

Semiotic Analysis of Persuasive Strategies in Advertising Targeted For Children

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Abstract: This study was designed to analyze the persuasion strategies used in the advertising targeted for children from a semiotic perspective. To persuade a consumer to buy a product, an advertiser must produce persuasive messages. Semiotic approach to the analysis of advertising text lets us to classify advertising signs and sign systems in relation to the way they are transmitted and communicated. This study investigates selective advertisements with the following questions: What types of expression techniques and what types of persuasive appeals are employed. And what are the persuasive premises underlying those persuasive appeals? To do that, Fifty out of 100 printed advertising were selected with the purposive and judgment sampling method. The study results reveal 11 most frequently employed expressive techniques and 9 major types of persuasive appeals and their premises governing the signs and signification systems in the advertising targeted for children. These Ads are as references to authentic material in the ELT literature, material designed for native speakers of English used in the classroom in a way similar to the one it was designed for, so we use advertisements to work on children's English and communication skills.

Keywords: Semiotics, Advertising, Persuasive strategies.

INTRODUCTION

Advertising is a form of mass informational communication intended to persuade consumers so as to maximize the results of marketing. A great deal of printed advertising is aimed at children, promoting not only toys and candies but also products such as food, drink, and so on. Sinclair [1] claims that semiotics is a useful tool to analyze advertising, for both academics and those who hope to work in the advertising industry. Since in advertisements every single thing has meaning and gives a different message depending on where it is located and how it is seen, semiotics serves as a very useful set of tools for identifying meaning of the formal patterns that work to make meaning in many aspects of our culture. Semiotic analysis of an advertising text always focuses on signs composing of the text. It generally follows three steps of procedural research work [2]. The first step is to focus on an individual sign itself. The second step is to search for the "codes." The third step is to explicate the structure of ideology that governs cultural premises (code system). From a semiotic perspective all signs and communicative codes belong to a culture of that society. Chandler states that studying semiotics can assist us to become aware of the mediating role of signs and the role played by ourselves and others in constructing realities [2]. Thus semiotic studies play a crucial role in the study of signs in advertising. This study, based on semiotic approach

aims at investigating the persuasive strategies used in print advertising targeted for children. Vestergaard and Schroder [3] point out that the ultimate aim of all advertising is "to sell the product." Thus, in creating an advertising message, the task of the advertiser is to produce an advertising message that causes the following developmental steps in a consumer:

(1). attract attention, (2).arouse interest, (3), stimulate desire, (4) create conviction and (5). get action.

REVIEW OF RELATED LITERATURE

Semiotics

The term "semiotics" comes from *semeiotikee*, the Greek word for "sign". As everybody understands, a "sign" is anything that stands for or represents something. Semiotics also is called "semiology" – is the science that investigates the existence and usage of signs. Among the most obvious signs surrounding us are verbal languages, tones of music, visual messages, ads, traffic signs, products of media and marketing, and so on. The basic definition of semiotics or semiology as a "science of signs" is of little value in explaining this field which has dominated recent critical question in many disciplines. The easiest introduction to the semiotic analysis of images is still Judith Williamson's *Decoding Advertisements* [4]. There are some definitions of semiotic theory; one of them is that of Umberto Eco [5]. He stated that "semiotics concerns

everything that can be perceived as a sign.” Signs constitute printed and spoken words, images, sounds, gestures, and objects. Individuals interpret signs as “signifying something.” According to Peirce [6], “nothing is a sign unless it is interpreted as a sign”. Hence, a sign is part of an organized collective of interactions and cannot exist outside such a collective. Signs function as a code between individuals and they trigger or “unlock” previous experiences [7]. Semiotic theory not only studies sign systems consisting of text, but sign systems of any kind. Semiotics is a particularly powerful tool for uncovering covered meanings underlying print advertisement because it concerns symbols such as written words and pictures. Knowing the meaning of such elements allows print advertisers to make “informed decisions” about how to communicate with potential consumers about a specific product. Semiotics attributed mainly by the work of two men, the Swiss linguist Ferdinand de Saussure (1857-1913) and the American pragmatist philosopher Charles

Sanders Peirce (1839-1914). As a linguist Saussure argued that language consists of a series of signs, which are used to communicate certain messages and meanings. There are three main parts to the structure of semiotics; the sign, what it refers to, and the people who use it. Saussure believed that, firstly a sign is a touchable object which has meaning, and secondly that there are two, inseparable, parts to every sign. One part of the sign is the signifier, which expresses the sign. This is usually something which exists in the real, material world. The second component to the sign is the signified. This is the idea or notion which the signifier suggests when we see and understand it. On the other hand, Peirce defined the study of semiotics as the “doctrine of signs”, in his view the word ‘signs’ indicates anything that “stands to somebody for something in some respect or capacity” [8]. Peirce’s model of ‘Triangular Relation’ [8] can be used to illustrate his notion of the relationship between the sign, the interpreting and the object.

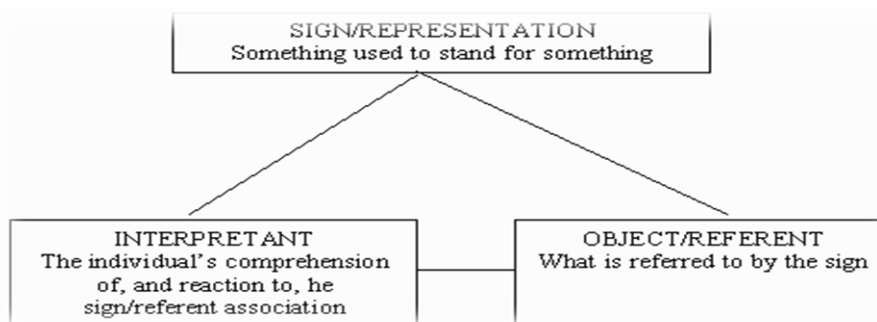


Fig-1: Peirce says that the connections between the signs and the referents are infinite. He believed that it would be possible to find new meanings and connotations for different signs.

Sign

A sign has a discrete unit of meaning in semiotics. It is defined as "something that stands for something, to someone in some capacity"[9]. It includes words, images, gestures, scents, tastes, textures, sounds, essentially all of the ways in which information can be communicated as a message.

Semiotics of photography

Semiotics is the study of signs and symbols. Semiotics of photography is the observation of symbolism used with in photography or "reading" the picture. Roland Barthes was one of the first people to study the semiotics of images. He developed a way to understand the meaning of images. Most of Barthes' studies related to advertising, but his concepts can apply to photography as well [10].

Denotation

Denotation refers to the meaning hidden in symbols or images. A denotation is "what we see" in the picture or what is "there" in the picture[11]. According to author Clive Scott, this is another way of saying that a photograph has both a signified and a referent, is both

coded and encoded [12]. In photography the photo itself is the signifier, the signified is what the image is or represents[13].

Connotation

Connotation in semiotics is arbitrary and refers to understanding of the images by the reader or viewer according to the rules or conventions that the reader has learnt [14]. According to Seiter Ellen, 2011 Connotation attaches additional meaning to the first signifier, which is why the first signifier is often described in multiple words that include things like camera angle, color, lighting, etc. "It is the immediate cultural meaning from what is seen in the picture, but not what is actually there" [11]. It can be said that connotation is what is implied by the image. It can be said that connotation is what is implied by the image.

Persuasive Appeals

Persuasion, according to Aristotle and the many authorities, is brought about through three kinds of proof or persuasive appeals: Logos(The appeals to reason) pathos(The appeals to emotion) ethos(The persuasive appeals of one's character) these three

appeals work together in combination toward persuasive ends.

Semiotics and advertising

In one hand semiotics is the study of signs and how they are interpreted. On the other hand advertising has many hidden signs and meanings within brand names, logos, package designs, print advertisements, and television advertisements. The purpose of semiotics is to study and interpret the message being conveyed in advertisements. Logos and advertisement can be interpreted at two levels known as the surface level and the underlying level. The surface level uses signs creatively to create an image or personality for their product. These signs can be images, words, fonts, colors, or slogan. The underlying level refers to the hidden meanings. The combination of images, words, colors, and slogan must be interpreted by the audience or consumer. The "key to advertising analysis" is the signifier and the signified. The signifier is the object and the signified is the mental concept. A product has a signifier and a signified. The signifier is the color, brand name, logo design, and technology. The signified has two meanings known as denotative and connotative. The denotative meaning is the meaning of the product. The connotative meaning is the product's deep and hidden meaning. As an example, the semiotics of gender plays a key influence on the way in which signs are interpreted. When considering gender roles in advertising, individuals are influenced by three categories. In advertisements, men are represented as independent. They are shown in more occupations than women. Women are represented mainly as housewives and mothers. Advertising can be defined in many different ways. According to Kotler, "advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor". [15]. It is paid means that the advertiser has control over the input, and a form of non-personal presentation means that there is no face-to-face contact between the sender and the receiver. Others define Advertising as impersonal mass communication meaning that it reaches a large number of people simultaneously therefore it is one-way-communication [16].

Components of a print advertisement

According to Peter Sells and Sierra Gonzalez, *the language of advertising, unit one*) a print advertisement has three components:

Text

The advertisement has some Text, which provides information about the product, and more importantly, describes the Image. It may be descriptive information about the product, the name of the company and/or the name of the product to catch the readers' attention.

Image

The advertisement has an image component which provides the background for the entire advertisement. The image may or may not represent the product. In other words sometimes the image of advertisement includes the picture of product itself but sometimes the pictures of products which is being advertised shown with other relevant components.

Organization

The Image and Text combine in some Organization, which is an important component of the advertisement. The Organization can suggest coherence, some kind of order in which the parts are interpreted, and relevance, which determines the particular kind of meaning that the advertisement has.

Words and phrases used in advertising

Language has a powerful influence over people and their behaviors. This is especially true in the fields of advertising. The choice of language to convey specific messages with the intention of influencing people is important. Most of the English advertisements use restricted amount of words or some common words with emotional as well as literal values. Leech [17] describes how language is used in advertising. He recognized twenty most frequent adjectives and twenty verbs which were used in 1960s advertisements.

The twenty most frequent adjective

1. New
2. Good/Better/Best
3. Free
4. Fresh
5. Delicious
6. Full
7. Sure
8. Clean
9. Wonderful
10. Special
11. Crisp
12. Fine
13. Big
14. Great
15. Real
16. Easy
17. Bright
18. Extra
19. Safe
20. Rich

The twenty most frequent verbs

1. Make
2. Get
3. Give
4. Have
5. See
6. Buy
7. Come
8. Go

-
9. Know
 10. Keep
 11. Look
 12. Need
 13. Love
 14. Use
 15. Feel
 16. Like
 17. Choose
 18. Take
 19. Start
 20. Taste

Techniques and strategies of persuasion in designing advertisements for motivating the consumer (The Language of Persuasion)

The goal of most media messages is to persuade the audience to believe or do something. For instance movies use expensive special effects to make us believe that what we're seeing is real. The most reading messages are found in advertising as they try to persuade us to buy a product or service. These "persuaders" use a variety of techniques to grab our attention to motivate us to buy. These techniques are called the "language of persuasion." They're not new; Aristotle wrote about persuasion techniques more than 2000 years ago, and they've been used by speakers, writers, and advertising designer for many years ago. Advertising is the easiest way to study and talk or learn the persuasive language as most ads are relatively simple in structure, easily available, and in their original format. At below we will discuss on some essential techniques used in designing advertisements.

Association

This persuasion technique linking a product, service, or idea with something liked or desired by the target audience, such as fun, pleasure, beauty, security, intimacy, success, wealth, etc.

Bandwagon

Many ads show that people are using the product; they want to say that "everyone is doing it". No one likes to be left out or left behind. Sentences like this "The people want..." or "How do you know?" are examples of bandwagon it can be shown as a photo of person who is using of that product.

Beautiful people

Beautiful people uses good-looking models (who may also be celebrities) to attract audiences' attention. This technique is extremely common in ads, which may also imply that we'll look like the models if we use the product.

Bribery

This technique tries to persuade us to buy a product by promising to give us something else, like a discount,

a rebate, a ticket, or a "free gift." Sales and special offers are forms of bribery.

Celebrities

Ads often use celebrities to grab our attention as we tend to pay attention to famous people. By appearing in an ad, celebrities implicitly support a product or sometimes the endorsement is clear.

Experts

Experts advise us about things that we don't know ourselves. Scientists, doctors, professors and other professionals often appear in ads and supporting messages to the product, service, or idea being sold to persuade target audience.

Explicit claims

Something is "explicit" if it is directly, fully, and/or clearly expressed or demonstrated, according to the dictionary meaning. For example, some ads state the price of a product, the main ingredients, where it was made, or the number of items in the package – these are explicit claims.

Fear

This is the opposite of the Association technique. It uses something disliked or feared by the intended audience to promote a "solution." Ads use fear to sell us products that claim to prevent or fix the problem. For example by drinking this juice your lack of vitamins will be solved.

Humor

Many ads use humor because it grabs our attention and it's a powerful persuasion technique. When we laugh, we feel good. Advertisers make us laugh and then show us their product or logo because they're trying to connect that good feeling to their product. They hope that when we see their product in a store, we'll subtly re-experience that good feeling and select their product.

Intensity

The language of ads is full of intensifiers, including superlatives (greatest, best, most, fastest, lowest prices), comparatives (more, better than, improved, increased, fewer calories), hyperbole (amazing, incredible, forever), exaggeration, and many other ways to hype the product.

Plain folks (ordinary people - the opposite of Celebrities)

This technique works because we may believe a "regular person" more than an intellectual or a highly-paid celebrity. It's often used to sell everyday products because we can more easily see ourselves using the product, too. The plain folks technique use the "authentic" image of a family.

Repetition

Advertisers use repetition in two ways: Within an ad or message, words, sounds or images may be repeated to reinforce the main point. And the message itself (a TV commercial, a billboard, a print ad) may be displayed many times. Even unpleasant ads and political slogans work if they are repeated enough to pound their message into our minds. It aims to take the messages or pictures from short term memory to the long term.

Testimonials

Media messages often show that people test the value or quality of a product. They can be experts, celebrities, or plain folks (ordinary people). We tend to believe them because they appear to be a neutral third party. This technique works best when it seems like the person "testifying" is doing so because they like the product. A child for example is not community member of the biscuit maker company which he eats so its effectiveness can be more than the company boss of that product.

Warm & fuzzy

This technique uses sentimental images (especially of families, kids and animals) to stimulate feelings of pleasure, comfort. It may also include the use of peaceful music, pleasant voices, and suggestive words like "comfortable" or "cuddly." The Warm & fuzzy technique is another form of Association. It works well with some audiences, especially children.

Flattery

Persuaders love to flatter us. Advertisers sometimes speak directly to us: "You know a good deal when you see one." "You expect quality." "You work hard for a living." "You deserve it." Sometimes ads flatter us by showing people doing stupid things, so that we'll feel smarter or superior. Flattery works because we like to be praised and we tend to believe people we like.

New

We love new things and new ideas because we believe that they're better than old things and old ideas. That's because the dominant culture and technology development in the world.

Scientific evidence

Some advertisers use scientific evidences like charts, graphs, statistics and etc., because many people believe in science and scientists. And sometimes advertisers use this technique to persuade their audiences.

Timing

Sometimes a message is persuasive not because of what it says, but because of when it's delivered. This

can be as simple as placing ads for flowers and candy just before someone's birthday. Thus the time of delivering advertisements can be effect on the rate of sales.

METHODOLOGY

Materials

For this semiotic analysis of the advertising, 100 English print advertisements targeted for children were randomly collected from printing media published or designed on Internet sites. Out of 100 advertising, fifty advertising were selected with the purposive and judgment sampling method. All of the fifty advertising texts, the final data for this semiotic analysis, were selected from children's magazines and newspapers or sites. And, the purposive and judgment sampling was conducted depending upon whether or not the voice of advertising text directed toward children.

Procedure

Semiotic approach to decoding advertising text provides us insights on the ways of social communication by exploring the codes and sign system on the basis of advertising texts. It generally follows two steps of procedural research work. The first step is to focus on an individual sign itself as advertising is composed of various types of signs. It is not arbitrary for a sign to be located in an advertising text. Each sign should carry its unique function to "appeal" to those targeted consumer for buying the product. These appeals in advertising stand for "consuming values." The first inquiry for this study was to investigate the types of "expressive techniques" that were employed in the print media advertising targeted for children. Expression techniques in this study referred to 'communicative devices' at the level of the advertising strategies adopted by advertisers to attract children's attention and persuade their desire. So all the selective print advertisements were investigated to find out what kind of signs or expressive techniques were used to produce the persuasive advertisement to attract children's attention. The second inquiry for this research was also about investigating the types of signs but at linguistic level that attract children's attention to the advertising. (i.e. words or expressions that conveyed meaning or consuming values to children). From a semiotic perspective an advertising text consists of a collection of signs (appeals). On those appeals, (for answering the first and the second inquiry) an analysis of the binary system between positive meaning (+) and negative meaning (-) in relation to expressive techniques and consumption values reveals the elements of an advertising. Also the second inquiry in this research was to explore those appeals (i.e., signs) in the advertising targeted for children. A table like below was drawn for each ad.

Table-1: Description for each advertisement

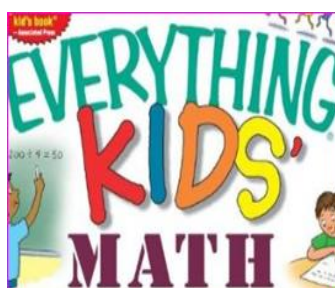
expressive techniques											persuasive appeals - consumption values										
N	a	b	c	d	e	f	g	h	i	j	k	L	m	n	O	p	q	r	s	t	

Thus again all the data were investigated to find out what kind of signs or words, phrases and sentences were used to produce the persuasive advertisement to attract children’s attention. The second step was to search for the “codes.” From a semiotic perspective signs are put together and governed by communicative codes. An advertising text requires various “cultural premises” as persuasive codes. Cultural premises are shared by the members of the culture and therefore do not need to be explained or persuaded. Through cultural premises I identified the patterns of cultural values encoding the persuasion strategies used in ads to construct effectively persuading messages. The third inquiry in this research is to review those “persuasive premises (cultural premises) in the advertising targeted for children.

RESULTS AND DISCUSSION

Each person in the United States of America sees an average of 1500 advertisements per day, which is about one ad a minute. Advertising has influence on our thoughts, attitudes, perceptions and actions. One of the most favorite target audiences of the advertisers is children who are very naive and will bother their parents until they get the product, just as advertisements planned. Children are one of the most influential groups of consumption. Although they are not an income group, they have power to move a large amount of money. Many advertisers try to make advertisements attracting children's attention, and persuading their desire. The results of this investigation reveal eleven major expressive techniques for advertising targeted for children.

The use of Bright Colors attract Kids



Most advertising messages examined in this study were being delivered to children through the use of bright colors. It is known that children prefer bright colors since they have so many brightly colored toys. So it is as a “visual appeal” to aim at attracting children’s eyes to the advertising.

The Use of Cartoon Characters



The term ‘cartoon characters’ means interesting characters those children have known through different sources. There appeared many cartoon characters in the advertising examined in this study. Most of those characters are from

Children’s TV programs, heroes of animation movies, comics and novels, comic books, children’s stories, etc. These characters attract children’s attention with characters’ familiarity among children. For instance Shrek, Ben 10, and other animated TV and movie stars beloved by children in recent years. According to Kelly Abbot, 2010 fifty percent of the children say that food from a package decorated with a cartoon celebrity such as Shrek tastes better than the same exact food from a plain package, a new study of him indicated that when we give a choice for children they choose the package which have cartoons as pictures.

The Use of Kids & Mothers as Advertising Models (Bandwagon)



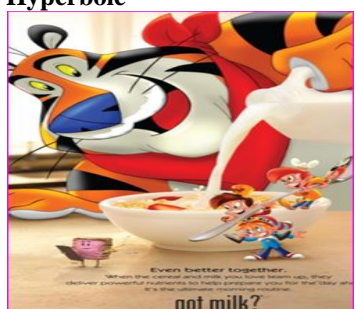
Using children and mothers as models for the advertising targeted for Children were confirmed to be another prominent strategy for advertisers in print advertising for children.

The Use of Bribery (Free Offers or ‘Giveaways’)



Another expressive technique employed in the advertising examined in this study was the use of free offers or ‘giveaways’.

The Use of Hyperbole



Hyperbole is the use of exaggeration as a rhetorical device. In advertising, it is assumed that the use of hyperbole evokes strong feelings on the product or creates a strong impression about the product. Some hyperbolic cases found in this study

The Use of Testimonials



The term ‘testimonials’ refers to advertising showing a person or character using a product.

Association



This persuasion technique tries to link a product, service, or idea with something already liked or desired

by the target audience, such as fun, pleasure, beauty, security, intimacy, success, wealth, etc.

Humor, laugh or smile



Many ads in our study were used humor, laugh or smile because it grabs children’s attention and it’s a powerful persuasion technique. when we laugh, we feel good. Advertisers make us laugh and then how us their product or logo because they’re trying to connect that good feeling to their product.

Warm & fuzzy



This technique uses sentimental images (especially of families, kids and animals) to stimulate feelings of pleasure, comfort, and delight.

Framing



Lack of framing in print advertising can be a persuasive appeal to its audience as our data indicated, 36 out of 50 selected advertisement didn’t have framing.

Angel (Horizontal and Vertical)



Another dominant factor to persuade children in our data was the angel of camera which has taken a picture. We know and this is generally true that close friends can effect on each other, from each prospective either positive or negative. According to Kress and Leeuwen, [18] the Horizontal Angel at which the camera views its subject indicates the participants relationships. In most of our data "frontal angel" was used instead of "oblique angel" to show the picture in print advertisements targeted to children.

The second inquiry in this study is to explore the types of "persuasive appeals (i.e., consumption values)" in the advertising for children whereas the third inquiry is to decode the "persuasive premises (i.e., cultural premises)" underlying those persuasive appeals mostly from the *Advertising and Popular Culture* written by Jib Fowles [19]. There appear nine major types of persuasive appeals at the level of linguistic expression. Accordingly, nine cultural premises were found from those nine types of persuasive appeals. These cultural premises shared by the members of the culture function as a bridge of communication between an advertiser (persuader) and readers (persuade). The nine major types of persuasive appeals and their respective premises are as follows:

"Fun or Excitement" Appeal and Premise



One of the most common words found in the advertising targeted for children is the "fun" denoting 'pleasure' and 'enjoyment.' The persuasive premise underlying the type of "fun or excitement" appeals may be related to the following cultural premise: all of us buy many things every day but we go to a shopping center where we have fun or at least its sellers are excited to sell something. Consumers want to have a bit fun. In other words "Consumption should be rewarded with a fun and excitement."

"Endorsement" Appeal and Premise:



Another type of advertising appeal for kids found is "Endorsement" Endorsement here means that advertising support from some authority or celebrity figures. Such endorsers are usually a mother, teacher, expert, actor, cartoon character, special organization, professional association, governmental office, etc.

The persuasive premise underlying the type of "endorsement" appeal maybe come from the following cultural premise: "Endorsement by an authority reduces the risk of a 'bad or wrong' buy."

"Mother's Choice" Appeal and Premise:



Targeting for children in advertising means in fact aiming at both Children and their mothers: It seems universal that a mother stands for unconditional love for her child and there appear many cultural images of the "mother" and "her sensible choice for kids among the advertising examined in this study. Some illustrations in the advertising indicate the message, "Mom will be glad to buy for you."

The persuasive premise underlying the type of "mother's choice" appeal maybe comes from the following cultural premise: "Mother's choice for kids is wise and cautious."

"Discount, Sales, or Free Gifts" Appeal and Premise



A consumer, whether children or adults, aims at "a good deal" which means buying a good quality product with a economical (or special) price.

The persuasive premise underlying the type of "discount, sales, or free gifts" appeal maybe refers to

the following cultural premise: “Buying a product on sales, discount, or with free gifts is economic and wise.” And probably due to this reason people go to sales from their country to the other one.

"Intensity" Appeal and Premise:



The language of ads is full of intensifiers, including superlatives (greatest, best, most, fastest, lowest prices), comparatives (more, better than, improved, increased, fewer calories), hyperbole (amazing, incredible, forever), exaggeration, and many other ways to hype the product. Many toy advertising show their toys in life-like fashion, doing “amazing” or “incredible” things.

The persuasive premise underlying the type of “Intensity” appeal maybe related with the following cultural premise: “to have better things means to be better in life.”

“Top Brand or Company’s Reputation” Appeal and Premise:



A brand name and company’s reputation appears a valuable element as an appeal in the advertising targeted for children.

The advertising with a brand appeal involve the words like “prestige,” “top brand,” “company name (reputation),” “authenticity,” “distinction,” etc.

The persuasive premise underlying the type of “top brand or company’s reputation” appeal may be explicated with the following cultural premise: “Top brands or company’s names secure the quality of their products.” Generally, when we see the name of especial mark of top brands on the pack of products it reduces the risk of buying that product due to the popularity of that among people.

“Good Taste” Appeal and Premise:



A great deal of the advertising targeted for children are for snacks, cereals, and other foods including nutrition supplies like vitamin. For these products, advertising focus to appeal “good taste” stimulating children’s palates with such words as “tasty,” “delicious,” “healthy,” “yummy,” “juicy,” “sweet,” “enjoyable,” etc.

The persuasive premise underlying the type of “good taste” appeal may be interpreted with the following cultural idea: “The tastier, the better for one’s appetite.”

Explicit claims Appeal and premise:



Something is "explicit" if it is directly, fully, and/or clearly expressed or demonstrated. For example, some ads state the price of a product, the main ingredients, here it was made, or the number of items in the package – these are explicit claims. So are specific, measurable promises about quality, effectiveness, or reliability, like “including 200 pieces!” Or with vitamin A, B, C.

The persuasive premise underlying the type of “explicit claims” appeal may be explicated with the following cultural premise: When we see the ingredients of foods for example, It can be more acceptable to us the healthiness and usefulness of that food.

"New" Appeal and Premise:



Many advertising examined in this study also use the word ‘NEW’. We love new things and new ideas; because we tend to believe they’re better than old things and old ideas. That’s because the dominant culture in the United States (and many other countries) places great faith in technology and progress. But sometimes, new products and new ideas lead to new and more difficult problems [19].

CONCLUSION

Advertising is a form of mass informational communication intended to persuade consumers so as to maximize the results of marketing. To persuade a consumer to buy a product, an advertiser must produce persuasive messages. This study was designed to analyze the persuasion strategies used in the advertising targeted for children from a semiotic perspective. Semiotic approach to the analysis of advertising text allowed us to classify advertising signs and sign systems according to the way they were transmitted and communicated. As examined in this study, the advertising targeting for children were fully armed with persuasive appeals, and cultural premises, as well as expression techniques. Children are daily exposed to advertising designed with a great deal of persuasion tools and strategies. Those authors who support the use of authentic material have common ideas: "exposure". In other words, the benefit of authentic materials is students are exposed to the language. Talking with the group about different advertisements they know for each brand is a good way to broaden the discussion. The next stage of the activity is to provide each child with a piece of paper. A rectangle, chocolate bar outline can be put on the paper if needed. When all the children have finished their chocolate bar wrapper, it is time for them to try and sell the chocolate to the group. One by one the teacher can invite each child to the front of the room to show his or her design and to tell the group about the chocolate. This is often a time when the teacher will need to provide some prompts such as "How much does your chocolate bar cost?" and "Does it have nuts in it?" In this task, the teacher cuts out advertisements from magazines, hides the products being advertised and shows them to learners one by one to see if they can guess what product is being advertised. To practice specific vocabulary, the teacher gives learners three or four options per Ad. Using advertisements to work on children's English and communication skills may seem an usual combination at first, however advertisements are an excellent method to get children talking.

Suggestions for Further Research

There are several lines of research arising from this work which should be followed. The semiotics analysis and study around it is very extensive and as every reader of my thesis aware this is a narrowed study of advertising from the prospective of semiotics and just on the English print advertisements targeted for children. As a future study someone can do research not only on advertising for children but also the advertising targeted for all group of ages. Also it can be studied by the contrastive analysis of persuasive strategies used in advertising targeted for children and other group of ages or in different medias such as commercials, billboards and other types of advertisements or contrastive analysis between advertisements designed in two or

many different countries and then analyze the persuasive strategies used on them.

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