differences between them. In advertising, media play a very significant role, therefore there is a section dealing with them. Then finally, this part sums up the rules for writing a quality advertising text.

In practical part various advertising strategies of mobile telephone operators are dealt with. It focuses on the use of verbal manipulation by Vodafone, T – mobile and O2. The practical part is divided into three chapters according to mobile telephone operators. First, each chapter introduces the advertising strategies as well as the aspects used to manipulate by each operator and then concentrates on elements of verbal manipulation with emphasis on linguistic figures, headlines and slogans. Finally, examples of their advertisements are provided and analyzed. This analysis concludes that verbal manipulation is a necessary part of advertising, therefore it should be contained in every advertisement. The assumption is that quality advertisement has to be original and amusing. Another assumption is that it is possible to create advertisement with forenamed qualities by means of linguistic figures.

I. THEORY

1 ADVERTISING AS A SIGNIFICANT PART OF MARKETING

To understand why advertising is so important and what it is about it is necessary to explain the term marketing and function of advertising in it. Following advertising and its possible variations will be described as well as advertising as a communication. According to perception of advertising recipients are divided into four categories: rejecters, acceptors, players and uninvolved; this is crucial fact for reaching the biggest possible advertisement effectiveness.

Marketing is complex branch composed of different activities from which advertising is the most important. It is obvious from the impact of advertisements on customers. Some of them are easily forgettable however some of them are interesting or funny – they stay in customer's mind and influence his/her decision later and selling organisation can consider this commercial as successful. Other marketing elements can be provided very well, but with combination with bad or no advertising, marketed product is not going to be profitable. On the other hand good advertisement can create a phenomenon on the market even though previous market research was not well-prepared. These are evidences of advertising importance.

1.1 Role of marketing

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations and events to create and maintain relationships that will satisfy individual and organizational objectives.” (Kurtz and Boone 2006, 7)

However it is not so easy to specify the term marketing, to determine what the most important part about it is, as claims Adrian R. McKay (2005, 1-2). Marketing focuses on customers – often the main purpose of organization is meeting customer requirements and trying to be profitable. Marketing is certainly about profit and ideal situation arises if both customer and the organisation can somehow profit. Marketing has to be identifying so that it can be satisfying. At first it is necessary to identify needs of customers and then try to satisfy them, nevertheless many organisations try to identify the same needs which mean that marketing is more complicated.

Possibly anticipating needs is the base of marketing however it would not work without satisfying current needs at first. Thinking about the processes above, one has to realize that nothing would work without someone managing the process, which leads to the

assumption that it is management process what ensures everything else to happen. It is marketing what makes company successful therefore each company has its own marketing department and every owner wants the best specialists working for him/her – no product can be profitable without good marketing campaign. This department determinates target group, the demands of the group and creates strategy how to reach interest of potential customers.

Focusing on advertising there are several types of marketing strategies and it is significant to choose correct approach to advertising as it determines success of the product. Selling company can benefit from online marketing, e-mail marketing, viral marketing, it is possible to use mail, television or radio. All mentioned types of advertising use mainly words for creating an advertisement except viral marketing. It is type of marketing based on meeting of people, it relies on quality of the product which itself force customers to share knowledge with his/her friends so basically the advertisement is spread as a virus – it is quick and cheap. Viral marketing cannot be used in every case as it is more or less a consequence of previous achievements meaning the best option for sellers is to combine as many advertising strategies as possible.

1.2 How advertising works

When selling new product the most important is to make people aware of it, therefore advertisements promoting the product can be found everywhere – not only in media but also in means of transport. This way people definitely get in touch with the advertisement and even though they do not pay attention to it, their subconscious receives the message. Most of people would tell that they do not like advertisements because it is disturbing, boring or because of any other reason therefore they try to ignore them however in accordance with Guy Cook it is not so simple:

“Ads use fiction, word play, compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in ways which are often memorable, enjoyable and amusing. New ads evoke comment. The words and details of ads often come to people’s mind more readily than those of novels and poems and plays, and they are often recalled with more laughter and enthusiasm. Yet it is often a love-hate relationship: one which frequently causes unease, and in which the love is often denied. It seems that with many ads, we suffer a split, contradictory reaction: involuntary spontaneous enjoyment, conscious reflective

rejection. With other genres we usually know where our loyalties lie; with ads we are just confused.” (Cook 2001, 3)

Advertising is the way how to promote goods or services to the public. The main interest of advertisers is to increase people’s attention, thereby sales – that is why advertisements present all products in favourable light like something very desirable.

As Petley (2002, 4-5) says there are several conditions, which have to be fulfilled so that advertising could even exist: there has to be something to advertise, competition between producers and population which will be able to understand the advertising.

1.2.1 Advertising as communication

Mitchell, Moriarty, and Wells (2009, 149) state that “advertising, and certainly all forms of marketing communication, are first of all a form of communication. In a sense, effective advertising is a message to a consumer about a brand. It gets attention and provides information, sometimes even a bit of entertainment.” Mitchell, Moriarty, and Wells (2009, 149) explain that the Advertising is a communication based on message sent from sender to receiver. The sent message is encoded and contains information influencing people – this information is hidden into symbols. The receiver has to decode and understand the message. In the case of advertising the receiver is viewer, listener or reader and the sender is advertiser. The feedback is given by receiver’s response to the message; he/she buys or does not buy the product.

Message is effective when receiver decodes message according to sender’s idea. If advertiser wants to achieve this effect, he/she will have to focus on same field of experiences as customers have. Armstrong and Kotler (2005, 432) point out that advertiser’s and customer’s field of experience may happen not the same – to precede this situation advertiser has to understand the customer’s field of experience. Before creating an advertisement, senders need to know whom they want to sell and what respond they want to get; they have to be able to encode message so that receiver will be able to decode it; they have to create sufficient feedback channel for receiving response to the message from their buyers.

The process of message transmission is enabled through channels of communication – e.g. television, radio, newspaper or internet. These channels can be influenced by noise, which is anything disturbing receiver from understanding the message. Noise can be caused by bad connection or words with unclear meanings however it can also be due to internal or

external noise. Internal noise includes factors that influence personal reception of an advertisement like receiver's needs or information-processing abilities whereas external noise subsumes health trends, relation to advertising media or massive number of ads competing about customers' attention.

Mass communication is often a one-way process because it is mainly about receiving the message. Nevertheless advertising is moving forward which is connected with use of interactive communication representing two-way communication – a dialogue. With interactive communication sender and receiver change the position as the direction of the communication is being changed. Consumers contact sales person with their comments by means of e-mail or phone calls and it is important for advertisers to learn how to understand messages sent by customers. (Mitchell, Moriarty, and Wells 2009, 150-151)

1.2.2 Perception of advertising

When process of creating an advertisement starts, it is useful to consider what consumer's behaviour is based on. Personal attitude influences people the most. Generally, four categories, according to the attitude towards advertising, can be established.

“

1. Rejecters

Those who dislike and reject advertising, considering it annoying and devious

2. Acceptors

Those who are entertained and informed by advertising

3. Players

Those who enjoy some ads, engage from time to time, but find some ads devious

4. Uninvolved

Those who find ads boring ” (MacRury 2009, 32)

It is obvious that there are people who really do not like advertising and try to avoid it nevertheless in contemporary society it is not possible. There are specialists working in marketing department trying to find a way how to break through people's protecting barrier. On the top of it there are those people who like advertising and they get in touch with the first group, might start talking about some advertisement and the target of advertisement is accomplished.

There are many other influences effecting perception of advertising – cultural (norms and values), social (family, age, gender), psychological (needs and wants, attitudes, personality). These are factors which have significant influence on consumers' decision; it is necessary to consider them so that target group could be determined. If advertisers do not pay attention and subsequently fail to fulfil consumer's expectations it is going to turn against them. (Mitchell, Moriarty, and Wells 2009, 173-188) These expectations which everyone has when he/she decide to buy something are to be taken seriously by advertisers; their aim should be to satisfy customers. "A feeling of satisfaction is only one possible response to a brand message or brand experience; more troublesome is dissatisfaction or doubt. People can pay attention to a commercial, buy a product, and be disappointed. One of the reasons is that advertising sometimes raises consumers' expectations. If they actually try or buy the product and it does not meet their expectations, they may be dissatisfied." (Mitchell, Moriarty, and Wells 2009, 187) From this statement also arises recommendation or more likely rule for advertisers – it is important to create truthful advertisements. However this topic is further solved in one of the following chapters called "Creation of good advertising text and its regularities".

2 WORDS AS A NECESSARY PART OF ADVERTISING

Verbal communication has an irreplaceable function among all the aspects creating an advertisement, which is demonstrated here; explanation of this phenomenon is also given. To prove that words are needful for advertising there are given cases when advertisements could not work without them.

2.1 Aspects of advertisements

Advertising is composed of aspects like music, pictures, colours and words. It is difficult to separate these aspects and examine them as individual components – one is supporting another. Music can have communicative function by creating mood or persuading, words then become only informative supplement. When the main communicative function is on words, music or pictures as supplements are able to change the meaning. (Cook 2001, 42)

To create advertisement fulfilling producer's idea it is important to consider via which media the advertisement is going to be presented so that correct aspect could be emphasized. Advertisements effect customers' senses, which is their purpose – they should effect as many senses as possible. In television commercials all of the aspects are usually combined to reach the strongest possible impact. Also in newspaper or on billboards there are advertisements combining more aspects – pictures and words. It might seem that billboards work only upon one sense – sight, however they also work upon hearing – as the writing is being read.

There are some commercials without words however it is more difficult to remember them as there is no significant and easy to remember component. These commercials are dependent only on some kind of impression and that is not sufficient. Moreover there is lack of possible viral marketing approach, which is based on communication. It is more difficult for people to describe the advertisement, when there are no words. Some people could sing a melody from the advertisement, however lots of people are ashamed to; whereas saying slogan makes no problem for them. In some advertisements music or pictures can be excluded but it does not cause too big problem because there are words in some form.

On the other hand when advertisement contains words other elements have mainly supporting function. It is very difficult to create a good slogan; however it is the catchiest for potential customers. The best way how to get and maintain their interest is to invent good words and connect them with easy yet pleasant melody. Advertisement created only

from words can still be functional unlike advertisement based e.g. only on music. The most important aspect of advertising is therefore writing or speech.

2.2 Relation among words and pictures

In contemporary society it is not so common to find a time to read a book or magazine, most of people would rather see a movie or they prefer some comics instead; it is natural when everyone is complaining about lack of time. Pictures are able to express information much faster; the message is visual and understandable. Above all images are understandable around the world. However the amount of information contained in pictures is limited; above that it is impossible to transform certain words or sentences into pictures. In many cases words are irreplaceable. (Crha and Křížek 1998, 10) Pictures are used to capture consumers' attention whereas words are used to convince them.

2.3 Majority of advertisements take advantage of words

Nowadays most of advertisements contain words either in written or in spoken form – it is natural because text is able to express a lot of information. If some producers refuse integration of words into their advertisements they might make a mistake. They might save some money as costs are lower however a risk of consumers' misunderstanding or not understanding at all increases. As long as the product is offering some functions, not only design, words should be included. Advertisers want to notify why their product is worth buying, what is so unique about it and the easiest way is to tell it. Above all there are cases when usage of written or spoken language is unavoidable – e.g. radio commercials.

“Although advertising is highly visual, words are crucial in four types of advertisements.

1. If the message is complicated, words can be more specific than visuals and can be read over and over until the meaning is clear.
2. If the ad is for a high-involvement product, meaning the consumer spends a lot of time considering it, then the more information the better. That means using words.
3. Information that needs definition and explanation, like how a new wireless phone works, is best delivered through words.
4. If a message tries to convey abstract qualities, such as justice and quality, words tend to communicate these concepts more easily than pictures.” (Mitchell, Moriarty, and Wells 2009, 435)

Furthermore, almost no advertisement is able to fulfil its purpose properly without words. Not only these four types of advertisement have to rely on words, almost every single advertisement needs to offer more advertisement, which is why there is present at least web page address. This kind of advertisements can be seen mainly on television or on the internet.

3 ADVERTISING IS MANIPULATION

Advertising can persuade customers to buy products because it is manipulation; in this chapter it is explained how the manipulation works. There are introduced different types of manipulation from which music and colours as manipulation aspects are further described. The aim is to provide background for following chapter, which is focused on verbal manipulation.

It is not possible to rely only on advertising or to think that with good advertisement the advertised product is going to sell without any problems; there are some other factors which influence consumers' decision – e.g. price, availability of offer. Therefore it is not possible to measure how much is advertising manipulative. (Mackay 2005, 24) Nevertheless the aim of advertising is to manipulate people to become buyers. “We can probably all remember occasions when we have bought something because we have been attracted by the advertiser's claims.” (Dyer 1990, 72) The reason why people let advertisements to manipulate them is that they always wish for something they do not have; advertisements offer them better clothes, look or lifestyle and let them believe that by buying the product they will achieve it. “Modern advertising is mainly focused on drawing associations from the physical qualities of products to the unfulfilled yearnings of potential consumers. These methods of influence qualify as manipulation.” (Handelman 2009, 51)

3.1 Different types of manipulation in advertisements

There are many elements through which advertisement is able to manipulate people – verbal, visual, acoustical, tactile and above all emotional. “A vast sector of modern advertising is different; it does not appeal to reason but to emotion; like any other kind of hypnoid suggestion, it tries to impress its objects emotionally and then make them submit intellectually.” (Handelman 2009, 51) Tactile manipulation is used mainly with soap and washing powder advertisements; in fact it is combination of visual and tactile effectiveness. The advertisements are attacking receivers' senses with soft towels or smooth skin so strongly that one can imagine the feeling of touching it. Naturally, advertisers use more than one type of manipulation – it gives them a lot bigger opportunity to influence consumers. Above that each product is specific and suitable for different area of manipulating. According to Guy Cook the best is to combine all of them: “What I have tried to show is that the effect of ad is not to be found in any of the three major modes¹

¹ Music, picture and language

alone, but only in their combination.” (2001, 49)

3.1.1 Influence of music

Acoustical manipulation can be seen in advertisements e.g. with very cheerful music illustrating the atmosphere, which gives a viewer or a listener feeling of happiness connected with advertised product. Other example is usage of popular song – anytime the song is played, listeners remember the advertisement even though they do not see it. When consumers want to buy for example soap and they are facing a number of options then they will likely chose the one which has their favourite tune in advertisement.

In the use of music in advertising it is not rhythm, harmony or combination of instruments, what is the most important; what matters most are connotations. Every song evokes different response of listeners – usually it induces certain mood or associates with specific places or events. The connotations are often predictable; certain type of music is, for example, supposed to create cheerfulness or gloominess. (Cook 2001, 50) Choosing appropriate music to the advertisement is one of the basic assumptions for its success. Selection of wrong song may not have such significant influence; on the other hand selection of suitable song may increase sales or at least ensure good consumers’ reception.

3.1.2 Impact of colours in advertisements

Another aspect which helps to influence decision of potential customers is influence of colours. “Designers must use colours to their favour and compliment the general attractiveness of the advertisement or the underlying message. Colours, other than emotionally affecting people, also have physical effects. They may affect the visibility of an object, for instance, a yellow or white object may look larger than the same object of other colours.” (Effective Advertising – Influencing the World) Without any doubts it is advantageous to have in creative team someone who does understand colours; to avoid inappropriate using of them.

Certain colours are connected with certain areas of advertising which is definitely not a coincidence. The biggest influence and connection is recognizable in groceries. It is well-known that yellow and red support appetite therefore these are main colours which represents McDonald’s – it have them in its logo, on every cup or wrapping. On the other hand blue and green do not go together with food; this can be seen in the case of M&M’s chocolate candies. M&M’s use many colours for their chocolate candies however blue and green have the lowest percentage in one package.

4 VERBAL MANIPULATION

Following chapter describes verbal manipulation, ways and supporting elements which are used to achieve it. Later linguistic figures which are commonly used in advertising are analyzed.

More than one method can be used to verbally manipulate people and mostly more of them are combined in one advertisement. Verbal manipulation can be achieved by using imperatives, cohesion, grammar, superlatives etc. The effect is similar with function of advertising aspects: the more is combined the more successful it becomes. The main purpose of text in advertisement is to convince consumers to buy an advertised product; the conviction can be only ensured by quality text which provides important yet truthful information and which people still can find interesting.

Considering printed advertisement verbal manipulation is secured by graphics. By selecting different size of letters it is possible to manipulate people's attention on a word which is the most important; also there are different fonts of writing to be chosen. (Cook 2001, 64) Usually people only skim through advertisement therefore it is necessary to try to deliver them the most relevant information during this short time; if the font and size are applied correctly then the advertisement might fulfil this task.

In case of television commercial voice quality, gestures, facial expression and body posture are very significant. (Cook 2001, 64) The manipulation is done by stressing particular words or by choosing unexpected intonation – sometimes it is even possible to say something unpleasant in a pleasant way so the actual meaning is not remarked. The body language is quite hazardous; on the one hand it can help to persuade, on the other hand when performing person does not cope with it, it may rather discourage people. However commercials have certain advantage – they are not broadcasted live, thus they can be worked over. In radio commercials stress should be put on selection of person with enjoyable voice because there are some people whose voice is either too high or too gruff. If the advertisement were spoken by bothersome voice it would distract listeners, they would focus on the voice rather than on the message.

4.1 Linguistic figures used for verbal manipulation

In every text linguistic figures are to be found – advertisements are no exception. Even though sometimes consumers may not understand the message hidden in some figure, yet the usage of linguistic figures is mostly welcomed if not required both from producers and

consumers; the positives outweigh the negatives. “Because consumers are under no compulsion to start reading a headline, finish reading it, or continue on to read the rest of the ad, an important function of rhetorical figures is to motivate the potential reader.” (McQuarrie and Mick 1996, 427) If the figure is used properly it is able to increase interestingness of the advertisement – potential customers may not remember exact words however they will recall that there was something special about the advertisement and they might decide to buy the advertised product. As McQuarrie and Mick (1996, 424) claim “the manner in which statement is expressed is more important than its propositional content”.

4.1.1 Semantic meaning versus pragmatic meaning

When working with words it is necessary to explore them from both semantic and pragmatic meaning. Semantic meaning expresses the actual meaning of the word, the meaning which can be found in dictionaries, whereas pragmatic meaning considers context, which is both linguistic and situational. “Pragmatic meaning is not usually conceived as an alternative to semantic meaning, however, but as dependent upon it, deriving from the interaction of semantic meaning with context.” (Cook 2001, 103) Semantic meaning is about understanding words and sentences; pragmatic meaning is more about understanding what speaker/writer means. Using words relying only on their semantic meaning would not be suitable because the pragmatic meaning could change the whole perception of the text. The semantic meaning of a sentence is usually clear however the pragmatic meaning may differ according to its listener/reader. “What a sentence literally means is determined by the rules of the language – those rules that semanticist attempts to capture. But what the speaker means by his utterance is not determined by the rules. Speaker’s meaning is a matter of intentions: what someone means is what he or she overtly intends to get across through his or her utterance. Communication succeeds when the intentions of the speaker are recognized by the hearer.” (Horn, Ward and Ward 2006, 450)

Advertising operates with pragmatic meaning a lot. Nice example can be shown on expression “fat-free” – semantically it means there is no fat contained in the advertised product, however pragmatically it means “it is good for you, go buy it!” Advertisements are full of these hidden meanings which consumers may not knowingly reveal, yet they influence them.

4.1.2 Usage of connotations in advertisements

“Advertising is the art and science of connotations.” (Beasley and Danesi 2002, 103) Connotations are connected with pragmatics both of them deal with hidden meaning. Pragmatics is concerned with speaker’s/writer’s intention whereas connotations are more or less about hearer’s/reader’s interpretation based on his/her own experiences. Cook (2001, 105) explains connotation as “the vague association which a word may have for a whole speech community or for groups or individuals within it.” He also claims that “connotations are both variable and imprecise; the connotations of ‘dog’ might include such different qualities as loyalty, dirtiness, inferiority, sexual promiscuity or friendliness.” (Cook 2001, 105)

Connotations probably influence the most names of the products. If nothing else, people tend to remember name of a product rather than description – especially when it is a good name. Product name should represent its principle; it should evoke connotations which increase desire for the product. Cook in his study of connotations (2001, 107) provides example using car name. “The name ‘Jaguar’ could not easily be given to a small, slow, two-door, two-cylinder hatchback. The name invokes the connotations of the word ‘jaguar’ – which might include – always allowing for imprecision and personal variation – such associations as rarity, beauty, superiority, aggression, violence, sexuality, devouring of smaller creatures, and so on.”

4.1.3 Schemes and tropes

McQuarrie and Mick (1996, 426) divide linguistic figures in advertising into schemes and tropes. Scheme stands for regularity whereas for trope is characteristic irregularity. Therefore, one the most commonly used scheme is repetition – repetition of words, letters or sounds. “The rhetorical operation of repetition combines multiple instances of some element of the expression without changing the meaning of that element.” (McQuarrie and Mick 1996, 426) The main purpose of repetition is emphasizing; it is used very often in many variations, that is why it is further divided into several categories according to the placement of the repeated word. McQuarrie and Mick (1996, 432) claim, that there is a division prior to division based on placement. Firstly, it is necessary to distinguish, if the repeated element is word or sound. Repetition of sound is further divided into alliteration, chime and rhyme. Three or more repetitions of a vowel or consonant are called alliteration, repetition of syllables at the end of words is rhyme, and the last type of repetition based on

sound is chime, which means that key words in a phrase begin with identical sound or letter. When words are repeated, four different types of repetition can be determined: anaphora, epistrophe, epanalepsis and anadiplosis. Anaphora means repetition of words at the beginning of phrase, whereas epistrophe means repetition of words at the end of phrase. When word from the end of one phrase is repeated at the beginning of the other one, it is called anadiplosis, and likewise functions epanalepsis – word from the beginning of the phrase is repeated in its end.

On the other hand tropes are based on irregularity, which is mainly in meaning; when a trope is used, the meaning is never the one, which is expected. Among the tropes belong metaphor, pun, irony and paradox – these can be as well classified as destabilization tropes. (McQuarrie and Mick 1996, 426) These figures are used also in common speech very often, which suggests their popularity; it is good to use favourite elements in advertising, because it increases chances of advertisements success. For example, very commonly is used irony, which is, as McQuarrie and Mick (1996, 433) claim, connected with paradox because both these tropes are based on relation of opposition. “Irony is a statement that means the opposite of what is said” and “paradox is a self-contradictory, false, or impossible statement.” Similarly, both metaphor and pun are based on relation of similarity. Metaphor is linking of two words which are not commonly used together, their usage therefore creates new implications; metaphor is based on underlying resemblance. On the other hand, pun is based on accidental similarity – for example, two words that sound the same. (McQuarrie and Mick 1996, 433)

4.2 Written language against spoken language

The aim of this chapter is to describe main differences between written and spoken language – it is shown that it is much easier to manipulate via spoken language. Types of language used in advertisements are detailed – for this purpose the term media needs to be specified.

Without any doubts there are differences in the possibilities of written or spoken language usage, although there are certain basic features which are common for both of them. “All communication relies on physical substance. Communication involving language uses a number of different kinds. Spoken language is carried by sound waver originating from the human vocal tract (or occasionally a speech synthesizer). Written language is carried by marks on a prepared surface such as paper or painted metal, by points of light on a screen,

or by three-dimensional letters, such as those used in neon signs.” (Cook 2001, 27) Cook deals with differences between written and spoken language on general level, however common features of those two types of language can be found in advertising itself as well. In a study of advertisements Vysekalová and Mikeš (2003, 58-59) points out that first of all the language used in advertising has to be understandable. The way how to reach this quality is to use short and often used expressions, regarding sentences it is always better to make them short. It is beneficial to implement words which already contain some kind of quality or evaluation, like “big” or “first”. The expression “sugar free chewing-gum” includes the characteristic feature already.

However written and spoken forms of language have more different qualities; the biggest difference, concerning advertising, can be found in the impact on consumers, on their perception. It is therefore necessary for each producer to premeditate carefully what are his/her requirements on the advertisement and what is supposed to be reached by it.

4.2.1 Comparison of written and spoken advertisements

It is much easier to provide information verbally because in such case the message is always accompanied by other manipulative elements. It can be either connected with voice – like tone and intonation, or with music and pictures as components of advertisement. Thus, the most influencing commercials are the ones on television, however for producers it is not possible to rely only on television, which is why advertisers are paid to create good paper advertisements as well. The main disadvantage of the paper advertisements in comparison with radio or television commercials is their tediousness; nevertheless there are particular ways how to make printed advertisements more attractive. “Writing is a form of image-making, too. It could be said to have its own paralanguage, as a result of the type of ‘clothing’ the copywriter has chosen for it.” (Goddard 2002, 13) The main advantage of spoken advertisements is the easy way of expressing emotions and urgency, of spreading mood.

4.3 Media

“One of the most important decisions in developing an advertising strategy is the selection of appropriate media to carry a firm’s message to its audience. The media selected must be capable of accomplishing the communications objectives of informing, persuading, and reminding potential customers of the good, service, person, or idea being advertised.” (Kurtz and Boone 2006, 530) There are more factors influencing selection of the medium

such as costs, target group or product which is advertised. It is almost impossible to try to sell some material product via radio, when receiver is not possible to see what is actually advertised. However it is not such a big problem because as Mitchell, Moriarty, and Wells (2009, 273) say “people in our contemporary society live in a web of media-delivered news and information, which is supported in most cases by advertising.” In other words when the product is not suitable for radio advertising, there are many other possibilities how to successfully address potential customers.

4.3.1 Advertising on television

Among all the types of advertisements television commercials are the most powerful because it is possible to include the biggest amount of manipulation strategies in them – speech, writing, music, pictures and the feeling of personal approach to the consumer. “Television is used for advertising because it works like the movies – it tells stories, engages the emotions, creates fantasies, and can have great visual impact. Because it’s an action medium, it is also good for demonstrating how things work.” (Mitchell, Moriarty, and Wells 2009, 316) When people are watching television, it almost seems like actors are talking directly to them – this effect cannot be reached in advertisements such as newspaper or internet ones. Mackay (2005, 98) is certainly correct in saying that television continues to be one of the most effective, popular and powerful forms of advertising media. Related to this statement is fact that according to general perception no advertising campaign is complete without the inclusion of television advertising.

Above that advertising in television has significant influence on creating of brand and company reputation. “Television has proved over the years that it can play a significant role in building large and successful brands. There is no other medium that can create a brand image as dramatically and arguably, sell as persuasively.” (Mackay 2005, 98) This makes television advertising essential element of advertising as well as of marketing. The position which is achieved by this type of advertising is strengthened with usage of other advertising strategies.

4.3.2 Print advertising

The expression print advertising subsumes mainly newspapers and magazines. These publications are periodical which gives producers an opportunity to influence readers constantly. The main advantage of text, which cannot be substituted by anything else and which also makes verbal manipulation of advertising the irreplaceable element, is its

function as information carrier. It is very difficult to express an idea through something else than words.

Advertisements in printed media might be less effective than television commercials; however they are more likely to be perceived; if the readers decide to look and pay attention to the advertisements in e.g. magazine, they do it voluntarily - they want to get that information. "Newspapers' primary function is to carry news, which means that advertisers with news to announce, such as a special sale of sale price, may find them a comfortable environment. Studies have consistently found that people consider ads – that is, commercial information – to be news, too, and they read newspapers as much for the ads as they do for the news stories." (Mitchell, Moriarty, and Wells 2009, 279) Unlike broadcast media, print media are able to assimilate according to region or target group of readers; for example magazines for teenagers will probably not advertise medicaments. "Newspapers' primary advantages start with flexibility because advertising can vary from one locality to the next. Newspapers also offer community prestige since readers recognize they have deep impacts on their communities. And they allow intensive coverage for ads. In a typical location, a single newspaper may reach up to 90 percent of all homes and apartments. Readers control their exposure to the advertising message, unlike television or radio advertising messages, and can refer back to newspaper ads." (Kurtz and Boone 2006, 533)

Another quality of print advertising is its durability. At first sight it looks like advantage – readers will see it again and again, however there are also certain disadvantages connected with its longer message life. When the advertisement is printed it has to be perfect because it provides readers time to explore it, to find any mistake in it. It is not advisable to create reputation based on some mistake – readers would only remember what was wrong about the advertisement and they would not pay any attention to the advertised product.

Disadvantage of print advertising might be lack of its attractiveness, especially considering advertisements in newspapers where are not usually any pictures, nevertheless exist methods how to make these advertisements more interesting. One of them is according to Mitchell, Moriarty, and Wells (2009, 279) usage of senses: "Print has the ability to engage more of the senses than other media because it can be both tactile (different types of paper and other surfaces) and aural (smell). Magazines, for example, have long offered scratch'n'sniff ads, particularly for perfume, and that's becoming more common in newspapers." Advertisers can also think about proper lay-out of the advertisement and

about writing. Goddard (2002, 13-16) says that it is important to decide whether writing is handwriting or typed print – handwriting seems to be more personal and individualistic than machine-produced type face. Considering typed print it is necessary to choose among fonts, sizes and colours of the letters. It is also possible to add emphasis by means of punctuation. Using different lay-outs it is possible to create shapes from the text which will definitely attract readers' eyes.

5 CREATION OF GOOD ADVERTISING TEXTS AND ITS REGULARITIES

Following chapter deals with rules which are necessary to be followed so that quality and persuasive advertisement could come into existence. First of all it is demonstrated why is the textual part of advertising so significant. Attention is paid to usage of intelligibility, imperatives, headlines, and also to creating brands and names. These elements of verbal manipulation are analysed because they effect people the most.

Text is the main carrier of advertising message, rational and emotional arguments. Text is words which sell; they are very responsible for advertisement being successful and effective. (Crha and Křížek 2003, 7) Therefore advertising text needs to be written very carefully with advertisers' previous knowledge of the important rules ensuring creation of the text which will sell the product. Crha and Křížek (2003, 7) continue in explaining why is the text so important by questioning how effective would advertisement be relying on other manipulative elements but text. The question is how would serve great graphics, well-considered advertising strategy or high budget if a company were not able to form basic advertising idea, if it were not able to captivate target group with its slogan, to describe characteristics and advantages of the product. All of these, much like the ability to persuade consumers to buy, are the purposes of the text.

While writing advertising text advertisers have to follow rules which are time-proved. However according to Cook (2001, 149) it is not possible to talk about rules as such. "In discourse analysis, the notion of 'rules', in the sense of dictates and restrictions on choices and combinations which constitute a language, is best replaced by that of 'regularities': probable choices and combinations which can be related to specified participants and genres, but are always prone to innovation and extension." Anyway, producers should always choose those advertisers, who are well aware of the regularities; otherwise, an advertisement the producers paid for would be worthless.

These regularities are connected with knowledge about words characteristics and their usage. For example, it is better to use nouns rather than adjectives because nouns are perceived, as was proved by some researches, as more precise and more technical, thus more credible. (Vysekalová and Mikeš 2003, 59) On the other hand it is also recommended to use more verbs, which creates effect of dynamism. Among the regularities also belongs complying with the target group – creator of advertisement is supposed to address

particular people and adjust to their speech, no matter how he/she would like to have it. Crha and Křížek (2003, 26-27) are certainly correct in saying that one of the most aspects which are necessary to be followed is linguistic purity. It is possible to include colloquial expression into advertisement; however the deliberate use has to be evident. More often there are real mistakes to be found, which repels potential customers among educated people, who know and care about the language. Above that wrong usage of language has impact on entire society, because it is exposed to advertisements and possible mistakes very often, almost permanently.

Probably the most important is truthfulness of advertising text. This quality is even required by law. Yet, according to Crha and Křížek (2003, 27), it is possible to exaggerate in advertisement, however it has to be clear when and in what the text is exaggerating.

5.1 Advertising text has to be intelligible

Without any doubts intelligibility is the most significant quality of the advertisement because main purpose of advertising is to share a message, which needs to be understood; otherwise there is no sense in paying for such advertisement – at least from producers' point of view. Crha and Křížek (2003, 23-25) go even further in saying that if recipients do not understand what is meant, any trying to convince them is useless. It is better to use commonly known nouns rather than technical terms, even though advertisers might consider it inaccurate. Text writers need to realize that consumers do not notice this inaccuracy, however they expect brief and understandable information about the product. This implies that advertisement is not about preciseness, it is rather about intelligibility. Of course, specialists as a target group are an exception. To make advertising text more understandable it is better to use shorter sentences, explanations in brackets if necessary; lucidity is also important. Yet, there are some cases when some extra elements such as metaphors are suitable for the text, however it requires an experienced advertiser to consider its usage carefully.

5.2 Problematic aspects of advertising texts

First problem arises with usage of imperatives – it has its pros and cons, which is why it requires special attention. On the one hand, imperatives make any message more urgent and increase recipients' attention. According to Crha and Křížek (2003, 29-30) very natural for the advertisements; the main principle of advertising – persuading – is mostly done by

means of imperatives. On the other hand imperatives are used too much; lots of them are useless and exaggerated. Expressions such as “call right now” when the offer is not time limited are perceived negatively like something disturbing and discomfoting – almost nobody is going to buy anything, what makes him/her uncomfortable in advance.

Another problematic element of advertising is humour. At first sight it might seem that there cannot be anything negative about its usage, because everyone likes funny advertisements, and there are not many of them. Crha and Křížek (2003, 30-31) are correct in saying that humour is able to induce pleasant atmosphere, it is welcomed by almost everyone and there are not many advertising fields which exclude humour. Mostly usage of humour is recommended for its ability to surprise, to show what is normally hidden. Nevertheless it has also its negatives. It is only something which helps to make advertisements more interesting, and to attract consumers, however it does not carry the information. This is why it is significant to use humour rarely, it cannot outweigh the message. It is not main purpose of advertisement to amuse people, it has to inform and persuade them.

Last of the problematic aspects to be analysed are superlatives. They are contained probably in every advertisement as their function is to create uniqueness. Superlatives are the most common part of verbal manipulation in advertising. It is clear why they are used, however there are too many of them, which is the reason why people are rather sceptical about them, and about advertisements as well. Superlatives should be used only when describing real quality of product or something unique. It is not helpful for consumers when ten banks offer “the most profitable” loan, likewise it is not useful for producers because their products will not be remembered. Advertisement should be original.

5.3 Headlines and slogans

Very significant elements of verbal manipulation are headlines – their purpose is to capture readers’ attention. “People who are scanning may read nothing more than, so advertisers want to at least register a pint with the consumer.” (Mitchell, Moriarty, and Wells 2009, 438) Good headline is able to force people to read the advertisement, although they normally do not read them. However the opinion of Crha and Křížek (2003, 65-66) is that nowadays headlines tend to be mainly clichés. Like the usage of questions or useless imperatives. Headline should provide concrete information about product instead. The best is to create imaginative and/or funny one; if it is not possible it is necessary to at least

arouse readers' curiosity. Mitchell, Moriarty, and Wells (2009, 438) suggest creating headlines, which will convey the idea and attract the target group consumers. Ideally, the headline should be catchy phrase. The consumers' understanding of the headline is so important that "Agencies copy-test headlines to make sure they can be understood at a glance and that they communicate exactly the right idea. Split-run tests (two versions of the same ad) in direct mail have shown that changing the wording of the headline while keeping all other elements constant can double, triple, or quadruple consumer response." (Mitchell, Moriarty, and Wells 2009, 440)

Most of advertisements contain a slogan; something which is easy to remember and also contain the most important information – the function or purpose of a product. Crha and Křížek (2003, 66) claim that there is connection between headlines and slogans, because sometimes, when there is not any other solution it is possible to use slogan instead of headline. However in such case, the slogan needs to be high-quality, and also has to accomplish requirements for headline. On the other hand slogan, as a part of corporate identity, puts together the whole advertising campaign. Slogan lasts for a long time, whereas headline is usually different for every advertisement. Crha and Křížek (2003, 42-51) further describe slogan as a motto, whose main function is to remind, offer and sell. Because slogan is part of corporate identity, it is especially important for it to be unique. Basically, slogans have two main functions – either consistently remind company or provide some persuasive reason. Another possibility is to let slogan shock people. Shock is definitely good manipulative aspect – it will attract attention and force people to think about it.

5.4 Brand and product names

Success of both companies and their products is dependent on name; when the name is difficult to remember, badly pronounceable or even with several options of pronunciation, selling of the product will be more difficult. Brand and product name require the most attention from text writers. Generally, the name should be simple, unique, with easy pronunciation even for foreigners; lots of companies want to export and influence foreign markets, therefore it would be pity to ruin this chance because of the name. (Crha and Křížek 2003, 34-37) It is true that not knowing what is correct pronunciation, consumers rather buy another product with easier name. "Despite the attention paid within advertising agencies to the whole business of targeting specific groups, there have been some

spectacular failures to get it right when companies have tried to go international or global with their products. Sometimes, the brand name of the product has unfortunate associations when translated into other languages.” (Goddard 2002, 60) As with advertising text, advertisers should create rather shorter name, so that people remembered it more easily.

Crha and Křížek (2003, 36) maintain that originality is very important. First of all it is necessary to find out if there is not any other company using the name already – it could cause many problems. Above that the aim of the name is to be unique, connected with the particular advertising company; even similar name is wrong. According to Heilmann (2006, 287) it is possible to make brand specific by means of language. “Speech characteristics, tonality: the choice of brand-specific language suggests ‘the brand is speaking here’: as with a person, language not only conveys content, it also conveys, much more, values and personality, and thus offers great identification potential.”

II. ANALYSIS

6 VODAFONE

For the purpose of the verbal manipulation analyses only printed advertisements of the selected mobile operators are analysed.

Among population, Vodafone is well-known for funny advertising. People like their advertisements and talk about them, ensuring great viral marketing – which is based on potential customers' communication. This effect is reached partly by innovative ideas, unusual pictures or by something else making the advertisement unique. Other part, probably the biggest, of the influence is secured by Vodafone television commercials, however slogans and other parts of advertising text have significant share on the company success as well. Components of their advertising campaign are very well interconnected.

6.1 Aspects used to manipulate

The colour of Vodafone is red, therefore in all of their advertisements there is certain amount of this colour. However it is concerning only the part around Vodafone logo, it is not necessary to have the whole advertisement in red colour; although it is also possible (Appendix I). Without any doubts, having red as brand colour is a great advantage – it has been proved that people notice red colour the most, react on it; it is usually used to increase visibility. Among all of the advertisements it is very likely, that readers will notice and possibly pay attention to the red one.

Generally, in Vodafone printed advertisements, visual and verbal manipulations are equally used; one complements the other. Pictures are supposed to attract receivers same as words are; these two manipulative elements are mostly connected; either it is possible to understand the message immediately, when the readers' attention is focused on the text at first, or, when the attention is focused on the pictures firstly, it requires look at the words – in this case it is immediately clear why these particular pictures were chosen, like in Well-meant thieves advertisement (Appendix II). This impact is achieved by readers' understanding of advertisers' intention; by understanding the pragmatic meaning of the advertisement. Vodafone has also many advertisements without images, relying mainly on words (Appendices I, III). On the other hand, it is not possible to say that there is no visual part – apart from verbal aspects, lay-out and graphics are important for this kind of advertisement.

Certain advertisements try to apply emotional manipulation – as can be seen in the advertisement Feel loved this much (Appendix IV) or Happy to help (Appendix V). These

advertisements are based on elements, which most of people value – family and pets. There is obvious attempt to manipulate both people's feelings and thoughts. Probably, the aim is to create an image of reliable company, which cares about important aspects of life, therefore gain receivers' affection and trust.

6.2 Verbal manipulation

Vodafone uses for verbal manipulation mainly slogans; those can be found in most of advertisements; when some advertisement does not include slogan, there is headline instead. It is also possible to reveal linguistic figures in their advertisements as well as usage of imperatives and superlatives. Lay-out of the advertisement is well-prepared, so that it makes required impression – the Vodafone advertisers are not afraid to place slogan in the middle of the page, as long as there is a good reason for it. Text, which is connected directly with Vodafone, is always on red (brand colour) background (Appendix VI). It does not take too much space, yet it meets the target entirely – it both attracts attention and creates subconscious connection between red colour and the company.

6.2.1 Headlines and slogans

The analysed Vodafone slogans are very focused on the readers. It is, of course, function of all slogans, however Vodafone slogans seem to be very urgent and very personal. Either “power to you” or “make the most of now”, these slogans make impression of real power, of possibility, or even responsibility, to influence something which is given to the customers by Vodafone. Although the first slogan is not an imperative, it may seem like it is, because the pragmatic meaning of this message could be something like: we give you power, you have to act. The lack of imperative is substituted by the pronoun “you”. This pronoun is always contained in imperatives, although sometimes it is not expressed explicitly. On the other hand, when the pronoun is used in advertising text it has the same, maybe even bigger impact on potential customers than imperative. The persuasive power of imperative can be seen in the second slogan, where it is included. The second slogan contains also chime, which as an element of repetition provides good rhythm to it.

Urgency in the second slogan is achieved not only by usage of imperatives; it is achieved also by usage of correct words. While the expression “the most” belongs to superlatives, which are commonly used in advertising to increase its influence, the word “now” implies immediacy; it suggests to hurry up, because otherwise it could be too late. The aim of this whole slogan is probably trying to force people to react and to buy offered services quickly;

if they decided too late, they would not make the most; they might make only a little or even nothing.

Vodafone has some printed advertisements with more text than only slogans, therefore the headlines are presented and can be analysed. The headline “Well-meant thieves” (Appendix II) demonstrates usage of oxymoron. Meaning of words well-meant and thieves mutually exclude themselves; yet in this headline these words are connected. Generally, oxymoron is an element increasing attractiveness of a text by creating an expression composed from words, which do not collocate together nor are commonly used next to each other. In this particular case, readers have to start wondering, how any thief can be possibly well-meant. The word “thief” has generally bad connotations and connection of this word with positive adjective “well-meant” will certainly capture readers’ attention, forcing them to read the whole advertisement, or at least skip through the text, and to think about it. On the other hand this headline is in accordance with the main message; when readers read at least the main parts of the text, they will find the connection and reveal the meaning of the headline very easily.

In other headline it is possible to find suspension points (see Appendix VII). The usage of suspension points in headlines suggests that there is something more to find out, something worth reading. It is clearly an element used to manipulate people, so that they read the advertisement and do not leave it unnoticed. Above that the suspension points are used in well-known expression “and the winner is...” which used together increase readers’ curiosity even more. It is an opening line in the end of almost every contest. People generally like competition, therefore it is suitable to use line like this in advertisement – it may evoke positive connotations. Also people might figure, that they have a chance to win something, which increases their will to continue in reading.

Then there is a category of headlines, which are followed only by one or two sentences. (Appendices IV, VII) In this case it might be questionable, if these truly are headlines; nevertheless no better category than headline was found to class the expressions. The present headlines verbally manipulate readers by means of imperative, appropriate pronouns, shortness and simplicity. The last two qualities are very important especially for consumers’ memorizing; they usually pay attention to an advertisement for very short time, from which advertisers have to try to make the most.

6.2.2 Linguistic figures in Vodafone advertisements

The advertisement “Vodafone communicates clearly” (Appendix III) is very playful and creative; there are several linguistics figures included. The main principle is probably the irony – Vodafone claims that their company has no problem with communication, which is very simple for customers as well; however the advertisement is composed from Morse alphabet – from words which are used as a supportive instrument for learning Morse alphabet. Almost every child once studied Morse alphabet, desiring to communicate secretly and many adults still remember at least few words from the beginning. When readers see this advertisement, they will find it amusing, they will remember this particular advertisement, and they will tell their friends about it or even decide to become a Vodafone customer. This is an excellent example of advertisement, which relies only on verbal manipulation. There are no pictures, the lay-out is quite simple, there is only red colour representing Vodafone; yet the advertisement is very effective, funny, message is transmitted clearly, and it also attracts attention – in other words it fulfils all the requirements, which good advertisement should fulfill.

There is also chime contained in the name of the advertisement “Vodafone communicates clearly”. The creators of this headline could choose different synonymous – for example, it would be possible to use “obviously” instead of “clearly”; however it would make a huge difference, immediately noticeable, in impression gained from the sentence. It would lose its rhythm, accuracy and impressiveness. Chime can be found also in other advertisements: happy to help; don’t drrriin and drive (see Appendices I, V). These are nice examples of pun, of Vodafone advertisers’ creativity. “Big movies, mobile size” is a set of advertisements (Appendices VII, VIII), which use anadiplosis as a linking device. One statement is “big movie”; the other is “mobile size” – meaning that it is possible to watch quality movies on mobile phone. The usage of anadiplosis in the two following words, when each word is part of different statement, implies that by buying this service, both parts become one – it is possible to watch movie, while enjoying the advantages of mobile phone.

The movies Titanic and Star Wars are used in those two advertisements, because these movies are famous, favourite and successful; there may be a hidden connection between forenamed qualities and Vodafone – the message to the recipients could be that Vodafone has the same qualities as the movies, therefore it should be chosen by them. It seems to be a

metaphor saying, that Vodafone among mobile operators is like the movie Titanic among another movies.

“When you really have something to say – say it in text.” (Cook 2001, 59) It is a part of Vodafone advertisement, which contains another interesting usage of linguistic figures. Firstly, double usage of the word “say” implies repetition. It is possible to divide the text into two sentences (or even into two slogans) which means that the word “say” is situated in the end of one sentence and repeated at the beginning of another one. This type of repetition is called anadiplosis. This advertising text includes also destabilization, which is appearance of something unexpected. An assumption after reading first part would be that people are meant to call or say it out loud if they have something to say. However they are meant to say it in text, which is, literally speaking, impossible as word “text” in this context means SMS. Therefore, the phenomenon of paradox is present. Paradox helps to pull people out of their lethargy, because they are reading something and suddenly it does not end as they expected to.

6.3 Well-meant thieves

Apart from the headline, (which was analysed in the subchapter 6.2.1 Headlines and slogans) this advertisement (Appendix II) has other interesting manipulative aspects to be analysed. At first sight this advertisement can be mistaken with an informative or warning handout. However, there are certain parts, which definitely advertise, as is demonstrated later.

The body of the text is fragmented into three sections; each of them has its own headline – only one precise word not providing any details, which are readers interested in. First part is called “fact” and the information presented is, indeed, very austere, without any functionless words or figures of speech. The sentence “in Romania a phone is stolen every two minutes” contains rather shocking announcement, which will most likely increase curiosity of the readers. Following paragraph describes situation, the main issue which led to creating this text; however it is still uncommitted. So far, only third person plural is used, having an effect of only providing information. Nevertheless in the third section of the text suddenly first person plural is used – when Vodafone offers a solution for the problem. Although Vodafone starts to communicate with the readers from here, it still is not very manipulative, because recipients do not have feeling of being talked to. So far, information about someone else is presented.

The whole perception of this advertisement changes in the moment when readers look at the images of mobile phones. This is also the main argument for this paper being an advertisement. Until now, the text had informative function, however focusing on the text within displays it acquires persuasive function. The text displaying on the mobile phones could be considered as advertising within the advertising.

Focusing on these three texts separately, there are obvious advertisement characteristics. Although the three displays seem to contain almost the same writing, there are slight differences; the headlines start the same, however they end differently. In case of first two texts, there is only one word changed, the third headlines have different second half. On the other hand it is not so important how many words vary; important are the ending words and their substitution: pocket, purse, phone – as in most of Vodafone advertisements, even in this one chime is present. Chime is used also in the beginnings of lines – letter “I”. The persuasive function is also reached by means of imperative and pronoun “you” or “your”. Nobody is forcing anybody to do something, until the attention is focused on the image of mobile phones. Previous text was not requiring anything from readers, however now it targets and manipulates them very strongly; this part of advertisement evokes feeling of urgency.

The present “Insurance” advertisement is structured precisely as it should be for holding people’s attention. This effect starts with oxymoron in headline, followed by text fragmentation accompanied by usage of headlines, which increase readers’ curiosity rather than satisfy it. Then readers work through informative text, which is interesting for them, to the persuasive part. In that moment, people are too involved so they continue reading even the rest of the advertisement. Above that, the manipulative elements strengthen the overall impression of the advertisement. In this advertisement, visual manipulation has only supportive function; the main part of manipulation is done verbally.

7 O2 – TELEFONICA EUROPE

Advertising strategy of O2 (official name of the company is Telefonica Europe, however among customers it is known as O2, which is why this name is used in the present study) is generally relying more on visual aspects, however the pictures used in advertisements would not make any sense without using verbal aspects as well. In case of O2 words have mainly explaining function; they are used to clarify what is the meaning of the picture. (Appendix IX).

7.1 Aspects used to manipulate

As was mentioned, the O2 advertisements use mainly visual aspects of manipulation, which are very specific and original; however it is not clear what the advertisement says until readers focus on text. On the other hand usage of such images increase readers' curiosity a lot and force them to read the text to find out what the message of the advertisement is, like in case of the advertisement offering free calls (appendix IX). However there are advertisements, where connection between picture and words is not so clear (appendix XII). It may seem as not such a good solution, because receivers' will not understand, thus will not be influenced. However at the same time it may also be the purpose of the advertisement – to make people think about it; the more attention they pay to the advertisement, the bigger impact it has.

The design of O2 advertisements is very original and well-prepared, at first sight it is possible to see very unique picture, which is composed from many colours; however blue is always dominant, being the main colour of the brand (appendix X). There are also advertisements which are almost entirely blue – using different shades of this colour (appendix XII).

7.2 Verbal manipulation

Text is usually situated on some edge of the advertisement – not to disturb the whole impression; writing is always white so that it can be seen properly on dark blue background. There is not much of the text; nevertheless it provides all necessary information for potential customers. In O2 advertisements it is mostly possible to find headlines, slogans, and then contact information like web page or customers' phone line.

7.2.1 Headlines and slogans

Almost every analysed advertisement contains writing in bold and bigger sized than other writing; also it is only few words put together, which suggest it is headline. However there is no main writing, from which invokes question – is it really headline? From O2 Treats advertisement (appendix XI) can be seen that expression “free calls and texts every month” really is headline; derived from this observation it is clear that “free music video downloads” and “free calls from your favourite place” (appendices IX,X,XII) are headlines as well. These headlines fulfil the main function of headlines – attraction – very well; especially usage of word free arouses readers’ curiosity.

There are two different slogans used. First of them is very short and simple “Pay & Go”. This slogan is very clever because it carries a message – people understand that after they pay, they are able to go, which in connection with headline “free calls from your favourite place” creates clear idea about offered service. There is no other explanation needed in the advertisement. The second type of slogan is more complicated. (Appendices X, XII) In fact, there are two short sentences, which could easily state for themselves as slogans. Both of them are easy to remember and appealing. On the other hand, one expression following the other is very good solution, because it multiplies the effect. The first part “it’s your O2” creates a feeling of responsibility as well as possession, whereas the second part “see what you can do” intensifies the message by usage of pronoun “you” and imperative; actually the variations of pronoun “you” are used twice in one line. Also words which are used in the slogans are very short and simple – to make it even easier to remember.

7.2.2 Linguistic figures in O2 advertisements

In headline “free calls from your favourite place” chime is used – the repetition of the letter “F”. Interchange of the words starting with “F” with ‘normal’ words is done very regularly; every first word starts with “F” and every second does not. For the regularity to be perfect there is no extra word used – three words with initial “F” and three words without. Usage of chime like this one supports the rhythm of the expression. The importance of the rhythm is obvious in sentences “It’s your O2. See what you can do.” These sentences are very rhythmical which is not surprising, because for people it is much easier to remember something with good rhythm.

Headline “free calls from your favourite place” relies on connotations. Word place may have positive connotations for many people, especially connected with adjective favourite.

Of course, every person has different favourite place, however it is not important. The purpose is to evoke pleasant thoughts, followed by nice feelings; these will later get together with the O2 advertisement, resulting in higher possibility of buying a product or service from this company. In almost every O2 advertisement it is possible to find word “free” which itself is for most people very positive. On the other hand, because this word is used too much these days, people tend to be sceptical about it, they try to find any possible difficulties connected. It might be an example of negative connotation, based on experiences, which is also important to be considered.

8 T-MOBILE

T-mobile is known for sponsoring international football championships (Appendix XIII), therefore the advertisements are often connected with this game – especially during a championship. Supporting of football and connections of advertisements with this game gives T-mobile great power to manipulate football fans; most of people are watching football on international level. This phenomenon leads to conclusion that the most manipulative aspect of this advertising is the connection with the game, not verbal, visual or acoustical manipulation. It may be easily targeting emotions, because people like watching game with friends, the emotions multiply, providing great conditions for emotional manipulation.

8.1 Aspects used to manipulate

From the advertisements collected for purpose of the analysis, it is obvious that some advertisements are based on visual manipulation, whereas the other ones use mainly verbal manipulation. Also, there is advertisement, in which usage of both verbal and visual manipulation is equal (Appendix XIII). The text of this advertisement deals with UEFA Champions League; probably everyone knows that it is football championship, nevertheless there is a scheme of football playground on the SIM-card. Most likely, it does not have explanatory function; it is rather clever and amusing image, which people appreciate the most.

In the collected T-mobile advertisements, there is always some unique aspect like the playground. Some element which makes otherwise boring advertisement special – for example, a woman in concrete conduit (Appendix XIV). Very often there are common places connected with unusual or even exotic things, actions or even animals (Appendix XV). Advertisers' aim to make the advertisements interesting is obvious.

The advertisement with lion could contain even acoustical manipulation. Of course, it is not very common, however there might be some people, which will imagine the lion roar and remember this association. When they see the animal, they also hear its voice in their heads; therefore it is possible to classify this effect as acoustical manipulation. It could be supported by fact, that the lion's mouth is opened; the real purpose of the open mouth is "finding more free minutes", yet people see the image before they read the words.

8.2 Verbal manipulation

The T-mobile colour is pink, as can be seen under all the advertising texts. When the advertisement is based on visual manipulation, text is situated in pink frame in a corner, or in a place, which does not distract the attention from the image. Usage of the frame is good for orientation in the advertisement, because recipients can immediately see, what is related to the T-mobile – what is the actual message of the advertisement. The T-mobile name is two-colour, which makes it not so ordinary and more noticeable among all the white writing. Usually the logo of T-mobile is placed on pink background, however in UEFA advertisement, the background is white. From this reason the logo is black and pink – the creators always keep pink, black and white together to preserve brand colours.

8.2.1 Headlines and slogans

Advertisement using double-decker bus to promote short-term offer for getting free ten pounds definitely capture attention of potential customers (Appendix XVI). The slogan “see double” is very well-prepared, it is funny and original. It is good, that this offer lasted only limited time, otherwise it would become boring, unnoticed; whereas this way it keeps its shocking nature. There is probably no better way how to offer double amount of something than on double-decker bus – these buses are unique, something special, as well as the offer from the mobile operator. On the one hand, this kind of advertising is possible only in Great Britain and cannot be applied in any other country; nevertheless this offer is not international anyway. Also, it keeps advertisers busy to create more slogans and advertisements like this one; people like innovative ideas and get bored with usual advertisements. The slogan itself, without being on the bus, implies double vision caused by alcohol, which makes it even more interesting. Generally, people have good relationship to alcohol, therefore they might appreciate this pun. Any positive association evoked by the slogan is welcomed, because it increases possibility of potential customers becoming real customers.

The headline “let people share their love like never before” (Appendix XVII) is worth analysing, because there are not usual persuasive elements included; there is even lack of addressing consumers. It is not so common to create headline ‘talking’ about indefinite people – readers then gain impression, that this sentence does not transmit message directly to them. It could result in loss of interest. Nevertheless this headline contains particular persuasive aspects, even though not so powerful. It contains superlative in expression

“never before”, which says to recipients that they have unique opportunity, thus they have to pay attention to it. This headline also manipulates on emotional level with expression “sharing love”. Love, does not matter what kind of it, is important for everyone, which makes it suitable substance for advertising. Creators only have to think about proper incorporation of it into an advertisement; the slogan may not be brilliant, yet people will focus on it.

8.2.2 Linguistic figures in T-mobile advertisements

Generally, T-mobile does not rely on verbal manipulation a lot, therefore it is difficult to find linguistic figures in their simple and short texts. However in the UEFA advertisement there is a metonymy used. Although it is not possible to become part of championship physically, it is possible to feel a part of it by using services from T-mobile, which support this event. In other words, this expression works on principle of inner connection.

Another linguistic figure used by T-mobile is repetition (Appendices XVIII, XIX). The word “real” is repeated three times, with one little variation. Repeating this word is supposed to strengthen the message, to ensure bigger influence. It also makes it more interesting, because it is noticeable at first sight. On the other hand, this particular word repeated again and again might have rather negative readers’ perception, because it is used too much in contemporary advertisements. The final outcome of advertisements saying that something is “really real” will most likely be doubts. In the second advertisement there is a combination of chime and epistrophe in expression “free time fun time”. In this case, it seems more natural with better overall impression, because the word “time” is not devastated by often usage in advertising. Both chime and epistrophe are devices creating rhythm. The rhythm is desirable as it helps people to remember - it is the reason why the aspects of verbal manipulation like chime and epistrophe are used so often.

8.3 My boss is pig/big

At first sight, this advertisement is very provocative (Appendix XX). The sentence my boss is a pig has to arouse attention of every reader. Statements like this are usually made among friends, not in public place. The authors of the advertisement are aware of this fact, which is why the letter “P” is overwritten to the letter “B”. It is corrected so that it does not scandalizing anymore; that letter is overwritten because it does not comply with decency. However this would be true, if the correction was not done by different colours. The lower part of the letter “B” is added in the pink, which makes it the most visible part of the

advertisement. It is therefore obvious, that correction is meant to be a joke. Above that, usage of pink is very smart because it refers to T-mobile plus it is violent colour. Because of the joke included, which is simple yet original, this advertisement can be classified as popular. It also provides evidence, that short and simple sentence is able to effect very significantly – when it is created properly.

The sentence “my boss is ...” can be considered as headline, because there is more text below it. The following text explains, why the headline about boss is – T-mobile is offering job vacancies saying that their bosses are not pigs but exactly the opposite; the T-mobile bosses are qualified and competent persons. Thus, the best thing readers of the advertisement can do is to start working for the company. To make the text more compelling, typical advertising language is used; the advertisement contains superlatives “the top employers, the best professionals”; although exclamation mark is missing, it is written in imperative, and pronoun “you” is used to make it the advertisement addressing even more personal. The persuasive quality of this text gradates from the beginning to the end; firstly superlatives are used, then imperative is added and in the last sentence “you” is incorporated.

This advertisement includes also slogan “simply closer”. Connected to the topic of advertisement, it could carry the message saying that T-mobile is always here for the customers, understands them, and is ready to help them. On the other hand, concerning T-mobile business area, the message could be about mediation of communication; customers using T-mobile will feel closer to their friends and families, because they will be able to talk to them anytime they want. The slogan is very short, no difficult word is contained; therefore it is easy to remember. The word “simply” also suggests that it will be easy to use T-mobile services, without any complications. From the word “closer” may be revealed, that it will not be problem to contact T-mobile workers either in salesroom or via customers’ line. As was demonstrated, more than one interpretation of the slogan is possible, which is advantageous because people perceive and think differently; the chance of customers’ persuasion increases. However this slogan has also disadvantage – it is not very original, thus it can be easily mistaken with slogan of the Škoda auto “simply clever”. Luckily these two companies focus on totally different business area, yet these two similar slogans next to each other may be easily mistaken.

CONCLUSION

The present work proved that verbal manipulation is necessary part of advertising, and that verbal manipulation is needed for advertisement to be successful. It was proved on different types of advertising strategies of the mobile phone operators. The best example can be seen in comparison of O2 advertisements with Vodafone advertisements. O2 uses mainly visual aspects to manipulate people, relying almost entirely on pictures. However in every advertisement there is at least one expression with manipulative quality. On the other hand Vodafone advertisements use both visual and verbal manipulations equally, in some cases even verbal manipulation entirely. Such advertisement, based only on words, can still contain very persuasive elements, is able to attract attention, thus it is able to exist without any visual manipulation – unlike the visual manipulation without the verbal one.

During the analysis, two main functions of verbal manipulation were discovered. The first function is informative – every advertisement needs to provide at least necessary information about the advertised product, however the second and even more important function is the persuasive one. The advertising text is created to manipulate people into buying products or services advertised. From the analysed advertisements it is obvious that advertising texts is usually composed from more parts, however the same rules for creating can be applied on each of them. The analysis showed as the most important quality of the advertising text its persuasion and interestingness. These two qualities were present in almost every analysed advertisement.

The target of the present work was also to decide whether linguistic figures are creating an original and amusing text or not. The analysis proved that linguistic figures are important – they are used in almost every advertisement, which contains text. These figures serve also as device, which makes the advertisements popular because of their innovative ideas. As results from analysed advertisements, the most often used figure is repetition because it helps to create appropriate rhythm of the text, therefore it makes it easier to be remembered. The importance of originality was proved by analyzing T-mobile slogan, which was found to be easily mistaken with slogan of another company.

The analysis determined, as other important parts of verbal manipulation, usage of imperative and pronoun “you”. Next to the linguistic figures, these aspects of verbal manipulation are the most persuasive. By means of these two aspects it is possible to create an impression of consumers’ direct addressing. As was proved by one of the T-mobile advertisements, the importance of these aspects cannot be underestimated. When using

third person plural instead of second person, it may still capture readers' attention, however it will miss a feeling of urgency. Connotations were identified as significant for creating an advertising text as well. Connotations can help a product to be sold by implication of a pleasant thought; on the other hand there was also found a risk of possible negative connotations. This is the reason why companies need to cooperate with quality text writers.

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APPENDICES

- P I Don't drrriin and drive.
- P II Insurance.
- P III Vodafone communicates clearly.
- P IV Feel loved.
- P V Happy to help.
- P VI Mobile largest community.
- P VII Big movies, mobile size.
- P VIII Big movies, mobile size.
- P IX Favourite place.
- P X Street map.
- P XI O2 treats.
- P XII Free video music download.
- P XIII UEFA.
- P XIV Concrete conduit.
- P XV Lion.
- P XVI See double.
- P XVII Love.
- P XVIII T-Mobile real.
- P XIX T-Mobile games.
- P XX My boss is ...

APPENDIX P I: DON'T DRRRRRIIN AND DRIVE



APPENDIX P II: INSURANCE

Well-meant thieves

Fact

In Romania a phone is stolen every two minutes.

The Problem

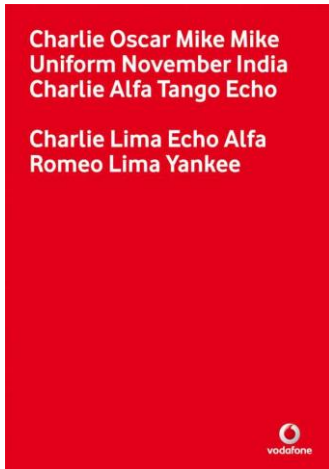
People know that phones are being stolen, but they don't believe that it can happen to them. So, they don't take into consideration insuring their phones.

The Solution

We hired professional pickpockets to slip the flyers promoting the Vodafone Insurance into peoples bags, purses, pockets or any other place they keep their phones. This way we proved them how vulnerable they are and made them consider very strongly insuring their phones.



APPENDIX P III: VODAFONE COMMUNICATES CLEARLY



APPENDIX P IV: FEEL LOVED



APPENDIX P V: HAPPY TO HELP



APPENDIX P VI: LARGEST MOBILE COMMUNITY

Join hands with a new friend for good feelings globally

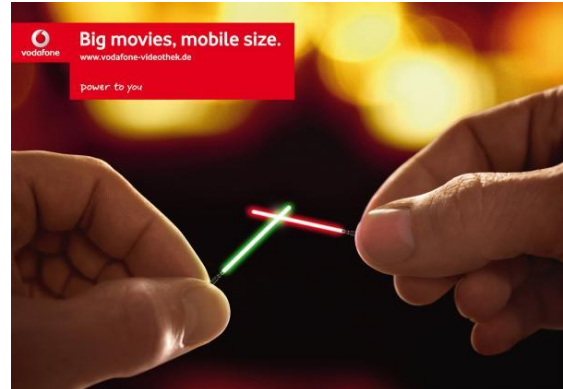
dtac feel good

Be part of the world's largest mobile community

Make the most of new

vodafone

APPENDIX P VII, VIII: BIG MOVIES, MOBILE SIZE.



APPENDIX P IX: FAVOURITE PLACE



APPENDIX P X: STREET MAP



APPENDIX P XI:



O₂ Treats. Free calls and texts every month

We believe loyalty should be rewarded, so if you've been with us for over 6 months you're in for a treat.

o2.co.uk

O₂ customers call 2211



APPENDIX XII: FREE MUSIC VIDEO DOWNLOADS



o2.co.uk

Free music video downloads. Call 2112

It's your O₂. See what you can do



APPENDIX P XIII: UEFA



Be part of the UEFA Champions League[®] with **T-Mobile**

For a better world for you



APPENDIX P XIV: CONCRETE CONDUIT



APPENDIX P XV: LION



APPENDIX P XVI: SEE DOUBLE



APPENDIX P XVII: LOVE

Support the launch of T-Mobile's new positioning *Life is for sharing.*

Let people share their love like never before

1 unforgettable night for every viewer

On St. Valentine's Day, in the biggest cinema center in Slovakia, you could discreetly slip away from your loved one and record a love message as a surprise.

Inside the cinema, in the last commercial spot before the movie started, a special title appeared announcing there was an announcement for someone in the audience.

Everyday people delivering their genuine love messages to their special someone was projected onto the big silver screen. Lovers, mothers, kids, husbands, everyone had something touching to share.

T-Mobile

APPENDIX XVIII: T-MOBILE REAL

Real information from real people—when you really need it

APPENDIX XIX: T-MOBILE GAMES

Games that make free time fun time

APPENDIX XX: MY BOSS IS ...

My
Boss
Is
Big!

We are among the top employers in the republic, and therefore the best professionals in their field, work for us. Not just in management, but at all levels. And because everyone understands their work, they understand each other as well. If you are also interested in meaningful work, performed in harmony with superiors and colleagues, choose from the current offer of positions at www.t-mobile.cz/zamestnani.

T · Mobile ·
simply closer