

**A Contrastive Stylistic Study of Online
Commercial Advertisements in
The True Health and Family First Magazines**

Asst. Prof. Saja Abdulameer Al-A' assam (Ph.D)

University of Kufa - Faculty of Arts

Saja.Alaasam@uokufa.edu.iq

Jumana Mohammed Saad (M.A. Student)

University of Kufa - Faculty of Arts

jomanehmoh@gmail.com

دراسة أسلوبية مقارنة بالإعلانات التجارية الإلكترونية في مجلتي

True Health & Family First

الأستاذ المساعد سجي عبد الأمير الاعسم

جامعة الكوفة - كلية الآداب

جمانة محمد سعد - طالبة ماجستير لغة إنكليزية

جامعة الكوفة - كلية الآداب

A Contrastive Stylistic Study of Online Commercial Advertisements in The True Health and Family First Magazines

Abstract

The current study is *A Stylistic study of Commercial Advertisements in True Health and Family First online commercial Magazines*. The study aims to investigate and discuss the stylistic devices at the lexical and phonological levels that are mostly used in True Health and Family First online commercial Magazines. A qualitative research design was used due to the nature of this study. Therefore, the study develops an eclectic model to analyze the data in accordance with an eclectic model of the lexical and phonological levels of stylistic analysis. The analysis was carried out by describing the selected data and identifying the prominent devices used in those advertisements by counting the most commonly used type.

Keywords: Stylistic, Stylistic devices, Stylistic Analysis, Magazines, Commercial Advertisements, parallelism .

المستخلص

الدراسة الحالية هي دراسة أسلوبية للإعلانات التجارية في المجلات التجارية الإلكترونية *True Health* و *Family First*. تهدف الدراسة إلى التحقق من الأدوات الأسلوبية ومناقشتها على المستويات النحوية والمعجمية والصوتية التي تُستخدم غالبًا في مجلتي *True Health* و *Family First*: تم استخدام أسلوب بحث النوعي نظرًا لطبيعة هذه الدراسة وبالتالي فإن الدراسة طورت نموذج التحليل لتحليل البيانات وفقًا للمستويات النحوية والمعجمية والصوتية للتحليل الأسلوبي. تم إجراء التحليل من خلال وصف البيانات وتحديد الأدوات الأسلوبية الأكثر استخدامًا في تلك الإعلانات .

الكلمات المفتاحية: الأسلوبية, ادوات الأسلوبية, مستويات الأسلوبية, المجلات, الإعلانات التجارية, التكرار.

1. Introduction

The language that is used in advertising is different from other pieces of writing. The powerful influence language has on people makes advertisers to be choosy in the use of language, especially in advertisement because they have to persuade the readers. Consequently they make the language of advertisements positive and emphasize on the superiority of their products. They use techniques that are deviant and catchy. Linghong (2006) is in line with this view by confirming that in order to secure a number of readers and to compete with many other similar advertising messages, advertisers try to make their advertisements as effective as possible. They use various stylistic devices to catch attention, arouse desire, induce action, and contribute towards satisfaction. However, none of previous studies seem to have focused on online commercial advertisement in British, specifically from a stylistic point of view, on how the advertisers use the stylistic lexical and phonological devices in magazines to target the readers. This left a gap in the field of online advertising that needs to be filled. As a

result, this research attempts to achieve the following aim: identify the stylistic devices that are mostly used in commercial advertisements texts in Family First and True Health magazines, and highlighting the lexical and phonological stylistic devices differences and similarities between the two magazines' health and commercial advertisements. Taking into account the study's goal, the current study hypothesizes that there are specific stylistic devices that are mostly used by advertisers to get the target readers' attention and persuade them to buy the spesific types of products.

2.Stylistics and Stylistic Analysis Levels

The term *stylistics* is used in a very broad sense to refer to all situationally diverse languages, which includes the variations of regional, social, and historical dialects (Crystal, 2008:460). It is clear from this definition that stylistics is primarily concerned with how language style is used. The study of style in language is known as stylistics. It seeks to explain how texts convey meaning, how readers construct meaning, and the reasons behind readers' specific responses to texts. Simpson (2004,cited in Fomukong, 2016: 106). That's what may lead Jafari and Mahadi (2014, cited in Namwandi, 2019: 40), to say that stylistic analysis plays a critical role in advertising. They claim that stylistic analysis assist the advertiser in determining the proper language to be used in persuading particular clients.In fact the study adopt this last view. So the working definition of stylistic is a tool that assists the advertiser in determining the appropriate language to use in persuading specific readers.

Different scholars and researchers have stated that there are different levels of stylistic analysis that can be used to analyze texts, whether spoken or written. According to Khan and Jabeen (2015:128) ,the levels of stylistic analysis are basically lexical, grammatical, phonological, and graphological. As a result, stylistic analysis covers a broad range of common stylistic devices, which includes rhyming words, repetition of ideas, and other stylistic devices. The following provides a thorough explanation of each level:

a.The Lexical Level

Lexis refers to words used in language. For Khan & Jabeen (2015:128), the lexical level of stylistic analysis refers to the study of how certain words and phrases tend to pattern in various stylistic contexts. It deals words words and expressions in

different linguistic contexts or phrases used in a non-literal sense for rhetorical effect (Crystal, 2008, cited in Al-A'ssam, 2022: 470) .

b.The Grammatical Level

Both syntax and morphology are involved at this level. The aim of this level is to analyze the internal structure of sentences in a language and how they fit into sequences, clauses, and phrases (Khan & Jabeen, 2015: 128). Moreover, Hanif et al (2015:32) also indicate that the grammatical level of stylistic analysis concerns the analysis of the origins of words, their grammatical forms, the role of prefixes and suffixes in word creation, the word class, the gender, number, and plural systems, and other aspects of word formation.

A word class is a term for *part of speech*. Parts of speech are divided into several features on the second heading of Leech and Short's (2007) model: nouns and verbs, adjectives, adverbs, pronouns, conjunctions, determiners, and prepositions. Nevertheless, the current study is only concerned with five types of parts of speech, which are as follows: nouns, verbs, adjectives, adverbs, and pronouns.

c.The Phonological Level

According to Khan and Jebeen (2015: 128), this level concerns the study of a language's formal pronunciation rules and its sound system. So, alliteration, assonance, consonance, For Khan and Jebeen (2015: 128), this level concerns the study of a language's formal pronunciation rules and its sound system. So, alliteration, assonance, consonance, and phonaesthesia are examples of phonological devices at this level of analysis.

d.The Graphological Level

The study of the systematic formation of language and spelling standards is the focus of this level. In a similar vein, it is referred to as a level of stylistic analysis that emphasizes text form, word size or shape, and any other graphical or orthographical element. Punctuation marks like the comma, capitalization, full stop, colon, semi-colon, and quote marks, as well as paragraphing, spacing, and the foregrounding of certain

structures, are examples of graphological techniques in texts element (Yeibo and Akerele, 2014 cited in Agbede,2016: 19-20).

2.1.The Role of Language in Advertising

Language has always been the focus of scientists' attention and interest. As a result, different scholars have provided different definitions of language to figure out what a language is and how it works. For instance , Crystal (2010:40) defines language as the form of communication that people use to connect with one another. Humans use language for a variety of reasons, such as chatting, playing games, reading the news, requesting help and support, and expressing ones identity, emotions, ideas, and opinions with each other. None of these purposes would be possible without the use of language.

Language has many different reasons for use, and these reasons affect the words, syntactic expressions, and stylistic devices that are used by a writer or speaker. Therefore, language has such a strong influence on people, their behavior, and their thoughts. Consequently, language choices made by advertisers aim to influence readers' or customers' thoughts and convince them to buy things.

In fact, the advertisers consider the affective power of the lexical and phonological structures they employ to achieve this effect. They also take the idea they want to convey into account. They try to make the language of advertisement as effective as possible by using different stylistic devices to attract readers' attention and gain their satisfaction. Therefore, the language used in advertising text has to be unique and stand out (Epure & Mihe, 2018:2).

2.2.Stylistics Devices

Stylistic devices or as it called rhetorical devices are crucial to the success of an advertisement and have a big part to play in it (Chetia,2015:980). The use of stylistic devices helps to give the language beauty, variety, clarity, influence, and power. They serve in emphasizing points, evoking emotions, and producing certain meanings .

According to Kennedy (1999: 2), every language is rhetorical because it employs a strategy to influence the opinions, choices, or feelings of an addressee and to have

A Contrastive Stylistic Study of Online Commercial Advertisements in The True Health and Family First Magazines

some effect on them. The most popular stylistic devices that are used in advertising are discussed as follows :

a. Metaphor

Metaphor is a simple comparison between two different things, referring to something by mentioning another thing (Harris, 2017: 54). In Aristotle's opinion, the use of metaphor is the most fundamental language competence tool. Metaphor is a simple comparison between two different things, referring to something by mentioning another thing (Harris, 2017: 54). In Aristotle's opinion, the use of metaphor is the most fundamental language competence tool. It is one of the speech devices that can support clarity and differentiation in language usage. Therefore , advertisers regularly employ metaphors in both their written and visual work to make the audience feel some sort of emotion ,which will leave them remembering the message (Chetia, 2015: 981). However, employing this type of stylistic devices improves communication with consumers and grabs attention. Thus, it encourages people to make an effort to comprehend the message (Malefyt & Moeran,2020:169).

b. Hyperbole

Kane (1988:277), defines hyperbole as an intentional exaggeration intended to emphasize the significance or emotional impact of a specific idea. Cuddon (2013, cited in Shariq, 2020: 573) also states that hyperbole is a figure of speech that is used very common in the persuasive language of advertisement that contains an exaggeration for emphasis a specific idea. In addition , hyperbole is defined as an effective stylistic devices used in advertisement language that can create value by cleverly grabbing readers' attention (Harris, 2017:26).

For advertisers, they employ hyperbole to influence readers' impressions of the products they are advertising. According to Chetia (2015:982), hyperbole is a figure of speech that is used in advertising language to highlight a certain benefit of the products or services being advertised and to give the products higher value to persuade people to buy these products. For instance, advertisers exaggerate when they say that their products are the best in the world. Therefore , using this effective stylistic device

creates a powerful impact on the consumers because it represents the confidence and the strong attitude of the advertised products.

c.Parallelism

Chetia (2015:982) defines parallelism as "the repetition of words and expressions and sometimes patterns of sounds." In addition , Harris (2018) states that parallelism makes sentences easier to understand and more readable than sentences without it because repeating grammatical structures requires less mental processing than a series of new structures . Moreover, a formal similarity between words , sentences, phrases, or even larger discourse parts in grammatical structure also defined as parallelism. The equalization or coordination of content through parallel structure can have persuasive effects on readers and listeners (Fahnestock, 2011:224). As an effective stylistic device used by advertisers, parallelism makes it easier for readers to hold each of the ideas and messages of the advertisement in mind. It is very helpful since the main goal of advertising is to persuade readers to buy the advertised products (Chetia, 2015:983).

d.Hypophora

Hypophora used in advertising as a tool to help the writer in the clarification of a certain idea or message and to hold the reader's attention. Advetisers often use this tool to make messages seem more realistic or to establish relationships with potential customers by responding to their questions (Chetia, 2015:982). According to Harriss (2017: 42), hypophora is asking one or more question and then answering by providing a typically lengthy response.

2.3 Advertisement

Advertismentit defines by Dyer (1982:2) as the act of drawing attention to something, or notifying or informing somebody of something. According to Lee and Johnson (2005:275,279), online advertisement is now widely recognized as a great means of creating client interactions and increasing brand awareness. This is one of the reasons why thousands of marketers have turned to the Internet as a possible medium for promoting their brands and carrying on business. Thus, online advertisements, like any other advertisements, influence or manipulate customers to buy things.

2.4 Types of Advertisement

Types of advertisement are classified from different points of view according to the goals of different authors. Advertisement can be categorized in a variety of ways: For instance, Dyer (1982:3) classifies advertising according to its purpose as follows: Commercial Advertisement, Trade and technical Advertisement, prestige , Business and Financial Advertisement , Small Advertisement, Government and charity Advertisement. The most obvious type of advertising in the world is commercial consumer advertising. As a result, the current study will address this type of advertisements in its analysis.

2.5 Functions of Advertisement

According to Lee and Johnson (2005: 34) advertising performs a variety of functions. These functions may be classified into three categories: informing function, persuasive function, and reminder function. Thus, the first function that advertising performs is an "informative" function, which includes conveying information about a product, its characteristics, and places of sale, and also informing readers of new products. The second function is a persuasive function, which means it aims to persuade customers to buy specific brands or change their minds about a product or company. The third function is a reminder function ,which reminds customers about a product so that they would continue to buy the advertised product rather than the competitor's (Lee and Johnson , 2005: 34).

Consequently, one may conclude that the purpose or function of advertising is to persuade people to buy a thing through changing their minds. Therefore, advertising must first understand the world of customers, their own opinions, attitudes, and expectations, before creating a connection between customers' desires and the product .

3. The Eclectic Model of the Study

An eclectic model is adopted to analyse the stylistic devices of advertisement text. It is composed of three main elements: stylistic devices and their functions. The study focuses on stylistic phonological devices (alliteration, assonance, consonance, and

rhyme), stylistic syntactic devices (nouns, verbs, adjectives, adverbs, and pronouns), and stylistic lexical devices (metaphor, hyperbole, parallelism , and hypophora).

The current study will rely on the stylistic levels of the Leech and Short (2007) model at the grammatical level and the Khan and Jabeen (2015) model at the phonological level. In order to establish the framework of analysis that includes the aforementioned topics, the analytical construct figure is created as follows:

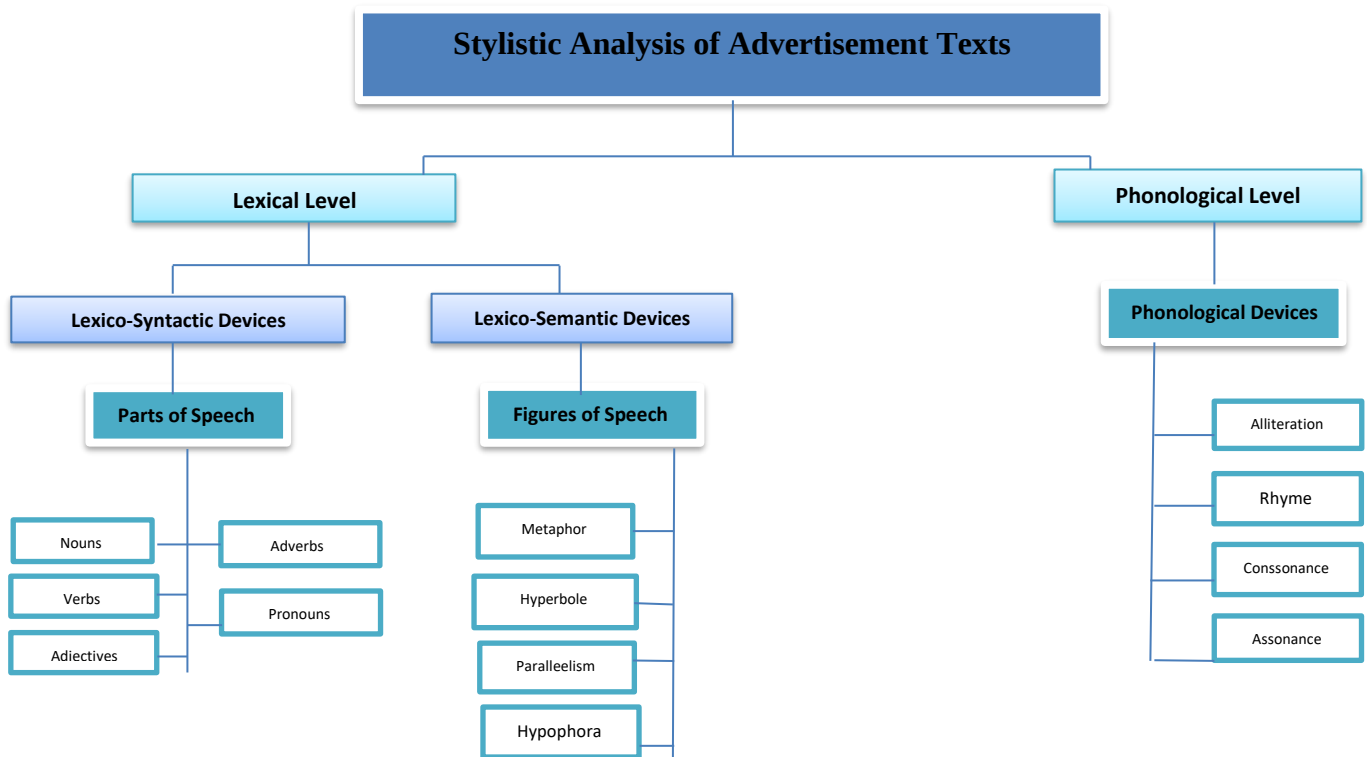


Figure (1) The Elected Model of the Study

4.1Data Collection

The data to be analysed are four advertisement texts from the two magazines. Two advertisements are from True Health magazine, and two are from Family First magazine. They are collected from the online editions of these magazines.

4.2 Data Analysis

4.2.1 Stylistic Analysis of the True Health Magazine 's Health Commercial Advertisements

Text 1.

buy that product or service. The advertiser employs nouns nine times with that aid in conveying the intended messages and attract the readers to the advertised products. The nouns used in this advertisement are *evolution, revolution, life, formula, balm, sanitizer, gel, towel, and wipes*. For the pronouns, the advertisement uses the pronouns *your* and *you* as a way to create a bond between the advertiser and the reader and to make the advertisement more effective by showing that the advertiser is talking directly to the target readers.

Different figures of speech are employed in this advertisement, such as hyperbole and hypophora. The expression "two new organic hand care products that could change your life" is an example of hyperbole. The phrase *change your life* implies exaggeration in describing the products to the audience. As it is mentioned before, it is one of the most effective lexical devices that can be used in an advertisement headline for capturing readers' attention and making them curious to know more about the products. In addition, the headline uses the hypophora feature, which is presented in the question, *EVOLUTION OR REVOLUTION?* The advertiser uses this stylistic device to make readers curious about the product by posing a question that did not need an answer from them. The meaning of the two words implies the meaning of change. In this advertisement, *Evolution or Revolution?* refers to the changes inescapable as a result of a global virus that is forced to make drastic changes. There is a link between the product's use and the hidden meaning of the question in this advertisement

Rhyme is an example of using the phonological device in this advertisement headline. The repetition of the sounds, as in *evolution* and *revolution*, is a device used by the advertiser to arouse the interest of the readers in the product and make the advertisement more effective and keep the message in the readers' minds. Readers can easily remember the sentence with rhyming sounds, and then forces them to buy the product because it will keep running through their minds. Therefore, rhyme here creates phonological parallelism, which are the repetition of the sounds, as in *evolution* and *revolution*, the advertiser uses this phonological parallelism to arouse the interest of the readers in the product and make the advertisement more effective and keep the message in the readers' minds,

**A Contrastive Stylistic Study of Online Commercial Advertisements in
The True Health and Family First Magazines**

Text 2.

vitality CBD

Nature's Alternative

" Do you know there are 1.3 millions CBD users in the UK already ?"

"At Vitality CBD we harness the natural synergy of the hemp plant through cutting edge scientific process."

" Our focus on the needs of our users means we're constantly leading the way in research and innovation. That 's why of all of our products are harvested exclusively from organic hemp, and contain 0% THC. Our Oral Drops & Oral Spray come in 3 delicious flavours(Berry,Lemon&Natural)and have been designed for ease of use when on the go. They 're the perfect starting point for your CBD journey. For cosmetic users looking for local CBD action. why not try our Skin Cream and Muscle Balm? Each one is made from a hand- selected range of ingredients, including organic essential Oils."

"If you want to discover more about our CBD range , reach out to us below."

" Buy yours online now"

The advertisement above is taken from True Health magazine's December/January 2020 edition, page 5. It is an advertisement for Vitality CBD natural products, the UK's number one CBD brand, including drops, sprays, and balms, which are used to support the immune system, provide calm, and aid in sleep. The advertiser here uses many devices to attract the reader's attention and persuade them to get the advertised products. The advertiser plays it smart by allowing customers to decide whether or not to purchase the advertised product by using information about the product and providing the number of Vitality CBD users in the advertisement headline. Furthermore, the advertiser employs a visual appeal to capture the reader's attention and establish a link between the advertised products and their source by including a picture of the product name between plants and trees to emphasize the idea that their products are natural and organic.

In this advertisement, the advertiser uses lexical devices as a technique to grab reader attention and make them curious about the products that have 1.3 million users in the UK. The advertiser employs sentences to describe the products and their features in order to persuade the reader of the product's benefits. The use of imperative verbs in advertisements encourages readers to interact with the product and make the decision to purchase it. The advertiser uses imperative verbs like *buy*, in *Buy yours online now*,

and the verb *reach out*, in *reach out to us below*. Using these verbs as commands and suggestions indicates to the audience that there is no time to think and take the action of buying products. Furthermore, the advertiser uses another part of speech as a lexical-syntactic device, which is the pronoun *yours*, in *buy yours online now*. The pronoun *yours* conveys to the readers a sense of belonging to the advertised product. The other pronouns used are *you* twice, *we* twice, *our*, four times, *us*, and *your* once, as a way of grabbing attention and giving the sense of directly speaking with the target readers. Moreover, using the adverbs *already*, *now* and *constantly*, the use of *now* in *buy yours online now* orders readers in a subconscious manner and attract the readers more than other adverbs, it has a stronger impact than just saying "*buy yours online*." Additionally, a great number of common nouns are used in this advertisement, the advertiser employs nouns seventeen times. However, common nouns like *Oral Drops*, *Oral spray*, *Skin Cream*, and *Muscle Balm* are used by the advertiser to attract the attention of the readers because they are written with capital letters at the beginning like proper nouns.

This advertisement employs a figure of speech in the form of hypophora and parallelism. The advertiser employs hypophora twice in this advertisement. The advertisement starts with a question: *Do you know there are 1.3 million CBD users in the UK already?* as a way to draw the audience's attention. and raise the issue of the products used by 1.3 million people. Furthermore, when mentioning a cosmetic product, the advertiser employs hypophora by saying, *Why not try our skin cream and muscle balm?* It is necessary to note that the use of questions largely influences the readers and makes them curious to continue the advertisement's message. Additionally, the advertiser employs repeatedly the pronoun more than one time, such as *you*, *we*, and *our*, which are also present a form of parallelism.

In this advertisement, the phonological level is used through the use of assonance. The repetition of a vowel sound is known as assonance. The repetition of the vowel sound *a* in *Nature's Alternative* is an example of the use of a phonological device in this advertisement. Using these strategies by the advertiser implies that such stylistic devices can improve communication and increase product popularity. In addition, the repetition of sound is considered a parallelism device.

Text 3.

"A GREAT DAY STARTS WITH GREAT NUTRITION,"

**A Contrastive Stylistic Study of Online Commercial Advertisements in
The True Health and Family First Magazines**

"Why not take a supportive supplement to strength your respiratory system before the trees are pollinating and the flowers are blooming.?"

*"ARE YOU ONE OF THE 10 MILLION PEOPLE WHO SUFFER FROM HAY
FEVER?"*

*" This unique formula provides a proprietary blend of time-honoured and well- know
herbs including, boneset, fennel seed, fenugreek seed, horseradish root, and mullein
leaf."*

The advertisement above is taken from the April/May 2017 edition of True Health magazine. This is an advertisement for ordering vitamins, herbs, and supplements. The advertiser in this advertisement employs persuasive techniques by using stylistic devices to make the intended message clear. The advertisement uses a variety of lexical devices to make the reader think about the product and also makes use of phonological device to attract the reader's attention. This is done to make this advertisement memorable and interesting.

At the lexical level, the advertiser uses a variety of parts of speech as techniques to make the advertisement stand out and hold the attention of the readers. The use of adjectives is regarded as one of the techniques that catches the reader interest in reading the advertisement and curious about the product. The advertiser employs adjective *great* twice such as *A GREAT DAY STARTS WITH GREAT NUTRITION*, to emphasise that their products are the best option. Also, the advertiser uses the adjectives *unique* and *well-known*, and supportive *in this unique formula, well-known herbs, and supportive supplement* to describe the product's features. Using these informative words or phrases as devices to convey the message of the advertisement to the readers will enable them to understand and make informed decisions. Furthermore, the advertisement uses an imperative verb such as *take*, in *Why not take a supportive supplement...?.* Besides, the use of the pronoun "you" is an attempt to create the impression that the advertiser is speaking directly to the readers, causing the target readers to pay more attention to the advertisement. However, the advertiser uses noun seven times in this advertisement, *NATURE'S SUNSHINE* and *HAY FEVER* are the examples of using proper nouns, while the advertiser also uses the common nouns *DAY* and *NUTRITION* written with capital letters like proper nouns to attract the reader's attention.

In addition, the advertisement employs a specific figure of speech to attract the reader's attention by using the parallelism and hypophora devices. The advertiser uses hypophora twice in this advertisement the advertisement starts with the question, *ARE YOU ONE OF THE 10 MILLION PEOPLE WHO SUFFER FROM HAY FEVER?*. The use of this question at the beginning of the advertisement attracts readers and makes them curious about the advertised product. Also, the advertiser uses another question to advise people to use this product if they need it and persuade the readers to buy it.

This advertisement incorporates a number of phonological devices, such as alliteration, rhyme, and consonance. Alliteration is employed in *A GREAT DAY STARTS WITH GREAT NUTRITION*, where the advertiser is trying to influence the audience by describing the product as the best choice, which is represented in the repetition of the word great two times. On the other hand, the repeated use of the same sound and the similar consonance side by side in this advertisement make the advertisement effective. For instance, the use of words such as *suffer* and *fever*, *great day*, and *great nutrition* is an example of parallelism in this advertisement. Further, the repetition of the similar sound in the two words *natures* and *nutrition* is an example of using consonance. Thus, using these devices enhances the attraction of the advertisement.

4.2.2 Stylistic Analysis of the Family First Magazine's Commercial Advertisements

Text 1.

" Ready for back-to-School Adventures?"

" A gentle touch for everyday splashes, sniffles, and spills"

" now available at sanisbuyer's. "

The commercial advertisement above is taken from Family First magazine, issue 3. It's an advertisement for a tissue product with information about how we're preparing to return to school. The advertiser uses simple language to convey the advertising message and persuade the target audience to buy the product. The lexical and phonological devices used in this advertisement make it effective and memorable. The use of the picture of the little girl and her dad indicates the target audience of the advertised product.

A Contrastive Stylistic Study of Online Commercial Advertisements in The True Health and Family First Magazines

At the lexical level, the parts of speech used in this advertisement are the adjective and adverb. The advertiser uses the adjectives *gentle* and *available* to attract readers' attention; as mentioned before, readers are attracted to the advertisement that used an adjective in describing the message of the advertised product. The use of the adjective *gentel* in this advertisement is a way for the advertiser to give an informative message to the readers about the product's benefits. Additionally, the use of the adverb *available* and the adverb *now* as in *now available at Sanibuyer's*, is an example of enhancing the reader's perception that the product is there if they need it now, as it is an invitation for them to buy the product. Moreover , the advertiser employs common nouns twice in this advertisement, which are *School Adventures* with capital letters like proper nouns as a way to grab readers' attention.

The hypophora is an examples of figures of speech that are employed in this advertisement. The use of the rhetorical question is the hypophora in this advertisement. The advertisement starts with the question, *Ready for back-to-school adventures?* as a way of speaking with readers without needing an answer from them, the advertiser uses this technique just to evoke the reader's interest and curiosity about the product.

The advertisement above employs rhyme. As already mentioned, the repetitive sound's rhythmic pattern makes it simple to memorise and remember the advertisement. the advertiser uses the repetition of the "s" letter at words like "splashes," "sniffles," and "spills" as a way of creating phonological parallelism in this advertisement to call the attention of readers. Also the repeated initial "S" sound known as alliteration.

Text 2.

"pop it like it's metcalfe's."

"PERFECT FOR PECKISH POPCORN LOVERS."

"PICK UP A BAG TODAY."

The advertisement above is a commercial advertisement from Family First magazine's issue 2. The advertisement is about Metcalfe's popcorn product. The advertiser introduces the product by describing it and using persuasive lexical and phonological stylistic devices to make the advertisement more effective and grab the

reader's attention. Noticeably, the advertiser is utilising these features to promote the advertised products as a way to create interest in the readers. Advertiser employs a variety of stylistic devices to differentiate their advertised product from those of their rivals, including the use of an exaggerated phrase like *Pop it like it's Metcalfe's*, and *Perfect for peckish popcorn lovers*.

According to the parts of speech used in this advertisement, the advertiser employs the common nouns BAG and LOVERS with capital letters like proper nouns as a way to attract the attention. The use of the adjectives *peckish*, *perfect*, and *suitable* in the advertisement arouses readers' attention to the product and makes the advertisement more reliable for the readers than any other popcorn product. Also, the advertiser uses the adverb *today* in *Pick up a bag today*, to indicate that the readers should try the product and make the decision to purchase it immediately when they see it. Furthermore, the use of the imperative verb *pick up* in *pick up a bag today*, is intended to instruct the readers to take the action and convince them to buy the product.

The figures of speech that are used in this advertisement are hyperbole, and simile. This advertisement employs hyperbole to exaggerate the fact that their product is the ideal choice for popcorn lovers. In accordance with the parallelism, the repeated *p* letter in the initial words such as *pop*, *perfect*, *peckish*, *popcorn*, and *pick* is intended by the advertiser to make the advertisement more attractive and interesting to the readers. At the same time, the use of simile in this advertisement is presented by using the phrase *Pop it like it's Metcalfe's* to exaggerate that the Metcalfe's product is the best choice of popcorn.

The use of alliteration and rhyme is an example of a phonological device in this advertisement. The repeated "p" sound at the beginning of every word like *pop*, *perfect*, *peckish*, *popcorn*, and *pick* is the use of the phonological device *alliteration*. Besides that, the advertiser uses the repetition of the rhyming sound, as in the S sound at the end of each word, like *it's*, *Metcalfe's*, *lovers*, *packs*, *vegetarians*, and *flavours*.

**A Contrastive Stylistic Study of Online Commercial Advertisements in
The True Health and Family First Magazines**

Text 3.

"IT'S TIME TO TAKE A BIG BITE OUT OF HEALTHY SNACKING".

"Real fruit Real flavour Real fun!"

"100% natural ingredients"

"no added sugar" "never from concentrates"

This commercial advertisement is taken from Family First magazine's issue 8. It is an advertisement for a healthy strawberry snack for toddlers, made with fruit and veggies. The advertiser begins the advertisement with a simple message designed to persuade the reader about the advertised product while also revealing its true details. Nonetheless, the advertisement achieves its stylistic goal of easily capturing the reader's attention by using stylistic lexical and phonological devices.

In this advertisement, the advertiser employs adjectives as a part of speech to make the message more effective and persuasive. The advertiser uses the adjectives *healthy* and *natural* to draw attention to and emphasise the idea that the advertised product is a healthy snack with natural material that is healthy for kids or adults. Moreover, the use of the adjective *real* indicates the emphasis on the idea that the advertised product is natural, made with real fruit and flavour. As it is known, the adjectives are used to describe the noun, so there are three common nouns that are used with capital letters to attract readers, which are Fruit, Flavour and Fun. The adverb *never* is also intended to be used in *never from concentrates* to attract the reader's attention.

The use of figures of speech in this advertisement by the advertiser is intended to make the advertisement more interesting and stand out. The advertiser's use of the word *real* three times was intended to convey the idea that the product is healthy and natural, with no side effects and can be considered as an example of parallelism in this advertisement. Furthermore, this advertisement contains hyperbole when the advertiser uses the phrase *A big bite of healthy snacking*. This phrase is seen as hyperbole in this advertisement. The advertiser exaggerates by using this phrase to convey the message that a little snack has as many benefits as a real meal or real fruit.

The phonological device used in this advertisement is alliteration. The advertiser employs alliteration as a stylistic phonological device , which is the repetition of the first sound in each word. The repetition of the sound "f" as in "frui," "flavor," and "fun" is an instance of alliteration. Furthermore, the repetition of the sound "b" as in "big bite" is considered an example of alliteration. Using similar sounds in advertisements to emphasise and engage readers.

5. Conclusion

The study shows that advertisers use certain stylistic grammatical, lexical, and phonological devices to achieve their purposes, which are to promote products and appeal to readers. The analysis of True Health's advertisement has shown that use of common nouns with capital letter, imperative verbs, adjectives and pronouns is the best way to capture readers' attention, give them a sense of belonging, and engage them with the advertisers. while adjectives represents as the most stylistic lexical syntactic device in the commercial advertisements of Family First magazine. This indicates the fact that the advertiser has preferred using adjectives in an attempt to describe the advertised products to readers and persuade them to buy the products by providing necessary information about the products. The analyses have also shown that both magazines have used parallelism as the most prevalent figure of speech in all the selected data. The results have shown that advertisers use phonological patterns of languages as a technique to make the flow of words appealing and captivating to readers and make their advertisements more appealing. The use of alliteration has achieved the highest frequency of occurrence in health commercial advertisements in Family First magazine. On the other hand, rhyme has achieved the highest frequency of occurrence in health advertisements in True Health magazine.

**A Contrastive Stylistic Study of Online Commercial Advertisements in
The True Health and Family First Magazines**

References

- Agbede, G. T. (2016). Stylistics in advertising: A comparative analysis of selected bank advertisements in newspapers and magazines from South Africa and Nigeria (Doctoral dissertation).
- Al-A'ssam S.A.A, Suker Z.H., A Contrastive Stylistics Analysis of Covid – 19 News in The Guardian and The Sun British Newspapers, January-March 2022 Vol 12, Issue 1; 462-488 DOI: <http://doi.org/10.37648/ijrssh.v12i01.023>
- Chetia, B. (2015). Rhetorical devices in English advertisement texts in India: A descriptive study. *International Journal of Social Science and Humanity*, 5(11), 980.
- David Crystal, D. (2008). *A Dictionary of Linguistics and Phonetics*. Blackwell Publishing.
- de Waal Malefyt, T., & Moeran, B. (Eds.). (2020). *Advertising cultures*. Routledge.
- Dyer, Gillian. (1982) *Advertising as Communication*. London: Routledge.
- Epure, M., & Mihe, L. C. (2018). *The Role of Language and Symbols in Promotional Strategies and Marketing Schemes*. IGI Global.
- Fahnestock, J. (2011). *Rhetorical Style: The Uses of Language In Persuasion*. Oxford University Press, Inc.
- Fahnestock, J. (2011). *Rhetorical Style: The Uses of Language In Persuasion*. Oxford University Press, Inc.
- Fomukong, S. E. A. (2016). Stylistics analysis in advertising discourse: A case of the dangote cement advertisement in Bamenda-Cameroon. *Advances in Language and Literary Studies*, 7(6), 105-112.
- Hanif, S., Ahmed, M., & Aftab, M. (2015). A Stylistic Analysis of William Henry Davies' "Leisure". *Journal of Literature, Languages and Linguistics*, 31-32.
- Harris, R. A. (2017). *Writing with Clarity and Style: A Guide to Rhetorical Devices*.

- Jafari, S. M, & Mahadi, T. S. T. (2014). The language of advertisement and its features and Characteristics: Investigating the issue from a deeper view. International Journal of English and Literature, 4(6), 9-14.
- Kane, T. S. (1988). The Oxford Essential Guide to Writing. Oxford University Press.
- KENNEDY, G. A. (1999). CLASSICAL RHETORIC & Its Christian & Secular Tradition from Ancient to Modern Times. The University of North Carolina Press.
- Khan, A. B., & Jabeen, T. (2015). Stylistics analysis of the poem „To Autumn“by John Keats. International Journal of Academic Research and Reflection, 3(1), 128.
- Lee, M., & Johnson, C. (2005). Principles of Advertising : A Global Perspective . Routledge.
- Leech, G. N. and Short, M. H. (2007) "Style in Fiction: A Linguistic Introduction to English Fictional Prose." Edinburgh Gate: Pearson Education Limited.
- Linghong, Z. (2006). The linguistic features of English advertising. Celea Journal, 29(1), 71-78.
- Namwandi, A. I. (2019). A stylistic analysis of language use in advertising: a study of advertisement of selected small to medium entrepreneurs in Oshana region (Doctoral dissertation, University of Namibia).
- Shariq, M. (2020). Tools and techniques used in the language of advertisements: the linguistic perspective. Media Watch, 11(3), 565-580.