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Research on Advertising Language from the Perspective of Sociolinguistics

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Abstract:

Sociolinguistics is the science of studying the relationship between language and society while advertising language truly and vividly embodies the relationship between language and society. As the product of the development of social and economic life, advertising is inevitably affected by many social factors, such as social change, region, gender, age and so on, which simultaneously highlight its social characteristics. From the four main social characteristics of advertising language, this paper develops the research of advertising language under the perspective of sociolinguistics, which specifically reveals the close relationship between advertising, linguistics and society. This practice is undoubtedly conducive to promoting the win-win situation between advertisers and sociolinguists, that is, promoting advertising effect and at the same time enriching sociolinguistic research.

1. Introduction

Nowadays, the market competition is becoming fiercer and fiercer. In order to achieve the purpose of convincing consumers and selling more products, the importance of advertising language is self-evident. Language is the soul of advertisement. We all know that successful advertisement relies on a wide variety of impressive advertising words to make the product household name. According to the AIDMA principle that is put forward in 1898 by ES. Lewis, a well-known American advertising scientist: successful advertising must first attract the attention of the audience, arouse their interest in products or services, thus producing their desire to buy products or demand for services [1]. Finally, put it into action, that is to say, turn their desire into purchase. Advertising mainly takes the effect of advertising language and the feelings of the audience and many other relevant factors into consideration. Its language adopts rich and colorful forms to achieve the effect of AIDMA. There are multiple understandings of the connotation of language. According to Sapir, "language is a purely human owned, not an instinctive way to exchange ideas, feelings and wishes by relying on deliberately made symbols." Chomsky believes that

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"language is a group of finite or infinite sentences, in which the length of each sentence is limited and composed of a group of finite components."

The most basic and main function of advertising is to transmit information, widely publicize it, that is, the role of notification. To be able to play the role of informing can be called advertising, through clear information to let consumers know the brand, understand the brand, so as to achieve the purpose of marketing. In the marketing campaign, advertising is the channel to introduce new products into a new area. At this time, language plays a vital role. With the progress and development of social and economy, advertisement plays a more and more important role in people's daily life. Advertising is everywhere, all the time. Up to now, the advertising industry has made a large number of comments on the existing advertising cases. It is not difficult to find that most of the domestic research on advertising is carried out from the perspective of communication and marketing. Few studies are carried out from the linguistic point of view. Other studies on advertising language are only scattered in the study of advertising language as a whole [2]. This paper will study the charm of advertising language from a new perspective, that is, the relationship between society and advertising language. It will deeply reveal the mystery between advertising language and sociolinguistics from the following four aspects: social change, region, gender and age. Although the social factors affecting advertising language are complex and diverse, we have selected the four most important factors. As for how they stand out from so many factors, the second, third, fourth and fifth parts of this paper are discussed in detail. It is hoped that the research content described in this paper can provide reference for advertising language manufacturers and advertising audiences, and if possible, it will promote the healthy development of advertising media language.

2. Social Change

Language can not be separated from society, and similarly, society can not be separated from language, which is an important argument coming from contemporary sociolinguist Romaine. In 1985, Vestengaad and Schloder pointed out in the preface of The Language of Advertising: "Advertising reflects certain aspects of contemporary social values and social structures." That is, language is the mirror of social reality, which can reflect the social reality. Advertising makes people change their way of life, renew their values and accept the new consumption concepts and habits that represent modern culture. Consequently, once advertising language makes full use of national culture, it is able to firmly grasp the psychology of consumers and gain their sense of identity, which adds a selling point to the product invisibly. And in many cases, the value of this new selling point most likely far exceeds the value of the product itself. For example, after the May 4th Movement, China was hit by foreign forces and the crisis of saving the country suffering from domestic and foreign aggression has become an urgent task for our Chinese people. The slogan of "saving the country by industry" appears, which is based on the wide social situation at that time had proved that the language at the right time play a pivotal role in urging people to boycott foreign goods but to support domestic products. Obviously, it is these advertising words that awaken more people's spirit of patriotism and nationalism. Besides, in the process of producing "Sanjiao" towels, the Shanghai Sanyou Industrial Society competed fiercely with Japanese businessmen. It is wise of them to take advantage of the shooting of patriotic students in Shanghai by imperialists and the rising anti-imperialist sentiment of the people [3]. The newspaper published an

advertisement entitled "Crying for the Students Killed on Nanjing Road", advocating domestic goods, and arousing the public. There is no doubt that under the specific historical rules of the time, this advertisement can play a more prominent role in resisting foreign goods and promoting domestic goods. The two vivid examples strongly prove the impact of social change factors on people's shopping choices.

Nowadays, with the improvement of people's living standards, the connotation of "green food" and "pollution-free food" is representative, which implies people's social life needs, emotional needs, and aesthetic needs. The advertising language not only reflects people's quality of life, and consumption concepts, but also plays a role in transmitting modern life ideas and scientific consumption concepts, and guiding people to develop correct and fair consumption. The way people speak reflects the living environment around them. Sociolinguistics is the study of how social factors are reflected in people's language. Subsequently, it can be said that social change has a great influence on the development and use of language. And the language to a certain extent also reflects the development and progress of society. For example, the renewal of neologisms and network languages is also a novel perspective on the development of society. After World War II, the emergence and composition of several kinds of new words in American English presented the development of American society. With the rapid development of computer and Internet technology, some affixes such as virtual, net, web, cyber, ware, and others emerge many new words related to the Internet. The formation of these new words is closely related to the social conditions at that time, so we can draw a conclusion that it reflects almost all aspects of society. Therefore, it is a new trend of thought to study advertising language from the perspective of sociolinguistics.

Under the condition of the market economy, the advertisement propaganda of the enterprise pays more attention to the combination of science and technology and humanism, and it also pays more attention to its combination with the mainstream social text. At the same time, it also takes pains to attach the characteristics of the product to make advertising, which brings people a kind of beautiful enjoyment. The quality of advertising language directly affects the effect of advertising [4]. Therefore, in the process of designing advertising languages, advertisers often use a variety of means to make their language unique in order to achieve the 'sales promotion' of advertising and make the audience have the desire to buy after watching or listening to their advertising. The most common method is to resort to the intertextuality of language expression, that is, the deviation or variation of famous quotes, allusions, proverbs, fixed idioms, idioms, and idioms, as well as the use of various rhetorical devices, which shows that advertising language can reflect the social reality of the same era. Take car advertising as an example, especially those deep-rooted luxury car brands which are familiar to us, they have their own advantages in technology, function, appearance, and other aspects. Its advertising language is reflected in the brand culture, which is very creative and charming. For instance, Mercedes-Benz: leadership era, control the future. What can we learn is when designing advertising language, advertisers must take into account the social situation and hot current events of their time in order to achieve the best social effects.

3. Region

The regional difference in advertising language refers to the different ways of expressing advertising language according to the differences of people in different regions. When people use language, they naturally have regional characteristics in it.

Therefore, when many regional advertisements are put into a different place, advertising terms often use languages with dialect colors and characteristics according to local customs and culture. There are two advantages: on the one hand, language barriers can be avoided, making it much easier for the audience to understand the meaning of advertising; on the other hand, the advertising language of dialects is very consistent with the audience in psychology and living habits, which can make the audience more willing to accept the advertisement and produce a sense of intimacy and identity when receiving advertisements. The content of urban advertising is diverse, such as toothpaste, cosmetics, diamonds, mobile phones and cars, and so on. For this consumer group, advertisers use exquisite design, and rich connotation of the language to show the high quality of goods [5].

Take De Beers diamond as an example, Diamonds are always permanent, and one is always handed down. Compared with urban advertising, the types of rural advertising are relatively limited, mainly in the field of poultry feed, household motorcycles, agricultural machines, instant noodles, and other aspects closely related to the daily life of villagers. This undoubtedly echoes the characteristics that China is a typical large agricultural country. And the vast majority of people in China are farmers, which affects the focus of production. The advertising language is simple, focusing on the quality and practicability of the products, such as well cultivated land, I choose 'Jinlai Bao' to get rich. Therefore, the use of language inevitably reflects regional differences. The same is true of advertisements. The geographical difference in advertising refers to the broadcast of different programs by radio and television stations according to the scope of the area covered. It may also be for the specific planning of a particular region, such as local news broadcasts and targeted advertising. Therefore, advertising designers need to flexibly adjust to changing circumstances when designing advertisements. Generally speaking, in advertising aiming at the whole country, Mandarin, which can be understood by the whole country, will be the main advertising language. Dialects undeniably reveal the regional nature of advertising. Most of the advertisements in our country are in Putonghua, in order to attract the attention of as many customers as possible and stimulate their desire to buy. Some local advertisements also use local dialects. This makes consumers feel intimate and more aware of the advertisement, and it also increases the impact of the marketing. For example, in Guangzhou and other places where Cantonese is used, Cantonese is usually used as the advertising language [6]. Fast food restaurants such as McDonald's and KFC are typical examples, in Guangzhou and other places sometimes, they use Cantonese as propaganda language.

In the international marketing environment, if marketers want to explore a new market in a country or region, the first test is advertising to attract foreign customers. The Chinese culture has a long history, and wine culture is also a very important part of it. In the advertising of wine products in China, in order to express the quality of products, products are usually linked to the history of China. For example Jiannan Chun wine, and Tang Dynasty palace wine. However, Westerners prefer to use direct advertising language to express: "go and get it at once" buy it, fit it well, take action right now. Toyota advertising in Japan is another typical model. In order to adapt to the cultural context of western consumers, the advertising word of Toyota in the west is the famous proverb Where there is a way, there is Toyota. We successfully applied the original version "Where there is a will, there is a way." in English to Japanese culture. In China, the advertisement for Toyota car flexibly applies to ancient Chinese poem to translate: "there must be a way in front of the mountain, and there will be a

Toyota car. The artistic conception goes straight after Tang poetry and Song poetry, and it also conforms to the social culture of the Chinese language audience. Besides, China's famous "White Elephant" brand battery, although it is suitable to cultivate semantic equivalence in English White Elephant, while it is bad advertising from the point of cultural information equivalence because white elephant means "useless but cumbersome" in western countries [7]. In this case, if the advertising can not be adjusted according to the different regions, the marketing effect can not be acquired. Different regions and cultural and historical environments have their unique social cultures, so advertising with national characteristics or backgrounds is more likely to be accepted by the target customers.

4. Gender

People not only create the language, but also the user of the language. Therefore, the study of linguistics should also be studied from the perspective of people. The most significant difference among people is gender differences. Society is made up of men and women. A society may have only one language, but there must be a variety of language forms for men and women. The relationship between gender and language is an indispensable part of linguistic research. There are not only gender differences between men and women but also great differences in psychological status, interests, and hobbies. Substantial studies have shown that men prefer advertising information that emphasizes competition and displays dominance, while women prefer advertising information that is as important as self-expression as others [8]. Generally speaking, the gender characteristics of women are gentle and mild, while men are determined and bold. Therefore, in the process of designing advertising language, the style of advertising language that the two genders prefer will also be different according to the gender characteristics of the audience group. Gender differences can be found in some advertising languages. There are differences in the language of commodity advertising in the same category. Take the bath lotion as an example, the female bath lotion "Ai Shi", adopts the female favorite small design, takes the romantic rose pink as the main tone and draws many rose patterns, the description language is "romantic floral fragrance, moisturizes, stays fragrant longer". Another bath lotion advertisement promotes the use of this bath lotion from a man's point of view to make women irresistible. A woman in a short skirt was playing billiards with a man, but it was not billiards that kept a man's eyes, but her. Finally, there was a bath scene, which turned out to be because she was using XX bath lotion. Women position themselves as being appreciated, hoping that they are more attractive, being the focus of attention. It is also the male bath lotion advertisement that starts from another angle of view. "charcoal bath lotion" bottle body with black and brown flavor of the main tone, "sweating cool". Clean and better! sweat, dirt immediately bye-bye. And then the protagonist spoke loudly about his experience "cool!" after he ran out. Background music is a sonorous and forceful roar full of male strength and power, which reflects a completely different style from that of women.

Traditional Confucianism influenced the thoughts of the Chinese people, and Chinese women were often defined as gentle and affectionate. Therefore, in advertising, the image of women and the language used are feminine. If you want to show ambitious features in advertising, you usually choose a male character and use a language full of masculinity. For example, there are a lot of advertisements for alcohol products. The characters in the advertisement are all men. In Western countries, however, since the outbreak of the feminist movement in the United States

in the 1930s has spread rapidly throughout the Western world, this has greatly reduced gender differences. The role of women also appears in many advertisements, although it does not seem appropriate to the Chinese. It is not hard to find that it will mainly use rich colors and portray adjectives in the advertising language with women as the audience. But for the male audience, because of the more rational personality characteristics of men, advertising will generally focus on the quality of the product and consumption experience in the picture and language. And its advertising language will also have the male characteristics of domineering. Therefore, those advertising copywriting for male users, do not have to write too fancy but should pay attention to the inherent quality of goods, and performance publicity. For example, Panasonic electric razor advertising copy: the new Panasonic electric razor, unique washable function, intelligent logic system, ultra-smooth technology, independent floating control system, to lead the world in the new technology, committed to providing elite men with the supreme shaving feeling and meticulous comprehensive service [9]. With so a professional function introduction, there is no doubt that men who pay attention to the substantive information of goods have a sense of interest and trust in the product. Coupled with no trace of flattery, it is indeed very seductive for men. In addition, to different varieties of products, its advertising language forms are also prominent. The most prominent part of the female notice is the cosmetic advertisement "the bottom makeup is not breathable, the Meibao dream breath powder solution, the unique air cushion technology, contains millions of micro-rice cells, let the skin breathe freely, special concealment, pore invisible, find moving and impeccable dream skin." This advertisement uses a lot of descriptions and fits the aesthetic requirements of women. Male advertisements mainly highlight the masculinity of men, with more emphasis on success and style. Such as the advertisement for seven wolves: dance with wolves, which shows the hero. The whole sentence pattern is not wordy, and complicated, using personification rhetorical devices. And apple: The power to be your best. The sentence pattern is simple but meets the inherent needs of male customers.

Compared with female advertising, we can see that male advertising language is simple, but more rhetorical devices are used to strengthen mood, while female advertising language uses nouns and adjectives more. In fact, this is distinguished according to the personality differences between men and women. It is the needs of users of different genders that stimulate the continuous updating of advertising language, promote the development of advertising language design, and also affect and change people's way of life. Besides, the universal existence of gender differences between men and women also promotes the development of advertising language differentiation, which has become an inevitable trend all over the world [10]. Therefore, it is very necessary to study the gender differentiation design of products in advertising language, which can not only reflect the humanistic care of the design, explain the importance of advertising language, but also guide the correct desire for consumption.

5. Age

Dai Qingxia pointed out: "there are age differences in language which is the most intuitive and common of all the differences." For people of different ages, the advertising language will also be adjusted accordingly. After all, each age group has different acceptance and preferences for things. For example, if trendy words such as "Xiao Qiang" appear in advertisements for middle-aged and elderly consumers, it will

not only be confusing but may also have the opposite effect. Wardhaugh once said that "young people are usually the vanguard of most language changes." Therefore, advertisements for young consumers tend to appear with some new words and new expressions, thus attracting young people. The pursuit of "personality" is publicized, so advertising language should choose some new words or fancy words to attract the attention of young people. Here is a good example: Hi-fi, Hi-fun, Hi- fashion, only from Sony (high fidelity, high fun, high fashion only comes from Sony.). In this Sony advertisement, the use of language variants and the use of words with the same pronunciation in English to change from high to high attracted the attention of the target group at a glance (Attention). In addition, fi, fun, and fashion rhymes to make the advertisement sound novel and interesting, which arouses the interest of young people (Interest), and the words also use fashion and other lifestyles pursued by young people. Psychologically, it can attract the yearning (Desire) of target groups, and the advertising language itself is simple and easy to remember (Memory). Such an advertisement captures the consumers both visually, auditory, and psychologically, which finally is in line with the AIDMA rule [11].

The consumers of a commodity tend to be concentrated in a certain age group, while the commodity with different characteristics has the main consumer market of different age groups. Sociolinguists believe that there are some differences in the languages used by people of different ages, each with its own characteristics. Advertising language, especially the language used in commodity advertising targeting different ages, is doubtlessly different. Only by grasping the psychological characteristics of each age and the language characteristics expressed in language, taking corresponding advertising strategies, can advertising be effective and bring greater benefits to advertisers. We all know that children are innocent and pure, easily influenced by others. They hold the view that I want what others have. In other words, they are not only full of novelty to the world but also have a strong desire for food, with weak resistance. When it comes to advertising for children's goods, to firmly grasp the naive, frank, curious, happy, and other characteristics, the designers as far as possible tend to choose a concise and bright images which are full of children's style. Such as sweet, sour, Wa Haha and Ad calcium milk, and so on, the secret to their success is that they are very in line with the psychological and linguistic style of children. Moreover, the middle-aged and the elderly often do not like fast food, carbonated drinks, and so on, instead, they prefer healthy food and wholesome products. The main consumer of high-tech digital electronic products is the young people who walk on the front line of modern life trend. Of course, this phenomenon is not absolute, and there are other possibilities. If some goods are very popular, their consumer market will never be limited to a certain age stage, that is to say, its age span is relatively large. However, the distribution rate of goods in different age groups is different. For example, people of all ages may buy bottled mineral water. However, the purchase rate of children and the elderly is much lower than that of adolescents. The characteristics of goods are closely related to the demand of people of different ages. Age is an important reason for the formation of common consumption. Consumers of the same age group have similar consumer demand, while consumers of different ages show great differences in consumer demand. Consumers of different ages, their psychology and behavior are different. Young consumers tend to chase trendy fashion, pursue individuality, and be impulsive. Older consumers more comprehensively consider purchase demand, desire, purchasing power, and so on. Compared with young people, they put more emphasis on practical values. In a word, for consumers of different ages, advertising language should actively make

appropriate changes and innovations. It can be imagined that if businesses in the advertising language for the elderly consumer groups are in the emergence of "power" and other trendy online vocabulary and language, consumers may not be fully clear what the meaning is, which will make them confused and even resentful. But for young consumers, they're "cool", and their spending proposition is, "what I like is the best." The advertisements for the elderly often express concern and warmth in ordinary language, so that the lack of psychology of the elderly consumers can be filled in the scenes presented in the advertisements, thus triggering their desire to buy. For example: Tuantuan Yuanyuan Dali Yuan. The advertisement captures the old people's desire for reunion and harmony. In addition, the picture of the advertisement creates a warm atmosphere and makes consumers feel happy when they eat Daliyuan food, so as to achieve the purpose of promotion.

The discovery has enlightenments for our workers in charge of advertising language design. Therefore, when designing advertising language, we must take into account the age of its target consumers. That is because people of different ages often have different sensitivity to advertising language. Most children have the characteristics of naive curiosity and a simple mind, and they prefer interesting and seductive things. In addition, they have intuitive needs, and rarely consider the practical value of goods, leading to their understanding of goods being intuitive and superficial. Although with the growth of age, young people are becoming more and more sensible, their consumer psychology is still more sensitive, still easy to pursue fashion and trends. The group is sensitive to the popular trend and the rise of new things, and they also pay much attention to the performance of self and personality, hoping to show their own individuality in consumption. We all know that Nike's advertising language "JUST DO IT" is in line with the mentality of youth, to do it, as long as action, not afraid to be different, so that the brand quickly and deeply popular, favored by young people. Middle-aged and old people due to their rich experience, hold more rational consumer psychology. Compared with personality and trends, they prefer the things that are safe, and practical. That means the group pays attention to the function and practical utility of goods. Anti-theft advertising "Panpan to home, live and work in peace and contentment" is also in line with the psychological needs of the middle-aged and elderly safety, so it has been accepted by the public to make the brand of "Panpan" widely spread. All in all, advertising language must cater to its consumer market, actively grasp consumer psychology, and pay attention to the consumer psychology of different ages.

6. Conclusions

Advertising language is a communicative language. Reflecting certain communicative competence, economic competence is a crucial concept in sociolinguistics. Advertising language is the epitome of the cultural connotation of each region and nation in different historical periods, reflecting the changes of the times and the differences in geography and culture. Successful enterprises and businesses should pay attention to the social power of advertising on the premise of ensuring quality and reputation. Nowadays, advertising is no longer just a representative of a purely commercial nature, but also a template for a new language that has been accepted by the public. Yang Yong once said that language is a record of the activation of social life: language is a wide-angle mirror reflecting the style of the earth's society; language is a picture of the history of social change; language is an encyclopedia of social behavior. From the perspective of social speech, the analysis of

advertising language is not only for the vitality of sociolinguistics, but also adds sociolinguistic advertising language to the design of advertising language to meet the needs of the public. Language and society are not independent of each other, social language, and advertising language because of a number of common features and are closely linked. Of course, the paper only discusses the characteristics of advertising language from a few social factors, in fact, it will be far more than the four factors mentioned above. In a word, the social structure has sounded the use of one word, resulting in the difference in language. As far as advertising language is concerned, designers need to design different wide languages to meet the needs of the public in view of these differences, so as to achieve their original purpose.

As we all know, among the many factors of advertising, the influence of advertising language on people can not be ignored. It has an impact on people's hearts and excites people's emotions. It can be said that the vitality of language is obvious, particularly in advertising language. Language and society are not independent of each other, social language and advertising language are closely linked because of some common features. Advertising language should be effective. It is necessary to consider social factors and combine advertising with social life, which is helpful for advertisers to better understand society, better determine the orientation of advertising, and make advertising more effective. The study of sociolinguistics from the perspective of advertising language has brought new vitality to sociolinguistics, injected fresh blood, and enriched the achievements of sociolinguistics [12]. From the perspective of social linguistics, the study of advertising language makes advertising language more vivid and attractive. In addition, when creating advertisements, they are not simply creating a kind of design art, but a kind of creation to achieve business goals. According to AIDMA rules, we should think about whether the advertisements created by ourselves can reach the end of these five links and exert influence, or whether they can only attract consumers' attention, but fail to interest consumers. If there is no influence on consumers in the second link, advertising can be said to be ineffective. In order to achieve the achievement of advertising language, we have to take social factors into account, combine advertising language with social language, help people to better understand advertising, and also make the utility of advertising get the greatest interpretation so that advertising language is more effective.

Conflicts of Interest

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