

40. <https://www.facebook.com/2253054888271215/posts/2354506644792705?s=100026542876306&sfns=xmwa>

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42. <https://www.facebook.com/410540125819099/posts/805948042944970?s=100026542876306&sfns=xmwa>.

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24. <https://www.facebook.com/2070077059871453/posts/2234351710110653?s=100026542876306&v=i&sfns=xmwa>
25. <https://www.facebook.com/410540125819099/posts/970210256518747?s=100026542876306&v=i&sfns=xmwa>
26. <https://www.facebook.com/363836500458973/posts/1295228390653108?s=100026542876306&v=i&sfns=xmwa>
27. <https://www.facebook.com/363836500458973/posts/1295228390653108?s=100026542876306&v=i&sfns=xmwa>
28. <https://www.facebook.com/410540125819099/posts/1019116664961439?s=100026542876306&v=i&sfns=xmwa>
29. <https://www.facebook.com/182997265076475/posts/2300940736615440?s=100026542876306&sfns=xmwa>
30. <https://www.facebook.com/239155740289797/posts/256896588515712?s=100026542876306&v=i&sfns=xmwa>
31. <https://www.facebook.com/239155740289797/posts/263200624551975?s=100026542876306&v=i&sfns=xmwa>
32. <https://www.facebook.com/qicard/photos/a.186039994772202/2264964326879748?type=3&sfns=xmwa>
33. <https://www.facebook.com/288941791813600/posts/323843494990096?s=100026542876306&sfns=xmwa>
34. <https://www.facebook.com/Zuqaq13/photos/a.1952709064971690/1955996361309627/?type=3&theater>
35. <https://www.facebook.com/175832909701894/posts/311756839442833?s=100026542876306&sfns=xmwa>
36. <https://www.facebook.com/455782768141643/posts/787948758258374?s=100026542876306&v=e&sfns=xmwa>
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38. <https://www.facebook.com/ariikalraq/photos/a.177767646175087/312278952723955?type=3&sfns=xmwa>
38. <https://www.facebook.com/vanilla4shopping/photos/a.411270899079355/998061897066916?type=3&sfns=xmwa>

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7. <https://www.facebook.com/227726941426809/posts/240701610129342?s=100026542876306&v=i&sfns=xmwa>
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10. [https://instagram.com/leavesox?utm\\_source=ig\\_profile\\_share&igshid=xbonm1gp5s4b](https://instagram.com/leavesox?utm_source=ig_profile_share&igshid=xbonm1gp5s4b)
11. <https://www.facebook.com/296379963897249/posts/911374495731123?s=100026542876306&v=i&sfns=xmwa>
12. <https://www.facebook.com/vanilla4shopping/photos/a.411270899079355/1007388702800902?type=3&sfns=xmwa>
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new words, terms and expressions. A copywriter has to consider such updates to be in touch with the readers' interests nowadays. It is worthy to note that adding discourse level to the model of analysis plays a good role in clarifying extra stylistic features embedded in the advertising texts. In accordance to the data analysis, one of the most useful dicoursal features that can help the ads to be fashionable and trendy is intertextuality. An advertiser can easily embed his message in the shape of any popular thing such as movies, series, songs...etc. In account to write a good ad, knowing and considering the standards and regularities of advertising language is really important. Yet, creativity goes hand by hand with such knowledge and it might be more important than it. Creativity and breaking the conventions cause an ad to stand out. The features discussed in this research serve as a basis of knowledge for ads composers to investigate what can help to reach the objectives of establishing an advertisement. It could also be an introduction to further studies for other creative techniques that can be used in Iraqi ads.

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There is no obvious phonological devices used in this post but repeating letters within the same word, such as “*alkabeeeeeeer*” “*bedooooon*” “*shohooooor*” “*methalllll*”

### At discourse level

The major feature of this ad is the narrator taking part in the narrative of the ad. The narrator promotes the product by giving her own experience and review about it. Even though it looks like there is an exaggeration in using that number of positive adjectives to describe and recommend the product, such act makes the advertiser looks more confident and more sure about the product. (42)

## 9. Conclusions

After illustrating and analyzing samples of Iraqi social media ads the research paper arrives at some conclusions. First, the analysis confirms the importance of language in social media advertising and its role in impressing the consumer to buy or to take the product or the service. This language is characterized by often uses of the stylistic techniques similar to those in poetic texts. Those stylistic techniques are of different types: graphological, lexical, semantic, phonological, morphological, syntactic and discourse as well. It has been noted that the most stylistic feature of this language is the frequent use of personification, simile, metaphor, hyperbole, rhyme, rhythm, interrogative sentence type, declarative sentence type, , heavy use of the personal pronoun such as you and I and intertextuality. It has been also noticed that the use of rhetorical devices is not limited on certain kind of advertisements. In the fact, the choice of the particular rhetorical features depends on the category of the item advertised. For instance, beauty ads tends to use descriptive language with metaphors, hyperbole and adjectives with favorable connotations; non-commercial ads apply high number of personal pronouns to establish a closer connection with the reader and attract his attention whereas other kinds of ads usually emerge high number of questions which is explained by its function of arousing the reader’s interest.

It has been observed that to create an acceptable ad is to write it in everyday language. Ads written in colloquial language are more popular than those written in formal language. However, this colloquial language is not stagnant, on the contrast; it is generatable. Every day there are

The post is not divided into paragraphs according to the priorities of the message. On the contrary, this post is written as a one paragraph with spaces. There is no punctuation marks but a lot of emoji faces which make the post eye-catching. The copywriter replaces the word 'al qaleb'- 'the heart' by the heart shape emoji. Such style suggests unordinary attempts to attract people's attention.

**At lexical and semantic level**

The post is full with adjectives. Positive adjectives which unconsciously give the reader an impression that he/she should buy such product.

Vanilla for shopping  
June 16, 2018

طبعاً بنات هواية تجيني اسئلة ع روتيني بالعناية ببشرتي طبعاً رح اكللكم  
ع شي استخدمه روعة ويدووووون اي مبالغة  
لعب دور جبير بتحسن بشرتي الي هو غسول سيتافيل المناسب لكل انواع  
البشرة تحديداً 😍😍 يعني عاشت ايد الي اخترعه بنات ما احبيلكم  
شكد رهيب ويجتن يعني اغسل بيه بشرتي نفس اللحظة تبين ندية ومليانة  
ورطبة وايد ابد ميخفف مستحيل ولاياذي العين يصير كانه كريمي ماييه  
رغوة اول ما استخدمته كلت شنو هالغسول بس لا تعبان شوماييه رغوة  
وجان اجره هسة مينة عليه ولوينطوني ارقى الماركات ارجع لسيتافيل  
ومثالي حتى للاطفال الصغار  
الي عمرهم شهووووور  
وماخذ جائزة allure 2017 كأفضل غسول بلعالم وكومة بيوتي بلوكرز  
مدحوا بيه ومن ضمنهم الجميلة نورس ستار 🌟  
ودائماً اخذ الحجم الكبيبيبيبيبيير اخاف ليخلص بسرعة 🙄🙄🙄

مكانه في ال❤️  
متوفر بلحجم 473ml الكبير



The use of the first person pronoun 'I' convinces the reader that the product is trust worthy and gives the vibes of being in a conversation. The feel of the personal ad can firstly come from the beginning of the post in the very first word "tab'an banat" which means (actually girls) and there is a call in such words. The language used is a descriptive language with simple and colloquial words.

**At Syntactic and Morphological Level**

The sentences used in this post are relatively long which make the post itself a long post. However, its sentences are simple and they are all statements. There is also a superlative form 'the best' and the narrator attributes it in many sentences to make such point clear.

**At phonological level**

The post consists of three paragraphs. The copywriter composes his/her post in a neat shape by using punctuation and some emojis. They are in their right places when they are needed.

### At Lexical and Semantic Level

There are many positive adjectives that describe this type of shoes as being comfortable, flexible and in different colors.

### At Syntactic and Morphological Level

The whole sentences involved in the post are simple

and short. There are two rhetorical questions in “*haba titil’ean bmakean aw’nti martaha wa bmadhharhulu?*” which means (do you like to go out in a good appearance and you are comfort? Or do you need a shoe that helps you in your workouts? (41)

### Sample 6: Skincare Product Ad

Skin care ad is one of the most popular ads in social media. Sponsoring a famous celebrity to give a review about the product plays a major role in advertising. People trust those celebrities and believe in their reviews and opinions. This fact helps so many brands to increase their sales. In this sample, the narrator is taking part in the ad by narrating in the first person pronouns.

### At Graphological Level



### **At Lexical and Semantic Level**

The language used here is colloquial and simple. The copywriter uses metaphor in “enta dahab” which means (you are gold).

### **At Syntactic and Morphological Level**

The post is based on short and simple sentences with grammatical parallelism “amanina tisbiq tahananina w farhatna tisbiq layalina..” which means (our wishes precede our congratulations) and “kul rajab wanta dahab, kul sha’ban wanta farhan..” (you are gold every Rajab and you are happy every Sha’aban). The tense used in this post is the present tense with the use of the adverb ‘now’.

### **At Phonological Level**

Phonological devices help the ad to be remembered and easy to read. There are rhyme and rhythm in “*amanina tesbeq tahananina*” and the lines from 2-4 they are all rhymed. There is also alliteration: “*a’leek w a’leena*”. Anaphora is in “*kol rajab ..., wa kol sha’ban, wa kol Ramadhan*”.

### **At Discourse Level**

The copywriter makes his speech unordinary for an ad by adding an usual shape of sonnet which is commonly used in people’s messages. He uses the regular phrases used in greetings and welcoming Ramadan month. Therefore, the reader does not feel boring reading it. (40)

### **Sample 5: Shoes Ad**

One of the most common ways of promoting is to ask questions and answering them. This way arouses the attention of the reader and gives him the feel of being a part of a conversation like there is someone who is personally talking to him. The ad is built on describing the product by using many adjectives and a highly descriptive language.

### **At Graphological Level**

Exaggerating is one of the most dominant devices used in advertising. It affects people and persuades them to believe the narrator and take the action of buying the product. (39)

#### Sample 4: LED Ad

It is an ad for a company of lights called “smart light”. The post is not long especially that the most of it are wishes and congrats in the shape of a sonnet. In order to announce that there are big sales, the copywriter smartly chose to attract the readers’ attention with a common way that usually used in messages to say happy Ramadhan. The post evokes that the advertiser is not completely stranger and at the same time it gives the reader the feeling of closeness between the sender and the receiver. Most of the post is working on the phonological by using mnemonic devices.

#### At Graphological Level

In order to communicate their announcement, Smart Light exploits only the free space of writing without writing on the pictures in a way that directs the analysis into one part only. The writer opens his post with a hashtag contains the content of the message “#big sales”. Then he begins a new paragraph with the greeting. After that he justifies his content by giving more information. Ending the post with the price and contact information in separate lines. We can observe that he uses the hashtag mark three times to make the post catchy. He also arranges his message in only three paragraphs. He never uses full-stop, instead he uses the ellipsis mark ‘...’



### At Lexical and Semantic Level

The words used are simple and colloquial. One of the devices used in this post is synecdoche in the word “*elraha*” which means the comfort to indicate the sofa (however your mood waves, the comfort will wave for you). (38)

### Sample 3: Beauty product Ad

The most common ads are cosmetics ads. People always look for beauty so it does not require a lot effort to convince the consumers which most of them are girls. However, this kind of ads is based on description; to describe how useful the product is and to give instructions of how to can be used it.

### At Graphological Level

The post consists of only two paragraphs full with emojis (the smiley face). The use of emojis makes the post eye-catching and less formal; regarding that emojis are popular between friends. Apparently, there is no punctuation marks and it seems that the punctuation marks needed have been replaced by the smiley faces. These days, these smiley faces are commonly used in an attempt to draw a good impression about the product in the reader’s mind.



### At Lexical and Semantic Level

There is glamorization by saying and repeating “*rw’a*” which means fantastic. Loan word are also used “*kunsailar wa korakter*” (concealer w corrector). There is also hyperbole in two phrases: “*ahla shi momken tmelkeeh bhayatish*” (the most beautiful thing you can ever own in your life) and “*hayghayer hayatish*” (it will change your life).

dowry after men's meeting and talk about the whole details) and "edha dak kalebkom w habetoooh men awal nadhra" (if your heart beats and you loved him from the first sight). This makes the text very attractive and appealing. It indicates the wittiness of the writer of employing an interesting subject in his ad. The whole speech plays on the emotion of the reader, especially the Iraqi reader. The copywriter charges the text with positive Iraq terms which cannot be understood easily by other nationalities. For example, "yetaktk englizi" which refers to someone who knows some English, while "yetaktk" lexically means someone making noise by using things and "yenshad beh el zahar" which refers to the person you can depend on. It literally means someone can tight his back with him. (37)

### Sample 2: A sofa Ad

It is a short ad that has some of poetic devices that attract the attention of the receivers. First of all, the advertiser describes his sofa "ariika" by the most obvious need to sit on a sofa which is being comfortable. So he directly indicates that his product has what people seek when they buy such kind of products.

#### At Graphological Level

It is a short post consists of two sentences. The copywriter uses comma to make his post neat and arranged. To be modern and unordinary he uses two emojis to make the reader feel that there is a relationship among him, the product and the company as well. He also uses a hashtag to justify his products "#ariika moreha" – (comfortable sofa). He exploits the photo privilege to write some features and descriptions about the product.



will remark most of these words and their features. Loan words are *T-shirt*, *CV*, *fullah*, *email*, *mention*. Most of these words are English but they are daily used so the target audience will not find a difficulty to understand them. Beside that they were looking for someone knows English. Metaphors: “*sabbe*” which means a lion and “*wa akho aukhatah*” which indicates the best brother. This phrase refers to someone who is a brave and a noble man, “*el mahar*” (it means dowry) refers to salary, “*ga’dat el zelim*”, (it is a term for the meeting of the groom and the bride’s family) refers to the job interview. There is also a symbols in the word “*T-shirt*” which stands for the available job. Personification is in “*Elzuqaq ydawer*” (the Zuqaq shop is looking for) Zuqaq is the name of the shop and it is inanimate but here it connotes the team of the shop is looking for an employee. “*T-shirtna shoya aziz alina w hat shwayat shoro*” (our T-shirt is precious for us and he has some conditions). T-shirt is inanimate object so it could not hire people and put special conditions. It also refers to the team work.

### At Syntactic and Morphological Level

All the text’s sentences are simple, there are some minor sentences such as “*bnaya aw walad*” which means male or female. There are two positive imperative (Diatyposis) which are: “*dezo civiyatkom a’la el email*” (send your CVs on e-mail) and “*sawolah mention*” (mention him). There is no obvious ellipsis as much as there are anaphoric pronouns. For example: “*yetatki englizi w ydabr khorda*” (speaks English a little and manages to have change) such sentence has no subject but it is clear because of the preceding sentences.

### At Phonological Level

Rhyme and rhythm are in “*momken ykon taleb ba’dah ebdayat hayatah, w daykoin nafsah, bas ykon sabe’ w akho khatah*”. There is also assonance in “*khafeef lateef*”.

### At Discourse Level

There is an obvious intertextuality between the marriage project and offering an available job. The expressions and terms of proposing for a bride are used within the text. Such as: “*elmahar a’lena w netefek aleeh wra ka’adat el zelim*” (we will negotiate the

the body help the text to look in order. Then he writes his announcements with six paragraph arranged according to the demands of his appealing narrative. He uses commas in their right places when the idea of the sentence is clear. He remarkably uses the exclamation mark two times to finish his sentence and paragraph. Other times, he uses two dots to finish his sentence which gives the reader an impression that there is more to say or there is an ellipsis in the speech.

Furthermore, the copywriter uses colon to provide the contact information. It helps to make it easier to notice. Ultimately, he uses one of the informal modern techniques (usually used in online conversation) which is the colon and the one bracket '☺' to indicate a smiley face. Such usage gives the reader the impression of being talking to a friend or makes the ad more as a personal one. At the very end, he uses hashtags which is a very common used feature on social media. Eventually, dividing the message into paragraphs with punctuation builds a neat and readable post.

In view of the picture posted, it reveals an interesting privilege that social media provides. So the advertiser can also write on the picture and make the ad more as the billboards ads or the regular printed ads. However, the advertiser in this post exploit this space by giving a real resemblance of his symbol and writing one sentence that contains the main topic of the post.

### **At Lexical and Semantic Level**

At the first glance for the post, one can realize it is written with simple and colloquial words. Most of them are Iraqi colloquial with some borrowed words. He started with greeting attributed by Egyptian word which is "fullah" (it is close to the meaning of the word great). Such word is pretty familiar for Iraqis especially that the Egyptian dialect invades the Iraqi daily language because of television and cinema. The post is ambiguous and indirect which makes it attractive. According to the purpose of the post (offering a job), the text is written with descriptive language by using adjectives many often. Among these adjectives, there are loan words, metaphors, symbols and personifications. The following classification

the above mentioned features. They are six commercial and non-commercial ads written in Arabic (Iraqi dialect) and taken from different Facebook pages. These ad texts have chosen different thematic domains in order to examine the regularity of their linguistic features. Each sample is analyzed according to the levels mentioned in the previous sections.

### Sample 1: Non-Commercial Ad

It is a non-commercial ad for an available job implied in marriage proposal description. The narrator starts with third person addressee then he shifts to the second person addressee.

#### At Graphological Level

In social media especially on Facebook, there could be two parts of the post: the first one is the text and the second is the visual content whether a photo or a video. In order that the graphological analysis considers the analysis of the photo and the text as well. Since Facebook does not apply variety in the Shape of the text (its font, size, colors), The analysis focuses only on punctuation And paragraphs arrangement.

At the very beginning, the copywriter starts with a greeting finishing it with an exclamation mark which gives it formal sense and such style is closer to the English style than the Arabic one. Starting the first line with only the greeting then starting a new paragraph for

خميسكم فلّة!

الزقاق ديدور على شريك حياة لهذا التي شيرت الخفيف اللطيف، تي شيرتنا عزيز علينا وحاط شوية شروط لشريك/شريكة حياته المستقبلي..

بنية أو ولد، خفة دم خفة ظل سوافه متمم وأهم شي يحب التي شيرت ويعزه ويحطه بين عيونه، قريب على المنصور أو الحارثية أو اليرموك (أو هاي المناطق).. يطغطك انكليزي ويدبر خردة!

ممكّن يكون طالب بعده ابداية حياته وديكون نفسه بس يكون سبع وأخو خيته وينشد بيه الظهر

المهر علينا وتنطق عليه ورة غعدة الزلم ونسولف بكل التفاصيل!

إذا دك غلبكم وحببتوا التي شيرت من أول نظرة وتريدون تكملون، دزوا سيفياتكم على الايميل التالي وراح نتواصل وية المرشحين المحتملين

mar7aba@zuqq13.com

عنوان الإيميل: شريك حياة تي شيرت الزقاق

وإذا تعرفون أحد ممكن يحب التي شيرت سووله منشن (:

#لبسوا الناس اللي يعجبهم

#فريق عمل الزقاق

#تيشيرت يختار شريك حياته



\* التي شيرت يبحث عن شريك حياته \* PIC•COLLAGE

expressions to make an announcement more personal and closer to the daily life. Eventually, the language that people use in their everyday speech, as mentioned earlier, touches them effectively.

**Idioms** It is a special criterion for each language. Each language has its own idioms which hardly translated to another language for its meaning could not be understood from the literal meaning in that it has a separate meaning. One cannot define an idiom by its constituents (Wales, 2001:198). In Cuddon (1999: 412) words, it is “a form of expression, construction or phrase peculiar to a language and often possessing a meaning other than its grammatical or logical one.” For example, the idiom “it rains cats and dogs” implies heavy rain. In advertising, many copywriters support their messages by inserting idioms within the text. That helps them to compose an attractive and interesting text. For example, “*a’okol eli y’jbak w elbas eli y’jbak*” – “eat what you like and wear what you like” is one of the slogans of Zuqaq shop. They make a deviation from the common Iraqi idiom “*a’okol eli y’jbak w elbas ma y’ejeb elnas*” – “eat what you like and wear what people like” (34).

**Intertextuality** It is a sophisticated literary device when a text is written within the shape of another text or to merge two or more texts. Such as retelling an old story or rewrite it within a modern shape (<https://literarydevices.net/intertextuality/>). In advertising, it is a very common device used by copywriters. They exploit idioms, expressions, song, common phrases from TV shows and movies and insert their message within its shape. It makes the ad looks trendy and updated. Generally, people are attracted to innovative things. Taking advantage of employing intertextuality bears high witness and creativity. For example: “*malyan alwan malyaaaaan*” – “is full with colors full” (35). It is a common expression “*malyan .... Malyan*” from famous Iraq series so the advertiser exploits the trendy expressions these days and intervene them in it. “*chalchal a’layah el joo’ donut fezae’li*” – “I felt hungry and donut helps me”. It is an ad of donut. The copywriter employs a common line of famous old Iraqi song which “*chalchal a’lyah el roman, nomy fezae’li*” (36)

## 8. Data Analysis

After characterizing the major stylistic features of advertising language some Iraqi ads are selected to be analyzed according to

**Alliteration** It is “a figure of speech in which consonants, especially at the beginning of words or stressed syllables, are repeated” (Cuddon, 1999:23). The use of alliteration serves the sound effects that an ad could make in order to stick in the receiver’s mind. For example, “*la tfaker w la tehtar khaleek way el kbar*” Al-Rafidaeen Bank (32).

**Assonance** It is the repetition of the stressed vowels within words with different end consonants. It creates a vowel harmony to achieve a particular effect of euphony. Unlike alliteration, assonance is not very obvious (Cuddon, 1999 and Prasad, 2017). For example, “*Smooth Move*” (Veet).

**Anaphora** It is “a rhetorical device involving the repetition of a word or group of words in the beginning of successive clauses” Cuddon (1999: 37). For example, “*ihna el kharita ... ehna el arqam Ehna bawsaltaq*” #6262iq #iraq – “*we are the map ... we are the numbers We are your compass ...*” (33).

## 7.5 Discourse Level

The analyzing of an ad text does not deal with words and structures individually. It also deals with the whole speech (discourse) as a unit. According to Cuddon (1999), in linguistics, discourse refers to a “stretch of language” larger than a sentence (written or spoken). It adheres an intended message contains appropriate content to intended audience. It involves choosing the appropriate vocabulary. In advertising language, Goddard (1998: 228) analyzes its discourse as it has three voices; the narrator, the narrative point of view and the narratee. A distinction must be drawn between the writer and the narrator. The writer is the copywriter who writes the ad while the narrator could be anyone who speaks to the audience (the narratee). In TVs, he might be an actor.

Addressing the narratee could be different from an ad to another. Mostly the narrator takes a part in the ad and talks for himself using (I, We). More often the personal pronouns like (you) are used by the narrator especially when the ad seems to be for everyone. All it needs to be replaced in the appropriate place and time. For instance, a perfume for women will not be appropriate to be advertised in a magazine for children. (Pilátová, 2015). Besides giving the ad a personal sense, a good one has to exploit the common idioms and

**Rhetorical question** It is “a question not expecting an answer, or one to which the answer is more or less self-evident. It is used primarily for stylistic effect” (Cuddon, 1999:748). For example, Vanilla for shopping posted: “*do you need a protection from the harmful radiation and at the same time whitening and anti-brown spots*” (28).

**Grammatical parallelism** It “consists of phrases or sentences of similar construction and meaning placed side by side, balancing each other” (Cuddon, 1999: 637). For example, “*masraf alrafedain masraf kol ele’raqeen. A’raqa, asala, tamyoz*” – “*Al-rafedaeen bank, the bank of all Iraqi people. Legacy, originality, singularity*” (29). The copywriter uses nouns placed side by side with the same form and meaning to describe the bank.

#### 7.4 Phonological Level

Advertising language is assumed to be similar to the poetic language. As poets, the copywriters use the mnemonic devices (rhyme, rhythm, alliteration and assonance) for its high effect on the receivers. The phonological related devices are usually used to compose a memorable text that could be always recalled. (Vasiloaia 2015 and Prasad, 2017). In fact, the most common linguistic devices used in ads are based on repetition. We stand for repetition and even need it to support our memory (Goddard, 1998).

**Rhyme** It is a term used to indicate the formalized consonance of syllables (Guddon, 1999: 750). It deals with the pronunciation of the word not the spelling. Such figure of speech serves the aim of making the sentence memorable (Leech, 1966). In fact, rhyme is one of the most dominant sound techniques in advertising for its echo in one’s mind like music. It also catches the readers’ attention and arouses their interest and creates more impact. [http://shodhganga.inflibnet.ac.in/bitstream/10603/97765/8/08\\_chapter3.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/97765/8/08_chapter3.pdf). For example, “*salla ... ubqa w la teta’na*” (30).

**Rhythm** It is “the movement or sense of movement communicated by the arrangement of stressed and unstressed syllables and by the duration of the syllables” (Cuddon, 1999: 753). The rhythmical arrangement makes the text neat and memorable. This arrangement is not noticed consciously, on the contrast; it may easily pass unnoticed. The regularity of the rhythm is referred to as meter and metrical scheme (Leech, 1966). For example, “*salla bekhadmatna rah tettsalla*” (31).

is someone is talking to you (Myers, 1994). For example, “*enjoy the adventures that ended with great successful*” Kia Iraq (21). Another example is “*nothing like the donuts in Sweet Little Things, what are you waiting for? Order now*” Sweet Little Things (23).

**Interrogative sentences** Asking questions is one of the most used ways in advertising, especially opening the ad with a question. Wondering helps the advertiser to arouse the reader curiosity and attract his attention by asking question and answering them later in the text. “*Are you still confused and thinking about what to have for lunch? Pizza House makes the choice easy for you with the most delicious and tasteful special pizza*” Food Land Najaf (24).

**Comparative and superlative adjectival forms** In order to convince the consumer, advertisers indicate the high quality of their service or product by using the comparative and superlative degrees. Since it is illegal for advertisers to attack a certain competitor explicitly, they tend to use codes for it. Instead of saying x’s food is more delicious than y’s, they would say x’s food is more delicious (Goddard, 1998). On the other hand, superlative forms are mostly used for it does not need a comparable competitor; it conveys the meaning of being the best of all. Obviously such forms imply exaggeration, one of the most common devices of advertising because of its influence on the consumers. For example, “*The best deodorant you might ever use from SECRET*” Vanllia For Shopping (25).

**Ellipsis** It is one of the features that resemble a conversational style which is suggested as a cohesive device. It is a syntactic scheme when a part of a structure is omitted (Goddard, 1998). In order to establish closeness with the reader, copywriters convey their messages with the elliptical nature of the spoken language (ibid). For example, Secrets Iraq wrote the head of their post as “*your eyelashes delicate? Poor? Confused which mascara to use?*” (26) where there is no question word and no subject. They are omitted in purpose to focus on specific information and to be more direct to the point.

**Diatyposis** It is the positive form of an imperative. Dupriez (1991) defines it as a figure whereby one recommends to another certain profitable rules and precepts. For example, “*khaly sohoorak b sag el reef*” – “*let your suhoor (meal before fasting) be in saj Alreef (restaurant)*” (27).

**Hyperbole** It is “a figure of speech which contains an exaggeration for emphasis” (Cuddon, 1999:406). For example, “*kol el Iraq bedaq*” – “*all iraq in your hand..!*” (4)

### 7.3 Syntactic and Morphological Level

Choosing memorable and effective words is not the only matter of creating a good ad; what often matters is the way these words are arranged. In order to convey the message of the announcement, a copywriter has to put the right word in the right order. According to the ad characteristics, the element of a given text should serve the feature of being catchy and easy remembered. Therefore, in the field of advertising, there are common aspects for the sentences used in the text such as, the use of short simple sentences, phrases, the frequent use of imperatives, interrogatives and the comparative and superlative forms.

**Short simple sentences** When it comes to advertising, simple sentences which consist of one clause with subject and verb are the best (Percy, 1982 and Rogers, 1988). An advertiser should avoid complexity such as long headlines, negation and passive constructions which might lessen the comprehension level of the text. As Anderson and Davison (1998) state, simple texts suggest a better comprehension than the complex ones and then comprehension leads to persuasion. Moreover, “it has been found that short sentences are preferred to remain in mind for a longer time and for having simplicity.” (Rashid and Hattab, 2015:20) For example, “*with Kia you are safe, the guarantee became for 5 years*” Kia Iraq (20).

**Minor sentences** According to Crystal (1980: 219 ), minor sentences don't follow the usual grammatical rule. They consist of phrases like nominal phrases and finite verbs without the other obligatory constituents for that verbs, in ad, are no longer necessary (Leech, 1966:154). For example, “*the real taste of kunafa, Kunafa almabrooma*” Papakanafa Iraq (21).

**Imperative sentences** Despite the fact that declarative sentences fulfill the aim of informative, imperative, exclamative and interrogative sentences are utilized more in advertising text. Imperative sentence suggest and advise the reader what to do and it has its own effect on the receiver not because it is telling him what to do but because it carries the sense of the personal speech, as there

*thalej*” – “*it makes you snow*” (15) to advertise a whitening cream so such cream will makes you as white as snow.

**Synecdoche** It is a class of metonymy. According to Cuddon (1999:890) it is “a figure of speech in which the part stands for the whole, and thus something else is understood within the thing mentioned. For example: “*mask el thahab elkori*” – “the Korean Gold Mask” (16). Since one of its dominant ingredients is gold it is named after it.

**Personification** It is “the impersonation or embodiment of some quality or abstraction; the attribution of human qualities to inanimate objects (Cuddon, 1999: 661). Personification is one of the most dominant devices in ads. Assigning human features and nature to an inanimate object prompts the relationship of the reader and the product to closeness. It makes the reader feels that he is involved in this ad and it is talking to him especially. For example, “*ariika tetmanalkom jama’ah w lamat ’a’elah w ga’da mako behallatha w rahtha*” – “*ariika (sofa) wishes you will have a family gathering and sitting that nothing like its beauty and relaxation*” (17).

**Puns** It is a play upon words. It is highly used by copywriters because of the element of surprise that can convey and its possible interpretations. It relies on lexical items that have more than one meaning. Homonymy serves such wordplay; when two words are homophones (two lexemes have similar pronunciation with different meanings) or homonym (two identical lexemes with unrelated meanings). Puns are based on words ambiguity and according to Ding (2003) it can make miracles by interesting and impressing people with its creativity and smartness. Additionally, it is also usually used for humorous effects (Cuddon, 1999:711). For example, “*el’aeb bel jeep*” – “*the shame is in the pocket*” (18) it is a phrase written on a T-shirt from Zuqaq13. In Arabic ‘jeeb’ means pocket. They exploit the way that Iraqi people pronounce jeep (with /b/) and make it an interesting homophone.

**Symbol** It is something (animate or inanimate) stands for or represents something else (Cuddon, 1999: 885). For example, ariika posted “*autlob rahtak hesa*” – “*order you comfort now*” (19) comfort represents the sofa they offer.

- Terms related to science and technology: Diagnostic, health care, clinical laboratory, x-ray center
- Terms related to entertainment: sound systems, album, single song, and movie.
- Term related to make up: blusher, concealer, eyeliner, palette, eye shadow.

For example, “*MAYBELINE concealer needs no introduction the origin made in USA*” *Vanilla for shopping* (11).

**Simile** It is “a figure of speech in which one thing is likened to another, in such a way as to clarify and enhance an image. It is an explicit comparison”(Cuddon, 1999, 830). This device is one of the most frequent devices used in advertising. It attracts the consumers to try such product or service according to their experience or the background knowledge of the compared item or thing. For example,

“*primmer baby skin men sharekat maybeline Ykhaly bashartak methel Basharat el affal*” – “primmer ‘BaBy SKiN’ from Maybeline Makes your skin like children’s skin” (12).

“*Dermedic eja’aly Basharat tefelk kal elhareer men elyoum el awal ma’ah zebdat altarteeb ala’aly*” – “Dermedic make your baby skin as silk from the first day with the high moisturizing butter”(13).

**Metaphor** It is “A figure of speech in which one thing is described in terms of another” with the help of implicit comparison (Cuddon, 1999: 507). It is one of the dominant devices that copywriters usually use. It makes the adv readable and attractive. Metaphor is valuable in advertising language for it suggests the right emotive association in one’s mind of the product or the service (Leech, 1966:140). For example, “*kol mashakel el sha’ar tenhal behaza el mo’ejazah Zayt el khoroo’ el jamaiki el aswad*”– “*all hair’s problems will be solved with this miracle The Jamaican Black Castor oil*” (14).

**Metonymy** It is “a figure of speech in which the name of an attribute or a thing is substituted for the thing itself” (Cuddon, 1999:510). Myres (1997) suggests that this figure of speech is commonly found in ads where the product is related to someone, something or a certain characteristic. For example: “*tkhaleej tsereen*

'Family meal' is an invented compound done by the advertiser by giving the offer a name according to its characteristics like containing many elements and variant ones which could satisfy the members of the family. Another example is the name of an Iraqi socks brand "leavesox"(10); in view of that the logo of the brand is a marijuana leaf. The brand inventor chose to combine leaves and socks in an innovative spelling which is 'leavesox'.

Even though neologisms of this kind are not found in dictionaries usually, people can understand it and guess its meaning from the context without checking dictionaries. This feature helps the advertisers to achieve their goal of drawing the attention as long as those neologisms applied affirmatively to the needs of the consumer. "When customers come across newly created words, their interest is stimulated, and they want to go on reading and take action. Thus, the aim of advertising is reached. But neologisms must be well based on after-taste and implication, stressing the novelty and uniqueness of the products or service, without which neologisms can produce little effect and will be meaningless" (Abdullah, 2016:10).

**Loan word** As the colloquial language has many loan words; advertising language has it too. Most of the words are from English language. This feature boosts the ad to emphasize the product's quality and its origin. For example, many Arab fashion pages uses the English names for their clothes' elements such as jacket, top, t-shirt ... etc.

**Jargons** Jargon is a specialized set of terms and language that is used in a particular context and setting. It is especially common to find jargon in an industry, such as in law, medicine, academia, or an art or sport (Cuddon, 1999:434). Jargons make the communication between certain groups of people more efficient. Sometimes, it reveals whether a person is a part of such group or not. However, some technical terms have become widely known and familiar to any kind of people, such as "RAM". In advertising, a copy-writer employs those specialized terms according to the context so he can be more specific about the audience he is targeting such as:

- Terms related to sports: champions, trophies, cue, cross country.

## 7.2 Lexical and Semantic Level

The raw material that makes structures and sentences are lexemes; which commonly known as 'words'. The reservoir of lexemes in language is the source of the variety and creativity in utterances. The different forms of words take their meanings from their constituent lexemes and morphemes. English offers a great freedom for its users to coin new words and expressions on the basis of word formation processes such as compounding, collocations, clipping, abbreviation, borrowing, coinages, blending and derivation. Generally, advertisers try their best by various means at different forms to convince people to buy their products or services. In order to give a persuasive influence on the possible costumers, advertisers exploit every possible word that can draw people's attention and arouse their interest (Leech, 1966 and Goddard, 1998). It is worth noting that the skill of deciding which word to use or choose requires smartness to stand out from their competitors. Creativity is the dominant factor of creating a successful ad. Moreover, there are some lexical items that frequently used by advertisers such as:

**Simple and colloquial words** Stimulating the reader's attention and interest is not the only aim of an ad. It should also make the recipients remember such announcement. This aim could be achieved by using popular and oral language with single syllable words and fewer letters. So everyone can understand the ad and memorize it. For example, on their Facebook page, the Japanese brand and shop 'miniso' posted: "*best kitchenware from miniso, high quality & affordable price*" (8) with pictures for their kitchen products.

**Neologisms** Day by day, the market extends; so many brands, companies, shops have shown. This raises a challenge for the advertisers who attracts the reader's attention and arouse their curiosity. The most flexible tool in the advertisers' hands is making novel words and phrases by adding prefixes and suffixes, compounding words, coining new words or making abbreviations. In fact, newly made words are frequently used in ads, especially in trade names. However, functioning novelty in ads suggests that the brand or the company is adopting novelty not only in their ads but also in their products or services. For example, -"*the best times those we spend with family. That is why superstar presents a family meal offer*" (9)

2009). To make the analysis much more comprehensive, another level viz. discourse level is to be added.

### 7.1 Graphological Level

One of the most basic tools of attracting attention is the graphological arrangement. A catchy and easy-remembered advertisement has to have an outstanding design of graphology. This feature helps the advertiser to arrange the priorities of the message he is sending by writing the most important information at the middle of the page in a bigger font size with the use of italicization, and capitalization and make it bold and colorful whereas the least important information in a smaller font. Showing sharp graphological contrast, makes the ad eye-catching, clear and in a good order. It is worth noting that graphology can indicate the spoken language by the use of punctuation or stressing by using bold, italic, capitalized font which means that graphology prompts phonology (Li, 2009). However, graphology design deals with various elements, such as punctuation, capitalization, paragraphing, typography and the layout of the text (Linghong, 2006). Some of the related points will be mentioned to shed the light on the important role of graphology in ad text.

- Writing in unpredictable spelling. For example: “2day lel ma’akulat” – “2day for food” (6)
- Using letters that have outstanding sounds such as ‘X’ “koni akthar anaqa ma’a max” – “be more elegance with max”.(7)
- Unexpected shape of letters, they might be outstanding for their size or their shape which could be similar to the object advertised.
- Exploiting graphic to highlight acronyms and initialisms (create a word from the first letters of a group of words) by using color, size or layout. (Prasad, 2017)
- Using full stops to shorten the sentence length make it simpler and compose an accessible ad .
- Using dashes to separate adverbials from the main clause or to indicate parentheses (Linghong, 2006).

structures. Generally no two users of the same language convey the information similarly for the conveying of the information solely depends on the individual's choice of the language structures which constitutes the style of that individual.

Definitions of the notion of style are varied and many in number. Samson (1996) states that style is popularly referred to as 'dress' of thought, as a person's method of expressing his thought feelings and emotions, as the manner of speech or writing. Style can also be defined as the variation in an individual's speech which is occasioned by the situation of use (Yule, 1996). One can deduce that style is about the variations in language usage in which an individual communicates his thoughts in a particular way which distinguishes him from others. Essentially, style depends on the manner which an individual makes use of the language; as Chatman (1971) says that style means a manner – the manner in which the form executed or the content expressed. Moreover, style reveals the writer's personality which is known by the choice of the words, words patterns, graphological devices and major thematic preoccupation. Style can also be defined as deviation from the norm. In view of that, language is agreed to be used in a particular way and any other usage aside seen as a deviant. The deviations that occur in someone's writing show his style and be associated with it. Consciously or unconsciously, a writer indicates his style by his choices of words and grammatical structures and clauses that he prefers. Style and context go together; a particular stylistic norm is related to a particular context. With regard to the context, the style changes. For instance, in the field of advertising, the language used shows prominence of imperatives and evaluative adjectives, which constitute the stylistic norm of that context.

## 7. Stylistic Description

Stylistic description refers to the exploration and classification of stylistic features of a given text which are reflected by style markers. Those markers are mostly linguistic items that only appear, or most or least frequent in a text. The analysis of such stylistic markers provides a model for analysis which includes four levels: graphology, lexicology, syntax, phonology. Considering that the detailed analysis contributes more accurate understanding of advertising language (Li,

example, 'ariika' promoted for their sofa by opening the post with "*the comfort's eyes are on you*". (2)

- **Weasel words** are words which suggest a meaning without actually being specific ([www.putlearningfirst.com](http://www.putlearningfirst.com)). Weasel words have vague meaning; they do not say statement or claim explicitly. They are usually used in advertising to avoid using the word 'buy' directly. The word 'buy' connotes 'getting something by giving money' while there are other verbs that suggest the act of buying indirectly, such as 'bring, have, give, offer, provide, save ...etc. These verbs give the reader the impression of being helped not persuaded or lured to do the purchase. (Linghong, 2006) For instance: 'ma'a butaqat master card khaly jebak akhaf w la tsheel cash' – "*with master card from alrafidain bank, make your pocket lighter and don't carry cash*". (3)

- **Texts with verbs or no verbs**, advertisers rarely use verbs in their texts, as the 6262 service posted on their Facebook page in order to promote their service, "*kol el Iraq bedak..! - Iraq is in your hand!*" (4)

Ads are above time limits and this is then demonstrated by the lack of verbs which put constraints on the time; in general, advertisings refer to the present and near future. For example: "*6262 will offer you all the relaxation means ...*" (5)

Obviously, they use present tense to talk about what will happen soon as it gives more certainty. In order to emphasize the present in advertising, advertisers also apply common time expressions such as: now, today, at last or here.

## 6. Communication and Style

Language is a system of communication used by human beings for the purpose of social interaction. By language we can communicate, establish a rapport with someone and share an idea, information or an attitude. It is a manmade system and it is based on a set of rules. Naturally, each and every unit of the language has its own function and meaning assigned; starting from sounds to the sequences of sound and even more words and sentences. A language user goes through a variety of situations in order to fulfill his objectives of communication and he uses different language

when possible, headlines that paint the gloomy or negative side of the picture. Take the cheerful, positive angle” (Caples, 1994: 31). Ultimately, one of most convenient description of the persuasive text has been stated by Goddard (1998:9) when claims that “copywriters have to find ways to shout at us from the page”. According to Abdullah (2016:7), Language of advertising is generally characterized by the following:

1. **Short and simple vocabularies** are one of the most significant features of advertising texts. Most of the time, they are based on metaphors and idioms so sometimes they are described as an art of shortening. Moreover, keeping the text short increases the range of readers since many people don't read long texts for they get bored or they don't have time.
2. **Playing with words** is used commonly in advertising. Taking into account that deviations have the power of attracting the attention; making wrong word order or wrong spelling can draw clients' attention and be easily remembered.
3. **The selecting of words** plays a central role in the world of advertising. The magic of persuading people lies in language; it is language itself that makes the ad successful. So the key to achieve the ultimate goal of persuading the recipients and selling are the units of the language that are applied. There are some factors that determine the choice of words to be used in advertising, they include the following:

- **Glamorization** is the most common technique when the advert makes the product or the service looks glamorous. For instance, 'edressit' posted on their Facebook page: “*This light blue dress in Tea Length is your best look at dancing Party*”. (1)

- **Characteristics of the product** should be emphasized by the words employed in the ad in the most powerful way. For example if the advertised product is a shampoo, its main features are definitely: ‘moister, therapy and treat damaged hair’ so the choice of words should endorse these particular features.

- **Ambiguous words** that have broad meaning better than the precise one. Using ambiguity helps to manipulate the addressees and let them use their imaginations to think and analyze. For

politeness markers. Considerably, the text of ads even if it is written it shows more features of spoken language than the written language.

### 3. Memorability

The announcement of the advert must be recognizable and remembered. One of the most frequent devices that enhance memorability is repetition. There are several repetitive linguistic devices, such as alliteration (repeating the initial sound), rhyme (repeating the final sound), metrical rhythm (repeating the same rhythmic pattern), grammar parallelism (repeating the same grammatical structure), syntactic and semantic repetition (using the same syntax pattern or words from the same word field). Despite of using different words from the same word field is considered as a lexical variation, it functions as a repetitive device. Moreover, the act of repeating slogans, brands and product names serves the products, the brand, or the company to be remembered and the message to remain in the recipients mind (Prasad 2017 and Vasiloaia, 2015).

### 4. Selling power

All adverts want to sell. An ad has to prompt people to take the right action which is buying. A goal like that can be achieved by clear instructions as what to do next. Imperatives are frequently used in advertising language in order to encourage the recipients to make the right decision. Mostly, the reason behind using imperatives is the tendency to use elliptical sentence structure and omitting subjects. Sometimes, imperatives are not considered as open instructions but rather as shortened sentence or fragments of statements. In addition, advertising copy endeavor to be positive and give its recipients a positive vibes. Unless the prohibitions and negative forms are used to surprise and attract the attention of the recipients, they are usually avoided. This kind of approach is also derived from a psychological and cognitive perspective, as negative forms take a longer processing time than positive statements. Using positive forms strategy expands to the lexical level. Especially adjectives with a positive connotation play a major role in advertising language. According to Leech (1966), the most frequent positive adjectives in advertising language: new, good/ better/ best, sure, delicious, free, fresh, and nice. They all have an entirely positive meaning. "Avoid,

function is not always clearly obvious. Yet, it is concealed underneath or accompanied by other functions such as the descriptive, narrative, expressive or poetic and aesthetic function of language. Descriptive function is attained in very few cases; while descriptive language is mostly used in the product description. Narrative elements are used by the users at reporting their experience with the products or services. Advertisers sometimes employ an expressive function to make statements, for example, about their company's history, philosophy, aims, and visions.

Remarkably, advertising language frequently uses figures of speech and other stylistic devices that are considered typical poetic devices, such as metaphor, puns, alliteration, assonance, neologisms and rhyme. "This bears witness to the high degree of creativity involved in advertising language and contributes to the secondary function of advertising to entertain the recipients" (Vasiloaia, 2015). With regard to the highly appellative function of advertising language, Leech (1966) denotes it as a "loaded language" that has an influence on the recipients to change their will and attitude. In order to fulfill its functions, an advertisement must consider the principles of a successful persuasive text; according to Leech (ibid), there are four principles:

### 1. Attention value

Adverts need to attract attention and arouse curiosity. From linguistic point of view, by making deviations in grammar, spelling, syntax and semantics unordinary language usually catches people's interest.

### 2. Readability

For people usually tend to read short texts more than the long ones, an enjoyable short ad with simple words and structures promotes for itself. Therefore, adverts adopt colloquial style; using simple and familiar vocabulary. Leech (1966) remarks such style and denotes the term "public colloquialism" for the practice of using informal language associated with private contexts in public or business communication. Informal language evokes an impression in the readers mind of having a familiar relationship between the writer and him/her; especially the direct address, mostly the second person pronoun you, usual colloquial expressions and relative lack of

incongruence and sales-related objectives like generating trial, improving repeat buying rates” (Tuten, 2008: 17). Moreover, social media makes the act of advertising like a personal act by enabling the users to comment, send messages, share and interact. Those features lead most people to seek social media more than the other platforms of advertising. To ask why use social-media marketing? The answer will be that social media marketing offers these benefits: it encourages interaction between consumers and brands. It can enhance perceptions of the “brand as person,” thereby strengthening a brand’s personality, differentiating a brand from its competitors, and setting the stage for a perceived relationship (ibid: 19). Unlike billboards, newspapers, magazines ...etc. social media gives mostly unlimited space for the text of the ad which reveals the dexterity of the advertiser of using tempting language.

### **5. Language of Advertising: Functions and Characteristics**

As the advertiser should be a creative artist in making the visual content of an ad, he also should be an artist in writing the text in order to make it catchy and easy to remember. The language of advertising is a special language with special characteristics. It doesn’t follow the regular rules, on contrast; such language creates its own rules by making bizarre words and controversial statements in unusual and unexpected way. Being creative enough to write a text out of the context is what surprises the receiver and attract his attention. In spite of being innovative and making deviations are the significant features of advertising text, the other basic features; such as simple structure, the direct appeal to the recipients, the high rate of repetition... etc. remain unaffected by the creative variations. Some changes occur in the basics deliberately in order to attract attention or make a special tone of voice. Deviations like that are classified as a special creative approach (Abdullah, 2016; Prasad, 2017 and Vasiloaia, 2015).

Advertising language can be described according to its major functions i.e. to attract attention and to persuade people to buy or get the product or service it presents. Those functions can be applied within an entertainment to the recipients and as Cook et al. (2001:10) clarifies this is not the only function. An ad may also amuse, inform, misinform, worry or warn. Although the appellative function is the most essential and predominant function of advertising text, this

#### 4. Ads and Social Media

One of the most common and modern platforms of ads is advertising on social media. Such kind of ad is called 'Social Ad'. Social ads are one of the quickest and most effective ways to connect with our target audience. These ads bring profitable opportunities in digital marketing formats (Thomas, 2018). Day by day, social media is developing to be a perfect environment for the act of promoting on the both sides, the advertiser and the receiver. As Tuten (2008:20) points out, social media refers to online communities that are participatory, conversational, and fluid. These communities enable members to produce, publish, control, critique, rank, and interact with online content. By 'Facebook' released and then the other social-media sites (such as Instagram, Snapchat ...etc.), advertising has become somehow easier but trickier. It is easier because by creating a free Facebook account or page and publishing posts everybody can reach the post and read the announcement freely. "More and more brands are getting on board with social ads on social media. The possibilities and varieties of ways to reach out to our audience seem endless, with seemingly great examples of advertising on social media and personalization" (Thomas, 2018). It is trickier for how to be appealing enough to convince the consumer while there are many competitors on social media. Tuten (2008) declares that "social media exists in the context of communities- communities built of people who develop and nurture relationships by creating, correlating, sharing, commenting, and engaging in content". This media provides many facilities for its users; one of them is the sponsored post. If the advertiser wants to identify people with his/her product and make it reachable for specific people in specific ages, interests, regions ...etc. He/she can promote their post by paying an affordable price. Furthermore, the privacy policies and cookies help those posts to appear on the users' timeline according to the user's interest and his/her related searches. Such feature helps the advertiser to be more effective and specific and the consumer to easily find his/her needs.

"Advertising online can accomplish all of the objectives commonly tasked to advertising in any media. Brand-building objectives are like increasing brand equity, developing brand likeability, differentiating the brand from competitors, minimizing brand self-image

draw the attention of the consumer then it arouses an interest in the product. Later, the consumer will have the desire to use it and finally take the action of getting it. These aims (attention, interest, desire and action) are abbreviated in one word “AIDA” by American Marketing Manager’s Handbook (2010:183). Furthermore, the aims of advertising can be defined according to their mission by three main aims as Claessens (2018) mentions:

### **1- Informative Advertising**

Informative advertising is concerned with introducing the product or the service to the consumer. This objective establishes a demand to buy the product. In order to support this aim, informative ad provides information about the features of the product or the service, such information stimulates the consumer to make a decision. For instance, a yogurt ad has to start with the nutritional benefits of the yogurt which provide the consumer a reason to buy such product.

### **2- Persuasive Advertising**

Persuasive advertising is related to the competitive level of an ad. This kind of advertising aims to build selective demand for a certain brand. It has to convince the consumers that a particular product or service is better in value than the competing one.

### **3- Reminder Advertising**

After informing the consumer about the product and persuading him of the product’s benefits an ad must be repeated more and more to remind the consumers to buy the product. For instance, Coca-Cola ads on Facebook are frequently posted to keep reminding people to purchase Coca-Cola. In addition, there is another form of “Reminder Advertising” which is “Reinforcement Advertising”. This advertising aims to assure that the consumer made the right choice by purchasing a particular product or service. For instance, beauty products ads depict a satisfied customer getting the special benefits of their products. In brief, each ad should communicate information about the product or the service and give a convenient reason for the consumer to buy or demand it. Then, in order to keep the process of producing and consuming; the advertiser should always remind the consumers about his/her goods.

## 1. The concept of an Ad.

The word 'advertisement' is a noun of the verb 'advertise'; 'advertise' comes from the Latin word 'advertere' which means 'to inform somebody of something', 'to bring into notice' or 'to draw attention to something'. Although there are many definitions of advertising, they are all based on the belief that there are producer and consumer; the first should promote his/her product in a way that could persuade the latter to buy it. Presbrey (1929) describes ad as a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser's products and to create in the mind of people, individually or collectively, an impression in favour of the advertiser's interest.

Focusing more on the aims of advertising, Harris and Sheldon (1962:40) define it as "a public notice designed to spread information with a view to promoting the sales of marketable goods and services". In broader words, Stanton (1978) explains that "advertising consists of all the activities involve in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor." Ultimately, Bovee and Arens (1992: 7) states that "advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media". In simple words, an ad (commercial or non-commercial) is a nonpersonal announcement for promoting different goods and services in an attractive way.

## 2. The Objectives of Ads

The aims or objectives of ads might be different from one advertiser to another; for example, the aim of some advertisers is to increase their sales; or to identify their brand and make people familiar with it; while other advertisers want to persuade the consumer to switch from competing brand to their brand and so many other purposes that we can't enclose in this paper. According to Colley (1961), "an advertising goal (or objective) is a specific communication task and achievement level to be accomplished with a specific audience in a specific period of time. It is not possible to discuss every possible advertising objective." However, an ad has to

## 1. Introduction

Advertisement, henceforth ad, is one of the most common phenomena we daily and regularly see. It is almost in every corner in our lives; streets, newspapers, magazines, televisions and internet. We see and read many things about what we buy, need, do so we cannot live without any response to it or absorb it unconsciously without paying special attention to it. Certainly, pictures catch the eyes at the first glance at an ads but it is the language what justifies these pictures and stimulates the reader to reach the ultimate goal of an ad. The language of advertising was studied by many scholars such as Leech (1966), Bolinger (1980), Hughes (1987), Goddard (1998) and others. Those studies shed much light on the characteristics of the advertising Language from different points of view emphasizing some particular aspects of such advertising texts.

Ads aim to catch attention and arouse curiosity so linguistically this can only be achieved by breaking the conventions of the language use and making use of all possible stylistic techniques (Leech, 1966; Bolinger, 1980; Goddard, 1988; Pilátová 2015; Parasd, 2017 and Thomas, 2018) L. Although, in Arabic, there are many successful and efficient ads; there is a shortage in studying and analyzing them stylistically especially the Iraqi ads on social media in the last three years. Accordingly, this research paper is devoted to provide a stylistic analysis of Iraqi social media ads. It aims at providing a general theoretical account of advertising, its objectives and advertising with social media. Therefore, it provides insights on the language of advertising, social media advertising, its stylistic features and the rhetorical devices used in such type of language. Moreover, this study investigates these assets in both commercial and non-commercial ads. The study hypothesizes that the privilege of using short text to be readable and catchy can be beaten by the creativity of the text even if it was relatively long. The model of analysis is based on the stylistic aspects different linguistic levels: graphological, phonological, morphological, lexical, semantic and discourse. Two types of ads, commercial and non-commercial are to be analyzed according to this model. They were taken from social media mostly from Iraqi pages on Facebook.

**Abstract:-**

The effect of advertisement is strong and present in our everyday lives. It is a tool to communicate information and persuade the receiver about products, services or ideas. Whereas it has several components, language is one of its most efficient components. Advertising language has attracted the attention of scholars who have investigated it linguistically and stylistically in different languages. Taking into account the lack of advertisement studies in Arabic (especially in Iraqi dialect), the concern of this paper is to scrutinize Iraqi advertisement texts from linguistic point of view. It aims at examining the stylistic features of these ads that make them creatively catchy and memorable. The study hypothesizes that poetic use of language plays a major role in writing an appealing advertisement, regardless of the text length. The data for the analysis consists of commercial and non-commercial advertisements which were collected from social media, particularly on Facebook pages.

**Keywords:** advertisement, communication, style, stylistic devices, social media, social ads.

**المستخلص:**

للإعلان تأثير قوي حاضر في حياتنا اليومية. فهو أداة لإيصال معلومة ما أو اقناع المتلقي حول منتج ما أو خدمة أو فكرة معينة. بينما يشمل الاعلان عناصر عدة، تعتبر اللغة احد اكثر عناصره تأثيراً. اجتذبت لغة الاعلان علماء اللغة والمختصين بالدراسات الاسلوبية حيث تمت دراستها في الانكليزية ولغات اخرى وفقا لهذين المنهجين. ونظراً لندرة الدراسات اللغوية التي تتناول الاعلانات في اللغة العربية (اللهجة العراقية خاصة)، يُعنى هذا البحث بتقديم دراسة لغوية للاعلانات المكتوبة باللهجة العراقية. إذ تهدف هذه الدراسة الى تحديد وتحليل الميزات الاسلوبية لهذه الاعلانات وتفترض ان الابداع في الاستخدام اللغوي يلعب دوراً رئيسياً في كتابة اعلان جذاب، عالق في الذهن ومثير للانتباه بغض النظر عن طول نصه. وتتضمن نصوص التحليل مجموعة من الاعلانات التجارية وغير التجارية المشورة على وسائل التواصل الاجتماعي وتحديداً على صفحات الفيسبوك.

**الكلمات المفتاحية:** اعلانات - تواصل - اسلوب - الادوات الاسلوبية - وسائل التواصل الاجتماعي - اعلانات وسائل التواصل الاجتماعي.

# **Stylistic Features of Iraqi Ads on Social Media**

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**الميزات الاسلوبية للاعلانات العراقية على وسائل التواصل الاجتماعي**

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