The language of advertising

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

Both the mass media, when reporting news items, and marketing and advertising personnel have to consider the emotive power of the words they use. First, they make a decision about what to communicate and what to withhold.

One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. These compounds often later become widely used in normal situations. Examples of these compounds which have become part of the English language are: *top-quality*, *economy-size*, *chocolate-flavoured*, *feather-light* and *longer-lasting*.

The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another.

A study of vocabulary used in advertising listed the most common adjectives and verbs in order of frequency. They are:

Adjectives	Verbs
1. new	1. make
2. good/better/best	2. get
3. free	3. give
4. fresh	4. have
5. delicious	5. see
6. full	6. buy
7. sure	7. come
8. clean	8. go
9. wonderful	9. know
10. special	10. keep
11. crisp	11. look
12. fine	12. need
13. big	13. love
14. great	14. use
15. real	15. feel
16. easy	16. like
17. bright	17. choose
18. extra	18. take
19. safe	19. start
20. rich	20. taste

Good and **new** were over twice as popular as any other adjective.