

The Impact of the Advertising Discourse on Consumer Persuasion

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Abstract- This study examines the discourse analysis of advertisements and the nature of its impact on consumer engagement. Nowadays it is not wrong to identify advertising as a huge flow of information that happens endlessly. Support for marketing is the main purpose of an advertisement, but current advertisements support this purpose with themes of fantastic story concepts. By studying most of the advertisements, you can identify the various design effects that they contain. Looking at the many advertisements that can be seen in Sri Lanka today, it is clear that some of the advertisements have a very cordial relationship with the consumer. Among the various media outlets that advertise, television can be identified as having a special place. "So many advertisements adapted to new behaviors in Consumers. All the advertisements are Cultural values reconstruction to Consumers in other hand".(Liyanage, 2016) In the study of discourse, it can be seen that the concept can be well analyzed to study the impact of television media advertising on the consumer.

The primary function of an advertisement is to attract and retain both parties, whether interested or not. Although this process may seem simple at first glance, what is hidden here is a somewhat complicated but beautiful, exaggerated process. It is not wrong to call that process "beautiful" because it is an artistic stimulus. Advertisements are like a magician. This is because the bond that builds between certain advertisements and the viewer is sometimes not for the purchase of any product or service. But that bond is as complex as remembering a Brand Name. Sometimes advertisements remain in a person's memory as a work of artistic sensibility. It focuses on the unconscious preferences of the consumer as well as the way in which that motivation takes place through thought. It also investigates the consumer's thought process. It identifies how targeted groups and their tastes are activated in cultural discourse, individual discourse, and social discourse.

Discourse analysis deal with the effects of language, lighting, camerawork, color, background, music, animation, costumes, voice, actors and ect.. in advertising. "Main focus of discourse analysis is on language, it is not concerned with language alone" (Cook, 2001). Cultural and intercultural peculiarities of the language of advertising are also studied. We used the method of content analysis in this study. We based on Two selected advertisements from Sri Lankan Telecommunication Company Such As Lankabell in this analysis. The main conclusion of the study is that the discourse in advertisements has a powerful effect on attracting the consumer.

Index Terms- Advertisements, Consumer, Discourse, Impact, Persuasion,.

I. INTRODUCTION

Discourse refers to a written or oral communication or such controversial discussion. The use of this discourse can be seen in the Discourse analysis and semantics. Discourse is a word that has a strong connection with semantics. In semantics, oral analysis is used to provide a more in-depth analysis of signs and meanings brought about by semiotics. Discourse analysis can be used in sociology, linguistics, a topology, social work, psychology, social psychology, international relations, as well as the study of human geography, communication studies, and translation methods. According to semantics, a linguistic unit is a discourse formed by a number of sentences.

The discourse of the philosopher Michael Foucault (Michel Foucault,1926) describes the sequence of objects and their hidden signs. (Arribas-Ayllon and Walkerdine, 2017) Foucault's theories primarily address the relationship between power and knowledge and the way they are used as a form of social control through social institutions. The word "discourse" is derived from the French word "Discourse" It simply means conversation, speech, and discussion. In the Oxford English Dictionary, discourse refers to "a long and serious discussion of a speech or text." (Oxford learner's dictionaries, 2020)

In society, people often live with commonalities about certain things as well as personal tastes. Sometimes those agreements are based on cultural factors, social factors, political factors, gender and such factors. It becomes these personal discourses. At the same time, the unconscious consensus that exists between individuals has influenced the creation of these discourses. It is through these agreements that individuals generate different social discourses, with different causes arising. Factors such as ideology and power influence the individual unconsciously.

In the study of media and communication, Discourse is interpreted as analysis, as any signaling that can produce meaning. Fair Claude (1995) states that discourse is constantly evolving in conversational content based on the language patterns of each medium, such as film, video photography, and television. Discourse is always built on the beliefs and tastes of certain human beings, as well as certain traditional beliefs. An in-depth examination of the word discourse reveals that it is, on the other hand, specific uses of language for social or psychological purposes. Ferdinand de Saussure - Dichotomy in the language introduced by 1857 is at the forefront of the discourse investigation. In that case Saussure discusses language in two ways: language as an authority of language itself, and the use of language. Discourse is then defined as the unique moments in the use of language. (Danesi, 2015)

A new thematic revival of discourse analysis began with the work of the Russian literary critic Mikhail Bakhtin (Bakhtin, 1981). Conversation is a definite expression of the discourse. It is governed by large social frameworks and belief systems that the individual shares, such as social class, gender, and so-called social variables. The language of these social frameworks can be identified as the form of discourse that imposes unconsciously. This is why one can interpret and analyze through academic discourse or sports discourse the language used to reveal the values, worldviews, beliefs, biases, etc. that are exchanged by certain individuals or groups. The discourse usually contains what is often heard and seen in the society in which the relevant verbs are used. The power of discourse is based on cultural preconceptions and the ability to exchange meanings within a text.

II. ADVERTISING

Advertising is one of the most powerful means of communication in today's commercial world. It constantly carries a variety of marketing messages to the consumer. Different types of advertising can be seen to embellish that advertising message. Sometimes these ads are very artistically advertised in electronic or print media. The primary purpose of an advertisement is to somehow persuade the consumer to the relevant product or service. Selling to the consumer no matter what the need for the goods or services is.

These advertisements have unequivocally added that the decision-maker regarding the goods consumed by all human beings. Unilateral advertising represents the needs of the consumer. That's the ultimate goal of marketing. "Advertising is not just a business expenditure undertaken in the hope of moving some merchandise off the store shelves, but is rather an integral part of modern culture. It's creations appropriate and transform a vast range of symbols and ideas; its unsurpassed communicative powers recycle cultural models and references back through the networks of social interactions. ". (Leiss et al., 2005) may be due to the closeness between these ads and the human. Because it changes the consumer's thinking, albeit not completely.

III. ADVERTISING AND DISCOURSE

As previously described, advertising can be identified as the primary form of promotion. " In his research book on written discourse in this regard, Bhatia, 2004 describes advertising as the "primary and most dominant" form of "promotion discourse" (Abdullah, 2016). Advertising discourse belongs to the category of intertextual analysis. Because most of the ads are themed. The simple meaning of the above is that advertisements are based on cultural facts as well as being imprisoned within frames that can greatly influence another such person. Various commentators have provided interpretations of what should be included in the intertextual analysis of advertisements as well as various works of art. Among them, Torres introduces the following six main functions in intertextual analysis. (Torres, 2015)

1. The phatic function of calling the viewer's attention
2. The reinforcement of the poetic function in the advertisement
3. The appropriation of the aesthetic value of the work of art
4. The appropriation of the prestige and authority of the work of art
5. The concealment of the advertising nature of the message
6. To supply the reader's pleasure in recognizing and/or identifying with the work of art

Advertising discourse is also inter discursive. Because it contains a variety of discourses. That is because advertisements address a person's class, background, and many other variables at different levels of the consumer. That is, by studying the text of an advertisement, one can study the social class, social background, politics and many other such variables. And the study of discourse depends entirely on the context. Because beyond the words that people speak through a conversation, it also includes the local knowledge that leads to it. Often, meanings that arise from an exchange of words cannot be simply quoted in verbal terms. There are many definitions of Authentic Communication that emerge from that conversation. It appears that the study of the meaning of words as well as the conversational information that is constructed by words can give a deeper understanding of the discourse.

Barnum (P.T. Barnum, 1810-1891), one of the earliest popular advertising designers, used extremely colorful language to attract consumers. There Exaggeration, Hyperbole and other language complimenting techniques were used to motivate the consumer. Those

words are by far the most popular vocabulary of advertising discourse used in advertising dictionaries. He cites the following as examples of that vocabulary. (Danesi, 2015)

- Don't miss this once-in-a-lifetime opportunity
- Limited edition at an unbelievable low price
- All items must go
- Not to be missed

Clear definitions by Barnum show that this rhetorical language is the basis of fan-friendly advertising. This mindset is sharply motivating people to buy products. He points out that there is nothing wrong with calling the identifiable consumer an ordinary person as well as an interesting one. It is sometimes easier to capture the consumer by evoking pleasure. "Other scholars have pointed out that this metaphorical language is the key to the success of advertising" (Goddard, 2001) In 1922, Walter Lippmann, a well-known journalist in the United States, points out that the growth of the media advertising culture has a profound effect on people's minds, politics, family relationships, interpersonal relationships, and the general worldview. (Lippmann, 1998)

As discussed earlier, advertising has a huge impact on convincing the consumer of many things. In analyzing the discourse, it is possible to compare and study advertisements with this persuasive process. The process of persuasion can be divided into four main parts. That is, understanding, accepting, changing attitudes, and retaining the message. (Hermerén, 1999) The idea can also be identified by studying the process of attracting consumers to an advertisement. Although it may seem that it is a personal choice of the consumer to buy or respond to advertising, which is the general process of making a product or service available to the consumer, most research has shown that the process is beyond the control of advertisements design. (Sedivy and Carlson, 2011) where the consumer's mental imagination has a powerful influence on the purchase of a product or service.

Because in the process of convincing the consumer of an advertisement, the consumer always fails to see the advertisement as an advertisement. It simply stays in the consumer's mind as information. Thus, advertisements, regardless of the form in which they reach the consumer, whether verbal or non-verbal, can be identified as a more critical media discourse because of its use of language and hidden ideology. This is because advertising is a part of our daily lives and it carries a lot of messages. "Consumers are engaged in the exchange of values, attitudes, and knowledge that have come into harmony with culture through advertising." (Abdelaal, 2014)

The reason for this can be pointed out that advertisements gather a lot of things in an advertisement at once. Among them goals, symbols, power, communication etc. are paramount. Today, the message of most advertisements is that it is impossible to separate them from the culture. Looking at the art of advertising in Sri Lanka, for example, it appears that the story concepts based on advertisements are largely nurtured by cultural storytelling. No matter what type of product you are selling, this is a good thing when you look at the ads. It's a sign of sharing at some point. Respect for a different cultural identity. It is a deep focus on an ancient cultural identity nurtured by folklore.

In this way a strong cultural tendency can be identified in the languages of identification. As a result, advertisements can be advertised in a very short and short period of time, but they can also lead to complex and interdisciplinary studies. "That advertisements are complex and interdisciplinary although they are very short and scanty" (Woods, 2006) and (Bloor and Bloor, 2015). The world generates a large number of advertisements daily. Advertising can be identified as being created to satisfy consumer demand as well as to create new needs for the consumer at other times. This is a somewhat complicated process that takes place when the consumer sees the ads being created and they buy the products or services. Discussion analysis can be used very effectively in understanding this hidden message and in identifying the impact it has on the consumer. This will give you an in-depth look at the processes that take place between the consumer and the product (Bloor and Bloor, 2015).

As researcher "Cook" points out, in order to understand the context of an advertisement, one must pay attention to the following elements.

1. Substance (The physical material which carries or relays text
- 2 music and pictures)
- 3 Paralanguage (voice, gestures, type and size of letters, etc.)
- 4 Situation ("the properties and relations of objects and people in the vicinity of the text, as perceived by the participants")
- 5 Co-text ("text which precedes or follows that under analysis")
- 6 Interest ("text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation")
- 7 Participants: senders, addressers, addressees and receivers.
- 8 8. Function: ("what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees") (Cook, 2001)

IV. CONNECTION BETWEEN DISCOURSE AND IDEOLOGY

There is also a connection between discourse and ideology. The irreversible relationship between this ideology and discourse in the consumer buying process can be understood. Several levels of analysis related to ideology and discourse can be identified, through

which the individual can "study how ideologies and discourse are constructed". Can point to several levels of its analysis in identifying ideology and discourse. (VanDijk, 1995)

Ideologies and discourse: Levels of analysis

1 Social Analysis

- Overall societal structures, e.g., parliamentary democracy, capitalism
- Institutional/Organizational structures, e.g., racist political parties
- Group relations, e.g., discrimination, racism, sexism
- Group structures: identity, tasks, goals, norms, position, resources

2 Cognitive Analysis

2.1 Social cognition

- Sociocultural values, e.g., intelligence, honesty, solidarity, equality
- Ideologies, e.g., racist, sexist, anti-racist, feminist, ecological ...
- Systems of attitudes, e.g., about affirmative action, multiculturalism ...
- Sociocultural knowledge, e.g., about society, groups, language, ...

2.2 Personal cognition

2.2.1 General (context free)

- Personal values: personal selections from social values
- Personal ideologies: personal interpretations of group ideologies
- Personal attitudes: systems of personal opinions
- Personal knowledge: biographical information, past experiences

2.2.2 Particular (context-bound)

- Models: ad hoc representations of specific current actions, events
- Context models: ad hoc representations of the speech context
- Mental plans and representation of (speech) acts, discourse
- Mental construction of text meaning from models: the text base
- Mental (strategic) selection of discourse structures (style, etc.)

3 Discourse Analysis

- The various structures of text and talk

Ideology and the tastes and dislikes of individual psychic activism in the context of narrative analysis point out the above. Maintains a strong connection with this activism for the creation of a discourse. Thus, it appears that the discourse guides the individual psychologically to interpret that social environment for the cognitions it perceives. The way in which a person's external as well as internal relationships work to shape that ideology. It also appears that social cognition also has a strong connection to the formation of discourse.

Ideology contributes to the formation of discourse in a variety of ways when dealing with team members in social cognition. "Social cognition is a definite system. Psychological representations and activities with team members, (Jordan, 2009) Television advertising is also a process of affirming these discourses as well as building new discourses. Here the discourse is produced by advertisements. They organize and create public discourses on the tastes, preferences, passions, identities, aspirations, values, etc. of the common people. The end consumer becomes a participant in the same discourse and receives the goods. It can sometimes be pointed out as a process that takes place unconsciously without the consumer's knowledge.

V. TYPES OF DISCOURSE

"Explains how discourse and conventions work in a way that makes us aware of the uses of the television production process. (Fiske, 2009) What is clear here is how public social discourses become the discourse of the media and build broader social discourses in society. In semantics, this discourse and the person have developed a kind of activism associated with the absorption of sign symbols by the individual. It is possible to observe how a person absorbs signals according to the discourse created by the ideology built on the social knowledge and culture of the individual. There are also several aspects involved in discourse analysis. This discourse analysis

can be done in terms of tone, lyricism, gestures, syntax, vocabulary, beauty, aesthetics, idea, way of speaking, interactions, and strategy. There are also several types of discourse. Politics, media, education, science, business, etc. are among them. Also, discourse analysis can point out several key areas that are relevant at all times.

- Conjunction of terms
- The relationship between discourse and context
- The relationship between discourse and power
- The relationship between discourse and interaction
- The relationship between speech and cognition and memory

In creating the discourse in this way, several aspects of the discourse can be pointed out. Through this, the discourses that are created in the society can be identified as the activation of the psyche of the people. Discourse analysis is a deep and broad curriculum because many relationships work to build it. In this way different discourses are built in the media using different methods. Through this we can see the creation of these various discourses for the intervention of the public and private sectors of the society. Advertising can be introduced as an example. Through it, we can identify the motivation of the consumer by creating different discourses. There are also several methods of performing speech analysis. Basically the discourse analysis can be done as follows.

01. Conversational analysis
02. Psychological analysis
(Memory and Attitudes)
03. Critical discourse analysis
(Social Power)
04. Speech analysis

VI. CRITICAL DISCOURSE ANALYSIS

Critical discourse analysis is especially important in the study of sign symbols, which are primarily associated with semantics. It is easy to understand consumer motivation through signal codes by analyzing the texts. Some of the key features can be pointed out in this way during critical discourse analysis. That is, (Meyer, 2001)

- 01 Critical Discourse Analysis (CDA) addresses social problems
- 02 Power relations are discursive
- 03 Discourse constitutes society and culture
- 04 Discourse does ideological work
- 05 Discourse is historical
- 06 The link between text and society is mediated
- 07 Discourse analysis is interpretative and explanatory
- 08 Discourse is a form of social actions

In this way the parties involved in the critical discourse analysis can be identified. This makes it easier to uncover the meanings behind the meanings of the deeper hidden passages. It also gives the ability to look at many of the objects that exist in social philosophy from a broader perspective. Text analysis of advertisements also has the ability to interpret invisible dimensions in depth. "Critical discourse analysis can uncover the hidden reality of hidden ideas. (McGregor, 2003) Discourse analysis in the language of advertisements can be done successfully, revealing basically invisible, unwritten, forms, social patterns, rules, functions, meanings and conventions.

Language speech analysis in an advertisement in a television commercial or any other medium also identifies the invisible signs in the text. Thus it appears that discourse maintains and interacts with the external and spiritual psychics of men. It is associated with wealth, power, politics, racism, gender, culture, and so on. Also the discourse may vary from person to person. Spoken analysis in the language of an advertisement will enable us to understand the relationship between the plurality of the unspoken meaning of the language and consumer attraction.

VII. THEORETICAL FRAMEWORK

Studying the discourse of an advertisement cannot be done by focusing only on the language of that advertisement. This is because a set of creative features that nurture the language of advertising are integrated around the ad in order to deliver the language

interpretation of an ad more effectively to the consumer. It is difficult to analyze the discourse without studying its music, backgrounds, actors, voice acting and a host of other features. Isolation does not happen by studying only its text. Many scholars have expressed differing views on the issues to be considered in understanding the context of advertising. Meanwhile, in this research, the discourse in this ad is studied according to the note identifying the interactions of the elements of the advertisements pointed out by Cook. (Cook, 2001)

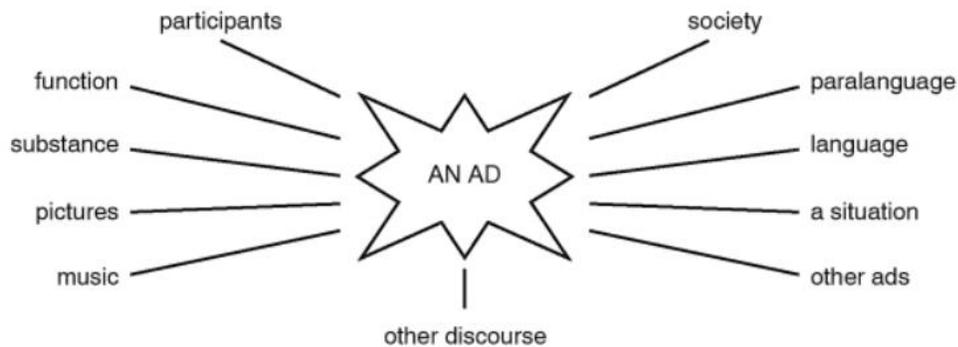


Figure 1: Interaction of Elements in ads

As he points out, all of these elements of advertising influence the consumer to understand the advertisements.

VIII. MATERIALS AND METHODS

The main research methodology based on this study is the content analysis methodology. What is being done here is to influence the advertising discourse to motivate the consumer? Is to study. It is a content analysis of selected 02 advertisements of Lankabell Telephone Services Company, a well-known telephone service provider in Sri Lanka. This content analysis is the most appropriate research methodology for this study. Content analysis is a method of communication. This content analysis can produce more effective results than all other research methods. The advertisements of this telephone service company are studied by dividing the content into categories as follows. That is,

- | | |
|---------------------|--------------------------|
| 1. Lighting | 2. Camera |
| 3. The use of color | 4. Backgrounds |
| 5. Edition | 6. Animation |
| 7. Music | 8. Language |
| 9. Voice | 10. Actors and actresses |

Etc. analyzes the effect of speech on usage. Due to these factors, a research methodology called content analysis is used for this study. When studying the discourse of a visual media advertisement on the contribution of the consumer to the market, it is difficult to do so without paying attention to the visual imagery as well as all the technical and creative effects used, from the language used in the advertisement. Therefore, it is very difficult to understand the linguistic interpretations of its contents if its subtle uses are not well studied. For this reason, content analysis is one of the most important research methods that can be used to study the discourse of advertising in a systematic and clear manner. Through it, the semantic study of these advertisements can be done well. The linguistic diversity of the selected advertisements of this telephone service company, as well as the meanings conveyed by it, are perfectly as well as accurately grasped.

IX. DATA ANALYSIS

Sample 01

Lankabell Telephone Services Company -01

Identifying the Discourse of advertising
Slogan – “People in our country are different”
Summary of Advertisements (Shots)



Figure 01– Selected Lankabell advertisement

Source - <https://www.youtube.com/watch?v=ZALZluWNgKg>

- Carrying an elderly grandfather on a bicycle

These ads start with the sound of a bicycle bell ringing. A sandy road in the middle of a paddy field. A young man riding a bicycle on that road. An elderly grandfather also walks in the same footsteps. Eventually the young man on the bike passed Grandpa, turned around, and Grandpa kept the bike and rode on.

Here you can identify the use of language for advertising and how it has a conversational effect on the consumer.

Here is the transcript of the ad:

Young man – “Come on uncle climb”

"People in our country are different from the rest of the world."

We at Sri Lanka Bell respect that change

It expresses semantics has greatly facilitated the use of the entire language.

“Enna maame naginna” Come uncle – get on (to the bicycle)". There are many symbols that are evoked by that word. The reciprocal respect of those rural elders is a fine milestone. That statement is an appeal made with respect and The use of all other technical and other creative effects in the study of the use of language for this advertisement and the way in which sincerity. Feelings of intimacy, respect, and so on are evident in those words. The concept behind all the design effects of the ad seems to be a successful way of bringing the ad closer to the consumer or viewer. "Maame" (uncle) is a beloved and respected address in the village.

The young man returns to pick up the old man on his bicycle after passing him. The signal that it also evokes is the recollection of a human being who is about to be forgotten or missed. That is unforgettable. Then the phrase in the background of the ad reads, "People in our country are different from the rest of the world." There are a lot of signals that are highlighted through that phrase. It stimulates unconscious desires directly through the signals to the viewer. This leads to a broader discussion of how people in our country are different than the rest of the world. There has been some reminder throughout the ad about that change. This phrase in the ad then generates a variety of semantics for the consumer about the difference. The meanings generated about "difference" are as follows.

Our country is different from other countries in terms of cultural values and ethics, commonality instead of selfishness, mutual support and culture is not degraded. These words evoke a variety of signs, such as social norms, superiority, and mutual respect. Through it, attempts have been made to constantly awaken the underlying attitudes and feelings that exist in the thinking of the individual. The multiplicative ideas created by words constantly evoke multiple connotations through different thoughts. Images, backgrounds, etc. are all semantic curves that are evoked by this language.

The ad then goes on to say, "We respect that change, Sri Lanka Bell." The ad, which honorably introduces the uniqueness of Sri Lanka among rest of other countries, highlighting the cultural moral and values of the country, then goes on to say, “We (Lanka bell – company) respecting that uniqueness”

Advertising can also be introduced as an advocate for image development. That is to say, the Lanka Bell Telephone Service Company has always respected these social ethics as well as such good deeds. The last appearance in the consumer memory pre-built by the ad is the second one that respects the values, customs and traditions associated with it.

The name states Sri Lanka Bell. The only thing that the trading company can say about its name and image through the cultural, social and personal meanings that are spontaneously created in the psyche of the individual is that Sri Lankabell respects that change in our country where people live full of humanity that is not found in other countries. In this way, the sign system that is built through it can be identified as the construction of the signs of the individual psyche in various ways.

It identifies the conversation that is building in the minds of the consumers about Lankabell Telephone Services as follows. It is seen as a trading company that respects all aspects of life, such as customs, mutual respect, and mutual support. Differentiation is a choice to be remembered in the consumer psyche. Then the brand name Sri Lankabell appears on the screen. This implies that the service company that built the image through language is Sri Lankabell.

The main light used for advertising is natural light. No artificial light was used for advertising.

Signs such as reality and vitality are created in the viewer's psyche, and those signals subconsciously influence the consumer to look at the ad for a moment or a realistic impression. What can be identified here is a distant image. It is the only image frame used for advertising. The connotations brought about by that usage diagram can also be identified as follows. The medium distance image used is intended to capture the consumer's attention and attraction of this advertising opportunity.

Unconsciously, the viewer's attention is filled with curiosity as to what this event is all about. This screenshot has been used to capture that attention. It is also expected to provide the viewer with a description of the relevant environment through it. Also, the general angle used for this purpose shows the mental preferences of the person.

Green color backgrounds are used for the ad. It is colorful with natural light. Under the natural light, the green color illuminates a serene, quiet and rural environment. There are a number of signals that are highlighted by the green color. The color green signifies fertility / hope / life / confidence / life / rurality. The consumer who sees the green color of the advertisement in a way can receive these signals in his mind at a certain moment and see that there is an unconscious connection between the advertisement and it can be pointed out as a process that never happens on purpose or on some knowledge.

Its special feature is that the green color that is scattered throughout the entire background of the advertisement is constantly illuminated by the sun. It also identifies how the ad signal is further stabilized. In addition, the sky is blue and white. It is also the natural color of the sky.

The backgrounds are used to give a good cultural identity to the advertisement and the backdrop of the paddy field and the mountain range where the paddy field ends. It is also a sandy road that runs through the middle of the paddy field. All of this contributes to consumer attraction as well as semantic stimulation. Rural environment, fertility / self-sufficiency The natural beauty gives the impression of being rural / remote from the city, sand road village / undeveloped urbanization etc.

Advertising music is also used as background music. It's a song with a deep voice that says 'or ... or ...'. Music can also be used to identify the meanings that sound in attracting the consumer to an ad. Sensitivity can be identified as a way of constantly evoking signals such as friendliness as well as pride. Use of the voice for this advertisement is powerful for the signals conveyed by the language. The use of voice addresses the heart. Through it, the concept created by the advertisement is brought to the heart of the semantic person who is reminded of the advertisement in the psyche of the semantic person who brings it. It also confirms that the voices used for youth have different meanings.

The use of the young man's voice conveys subtle connotations such as rurality, heart feltness, intimacy, and conviction through the use of the voice of the background announcement. From the young man's statement, the consumer is born with the attitude that he is a hearty man who grew up in a rural environment as well as a village. Also, the signals brought by the visual alarm are confirmed by the use of the background announcer voice.

The costumes used for the actors in the commercial can also be used to identify cultural meanings. The ideas evoked by the costumes used primarily for the young man and grandfather can be identified as follows. Grandpa's dress is a white sarong, vest, and umbrella. This also means rusticity / simplicity. The youth's clothes also illustrate the subtle urbanization of the village.

Popular actors are not used to advertising. Just because they are not always a TV presenter and a representative of the star concept, it also makes sense that their role in advertising is also brought to the consumer. The young man represents the modern generation and he portrays realism as well as indelible human traits. Grandpa interprets the depths of the older generation. Not only are these actors unpopular, but their use can also be seen as a sign of two generations of difference. They can also be pointed out as being unknown actors, contributing to the viewer's realization and generalization of the event.

X. ANALYZING THE DISCOURSE BY ADVERTISING

1. *Cultural discourse*

The cultural discourse is constantly interpreted throughout the ad. Cultural discourse constantly signals cultural emotions through these visual images. That is, the old village, the paddy fields, the mountains and the sand road, as well as the people who live in it, are all culturally and strongly intertwined with the cultural discourse throughout the whole ad.

Cultural discourse constantly signals cultural emotions through these visual images. That is, the old village, the paddy fields, the hills and the sand road, as well as the people who live in it, have all become discourses that are strongly associated with culture. The visuals in the ad are reminiscent of that discourse. Through it, we can see that the feelings and satisfactions associated with the culture in the minds of the consumer group are gradually expressed.

The advertisement is committed to saturating the consumer spirit by portraying the unity of the people's thinking about culture as well as the background of the village culture. Paddy field is a standard symbol of culture. It is the standard symbol that beautifies the symbol of the village. Its sandy roads and boundless mountains are all concepts that the person unconsciously saturates in the cultural discourse.

Language further reinforces each cultural discourse. "We" is the absolute unity of culture. Respect is also a cultural thing. All words and background are related to culture. It's something that has been around for a long time through the standard cultural discourse.

Advertising has also given a powerful opportunity to the group interactions that are represented in the rural culture. Through it, patriarchy and values have been well expressed through cultural discourse.

II. Personal discourse

It is possible to identify how personal discourse has also influenced the semantic study brought by this advertisement. Here the viewer is connected with personal knowledge, opinions and preferences. In advertising one can study the semantics that characterize public social life and mutual respect. It describes the "ability to take care of a man" that can be identified in personal discourse. It involves the young man riding his elderly grandfather on a bicycle. It also gives a signal of masculinity. It is related to the thinking of the man in the social discourse. In this case, the power, strength, etc. of the man is unconsciously expressed by this. It also confirms the common social thinking, the discourse on the "youth of our country".

This personal discourse can also be understood through personal values and attitudes about groups and personal knowledge. The young man rides his grandfather on a bicycle because it comes to his mind that he should do such a thing. The same conversational effect occurs subconsciously to the viewer of the ad.

III. Social discourse

Here, the focus on external social relations as well as the absence of racism or religiosity all appear in the semantic study of the social discourse of advertising. In this case, the advertisement is an attempt to force the essential desires of the socially living person into the minds of the consumers. The language as well as the background confirms the authenticity of the values of this village life and motivates the consumers. This social discourse has also been instrumental in signaling that "the people of our country are different." Living in groups and supporting others when the opportunity arises are the social discourses that this add focuses on

Sample 02

Lankabell Telephone Services Company -02

Identifying the Discourse of advertising

Slogan – "People in our country are different".

Summary of Advertisements (Shots)





Figure 02 – Selected Lankabell advertisement

Source - <https://www.youtube.com/watch?v=AFI4-Zoaj5g>

- Giving a king coconut to a guest who came to hear the road A rural woman sweeps the yard.

An adult walking on the sand road asks a woman about the road to school in Hiripitya (a name of the rural village). The woman then re-examines the question asked by the adult from her husband inside. Her husband tells the adult on the way to school. The adult leaves. The woman's husband then brings a king coconut and declares to the adult that he is tired and presents it.

The concept behind this ad is as follows: Its design uses and technical applications can be categorized as follows. In the analysis of the advertising discourse, more attention should be paid to the language used for it.

Here the language is used as follows.

Version:

Old man – Please tell me the way to school in Hiripitya?

Woman: Hey... (Calling her husband) (This person) asking the way to school in Hiripitya

Husband – As you continue along this road you will come across a narrow road at the top of the lake. The school is located there.

Husband - "This man looks like very tired"

Woman: "Hey uncle ... Let's go having drink a king coconut"

The manner in which the language is used in this advertisement can be used to identify the semantic validation given to the consumer or audience attention by all the technical and design effects that are built into it. The first linguistic expression is made by the woman. That was after the adult secretly asked for something. She then addresses the issue directly to her husband. That's the problem Hey... (Calling her husband) (This person) asking the way to school in Hiripitya

In this way, the mutual understandings of the rural family corporation are beautifully symbolized. The woman who does not answer the question asked directly by the stranger refers it to her husband. There "mē...". (Hey..) (Can be seen addressing her husband with the word. It can be traced back to a number of references to the way of life of the rural population. There are a number of signals that are highlighted by "mē...". Through it, affection, as well as the form of rural addresses, etc., are evoked even in that letter. It also shows humility). Then her husband in the house answers,

"As you continue along this road you will come across a narrow road at the top of the lake. The school is located there."

That answer is very restrained. Enthusiasm is also done to provide a clear and accurate description of the path through it. The adult then nods and leaves. Eventually the woman's husband approaches the man from inside,

"The man looks very tired"

He also holds a king coconut in his hand. There are several connotations in this statement.

“That man is looks like Very tired”

As well as focusing on each other's feelings, the semantics of care are implied. If one feels the fatigue of another, it is a representation of a heartfelt relationship. Through it, the signals of human emotions are constantly evoked.

"That man ..."

Is the closest term in a rural environment? The signals it brings are also multifaceted. The language of this mutual understanding in the representation of society as individuals also transcends human meanings.

The woman then addresses the adult.

“Hey uncle ... Let's drink a king coconut”

It's a very heartfelt word. The sentence ends with let's drink ("Yamu".)

The interpretation it brings is an attempt by the word let's drink (yamu) to evoke feelings of cultural discourse. Unselfish feelings, Hospitality, empathy, rural coexistence. Etc. This ad is also based on the heartfelt rural address of "Uncle". Then you will see the ad text. “People in our country are different from the rest of the world”

That's it. It also generates various signals. Full of hospitality, People who are unselfish, devoid of heartfelt empathy, who know the sorrows and fatigue of others Unselfishness indirectly awakens the disdain for the analysis that the people of Sri Lankans are recognized as a nation with the hospitality.

Etc. This advertisement explains the difference between Sri Lankans and people in other parts of the world. It validates and stimulates semantics through visual imagery. The ad then generates signals by posing as its service provider.

"We respect that change, Sri Lanka Bell"

Builds the image of their service organization by declaring Visual imagery makes a powerful contribution to that category of language. There are a lot of signs building up there. That is, among the signals brought for the image of the relevant merchandising agency,

It signifies that a service company is full of hospitality, mutual help, and friendly so on. It is a tactic used for image development. The relevant brand will then appear on the screen at the end of the ad. Fully natural light is used for advertising. The main signal that it brings is that it is natural. That is, it is able to make this a reality in the minds of consumers.

Basically a medium distance image is used here. It is the only image frame used for the entire ad. The use of this medium distance image helps to draw the consumer's attention to the overall story context of this ad. It also aims to give the consumer some insight into what is happening in the background.

Also a normal angle image is used here. It also signals the need to focus on an event the most commonly used colors for advertising are green, yellow, blue and brown. Natural light introduces these colors well. At first glance, the signal generated by this is a signal that a village has a beautiful environment. And the use of these colors in advertising has a lot of signals. You can see how the color green has always been a priority in the background. The color green allows the consumer to subconsciously detect the evocation of live emotion signals about the scenes he or she is seeing.

The brown color amplifies the signals brought by that blue color. That is because brown further substitutes naturalness for the background. People are also concerned with unconsciously engaging with these colors and further unconsciously motivating the consumer through the signals it conveys.

The advertisement used is for the front porch of a village house and the lake in front, the mountains as well as the large sky background. There is also a sand dune in the background. All of these backgrounds evoke semantics, thereby attracting the viewer or consumer to the ad. The fertility / rurality / stump (stump in Sri Lankan village culture is a barrier in front of the house like the gate)

Considering the cultural and ethnic values, this hut consists of two or three main timbers and most of the ancient Sri Lankans have communicated definitively by the way the wood of the hut is laid down, communicating that the occupants of that house are present at that moment in the manner in which one all (two) of the hut is lowered), Evokes a person's preferences for being resident, rural and non-urban, etc.

Also, the countryside by the mountain range evokes desires for rural beauty. In this way, the context itself can be seen to generate a conversational bond through nonverbal communication. The consumer unconsciously interacts with each of these background elements. The semantics evoked by advertising influence the unconscious tendencies that exist in the mind of every person about such things.

During the use of advertising music, the music blends with the use of a deep voice, such as "or ... or ... or ...". The voice used for the actors in this voice is used with a rural touch. Signs such as rurality / intimacy, sincerity, intimacy, trustworthiness, persuasion, etc. are generated. The woman's accent signifies that she is a very rural, heartfelt wife.

She also recognizes her husband's voice as being heartfelt and intimate with his wife. This advertisement generates a sense of authentic, beautiful, mutually respectful life in a married life in a rural environment. The use of this voice has also confirmed the concept brought about through visual imagery. Advertising generates semantics through visual imagery and characters' expressions.

And the use of clothing for advertising models most semantics are excited. There, primarily the focus on this rurality has been on the use of clothing in a way that highlights the more affirmative signs. The woman wears a cheeththa on top of the gown (Cheeththa is a piece of cloth worn by traditional Sri Lankan village women) which gives the impression of a traditional rural woman. The man wore a sarong (a men's suit) and the way the blanket is pulled also depicts a grim look. The adult is wearing a white sarong, a white shirt, a bag and an umbrella. They give the signal that this adult is a traditional but genuine person. Actors and actresses who appear in commercials are not very popular at the same time. Built through it, the fact that all of these people are characters that are not regularly seen on television at the same time has also greatly influenced the realism of advertising. The signal it brings is that this description is a genuine as well as a regular occurrence in a rural environment.

2.1 ANALYZING THE DISCOURSE BY ADVERTISING

A. Cultural discourse

Throughout this ad, there is a constant flow of cultural discourse. Cultural discourse broadly analyzes the cultural elements contained in the entire ad. The lake and the rural environment, the sand road, all these are the way a person thinks about the cultural and rural environment. This lake shows the close connection of the rural people with the village. There, the context of the ad itself repeatedly interprets that cultural discourse. At the same time, visual imagery also unconsciously works to assert that cultural discourse.

At the same time, the language used in the advertisements pays close attention to the thoughts and aspirations of the rural people who grow up in such a cultural environment. It also analyzes the cultural discourse on rural life and their aspirations, with respect for each other by the rural people. Also, words like 'Uncle, let's drink a king coconut' further confirm that cultural discourse and make it more realistic about the signals it evokes. In this way, the cultural thought patterns and cultural discourses that have been built up in the individual psyche over time can be well explained. The cultural discourse of the general society is recreated through the visual images and language of this advertisement and the semantics are evoked through it.

B. Personal discourse

Here we can identify a further confirmation of the discourse on rural women and men. That is, a traditional woman appears here. She is a Vanni who is constantly protected under patriarchy and the care of her husband. When the adult asks her for directions, she refers the issue to her husband. Among the features represented by her there,

- A woman should live a life of constant male care.
- Nothing should be done without the permission of the husband.

The thought of femininity in the personal discourse is well illustrated. That is the zone of action of the traditional woman. "He is asking the way to school in Hiripitya" It is because of that patriarchy. It's a sign that she's still living under protection. Also, the woman tells the adult to drink the orange only after receiving some encouragement from the man. All of this is the standard discourse of the rural community about women. At the same time, the standard male image of the society is also explained by the personal discourse. That is, the man is a powerful person who must protect and care for the woman. Here, the standard discourse on the man also generates semantics unconsciously. In addition, personal values and attitudes towards groups also play a role.

C. Social discourse

The focus here is primarily on external social relations. Ideas about the social thoughts that the unconscious person has are well signaled here. The phrase "that man is looking very tired" implies the external social connections that can be identified in this social discourse. This social discourse focuses on the needs of individuals as well as mutual understanding in this unique external society of the Sri Lankan people. This social discourse also focuses on the group life, the inclination towards it, and the feelings for a collaborative life.

XI. CONCLUSIONS

In order to attract the consumer, the discourse of the advertisements have a strong influence on the language meanings. Nor can the study be done in terms of the words used for the language of advertising in the study of the narrative analysis of television commercials. This is because the language of an ad always works by blending with the overall technical effects as well as the design effects used for it.

The consumer who grasps the ad forms an unconscious bond with the ad through the narrative analysis that builds on the impact of its creative features. There, different groups of people, their way of thinking, and their social class as a whole are associated with this conversational process. Words used for the language of advertising also have phrases that have a sensitive, cultural identity that most people remember. Even if the product or service is not purchased, the brand or through it is deeply remembered.

Through the use of such story concepts, advertisements can socialize even the most valuable socio-cultural values. The illusion can be retained in the ad by presenting it through semantics rather than directly. It is a fairly complicated process. Also, in television commercials, interpreting advertising concepts with traditional values gives the consumer an in-depth socio-cultural and economic discourse.

Love, compassion, kindness, and sharing, as well as nationality, are still ingrained in the hearts of the people. If an advertisement conveys the concept of modernity through traditional values such as human qualities as well as well-being and aspirations, the consumer will be more attracted to those advertisements. Also, presenting the ad story through methods such as rurality, such backgrounds, music, etc. is the most effective way to motivate the viewer to do so.

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