Selling Food via Printed Ads: A Linguistic Analysis

Tereza Cyprisová

Bachelor Thesis
2014

Tomas Bata University in Zlín
Faculty of Humanities

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur
akademický rok: 2013/2014

ZADÁNÍ BAKALÁŘSKÉ PRÁCE
(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

Jméno a příjmení:	**Tereza CYPRISOVÁ**
Osobní číslo:	**H10170**
Studijní program:	**B7310 Filologie**
Studijní obor:	**Anglický jazyk pro manažerskou praxi**
Forma studia:	**prezenční**
Téma práce:	**Propagace jídla pomocí tištěné reklamy: Jazykový rozbor**

Zásady pro vypracování:

Analýza odborné literatury k diskurzní analýze a jazykové analýze reklamních sdělení
Sběr tištěných reklam propagujících jídlo
Formulace hypotézy
Analýza sezbíraného reklamního materiálu a testování hypotézy
Shrnutí a závěr, potvrzení, či vyvrácení hypotézy

Rozsah bakalářské práce:

Rozsah příloh:

Forma zpracování bakalářské práce: **tištěná/elektronická**

Seznam odborné literatury:

Cook, Guy. 2001. The discourse of advertising. London: Routledge.
Gee, James Paul. 2010. An introduction to discourse analysis: Theory and method. London: Routledge.
Goddar, Angela. 2002. The language of advertising. London: Routledge.
Radford, Andrew. 2003. Linguistics: An introduction. Cambridge: Cambridge University Press.
Verdonk, Peter. 2002. Stylistics. Oxford: Oxford University Press.

Vedoucí bakalářské práce: **PhDr. Katarína Nemčoková, Ph.D.**
Ústav moderních jazyků a literatur

Datum zadání bakalářské práce: **29. listopadu 2013**

Termín odevzdání bakalářské práce: **2. května 2014**

Ve Zlíně dne 22. ledna 2014

L.S.

doc. Ing. Anežka Lengálová, Ph.D.
děkanka

PhDr. Katarína Nemčoková, Ph.D.
ředitelka ústavu

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby [1)];
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 [2)];
- podle § 60 [3)] odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 [3)] odst. 2 a 3 mohu užít své dílo – bakalářskou práci - nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že

- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval samostatně a použitou literaturu jsem citoval. V případě publikace výsledků budu uveden jako spoluautor.

Ve Zlíně 1.5.2014 Opršová Pavla

1) zákon č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, § 47b Zveřejňování závěrečných prací:

(1) Vysoká škola nevýdělečně zveřejňuje disertační, diplomové, bakalářské a rigorózní práce, u kterých proběhla obhajoba, včetně posudků oponentů a výsledku obhajoby prostřednictvím databáze kvalifikačních prací, kterou spravuje. Způsob zveřejnění stanoví vnitřní předpis vysoké školy.

(2) Disertační, diplomové, bakalářské a rigorózní práce odevzdané uchazečem k obhajobě musí být též nejméně pět pracovních dnů před konáním obhajoby zveřejněny k nahlížení veřejnosti v místě určeném vnitřním předpisem vysoké školy nebo není-li tak určeno, v místě pracoviště vysoké školy, kde se má konat obhajoba práce. Každý si může ze zveřejněné práce pořizovat na své náklady výpisy, opisy nebo rozmnoženiny.

(3) Platí, že odevzdáním práce autor souhlasí se zveřejněním své práce podle tohoto zákona, bez ohledu na výsledek obhajoby.

2) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:

(3) Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije-li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacího zařízení (školní dílo).

3) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:

(1) Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst. 3). Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.

(2) Není-li sjednáno jinak, může autor školního díla své dílo užít či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.

(3) Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jím dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédne k výši výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.

ABSTRAKT

V mé bakalářské práci definuji a popisuji jazykové prostředky, které se vyskytují v tištěné reklamě na jídlo. Tyto reklamy se objevují především v magazínech, časopisech a novinách. V teoretické části se zabývám výrazovými prostředky a termíny, které je důležité popsat, pro chápání výzkumu. Při psaní teorie jsem použila různé zdroje a knihy, ze kterých definice pochází. Praktická část se zabývá výzkumem popsaných výrazů z teoretické části. Tyto jazykové prostředky, které se v tištěné reklamě na jídlo vyskytují nejčastěji, se týkají morfologie, lexikologie a syntaxem.

Klíčová slova: reklama, historie, noviny, časopisy, morfologie, lexikologie, syntax, tvorba slov, stažený tvar, skládání, zkracování, přejatá slova, podstatná jména, přídavná jména, zájmena, číslovky, slovesa, trpný, činný rod, věty jednoduché, věty složené, vety oznamovací, věty tázací, věty rozkazovací, čas, komparativ, superlative, personifikace, metonymie, metafora.

ABSTRACT

In my bachelor thesis I define and describe linguistics features in printed food advertising. These ads are often placed in magazines and newspapers. In theoretical part I deal with linguistics means and terms which are important to describe for better understanding of research. The explanation of these terms comes from different kinds of sources and books, which I used. Practical part focuses on the research of described definitions in theoretical part. These linguistics means, appearing in food printed ads are based on morphological, lexical and syntactical level.

Keywords: advertising, newspapers, magazines, radio, morphology, lexicology, syntax, word formation, contraction, compounding, clipping, borrowing, nouns, adjectives, pronouns, verbs, passive and active voice, simple and complex sentences, statement sentences, interrogative sentences, command sentences, tense, comparative, superlative, personification, metonymy, metaphor..

ACKNOWLEDGEMENTS

I would like to thanks my family, because they were always with me, when I need help and supported with my studies, exams and writing this bachelor thesis. I would like to thanks my friends for their support, when I felt bad and when I needed advice. But the greatest thanks belong to my supervisor PhDr. Katarína Nemčoková for her willingness to help me, because without her this bachelor thesis would not have existed.

CONTENTS

INTRODUCTION **10**
I THEORY **12**
1 ADVERTISING **13**
1.1 Importance of advertising 13
1.2 Features of advertising 13
1.2.1 Origin of the word advertising 13
1.2.2 Refusing by public 14
1.2.3 Omnipresence 14
1.2.4 Repetition 14
1.2.5 Effectiveness 15
1.2.6 Information and persuasion 15
1.2.7 Communication 15
1.3 History of advertising 16
1.3.1 History of print advertising 16
1.4 Types of advertising 16
1.4.1 Print advertising 16
1.4.2 Electronic media 17
2 FOOD IN PRINTED ADVERTISEMENT **19**
2.1 Morphological level 20
2.1.1 Contraction 20
2.1.2 Word classes 21
2.2 Lexical level 22
2.2.1 Creation of the new words 23
2.2.2 Clipping 24
3 SEMANTIC LEVEL **25**
3.1 Figures of the speech 25
3.1.1 Metaphor 25
3.1.2 Metonymy 25
3.1.3 Personification 25
4 SYNTACTICAL LEVEL **26**
4.1 Sentences 26
4.1.1 Sentences divided by structural complexity 26
4.1.2 Sentence divided by function 26

4.2 Tense 27
4.3 Voice 28
4.3.1 Active voice 28
4.3.2 Passive voice 28
II ANALYSIS 29
5 MORPHOLOGICAL LEVEL 30
5.1 Contraction 30
5.2 Word classes 30
5.2.1 Nouns 30
5.2.2 Adjectives 31
5.2.3 Pronouns 31
5.2.4 Numerals 32
5.2.5 Verbs 33
6 LEXICAL LEVEL 34
6.1 Compounding 34
6.2 Borrowing. 34
6.3 Clipping 35
6.4 Reduplication 35
6.5 Blending 35
7 SYNTACTICAL LEVEL 36
7.1 Sentences 36
7.1.1 Simple and complex sentences 36
7.1.2 Sentences divided by their structure 36
7.1.3 Statement sentences 37
7.1.4 Interrogative sentences 37
7.1.5 Explamative sentences. 37
7.2 Tense 38
7.3 Voice 38
7.3.1 Active voice 38
7.3.2 Passive voice 39
CONCLUSION 41
BIBLIOGRAPHY 42
APPENDIX P1: PRINTED FOOD ADS 44

INTRODUCTION

I have chosen this topic about linguistic analysis of printed food advertising, because I am interested in advertising, food and cooking. Moreover, I consider the combination of my interests and linguistics analysis very attractive and beneficial, because the knowledge I got can be very useful in my future life.

As was mentioned before, this bachelor thesis deals with the food in printed food advertising, especially in the newspapers and magazines. Food is a part of everyday life; food is need of everyday life. On the other hand, food is not considered only as a tool for surviving. In modern society is eating connected with pleasant feelings and attempt, how to enjoy the life. When advertisers realized, how is the eating important for public, they wanted to reached as much benefits as is possible. In this way, they start to create advertisements about the food.

This bachelor thesis focuses on food in printed food advertising. The aim of food printed advertising is influence reader´s emotions, evoke feelings inside them and force them to think about food. Variety of food products is extraordinary wide, therefore it is impossible to describe all of them. Beside this fact, food can be divided between healthy or unhealthy and both of them play main role in food printed ads. There occur advertisements about junk and fast food as well as advertisements on healthy, natural and diet food. Every kind of these advertisings is addressed to specific group of people – women, men, children, teenagers or elderly people. Advertising influence them and promoters of food advertisings take profits after all.

My bachelor thesis consists of two parts: theoretical and practical one. In theoretical part is important to understand basics of linguistics and have knowledge about some linguistics terminology. Theoretical part refers to main linguistics approaches such as: morphological level, lexical level and syntactical level. It tries to describe definition and the most used linguistic terms in each level suitable for food printed ads.

It is obvious that language in advertising has a major influence to the reader. Therefore main role of advertising is concerning to the choice of language and its linguistics patterns. Placement, visual effect, and graphic is also important for successful advertising. Although these means are crucial in advertising as well, it is not part of this bachelor thesis and it is not described there.

As soon as advertising became common part of life and as soon as it started to be more and more visible around us, there was a need to shift advertising closer to the potential

customers, consumers or basically closer to us. And the language was the great opportunity, how to reach success. Because of this fact, language of advertising should be simple, understandable and also informal. In this bachelor thesis I try to describe how language and features of advertising are connected.

In practical part there is a collection of printed food advertisements, which I found in magazines or newspapers. Food printed ads occur usually in women magazines, entertaining ones or daily newspapers. It is quite difficult to find food advertisements, for example fast food ads, inside serious newspapers dealing with science or politics. In the research I use example of 26 food ads. Most of them were placed in magazines. Their intention is quite wide. There are foods ads concerned about healthy food as well as ads based on junk food. Moreover, some of them refer us about diets and loosing of weight. The last kind of ads, which I involved in my research are recipes or "how to prepare" food ads.

I try to confirm that described facts and terms from theory are also applied in practical part of my bachelor thesis. To be sure of what I claimed, I have read several books. For better understanding I also used e- books and articles that I found on the internet. After my personal studying I reached a lot of interesting information about food printed advertisements. Basic facts about food printed advertisements were included in both parts of my bachelor thesis and it should help for better understanding. In practical part, there are also examples of advertisements and their identification is in brackets with numbers. The aim of food printed advertising is influence reader´s emotions, evoke feelings inside them and force them to think about food.

I. THEORY

1 ADVERTISING

According to Julian Petley, "advertising is the means by which goods or services are promoted to the public" (2002, 4). It helps advertisers to increase people´s attention to products, which they want to sell and try to show them in favorable light (Petley 2002, 4). Similar definition and description of advertising was used by Fletrech: "An advertisement is a paid-for communication intended to inform and/or persuade one or more people" (Fletcher 2010, 2).

Advertising is understood as a process of marketing communication. This process is used to deliver messages into the major mass media like TV, radio, newspapers and magazines, as well as billboards and one of the most modern media - the Internet. In the end of this process stands advertisement (Fletcher 2010, 1), - the product of advertising such as card, poster or announcement placed on the public places.

Although, there are many areas, where advertisement appears, this bachelor thesis will focus on advertising published in mass media, especially in the printed ones combined with images.

1.1 Importance of advertising

Advertising is very important for advertisers, but also for consumers. From one point of view - advertisers need advertising to sell their products or services. Furthermore, it helps them communicate with large audience. On the other side, consumers can reach benefits from advertising too. Advertising is useful for them in sense to get new information and knowledge about the product.

According to Trehan and Trehan it is beneficial for whole society because "it leads to higher economic growth, increase in standard of living, national-income, export, employment opportunities. Advertising is a big aid for salesmen and distributors as they find it easy to convince the prospective buyers for well advertised products" (2006-2007, 67).

1.2 Features of advertising

1.2.1 Origin of the word advertising

The origin of word advertisement comes from Latin word. "At the root of the word ´advertisement´ is the Latin verb ´advertere´ meaning ´to turn towards´" (Goddard 2001, 6).

Advertisement is used like a tool, catching people´s attention and shifting them closer to some product or service.

1.2.2 Refusing by public

For advertisers is important to persuade or convince people to buy their product or service. Even though advertising often works as intended, it can, in some cases, work like a repulsive tool. Nowadays there is too much stress in the world around and people in modern society live in a rush, usually in crowded cities, where advertising appears the most. The fact is that people need to feel relaxed, but "shouting" advertising does not allow it. Therefore, in some cases, advertising can irritate people and this negative attitude is counts as a one of the basics feature of advertising.

If people feel annoyed by advertising, they try to ignore advertising, but it is quite difficult e.g. in TV ads. Comparing TV advertising, where advertisement appears very often and has disrupting effect, printed ad is easier to skip and continue with reading the article or other story.

1.2.3 Omnipresence

Omnipresence can be considered as a third feature of advertising. In the beginning of 20th century there was a mass growth in marketing and advertising (Meβ and Schmitz 2008, 1). There was a noticeable increase especially in TV and Internet ads, but billboards, newspapers and magazines became more popular as well.

Advertising appears nearly everywhere and it does not matter, if we read the newspapers or magazines, watch TV, search on internet or walk through city, where the billboard are placed. Also Goddard confirms: "Advertising is all around us" (2001, 5).

1.2.4 Repetition

For advertisers is very important to keep message alive and memorable. Therefore advertisement is repeated very often. Trehan and Trehan argue: "Repetition in advertisement refers to the number of times an advertisement is repeated within a specified period of time" (2006-2007, 46), nevertheless advertisers should find the right optimum in frequency of advertising.

In a newspaper or a magazine, there is rarely same advertisement in more than one instance, but inside radio or television the ads are often repeated to enforce their effect or target as much potential customers as possible.

1.2.5 Effectiveness

Advertising has been around us for centuries and one of the reasons, why is it like that is the connection between advertising and its effectiveness in businesses (D´Souza and Shah 2009, 16), e.g., it can be beneficial and earn money for the business.

Great definition of effective advertising: "Advertisement is considered effective, which can attract attention, which is informative, easily remembered, entertaining and helps the organisation in achieving its marketing objectives like increase in sales, profits, market share, image, goodwill, brand popularity, etc" (Trehan and Trehan 2006-2007, 185).

1.2.6 Information and persuasion

A lot of new information occurs in the world every day. It is obvious that advertising includes information and introduces new offers, which are beneficial for people. Advertising can be considered as an educational tool and donor of knowledge.

Other important feature of advertising, connected with how advertising works, is persuasion. As Fletcher argue: "All the information an advertiser includes in an advertisement is intended to be persuasive (unless it is there because it is legally necessary" (2010, 2).

Nevertheless it is difficult to divide ads between informative and persuasive, because they are connected. Their purpose is ´inform and/or persuade´ (Fletcher 2010, 3).

1.2.7 Communication

According to Gee, "conversations are public debates, arguments, motifs, issues, or themes that large numbers of people in society or social group know about" (Gee 2010, 112). Advertising has its own language and speaks to the readers as well. Communication in advertising is used as a bridge between the advertisement and the reader. Advertising carry the message, which is important for a trade in market place (Goddard 2001, 28). There exists natural conversation, where words, pictures and whole text in advertisement speak to the readers and influence them.

1.3 History of advertising

Advertising comes from ancient times. Advertisements were used with a similar purpose as nowadays. At first it should attract customers, convince them and arouse inside them a desire to buy advertised service or product. Beside these aims of advertising, there was a

tendency to persuade people around about advantages of the offering goods. Moreover, first persuasion process was brought by printed advertising (Edelstein and Howe 2000, 19).

Before printing, when newspaper and magazines did not exist, advertisers used different tools, for example small labels with signs hanged on the walls, doors or windows. Also cards with a pictures or "walking" advertisement were used very often. As a walking advertising is understood men, women or children wearing costumes connected with advertised goods or distributing any products or services by loud announcement. It was one of the best ways to spread information around, because written text was not understandable for everyone. Only some members of high society could read.

1.3.1 History of print advertising

The origin of printing extends to the China around 800 A.D (Edelstein and Howe 2000, 19), but the greatest progress was made by Johannes Guttenberg, when he invented printing press in 1456. Thanks to this invention people became more educated and textual advertising appeared. In 1622 the first newspaper was printed, and since then the printed advertisement became more and more popular (Edelstein and Howe 2000, 19).

1.4 Types of advertising

Advertisement comes to the different audience through the various kinds of media. Basic types of mass media include print, electronic media- such as television, radio, outdoor media - posters or billboards. Other types which could be included in the category of mass media are transit media and direct mail (D´Souza and Shah 2009, 220). Media scenario is really extensive and coming with enormous ratio of advertising every day.

1.4.1 Print advertising

It is the most important to describe the advertising in printed media, because it is the main topic of this thesis, especially food printed advertising. According to D´Souza and Shah, "print is one of the oldest and the most highly regarded media of advertising and also very challenging one" (2009, 395).

Newspapers and magazines are considered as a print media - these two types are the most important. The truth is, there would not be newspaper or magazine without advertising today. Additionally, billboards or yellow pages are counted as printed advertising too.

Printed advertisement is a great example, how to influence the biggest amount of audience, because "the print is one of the most actively consumed media" (D´Sounza and Shaβ, 2009, 395). However, print advertising is perceived only with our eyes, so visual effect is very important here.

Printed advertisement is created from special elements and follows basic steps, such as "headlines, sub-heads, illustration, slogan, text or body-copy, blurbs, boxes or panels, identification marks and closing idea" (Trehan and Trehan 2006-2007, 115).

1.4.2 Electronic media

This type of media is also called broadcast media and consists of advertising in the radio and the television. According to Trehan and Trehan, "TV and radio are the most persuasive media" (Trehan and Trehan 2006-2007, 133).

1.4.2.1 Radio

Radio is also considered as one of the most productive tool of advertising, nevertheless it is not as strong as the print ads. Compared to the print advertising, where visual effect is important, radio is based on sound. Things such as voice, sound, music, monologue or dialogue play main role in radio advertising (D´Sounza and Shaβ 2009, 471). Based on this fact, radio could be described as a mouth of advertising. Every listener can create his own imagination. "Radio is thus called the theatre of the mind" (D´Sounza and Shaβ 2009, 470).

According to Petley, all around 3000 of advertisements including radio´s one can appear around current consumer every day (Petley 2002, 6).

1.4.2.2 Television

One of the most effective advertising is assigned to the television commercials. This type of advertising can influence the widest range of audience. Many people watch television every day, so there is a small chance to escape from television advertising. Also the frequency of advertising is very high. Nearly in every movie or show appears advertising, which interrupt broadcasting, what can people consider as annoying. On the other hand, this pause catch their attention and advertising appearing in TV is effective.

Despite the fact that people are irritated from the television advertising, it is still one of the most effective advertising - our brain works at first with pictures, than with sound and

as last with the text (D´Sounza and Shaβ, 2009, 470). So from this point of view television advertising is more successful in question of attractiveness to the consumers.

1.4.2.3 Internet

Internet is the newest medium and also the fastest- growing medium in the world. It is also wide-spread medium and available nearly everywhere in the world, thus internet advertising can influence many people. "Internet is only media where a person can read, watch, rewrite, save and can even do shopping" (Trehan and Trehan, 2006-2007, 139).

To be more specific, internet covers each kind of media, which were mentioned before - such as print media and broadcast media. On-line advertising has many forms e.g.: World Wide Web pages, banners ads, e-mail...

2 FOOD IN PRINTED ADVERTISEMENT

The advertising is very important nowadays. There are many types and topics of advertising, but one of the most common topics, which occur in advertising, is food. It is because food became very popular in the society and more discussion about food appeared. But it is not only about presenting, advertising and branding. Food is discussed, because it is a part of the daily life.

There is not only good or bad, healthy or unhealthy food. People changed their values and aspect of the life and started to be interested in quality, ingredients and nutrition of the food, they eat or want to buy. On the other hand, food of higher quality is often comparably more expensive. People try to find food with a good quality combined with a good price. This is a great opportunity for advertisers. The goal of promoters, advertisers and businessmen is to make people satisfied. Therefore they try to find the products (food), for which the people are looking.

As Nestle claims, the main target of promoters is encouraging more and more people to eat what they offer and in bigger amount. They try to find new potential customers in variety groups such as children, minorities or in whole nation, internationally. The expenses of 11 billion dollars are spent on food advertisements in media like magazines, newspapers, radio, television and billboards every year. Therefore this statement confirms that food is one of the most advertised topics today (Nestle 2002, 22).

First of all, food advertising focuses on food, which people love and make them happy. Generally it is convenience foods, fast food, sweet like candies, cakes or desserts, many different types of snacks, alcohol etc. These advertisements cover around 70% from advertised food products, whereas only 2,2% belong to the healthier products - for example - fruits, vegetables, grains or beans (Nestle 2002, 22).

Despite this fact people started to be aware of what they eat, where they eat, how they eat and they try new and healthier food. Advertising slogans such as *low-fat, no cholesterol, high-fibre, calcium-added, less sugar or prevents cancer* – are more highlighted (Nestle 2002, 22). People feel advantage for their health from products advertised like that and it leads them into the shopping of these goods.

All these facts are very interesting; nevertheless this bachelor thesis is concerned about food in printed advertisings from linguistics point of view. I will try to explain basic languages features and how they are used.

2.1 Morphological level

In my research I would like to focus on the words and language of advertising. The frequencies, the choice of the words are extremely important in printed food advertising with aim to attract most people. The true is that morphology does not deal with frequency or choice of word, but these facts are also important for this bachelor thesis.

At first there is the term of morphology. Morphology is a science which studies "form of words" (Matthews 1991, 1). Morphology analyses words and their structure. Every word is composed of several units - morphemes. Morpheme is the smallest unit of the word.

Morphology consists of two main branches. One of them is *derivational* morphology. It studies the creation of the words. According to Widdowson, "derivation has to do with the way morphemes get attached as affixes to existing lexical forms or stems in the process of word formation" (1996, 46).

Second part of morphology is *inflectional* morphology. There are not new words created in the process of inflection. It is based on "adaption of existing words so that they operate effectively in sentences. "It is not a process of lexical innovation but of grammatical adaptation" (Widdowson 1996, 47).

Both of these processes are very important in our language and both of them appear in food advertising. This bachelor thesis about linguistic analysis of printed food ads will describe the most used features in morphology such as derivational or inflectional.

2.1.1 Contraction

The contractions are used very often in printed food ads. Hurford claims that the process of contraction deals with "leaving out a few sounds or letters from longer word or sequence of several words" (Hurford 1994, 50). Shortened and contracted words occur in the end of this process, but their meaning is not changed. The main aim of contraction used it food printed ads is come closer to the reader and arouse pleasant atmosphere with informal background. It can also help with gentle persuasion of the reader in process of buying.

The missing letters are usually expressed by apostrophe. As an example of contraction is the form *I´m* made from *I am*, or form *it´s* made from *it is*. Contraction is often used in speech, but it occurs in printed advertising too.

These shortened expressions are not very formal, but whole contraction is more and more popular between people. It also evokes friendly feelings inside them. If the customer feels friendly atmosphere and do not notices press, for which is advertising famous, there

can be chance of buying offered goods. Although contraction is not so visible in spoken language, it occurs very often in the texts, especially in informal ones.

2.1.2 Word classes

Words used in advertising will be described in this thesis. There are many different types of words, which are used in spoken or written languages. Also advertising works with different words in sense to influence and convince people to buy the product or service.

One of the most important types of words, which appear in advertisements are nouns, adjectives, verbs, pronouns, numerals and verbs (Horsáková 2009, 13).

2.1.2.1 Nouns

Nouns are one of the most frequently used part of speech. They are also very common in advertising and nearly every print advertising work with them. Basically they are defined as "the name of a person, place or things" (Widdowson 1996, 98). Comparing other definition, nouns "refer to types of concrete object in the world" (Radford et all. 2005, 147).

Nouns are also specific for their singular and plural forms. In plural form there is additional – s - in the end of the word. And there is one more different, which distinguish nouns from other part of speech- articles. Usually there is definite (*a, an*) or indefinite (*the*) article standing in front of noun (Radford et all. 2005, 147).

2.1.2.2 Adjectives

Adjectives are another part of speech, which often appears in printed food advertisement. "Adjectives typically refer to properties which people or things posses and they are used to modify nouns" (Radford et all. 2005, 148). Their position is usually in front of the noun, which they modify or define.

The usage of adjectives is special in food advertising. Mostly, there occur their special forms - comparatives or superlatives. Comparative form is called ´*second degree*´ of adjective comparison and it is created by adding suffix- *er* (shorter adjectives- e.g. big, bigger) in the end of the word or more (longer adjectives- e.g. beautiful, more beautiful).

Superlative form is called ´third degree´ and it is created by adding suffix – *est* (big, bigger, the biggest). With a longer adjectives we use most (beautiful, more beautiful and the most beautiful)

Comparatives and superlatives are used rather often, because they evoke special feelings inside consumers and makes product even better and more attractive than the basic forms.

2.1.2.3 Pronouns

As well as nouns and adjectives are pronouns basic part of advertising. Personal pronouns are the most common pronouns in advertising. Especially pronoun *you* is typical, because it appeals to the person directly and it is in advertising very important. Another often used pronoun is *it*, which refers to the products or services, which are offered (Horsáková 2009, 15).

Pronouns are defined as: "Group of words he member which stand for a noun expression" (Radford et all. 2005, 152).

2.1.2.4 Numerals

Numerals consist of numbers, symbols and amount of something. Numerals occur in printed advertising quite often, because people require information about the products, they want to buy. This information contains nutrition facts, different percentage or proportional of the food composition.

2.1.2.5 Verbs

Verbs are essential part of food advertising, or advertising in general. With nouns and other parts of speech they create whole slogan of advertising. Thus is necessary to include them into the linguistic analysis of food advertisement. As Radford proves: "Verbs typically refer to activities." (2005, 147).

Verbs have many forms and in food advertising are found infinitives and gerund forms such as passive or active verbs. Basically all of them refer about the food or action which is connected with an eating, tasting and- of course- buying the food

2.2 Lexical level

Every word in advertising plays its role. Therefore it is important to make a short overview about what the lexicology is and how it works in advertising.

Lipka says that: "Lexicology might be defined as the study of the lexicon or lexis (specified as the vocabulary or total stock of words of language)" (2002, 9).

Lexicology also studies how the words are used in the text, their meanings and functions. In this theses will be described main usage of lexemes and words appearing in printed food ads.

2.2.1 Creation of the new words

In ads sometimes appear special and unusual words, created by advertisers. It is effective, because it attacks attention more, than common word used in daily speech.

Process of building up new words in printed text is more beneficial than in speech, because what is visible is better memorable. Therefore new words appear quite often in ads printed.

2.2.1.1 Compounding

Compounds are made from two separated words, which are combined together and create new one. According to Connor-Linton and Fasold, "compounding is concentration of two (or more) lexemes to form a new single lexeme" (Connor-Linton and Fasold 2006, 77). This process is quite typical in English language, therefore compounds are also very common in food printed ads.

2.2.1.2 Borrowing

Advertising companies use unusual words in sense to attract customers or persuade people. These words are created by process of borrowing. Borrowing is described as "adoption of elements from another language or dialect in linguistic" (Fasold and Connor-Linton 2006, 294).

New words appearing in the text are usually taken from foreign language. These words are called loan words (Fasold and Connor-Linton 2006, 294). These new words sounds untypical, but they become popular and are assumed by people very fast. Then they take a part of common (daily) speech.

2.2.1.3 Blending

One of the special needs for successful advertising is creation new and unusual words. Blending is a process, what carries great opportunity to introduce specific or creative words by combination of well-known expression.

Explanation of blending process: "Two elements which do not normally co-occur, according to the rules of language, come together within a single linguistic unit. In lexis, blending is a common source of new words" (Crystal 2008, 57).

2.2.1.4 Reduplication

Reduplication is another way, how to entry the language with new or modified words. It can appear in food advertising, although it is not so common. Crystal suggests that reduplication is process where "two components (the base and the reduplicant) must share an edge element- initial in prefixing reduplication and final in suffixing reduplication" (Crystal 2008, 156). Total reduplication is not very usual, but partial is easier to find in printed food ads.

2.2.2 Clipping

In process of clipping is the new word created from the original one, but the difference is in the length of the word. Clipping is understood as a shortening of longer words "usually removing the end of the word, but sometimes the beginning, or both beginning and ending together" (Crystal, 2008, 1).

3 SEMANTIC LEVEL

It is obvious that linguistic analysis includes also level of semantic. Semantics is a part of linguistics, which studies the meaning of more linguistic figures such as morphemes, words, phrases and sentences (P. H. Mattews 2007, 361).

The other argument about semantics according to Cook, "semantics is the study of equivalences between linguistic units and entities or events in the world" (Cook 2001,5).

Some figures from this part of linguistics are used quite often in everyday communication, some of them are found in printed forms more.

3.1 Figures of the speech

Semantics also includes figures of the speech which are described as "any form of expression in which the normal use of language is manipulated, stretched or altered for theoretical effect"(P .H. Mattews, 2007,138).

3.1.1 Metaphor

It is one of the figures of the speech which "is normally used with reference to the domain is extended to another" as Mattews argues (2007, 138). Sometimes metaphors can be ambiguous for the readers, but always there is a deeper meaning.

3.1.2 Metonymy

According to Mattews, metonymy is the "figure of speech in which word or expression normally or strictly used of one thing is used of something physically or otherwise associated with it" (2007, 244). For better understanding, there also exists shorter definition, which says, that metonymy stands for a part and mean the whole.

3.1.3 Personification

Personification also occurs in food printed advertising and it is connected with our senses. Personification is that kind of expression, which makes thing alive. Basically personification gives inanimate things human´s characters or behaviour.

According to Mattews, "reference to something general or abstracts as if it were an individual (2007, 296).

4 SYNTACTICAL LEVEL

The last part of this thesis deals with syntax, what cannot be omitted, because it makes whole analysis complete. Syntax in advertising is very specific and unique, especially in printed food ads. It has different structure of sentences or phrases than in other written text or spoken language (Horsáková, 2009, 22).

"Study of syntax focusing on the processes whereby words are combined to form phrases which in turn are combined to form sentences" (Radford et all. 2005, 279). The special use of syntax and sentences found in food printed ads will be visible in this research.

4.1 Sentences

4.1.1 Sentences divided by structural complexity

We differ two types of sentences, first of them are *simple* sentences, this kind of sentences are very common in printed advertising. Simple sentences are created by single clause (Radford et all. 2005, 285), usually with noun phrase or single adjective, verbs or words with special meaning in purpose to attract the attention.

Second types are *complex* sentences. Complex sentences are made up with two or more simple sentences. "Complex sentences are sentences which contain more than one clause" (Radford et all. 2005, 285). Although in daily speech they are used often, in advertising and especially in printed advertising is easier to find simple sentences.

4.1.2 Sentence divided by function

There are four types of sentences divided by function and those are: *Statements, question, exclamations* and *commands* (Lyons 1968, 179).

4.1.2.1 Statement sentences

Statement sentences are often used in printed food advertising, although they are not usually complete or complex. They also appear as slogans or headlines. Verdong argues: "Headlines are meant to be read silently, the way their sounds and word – stresses are patterned often appeals to our inner ear" (Verdong 2002, 5).

Slogans should be short, brief and easy to remember (Jesenská and Štulajterová 2013, 110). If the slogan is good one people can start to repeat it again and again and after, it can become common phrase in daily speech.

4.1.2.2 Questions

These question sentences are also know as interrogative sentences. This type of sentence "serves to ask a question" (Radford et all.2005, 289).

Typical interrogative sentences in printed food ads are WH-questions. "A wh-question is a term used in the grammatical sub-classification of question types to refer to a question beginning with a question word" (Crystal 2003, 499). This type of sentence is frequently used in food ads, because they lead people to think about offered service or product.

4.1.2.3 Imperative

"Imperative sentence is used to issue an order or command" (Radford et all. 2005, 289). Second definition is given by Lyons: " Imperative sentences do not make statements at all, but express commands or instructions" (1968, 307).

4.1.2.4 Exclamative

Whereas imperative sentences dictate something and contend commands, exclamative sentences "are used to exclaim surprise or delight." (Radford et all. 2005, 289).

Both of these types are used in printed food ads and advertising in general. But their function is not so strong and they should not push so much, otherwise they can easily discourage potential customers.

4.2 Tense

Verbs and their tense should be also described in analysis of advertising. Tense has a function to attract a reader, so it is important which type of tense is used. Most frequently used tense in print ads is present tense, which refers to current offer and present situation.

Tense is described as "a category used in the grammatical description of verbs, referring primarily to the way the grammar marks the time at which the action denoted by the verb took place." (Crystal 2003, 459)

4.3 Voice

It is also important to classify the voice, because voice plays important role in food printed advertising. There exist two types of voices and each of them has different effect to the reader.

4.3.1 Active voice

According to Crystal: "Active voice is referring to a sentence, clause or verb form where, from a semantic point of view, the grammatical subject is typically the actor, in relation to the verb" (2003, 8).

4.3.2 Passive voice

Passive voice is "sentence, clause or verb form where the grammatical subject is typically the recipient or goal of the action denoted by the verb. In English, there are passive sentences which have an unclear active counterpart" (Crystal 2003, 339).

Active voice works better with food printed ads because it is more direct way how to attract reader (Horsáková 2009, 23). Readers also feel closer to the product or service, which is offered to them.

ANALYSIS

5 MORPHOLOGICAL LEVEL

The most common morphological features used in printed advertising were described in the theoretical part of this thesis. One of them is contraction and another feature, for example - word classes. Their usage in printed food advertising is very typical and it has a special influence to the reader. Special choice of food printed advertising, found in newspapers and magazines, will help with better understanding of this analysis.

5.1 Contraction

Contraction appears in written text very often, however it depends on the text and aim of writing. Contraction is common part of the advertisements, especially in those ones, which are placed in the newspapers or magazines. Contraction is considered as a less formal. Thus it is difficult to find contraction in official papers. On the other hand, it is used quite often in printed food advertisings. Contraction is great example, how to attract reader´s attention. Another aim of contraction is to introduce products or services with friendly, informal atmosphere and made potential customers more comfortable.

The most frequently used contraction is made by verb *to be* combined with pronouns. Contraction with verb *to be* occurs in a text of advertisements in many forms such as: *it´s* (2, 3, 4, 6, 10, 15, 19, 20), *you´ll* (5, 11), *they´re* (9, 15), *they´ll* (6), *we´re* (11), *we´ll* (11).

Also negative form of verb to be is not exception: *won´t* (6).

Other kinds of contractions appeared in advertising: *don´t* (8, 13, 14, 21), *can´t, haven´t.*

On the other hand, normal and non – contracted forms of verbs and pronouns occur in ads very occasionally. For example in the research of this bachelor thesis were not found any of these non – contracted words.

5.2 Word classes

Different parts of words are used in printed food advertising as well. Truly, it is impossible to make analysis about all of them. Despite this only the most important parts of speech utilized in food print ads will be described. It includes: nouns, adjectives, numerals and verbs.

5.2.1 Nouns

Nouns are the base of every advertisement. With verbs they make up main core of the slogans, announcements or sentences in advertisements.

There are two forms of nouns – singular and plural, from those is more used second mentioned, plural form of advertised products (*1- chicken breasts, 4- oats, 7-brownies, 8-snacks, 9-grains,13- meals, 11- sandwiches, 21-bars, 25-toys*).
Whereas singular form appears in the pictures: (*2-candy, 3 and 4- cereal, 10-cheese,11-bar,22-meatball).*

These kinds of advertisements use also similar words, connected with the food and beverage. The most used nouns: *taste* (2, 4, 6, 9, 22, 12, 16, 17), *fat* (4, 6, 8, 10, 14), *grains* (4, 8, 12), *snacks* (8, 15), *chips* (6, 9), *cereal* (3)…

From this research is obvious, that words in food advertising belong to semantic field of food. On the other hand, the most used word is *taste*, which occurred in many ads. Usually word *taste* is connected with adjectives and together they should influence our positive attitude about advertised product and convince us to buy it.

5.2.2 Adjectives

Adjectives are very common for written text in the newspapers or magazines. Interference of our emotions and adjectives is obvious, because special role of adjectives selected for food advertising is to influence reader´s emotions. Every word has different impact on the reader and advertising count with this fact. Therefore the choice of adjectives is specific in food printed advertisements.

The most used adjectives concerning benefits for the readers – their taste, health. After reading the text in advertising, reader could have felt like a gourmand. Adjectives found in printed text:

a) About taste of the food: *tasty* (14 ,15), *delicious* (3, 12, 14), *crunchy* (3, 5, 6, 12).
b) About health: *healthy* (4, 8), *natural* (3, 17).
c) About product: *new* (1, 3, 5, 26), *free* (8, 10), *great* (9, 11), good (4).

Adjectives also have comparative and superlative forms. These forms are used with purpose to highlight the quality of the products and show, why they are better than the others.

Comparatives of shorter adjectives (adding *er* in their comparative forms-better, easier) and longer adjectives (adding *more* in their comparative form) occur in the printed ads more often than superlatives (easiest, healthiest), (most).

Typical words combined with adjectives were also found in the research - these two types: less and more. They are usually connected with health and appeal to the people who want to lose weight.

5.2.3 Pronouns

Pronouns are very important for advertising and they appear nearly in every advertised text. There exist different types of pronouns; nevertheless personal ones are the most frequent in printed food advertising. Especially it is pronoun *you* or pronoun *it*.

Pronoun *you* is considered as a main used pronoun in the food print ads. Lexeme *you* can evoke friendly attitude to the customer because it seems to be quite informal. *Think you know one of the healthiest names in snacking?* (8).

Lexeme *you* is powerful, because it influences wide range of customers and not only special groups of people e.g.: *One taste and you will want it every day* (5).

There exist also other pronouns *he* or *she*. These two types of pronouns have a special target - males or females. So they are not addressed for everyone, as pronoun *you*. Nonetheless, pronouns *she* and *he* is quite hard to find in food printed advertisements.

Pronoun *it* is also very common (*2, 4, 5, 6, 14*). *It* has more function in advertising for example- *it* can replace the name or brand of the product: *Hello it´s you wake up call* (4).

It can be also part of the product´s name, heading or slogan: *RITZ IT up!* (14). When we speak about analysis of pronouns it is obvious, that pronouns *you* and *it* are more suitable than pronouns *he* or *she*. First group is targeted to the general public; second one is for smaller groups (men, women).

Other personal pronouns are not typical in food printed advertising and we can find them occasionally.

Possessive pronouns belong to the basic part of food printed advertising. Possessive pronoun *your* is common part of food ads. Nevertheless *your* is not subjective and has general meaning. *Finally, a cereal for your inner outdoorsman* (3) and also in advertisements numbers: *1,3,4,25.*

In the research about pronouns found in the printed food ads is noticeable, that pronouns *you*, *it* and *your* are the most common and they sound more friendly and informal.

5.2.4 Numerals

A lot of numerals appear in food printed advertising. More than in written forms, they appear as the numbers. This is very logical step, because numbers, comparing with the words, save a place for other important information about products or services.

Usually, their special meaning lays in the quality, structure, consistence or taste of the product. Information spread by these numbers are considered as a beneficial information for readers in a case to improve their health, life style or lose weight: *94% fat free* (8), *33% less fat* (10), *19g of proteins 6g of fiber* (21).

Also there appears connection with a taste of the product: *100% delicious* (3), *100% pure* (9), *100 % natural* (17).

On the other hand numerals have another function specifying how to cook, timing and preparation. These numerals are applied in recipes: *30 seconds* (1), *10 minutes* (13), *25 minutes* (22).

To sum up, numerals are used as a tool for spreading specific factual information about offer and persuade potential customers to buy the products or services.

5.2.5 Verbs

Verbs are common part of speech used in advertisings. With nouns they create main body of the slogans or headlines of advertisements, as were mentioned before. They appear in many forms such as: infinitive, gerund form and also active or passive form.

This analysis also focuses on the verbs. From this analysis is noticeable, that verb *to be* and it´s forms are used very frequently*: infinitive to be* (*8*), *are* (*4, 9 11, 15*), *is* (*2, 4, 6, 8, 9, 10, 17, 19, 23*). Although future tense *will* appear in advertising too, it is not so common like present tense (*8, 11*).

Written text in newspapers or magazines advertisements includes also verbs in negative form. Negative form *don´t* is quite common (*8, 13, 14, 21, 22*). On the other hand there was noticed negative form of future tense *won´t*, but the frequency is lower (*4, 6*).

Comparing positive and negative forms of verbs is obvious, that positive forms are more dominant in printed food advertisements.

6 LEXICAL LEVEL

The analysis of food printed advertisements from the lexical level was involved in this thesis as well. Advertisers are playing with the words used in advertisements, because words and lexemes often influence potential customer and their choice of the product. Creativity and entering new words in language is extremely important in business of advertisings. The most used processes of word formation are: compounding, borrowing, blending, reduplication and clipping.

6.1 Compounding

Compound words aroused from two separated words. After process of compounding new, unusual words are created. Their main purpose is attracting reader´s attention. Compound words are not formal, thus the reader feel more relaxed and is easily involved into process of persuasion.

In the text of food printed advertising occur two types of compounding:

a) Compound adjectives: Adjective-noun: *mount*-watering (6).
Adverb-adjective: *smoky*-sweet (1).
Noun-adjective: *fiber- rich (4).*
Verb-noun: *reduced*-calorie (4).
Noun-verb: *home-backed (12), honey-drizzled (3), flavor-packed (3), home-made (12.)*

b) Compound nouns: Noun-noun: *heartbeat* (20), *outdoorsman (3), sunflower (9), meatball (22), lunchtime (19).*

Compound adjectives are usually created from two (or more) words often connected with dash. Compound nouns are without dash, but also formed from two (or more) words. It is evident that both of these types referring about food or both of them are somehow connected with food.

6.2 Borrowing

Loan words are the words, which were created by process of borrowing. These words entered into the English language from different language or dialect. Loan words found in food printed advertising are usually adopted from words used in national cuisine of

different countries. The most adapted words coming from France or Italy. These two nations are famous for their delicious cooking and delicates. Loan words sound more elegant, therefore reader can have extraordinary feeling.

Example of loan words: *farfelle, sauté, pasta* (13)

Loan words are unique, because their appearance is hardly to find in normal text or in daily speech. On the other hand they are good memorable, thus they are used more and more frequently until people get used to them.

6.3 Clipping

Clipping occurs in printed food advertising occasionally, nevertheless it is part of word formation and it enriches language. Clipping is quite informal and untypical therefore it attracts reader´s attention. There were not found any of clipping words in this research.

6.4 Reduplication

Reduplication is one of the word formation processes, which occurs in printed food ads only occasionally. In normal speech it is also not common, because it can be ambiguous and sometimes reduplication sound as a children speech. Nevertheless, it works in advertising and in printed food ads it point out customer's attention.
Typical reduplication is repetition or rhyming one: ooey- gooey (10), woo- hoo (19).

6.5 Blending

Blend words are rarely used in food printed ads. It is difficult to find them, because there do not exist appropriate terms for food in a field of blending. It was necessary to mentioned blending, because it is a part of word-formation, what was described in theoretical part before.

7 SYNTACTICAL LEVEL

Syntax is not important only for a language, but also for advertising. Advertisers use special combination of words, special structures of sentences and their function. Importance of syntax in advertising is to make advertisements effective.

This part of the research deals with a choice of sentences, tense and active or passive voice used in advertising.

7.1 Sentences

7.1.1 Simple and complex sentences

Considering structural complexity are sentences divided into simple and complex sentences. Simple sentences are more suitable for advertising. Simple sentences are shorter it is easier to remember them. Memorable sentences are the best way, how to encourage readers and persuade them to buy advertised products.

Get hooked on Bumble Bee in a whole new way (1).
Lose the fat, not the muscle (4).
Feel the advantage (11).

Complex sentences exist in food advertisements too, but comparing simple sentences they are not so extended. Conjunction *and* was considered as a typical connection between two sentences.

Serve up more SHOUT OUT LOUD-able lunchtime fun for your kids and check out all of your nutritional improvements at lunchesmom.com (19).

Appearance of other conjunctions are also possible:
Bring your kids to Wendy´s, so they can do what tasted right (25).
Before they realize it has 60% less fat, they ´ll have eaten 100% of the bag (6).
One bite and you´ll discover what the buzz is all about (1).

7.1.2 Sentences divided by their structure

According to the sentence´s functions there exists four kinds of sentences. Statement, interrogative, exclamative and command sentences.

7.1.3 Statement sentences

Most usual sentences occurred in food printed ads are statements sentences. These sentences usually introduce products and services and announce important information.

It´s good for your heart and good for you body (4).

Real cinnamon backed into every crunchy cluster (5).

Score every time you open a bag of LAYS´brand potato chips (9).

Statement sentences usually start with If- or WH- clause. It has hidden target- influence specific group of people and support them in shopping.

When you eliminate preservatives without sacrificing taste, it´s better than good (17.)

7.1.4 Interrogative sentences

Interrogative sentences are used to asked questions. They lead the reader to think about the product, which they want to buy. Typical questions used in printed food advertising are Wh-questions starting with what, when, why, where…

Why should I make my sandwich with anything else? (17).

What makes bars on the Beach so satisfying? (21).

What is the difference between making a resolution and keeping one? (23).

These questions automatically lead the reader to think about right answer. Promoters know that the answers are the products. These questions encourage tendency to buy the goods.

Other kind of questions was found in this research in advertisements numbers: *2, 4, 8, 12.*

7.1.5 Exclamatory sentences

These sentences occur in advertisements with a purpose to encouraged people. They are not so strong and method of persuasion is not so visible. Despite this, feeling of potential customers is without press while they are shopping. Exclamatory sentences are not commanding ones.

From pouch to plate in 30 seconds! (1).

Try New Honey Bunches of Oats with Cinnamon Cluster (5).

Score major brownie points with your family (7).

We´re so confident you´ll prefer our great taste and nutrition, we´ll give you 1 BAR FREE! (11).

They also suggest customers to do something, especially something connected with advertised product (*try, score etc*.).

7.1.6 Command sentences

These sentences are not typical for advertising, because advertising does not work as a dictating tool.

7.2 Tense

Appropriate tense for advertising is present tense. Present tense usually describes current offer, so it makes product or service still alive. Moreover, present tense brings unlimited feeling for potential customers, thus they are not pushed, but relaxed. There is not exact period of time.

They´re a tasty reminder of how much you care (14).

Wheat bagels everywhere are waving the white flag (15).

In these two sentences, present tense is visible in its both forms- present simple and present continuous.

Although simple tense appears in food printed advertisements as major, other tenses are not avoided, for example future tense simple. This type of tense refers about future and usage of the product. Especially it ensures readers about quality. Future tense also convinces potential customers and refers about benefits from the purchase.

We´re so confident you´ll prefer our great taste, we ´ll give you 1 BAR FREE! (11).

Future tense is sometimes used for inconspicuous promises.

One bite and you´ll discover what the buzz is all about (1).

There are some situations, where paste tense appear as well, but very rarely. These advertisements usually concern about mistakes made by customers in their daily life. Therefore these advertisements suggest improvements in further research.

Did some extra weight sneak up on you over the years?

Even though in English exists many tenses, their use is significantly restricted in printed advertising. Occasionally there appear one of these unusual tense such as:
Before they realize it has 60 less fat, they´ll have eaten 100%, of the bag (6).

7.3 Voice

7.3.1 Active voice

Active voice is truly wide-spread in food advertisements. It appears nearly in every ads, because it is direct tool, how to be in contact with a reader. Active voice can be understood as a language that speaks to the reader. Therefore the advantage for advertisers is to use active voice.
All you need is Duncan Hines Brownies and Duncan Hines Frosting (7).
Here´s how I see it! (17).
Bears would eat them in a heartbeat (20).

Active voice is part of daily speech and it is very natural, comparing passive voice, which is more suitable in formalities.

7.3.2 Passive voice

Passive voice occurs in food printed advertisement as an indicator of production of the food. Usually passive voice describes, how is the product made and which ingredients were used.
SmartPop! is made with whole grains, and it´s 94% fat free, well, that´s evidence I´ll put my name on it (8).
They´re made with 100% pure sunflower oil (9).
Pecans with toasted whole grains, plump raisins and dates, inspirited by delicious taste of homemade (12).

According to analysis is active voice more typical for advertising. Active voice is understood as a part of daily speech and it is very natural in spoken language as well as in food printed ads. On the other hand, passive voice is more suitable in formal language or documents.

From the syntactic point of view, printed food ads have a special structure of the sentences and also their function is important.

Syntactical level in food printed advertising is concerning on: sentence structure, where the simple, incomplete sentences or noun phrases are dominant, present tense, which occurs in food ads rather often, usage of statement sentences often connected with WH or If forms, WH- questions and at least active or passive voice selected in sentences.

These language features used in ads have a purpose to persuade, attract reader´s attention and appeal to his emotions. Sentences are addressed to the potential customers and try to advice them. Moreover, sentences suggest them ideas about the goods, which they want to buy. Purpose of chosen sentences should be neutral and natural, what evoke friendly feelings to the customers.

CONCLUSION

In this bachelor thesis there was described the language used in the advertising, with focus on printed food advertising. I wanted to prove that choice of language in advertisements and food itself is connected. Food is considered as a part of everyday life and it influences people a lot. This fact was a chance for promoters how to make business concerned on food advertising. But for effective advertising there was a need to choose right linguistic features, which I illustrate in practical part in my bachelor thesis. The main purpose of these features is to persuade potential customers and convince them to buy a product.

I introduce linguistics fields such as morphology, lexicology, syntax and basic terminology belonging into these fields. Given information are important for better understanding, how language in printed food advertisements works.

In my practical part, I picked food advertisements from printed media. Most of them were found in magazines, which are addressed to modern society. Important feature from these ads was selection of words or sentences. To be more concrete - every word or sentence in advertising has different impact to the reader. It is clear, that one of the most significant roles of food advertising are evoking friendly feelings and setting friendly atmosphere. Thus food advertisements in magazines or newspapers seem to be less formal, comparing advertising dealing with other topics. Language of advertising tries to be similar as a language of daily speech between people. Therefore words and sentences are created in the way, to be understandable for everyone.

Advertising itself is fairly interesting and connection of these promotions and food is very popular among businessmen. I consider food advertisements combined with language also very useful. Linguistic analysis dealing with this topic was untypical, on the other hand beneficial for me, because I reached useful knowledge about how food advertising in printed media work.

BIBLIOGRAPHY

Cook, Guy. 2001. *The discourse of advertising*. London: Routledge.

Connor-Linton, Jeff, and Ralph W. Fasold. 2006. *An introduction to language and linguistics*. Cambridge: Cambridge University Press.

Crystal, David. 2008. *A dictionary of linguistics & phonetics*. Malden: Wiley-Blackwell.

D´Souza Alan, and Kruti Shah. 2009. *Advertising N Promotion*. New Delhi: Tata McGraw-Hill Education.

Edelstein, Judith, and Katherine Howe. 2000. *Understanting adverising*. San Luis Obispo: Dandy Lion Publications.

Fletcher, Winston. 2002. *Advertising: A very short introduction*. Oxford: Oxford University Press.

Gee, James Paul. 2010. *An introduction to discourse analysis: Theory and method*. London: Routledge.

Goddard, Angela. 2001. *Language of advertising*. London: Routletge.

Hurford, James R. 1994. *Grammar: A student´s guide*. Cambridge: Cambridge University Press.

Horsáková, Šárka. 2009. *Linguistic mean s in food advertising*. Zlín: Universita Tomáše Bati.

Jesenská, Petra, and Alena Štulajterová. 2013. *English stylistics*. Bánská Bystirca: Matej Bel University.

Lipka, Leonhard. 2002. *English lexicology: lexical structure, word semantics & word-Formation*. Tübingen: Narr.

Lyons, John. 1968. *Introduction to theoretical linguistics*. Cambridge: Cambridge University Press.

Matthews, Peter H. 1991. *Morphology*. Cambridge: Cambridge University Press

Matthews, Peter H. 2007. *The concise Oxford dictionary of linguistics*. Oxford: Oxford University Press.

Meβ, Sebastian, and Patrick Schmitz. 2008. *Adjectives in advertising- an analysis.* Munchen: GRIN Verlag.

Nestle, Marion. 2002. *Food politics: How the food industry influences nutrition and health*. California: University of California Press.

Winston, Fletcher. 2007. *Advertising: A very short introduction*. Oxford: Oxford University Press.

Petley, Julian. 2003. *Advertising*. London: Black Rabbit Books.

Radford, Andrew et all. 2005. *Linguistics. An introduction*. Cambridge: Cambridge University Press.

Trehan Mukesh, and Ranju Trehan. 2006-2007. *Advertising and sales management*. New Delhi: V.K.

Verdonk, Peter. 2002. *Stylistics*. Oxford: Oxford University Press.

Widdowson H.G. 1996. *Linguitics*. Oxford: Oxford University Press.

APPENDIX P1: PRINTED FOOD ADS

Picture 1 OK! March 12, 2007

Picture 2 People March 5, 2007

Picture 3 People March 5, 2007

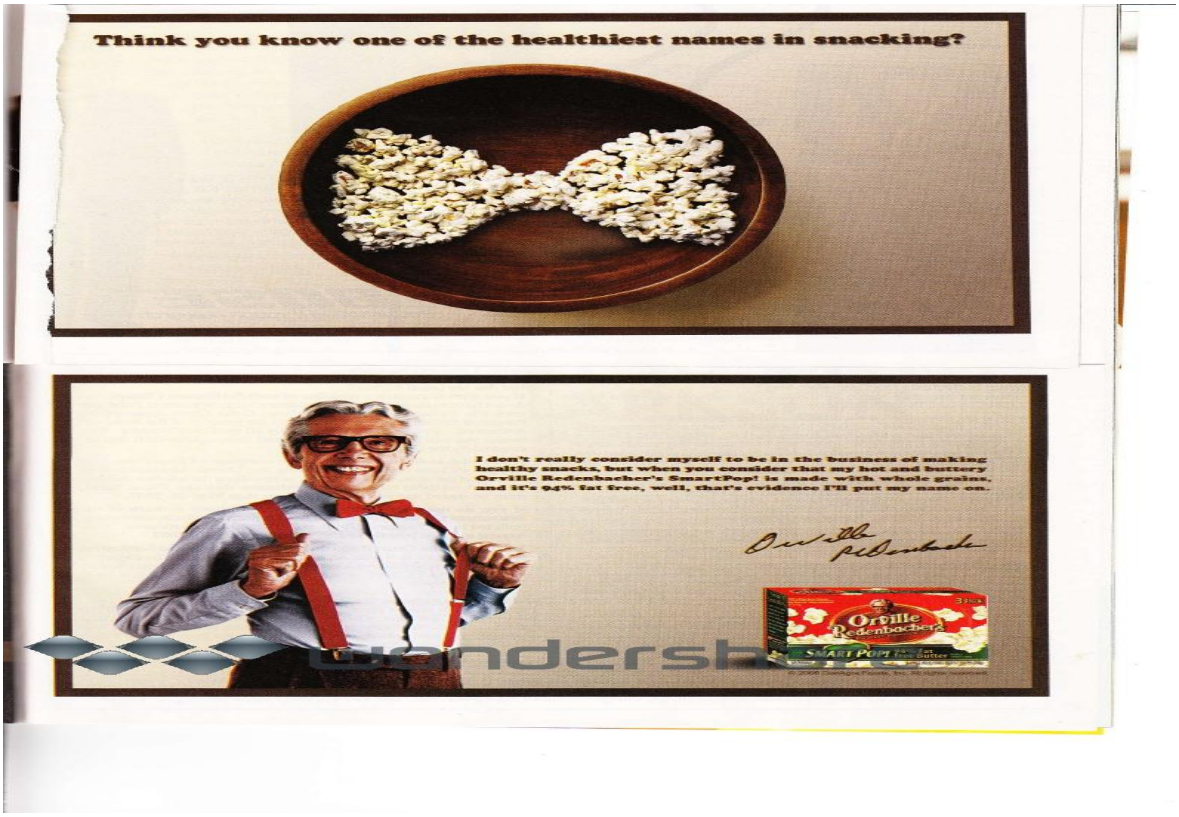
Picture 4 People July 17, 2006

Picture 5 US Weekly October 16, 2006

Picture 6 US Weekly October 16, 2006

Picture 7 People November 13, 2006

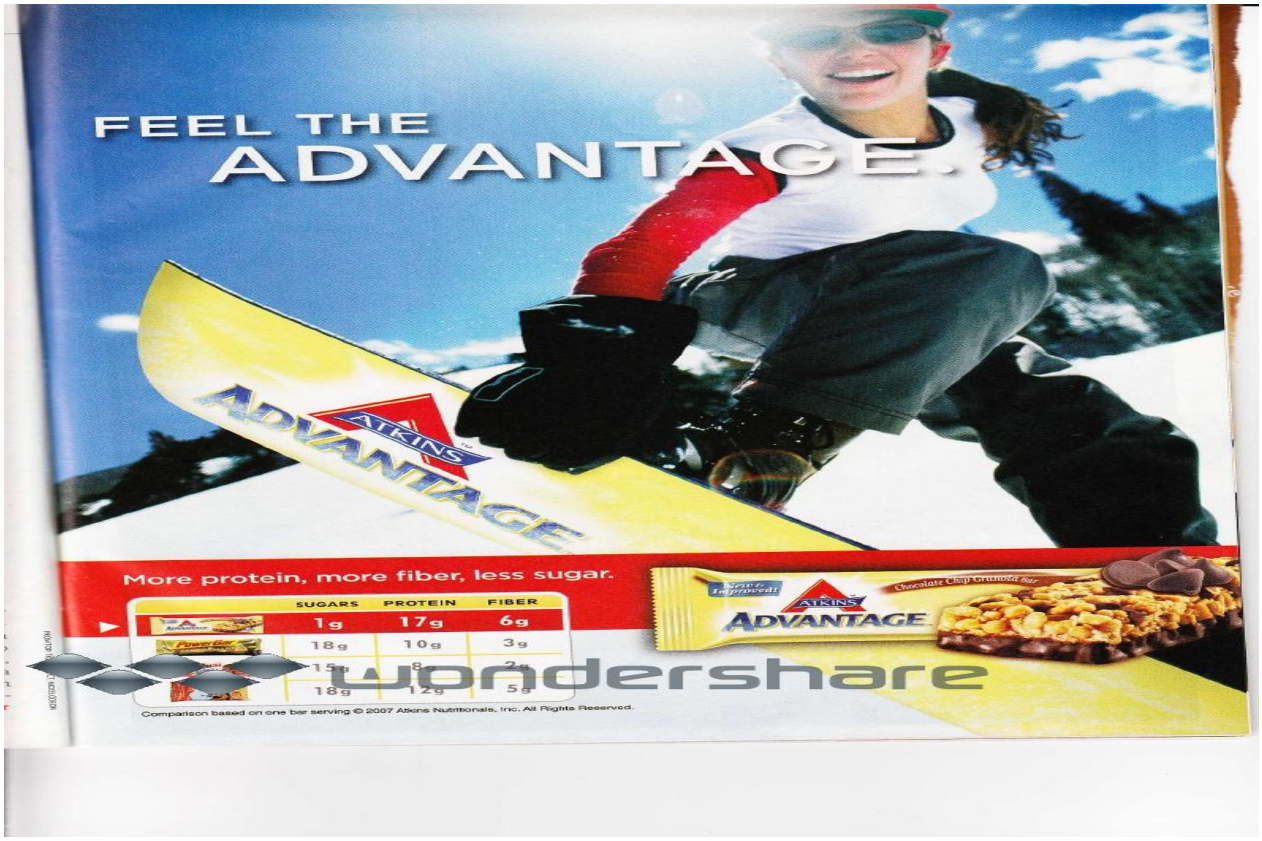
Picture 8 People March 5, 2007



Picture 9 People March 5, 2007

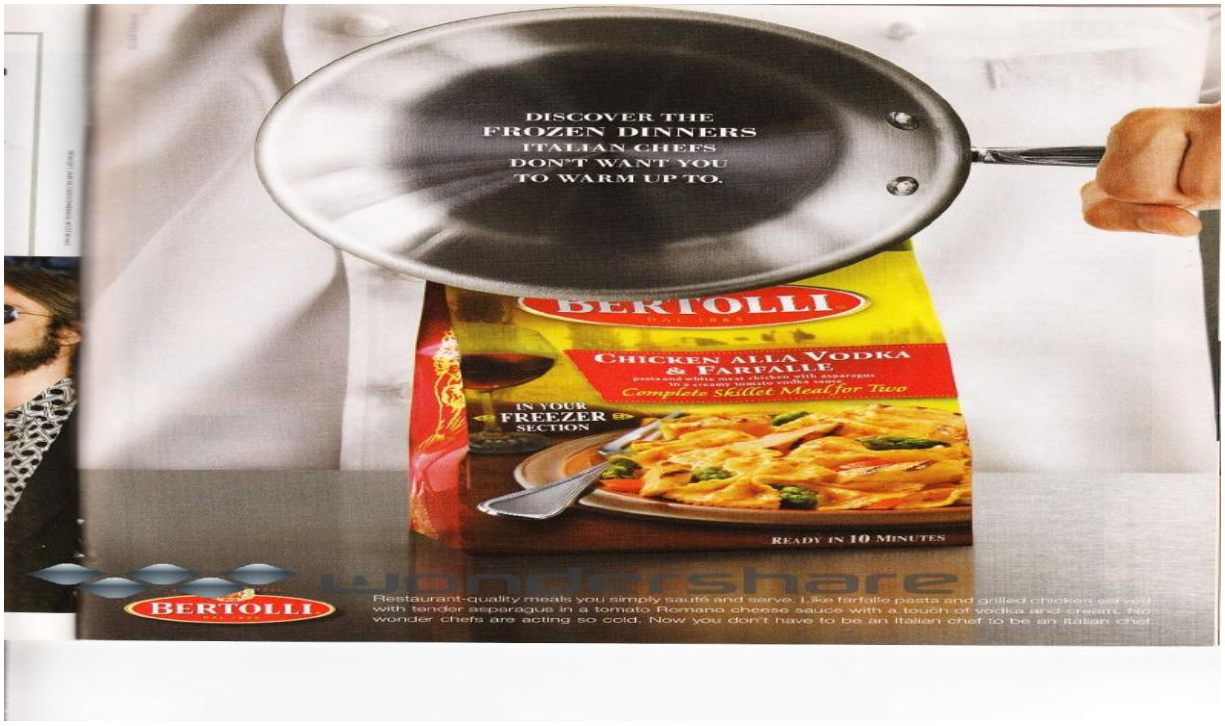
Picture 10 People March 5, 2007

Picture 11 People March 5, 2007



Picture 12 People December 25, 2006

Picture 13 People December 25, 2006



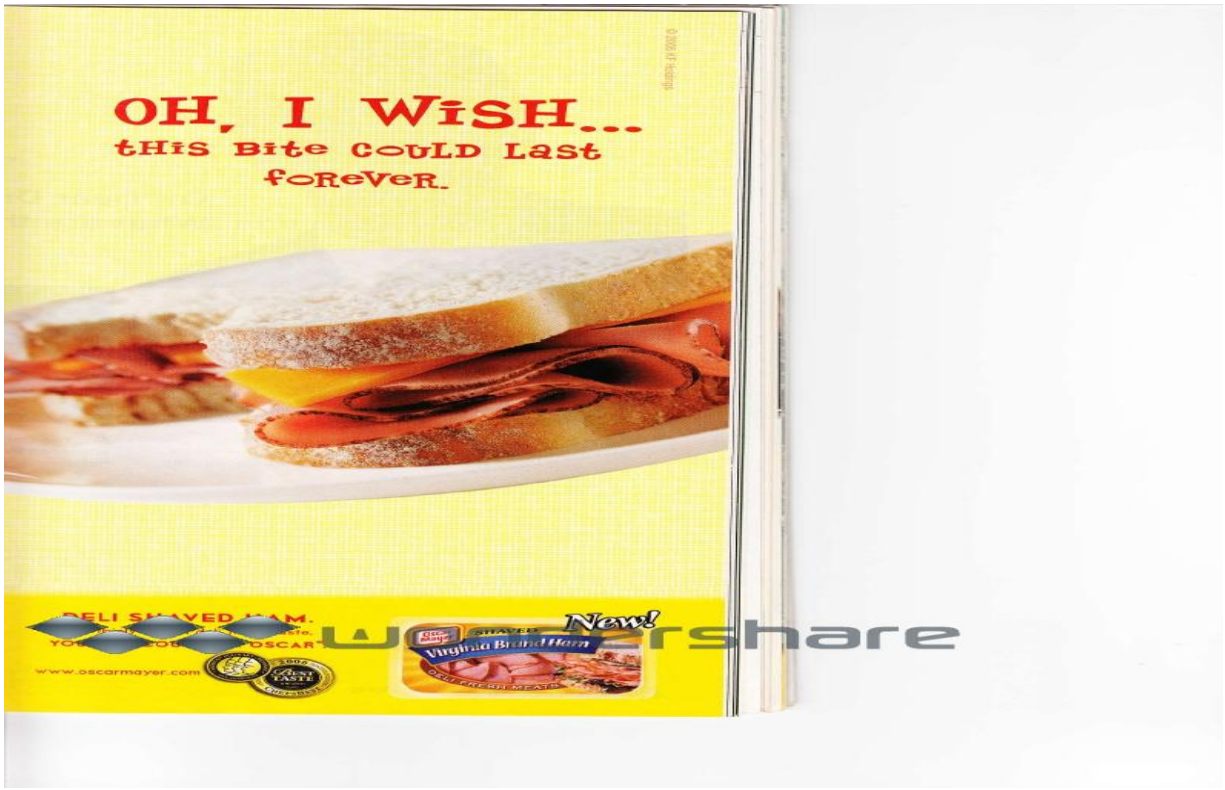
Picture 14 People July 17, 2006

Picture 15 People July 10, 2006

Picture 16 People July 17, 2006

Picture 17 People March 5, 2007

Picture 18 People July 17, 2006



Picture 19 People March 5, 2007

Picture 20 People July 17, 2006

Picture 21 People March 5, 2007

Picture 22 People March 5, 2007

Picture 23 People December 25, 2006

Picture 24 People July 17, 2006

Picture 25 People July 17, 2006