

Analysis of Advertising Style

-- Taking Samsung Galaxy Note 20 Ultra as an Example

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Abstract

English advertisement is a practical style with high commercial value. In modern society, advertisement has penetrated into every aspect of people's life and filled every corner of social life. It has become an integral part of our lives. This paper analyzes Samsung cell phone ADs in terms of vocabulary, syntax and rhetoric, so that readers can further understand the advertising language.

Keywords

English advertisement; Stylistics; Lexical; Rhetoric.

1. Introduction

English advertisement is a practical style with high commercial value. In modern society, advertisement has penetrated into every aspect of people's life and filled every corner of social life. It has become an integral part of our lives. There are various types of advertisements, and it is almost as important as the productivity. The most significant function of advertisement English is to persuade and arouse the interest of consumers. It also needs to be concise, clear, eye-catching and easy to understand.

The product analyzed in this article is Galaxy Note 20 Ultra, released by Samsung in August 2020. All AD text contents mentioned in this article are from the Samsung USA website. This paper will analyze each aspect of the advertised page introducing the phone as a segmentation principle, as well as each paragraph in which the aspects of graphology, lexical, syntax, rhetoric, etc.

2. Graphology

In the sentence "This is Galaxy Note 20 5G, Note 20 Ultra 5G." Galaxy Note 20 5G, Note 20 Ultra 5G are the name of these products. Obviously these words are in a bigger font and bigger size which will catch the attention of consumers. They make us remember them as soon as we see them. Eye-catching headlines can be a good way to attract consumers and make people shift their attention to the product. When it has a certain effect, it can stimulate people's desire to buy.

This isn't just mobile gaming. This is Xbox gaming on 5G. Play over 100 Xbox Games on your Galaxy. These two sentences are also still in bold, and has been enlarged. The striking title impressed us. As this phenomenon runs through this AD, I win not repeat this feature in the subsequent analysis.

As it is a pen attached to the introduction mobile phone, the handwriting of the pen is adopted in this advertisement page, which makes the advertisement more vivid.

3. Lexical

Word usage in the ADs is also very visceral. Concise and clear expressions with catchy vocabulary allow people to better understand the product. Businesses also create compound words or new words based on existing vocabulary to better introduce products. Sometimes some simple adjectives can have a good introduction effect.

3.1. Usage of Adjectives

Ultimate (adj.), it means the finest or most superior quality of its kind. This shows the seller in order to arouse the desire of consumers to purchase. Stunning (adj.) means strikingly beautiful or attractive. When introduce the color of this phone, this word can attract consumers' attention. Toughest (adj.) means firm and strong. Here with the highest level indicates that the glass of the mobile phone is very solid.

3.2. Comparative and Superlatives in Vocabulary

Some of the words like power phone, enhanced, navigate, protect and super shows the excellence of mobile phones. The use of comparative and superlative levels of some words is also very necessary. The most power gives a very strong sense of power. "Upgraded" , "so responsive" and "so smart" are high-level words, which can show the power and superiority of mobile phones vividly. Highest-resolution denotes the excellence of the mobile phone.

Connected fast with low latency. "Fast" and "Low" are opposite words that give a strong sense of contrast. It also shows a major advantage of the phone by comparison

3.3. Compound Words

Compound words can also allow the product to elucidate some meaning. Director-grade is a compound word. Director means high level. The tagline is intended to convey that if you have this phone, you'll be better. Such a good phone will also make you more and more powerful.

3.4. New Words

Some new words or words specially created by the manufacturer also reflect the characteristics of the product itself. Infinity-O is a new word. This is an introduction to one of the features of this product. It means there is a hole on the screen. HyperFast is a new word. We can easily find out that "Hyper" means exceed; "Fast" means quick. So HyperFast means faster than fast. This shows faster Internet speeds make for a better experience. Super Fast Charger is supposed to be Samsung's own word. The goal is to show how fast it can charge. The new S Pen in the new phone is so responsive. "Pen-to-paper" is a new word. This shows that the pen is as same as what we used in real life.

3.5. Abbreviations

IP means Ingress Protection. This tells consumers that the phone is dust and water resistant. Abbreviated expressions make it easier for users to understand the features of the product itself.

3.6. Weasel Word

About an hour. "About" is a weasel word. Maybe it will take longer than an hour. It gives people a approximately sense of purpose. To a certain extent, it also means the rigor of advertising.

3.7. Other Terms

Unprecedented. This word means have no precedent. And the phone will bring the most enduring experience. It seems that this will be a very classic phone.

An epic gaming session. "Epic" means very imposing or impressive. The word gives an impression of excellence. It also reflects some of the historic creations and innovations that this phone has brought about.

4. Rhetoric

Rhetorical techniques can make it easier for consumers to understand this product. This approach introduces the product visually.

A multitasking computer suite. If a phone can be compared to a computer, it's a good product. This also shows a advantage of the phone. It is also to highlight the performance of this phone. In this way, when consumers use the phone, they know that it is an excellent phone.

Four short sentences like "It's... It's... It's... It's..." are used here to directly list the multiple excellent experiences that cell phones can bring us through the rhetorical technique of prose.

In this sentence "the intelligent processor has the power to handle the load" shows the wisdom of the processor. It's like giving a life to this cell phone. The intelligent processor is like a very smart brain that orchestrates everything and makes sure that relevant matters run smoothly.

It's anything but your average smart phone. It uses oxymoron. "Anything" and "Average" are two different words. It looks contradictory, but still prominent the superiority of mobile phones.

5. Syntax

The way some sentences are expressed in the table will also make the product more compelling. Go big, or go bigger. In this sentence, it is like giving the consumer a choice. This is also a simple sentence, concise and comprehensive. In comparison, people will choose the better one in most cases. This sentence is trying to show that the larger screen should be more popular.

Play over 100 Xbox Games on your Galaxy. The title uses imperative sentences, which can arouse consumers' desire to buy this phone. This has also whetted the appetite of some gamers who love games to choose such a phone.

A PC in your pocket. The simple sentence shows the great Performance of mobile phones. It can be used like a PC.

Connect you to everything. We may not be able to connect everything to ourselves, but the display shows that this is a powerful phone. We can imagine that connecting everything to us means that people can receive information more easily and process it in a more diverse way. This is also perfectly in line with one of the major characteristics of the current information age. From scribbler to scribe. "Scribbler" means informal terms of journalists, and "scribble" means like a writer. The second one is superior to the former. This also makes the pen more attractive. One UI is easy to use. This will give consumers the impression that the phone is easy to operate. "Being easier to get started with" means that this is also accessible to most people.

The use of second person pronouns can draw the distance between manufacturers and consumers, giving consumers a sense of supremacy. For example, "you" or "your", the second person appears so many times in this AD.

6. Summary

Through learning stylistic courses, I learned that the knowledge of stylistics is all around us. Mobile advertisements are analyzed out of personal interest. It is a kind of knowledge to savor the ADs. The use of words and phrases show the advertiser's intentions. Advertising influences and enriches people's lives to a certain extent and guides them to consume. Some of the characteristics embedded in English advertisements themselves are also related to stylistics. Therefore, when presenting advertisements, businesses also need some characteristic ways to make people impressed with their products. During my spare time, I can also conduct stylistic analysis on the issues when I am interested in. Observation will pay off. The learning of knowledge is also more important to apply them to practical life.

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