



Advance Social Science Archives Journal

Available Online: <https://assajournal.com>

Vol.2 No.4, Oct-Dec, 2024. Page No. 84-94

Print ISSN: [3006-2497](#) Online ISSN: [3006-2500](#)

Platform & Workflow by: [Open Journal Systems](#)



LINGUISTIC ALCHEMY: EXPLORING THE MORPHOLOGICAL DEVIATIONS TECHNIQUE FOR MODIFYING CONSUMER PERCEPTION IN PAKISTAN'S PRINT MEDIA ADVERTISEMENT

Qaisar Hayat Khattak	Lecturer in Department of English, Kohat University of Science and Technology Kohat Pakistan Email: qaisarhayatkhattak1@gmail.com
Qurat Ul Ain Shah	MPhil Scholar in Department of English, Kohat University of Science and Technology Kohat Email: ainaarsalan16@gmail.com
Qazi Arsalan Shah	Graduate Student of Namal Institute Mianwali (Affiliate College of UET Lahore) Email: arsalan2018@namal.edu.pk

ABSTRACT

This research seeks to establish the complex relationship between deviations from the norm in printed advertisements and consumers' subsequent behavior in the context of Pakistan. The language used in advertising operates as a strong persuasive tool most of which are selected since they break the standard grammatical rules of the language to appeal to the emotions of the target group. The present research, therefore, aims to categorize a sample of 25 advertisements from leading Pakistani magazines and journals by examining how these linguistic features, that include neologisms, blends, orthographic modifications or phonological innovations are systematically, deployed. It is ascertained from the study that these morphological deviations do add value to consumer memories and brand association beyond recall and that they create the impressions which are alterable forms of consumer behaviour. Further, the methodology includes the investigation of the socio-cultural significance of such deviations and provides examples how they manifest the tendencies any changes in Pakistani language usage and consumer society. As such, this study contributes to the understanding of new trends in how language, culture and commerce intersect in today's Pakistan. Moreover, it highlights the role of linguistic innovation in managing consumer motivation and outlining the prospects for applying the principles of linguistic transformation to the exploitation of consumer expectations by marketers and advertisers.

Keywords:

Gestalt Changes, Purchase Intention, Print Media Advertisements, Language Innovativeness.

Introduction

1.0 Language in Advertising

The language of advertisements is highly vital in mediating modern consumerism. It is primarily the compiling type that is primarily used to convince frequently ignoring most of the formal grammar rules to fit the content into the narrow scope of attention. Through the use of language, consciously or unconsciously, the advertisers help to build up the desirability of the commercial product and or service. Even though such shifts in language might be seen as deviations from standard norms, they are calculated in increasing persuasiveness, and thus product sales (Weijters et al., 2017).

1.1 communication strategies used in advertisement language

Using elements of meaning, word choice, sound, formation, and arrangement, advertisers norm and persuasively appeal to consumers using a series of semantic, lexical, phonological, morphological, and syntactic changes. Said differently, displacements, or deviations, violations or deviations from the linguistic norm, are always purposeful and perform the overarching goal of attracting attention. This paper pays attention to such morphological shifts in print media adverts and their effects on the consumption pattern (Touchstone et al., 2017).

1.2 Research Objectives

To this end, the current research intends to investigate and discuss the effects of morphological variations in Pakistani print media advertisements. The study aims at establishing the effects of these deviations on consumers and marketers, especially on consumer conduct and language acquisition. • To investigate in detail the types of morphological variations in print media advertisements. • To assess the implications of these deviations, on the consumer perception and consumption behavior. • That we can use such deviations for investigating their part in the language change within the advertising context. and semiotic strategies—semantic, lexical, phonological, morphological, and syntactic shifts—to norm and persuade consumers. Deviations, or departures from conventional language use, are deliberate and serve the essential purpose of grabbing the audience's attention. This research focuses on the morphological deviations in print media advertisements and their impact on consumer behavior (Touchstone et al., 2017).

1.2 Research Objectives

This study aims to analyze and understand the impact of morphological deviations in Pakistani print media advertisements. The research investigates how these deviations influence both consumers and marketers, particularly in terms of consumer behavior and language development. It has the following objectives.

1. To analyze the types of morphological deviations in print media advertisements.
2. To evaluate how these deviations, affect consumer perception and behavior.
3. To explore the role of such deviations in language evolution within the advertising context.

1.3 Research Questions

The study seeks to answer the following questions:

1. This paper aims to identify and describe various types of language variations that one is likely to come across in English advertisements.
2. What is the purpose of morphological deviations in print ads?
3. In what ways do these deviations affect Pakistani customers and ad promoting?
4. What has led to tolerance of unconventional language changes in commercial advertisements?
5. These deviations: does it change the broader language in society?

1.4 Problem Statement

Advertising language plays a critical role in shaping consumer behavior, often influencing them to purchase products they may not initially require. This study aims

to examine linguistic shifts—specifically at the morphological level—to assess their persuasiveness and potential exploitation of consumer psychology.

1.5 Significance of the Study

This research provides insight into how nonstandard linguistic variations in advertisements influence consumer perceptions and language standards. By analyzing these deviations, the study contributes to understanding the persuasive power of language in advertising and its potential to expand the conventional lexicon of adjectives, adverbs, and other word forms.

1.6 Linguistic Deviations in Advertising: A Theoretical Perspective

According to G.H. Leech in *A Linguistic Guide to English Poetry*, linguistic deviation refers to the abnormal use of language with the aim of attracting attention. In advertising, these deviations are crucial in enhancing message effectiveness and capturing consumer interest.

1.7 The Language of Print Advertising

Print advertising falls under mass media communication, designed to persuade consumers to buy products or adopt certain beliefs. This study focuses on print ad layout and the strategies advertisers use to influence consumer decision-making.

1.8 Structural Elements of Advertisements

The structure of print ads is key to delivering messages to target audiences quickly. Common structural elements include:

1. Visual Narrative: Images that capture attention.
2. Copy: Text that links the image to the message.
3. Slogan: Memorable phrases or jingles associated with the product.
4. URL: Web links for direct consumer interaction.
5. Rule of Thirds: A layout technique for visual appeal.
6. Color: Psychological effects of colors, such as red for excitement or white for purity.

1.9 Persuasive Techniques in Advertisements

Effective advertisements utilize several persuasive techniques, including:

1. Testimonial: Using celebrities or experts to promote a product.
2. Benefit: Presenting the product as a solution to a problem.
3. Appeal to Authority: Citing studies or experts to support claims.
4. Double Meanings: Using wordplay or humor to engage consumers.
5. Symbolism: Using symbols to convey abstract ideas, such as purity or tradition.
6. Association: Creating positive associations through endorsements.

1.10 The Role of Symbols in Advertising

Symbols in advertising succinctly convey complex ideas. For example, in the Nesvita ad, actress Mahira Khan's milky mustache symbolizes childhood innocence and the purity of milk, effectively communicating the product's qualities.

CHAPTER 2: LITERATURE REVIEW

2.1 Advertising and its significance

Advertising is a formal and paid communication tool which is used to convince members of the public to consume goods and services. According to Keller and Kotler (2017), advertising as a non-person communication medium that presents paid

commercial message, specifically to a selected consumer audience is crucial in persuading the target consumers.

The use of linguistic deviation in advertising has been extensively explored in existing literature. Abdul Hamid and Dr. Akbar Ali (2020) investigated linguistic irregularities in Pakistani print media advertising, highlighting the significance of morphological, semantic, and phonological deviations. Their study revealed that advertisers employ seven types of linguistic deviations to capture consumer attention.

Ambreen Shahnaz (2013) conducted a comprehensive linguistic analysis of Pakistani media advertisements at morphological, semantic, phonological, and syntactic levels. Her findings indicated that despite deviating from standard language rules, advertising language remains attractive and effective in grabbing public attention. Shahnaz noted that advertisers utilize various linguistic devices, such as blending, repetition, and alliteration, to create a unique style.

Leech (1972) coined the term "loaded language" to describe the manipulated language used in advertisements. This concept is supported by Kagira (2009), who argued that advertising language has the power to persuade consumers beyond merely providing product information.

Research has also explored the stylistic aspects of advertising language. Leech (1981) defined style as the deliberate use of language to achieve specific goals in a particular context. This perspective is echoed by Ezejideaku and Ugwa (2010), who analyzed the language used in African print media advertisements. Their study revealed a range of linguistic devices employed at phonological, semantic, syntactic, and morphological levels, prioritizing aesthetic appeal over commercial purposes.

These studies collectively underscore the significance of linguistic deviation in advertising, highlighting its role in capturing consumer attention, conveying persuasive messages, and creating distinctive styles.

2.2 History of Advertising

The subject of advertising can be traced back to early civilization where people started to use various modes of communicating to potential customers. The ancient Egyptians, Greeks and Romans for example used papyrus and painted signs – usually painted on the surface of the object – to pass across sales messages. Early evolution of advertising occurred in the 19th century and although it was primarily focused on content and its successful implementation for selling various goods and services, it can be called modern advertising. Friedman (1979) identified two primary functions of advertising: they are useful for regulating social relations and realizing mass consumption based on enticed and at times deceitful appeals.

2.3 TV Advertisement in Pakistan

Advertisement of various products and services in Pakistan has gone through various revolutionary phases. To begin with, post-independence advertising was dominated by printed media and radio. The change in the middle of the decade was the addition of the television as the new medium of the advertisements which facilitated more visually involved advertisements. The period after 1990s have seen celebrity

endorsement and language change in advertisements as the emerging concepts that define social change and consumer ship.

2.4 Research Articles on Language of Adverts

Numerous scholars have made significant contributions to the understanding of advertising language:

1.Charles (2001) argued that the given language contains creativity involved in the advertisement while at the same time being bound to a language text.

2.Djafrova (2008) specialized with puns in commercials and mentioned that they have got ambiguous meanings.

3.Similarly in Kagira's work (2009) on the aspects of morphological, syntactic and phonological practices in the developing of adverting language, highlighted the fact that consumer participation was far from being a simple activity.

4.Ezejideaku (2010) discussed the cultural importance for African advertisements analyzing the linguistic decisions that occurred in it.

5.According to Akinbode (2012), the entire advertisement text was made with rhetoric language, which has the aim of creating the perception of the consumers.

2.5: Five Distortion Forms of Advertising Language

Morphological deviations are concrete changes of word forms that are used by advertisers to make brand messages more differentiated. Such deviations may involve new creations, mix-ups, and writings of words, all of which help in memorability and consumers' interaction with brands.

2.6 The Role of Deviation in Advertising

The deviations are very widespread in advertising as they provide uniqueness and creativity in advertisement dissemination making it easier to grab consumer's attention. It is important to understand these deviations in order to comprehend ways in how language affects consumer behavior and how markets evolve.

2.7 Theoretical Frameworks

The following theoretical frameworks will inform this study's analysis of advertising language:

1.Leech's Stylistics Approach: Geoffrey Leech's stylistics allows better understanding of how failures in langue rules can contribute to advertisement appeals and the phenomenon of foregrounding which attracts consumers' attention.

2.E.E. Cummings' Model of Morphological Creativity: The ways in which Cummings plays morphologically with words are similar to the manner in which advertisers perform wordplay in order to create advertising content that is both memorable and effective.

3.Shklovsky's Theory of Defamiliarization: The first theory that will be employed in the analysis of how advertisers take the common language and alters it to appeal to the consumer is the Russian literary critic, Victor Shklovsky's theory of de familiarization.

2.8 Implications to Consumers

Morphological deviations purposefully applied to brand advertisements do more than shape the way the brand is perceived – these shifts are also responsible for the formation of societally widespread changes to language. When exposed to such

nonstandard language forms the consumers may well start to use them and thus there is a dynamic process in the current mode of communication.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research approach on Resume

This research employs a qualitative research design in that it is based on the language used in print advertisements. The reality is that language use is investigated where not only the observations, opinions, and actions are considered but also the effect of pathologic morphological variations on consumers.

3.2 Discourse Analysis as a Research Method

Words are therefore linguistic indicators in discourse analysis used in the print advertisements. The current article studies selected advertisements that appeared in Pakistani newspapers and magazines in 2017 with morphological deviations.

3.3 Sampling Strategy

In total 25 advertisements are chosen for analysis and it includes products like Mountain Dew, Samsung Galaxy J7 core, Ufone, Can be be Diapers. These advertisements are selected according the industry they belong to and the type of morphological distortions that exist.

3.4 Theoretical Frameworks

3.4.1 Leech Amer stylistics Approach

Following Geoffrey Leech's theory of stylistics this study shows how deviations from standard use of language contribute to the effectiveness of adverts. Foremost, Leech's idea of foregrounding explains how language manipulation captures consumer focus in society?

3.4.2 E.E. Cummings' Model of Morphological Creativity

Morphological play in poetry by E.E. Cummings serves as the cross sectional reference through which advertisers twist words for creative and memorable ad content.

3.4.3 Shklovsky's Theory of Defamiliarization

Thus, the effect of making the familiar strange is also applied to the analysis of how the language of advertising is interfered with in order to attract the consumer's attention.

Chapter 4: Meta-Linguistic Offences found in Language of Advertising

4.1 Fluctuation and Linguistic fluctuation

Deviation means a shift away from the usual pattern; in the linguistic perspective, it means violating standard language rules in interaction. In advertising such shift in language is quite common and intentionally used by the advertisement makers to grab the consumer's attention. According to Xiubai (1997), deviations refer to situations where the speakers modify language in response to factors and-present ways through which such disruption can promote the effectiveness of advertisement.

Semiotic Aberrations of Advertisement

Geoffrey Leech identified eight types of linguistic deviations, of which the following are particularly relevant to advertising:

1. Lexical and Morphological Deviations: Uses and functions and shift in meaning of words and phrases.

2. Phonological Deviation: Changes in phonetics, for example, alterations in tones of voice, pitch, intonations and many related factors.

3. Semantic Deviation: Shifts in word meanings.

4. Syntactic Deviation: Syntax which is not consistent with the usual organizational flow of a sentence.

4.2 The Role of Deviation in Advertising

Verbally deviating from the standard while creating advertisements allows for language creativity and creates interesting advertisements. Awareness of these three types of language is necessary for understanding how the language of advertisements extends consumer behaviour.

4.3 Major Variations in Ad Discourse

Morphological Deviation

At the morphological level we see distortion where the advertiser has formed a new word or has altered an existing word. Dr. K. S. Leech opines that what advertisers do is expand language rather than violate grammar. Techniques include:

1. Coinage: Previous word creations including completely new words (e.g., Cheetos).
2. Blending: Putting together two words for example canola olive = canolive.
3. Acronyms: Naming existing forms with three letters followed by the form number (e.g., BBQ, news39).
4. Orthographic Modification: Changing spellings for words (for instance Sooper biscuits).

Other forms include drawings and rhetorical devices like use of figures of speech for instance; use of similes and metaphors to appeal to the consumer.

4.4 Phonological Deviation

Phonological deviations use sound in the hopes of achieving distinctiveness. Common techniques include:

1. Alliteration: Rhyme using the repetition of consonant sounds in the named (e.g., 'Wild West Wind').
2. Rhyme: Recall statements that utilize rhyming to reiterate points such as the following "Quality means a lot, lot Augmentin".
3. Wordplay: Why not "TWO GET HER" instead of "together"?

These techniques increase product name recall enhancing memorability that would make the consumer recall a product name.

Semantic Deviation

Semantic shifts replace standard meanings with more evocative alternatives, making ads memorable:

1. Metaphors: Putting a product onto the same level as desirable ideas (for instance, associating sports drink with life).
2. Hyperbole: When it comes to exaggerating product attributes the goal is to further the perceived distinctiveness.
3. Puns: Using ambiguous attributes for the greater discursive relevance (for example, 'Any place, something to say has to ').

4.5 Syntactic Deviation

Syntactic innovation is the employment of changes in sentences which results in producing effects. Some examples are ones such as "Sachi yari sab pe bhari."

Techniques:

1. Emphatic Constructions: Emphasizing product attributes with the help of violating syntactic norms.
2. Sentence Types: Using declarative, interrogative, and imperative mood to appeal to the learners' emotions.
3. Rhetorical Questions: Engaging the audiences to create an opportunity for conversation.

The abnormalities of the morphological structure are especially significant in contemporary advertising competition and stimulating consumers' attention. This research aims to select twenty five advertisements from The News, Dawn, Family Magazine and Akhbar-e-Jehan of Pakistan (2017) to explain that linguistic deviation especially morphological deviation influences consumers' behavior and fasten their decision making.

Chapter 5: Ads Created with Reference to Morphology Distortion

In the highly saturated territory of advertising, different morphological changes are used more often to entice the customers. Pertinently, this chapter employs a critical analysis of twenty-five adverts featured in leading Pakistani magazines to examine how precisely advertisers purposely manipulate linguistic deviations, especially morphological ones to increase product appeal.

5.1 Morphological deviations examples

1. Mountain Dew (Pepsi): The brand name slogan "Do the Dew" changes the literal translation of Dew to translate as adventure and is likely to woo the young consumers. *(Advertised from Daily Dawn newspaper on March 12, 2017)*
2. Canolive Cooking Oil: More explicitly involving two distinct characteristics in its name, Canolive is an appreciation of the Canola Olive combination simplification that means 'Canola Olive.' *(The News, May 25, 2017)*
3. Care Crème Bleach: By spelling it as "Crème," it makes it luxurious which by correcting the morphology of the word makes it more attractive for sale.
4. Samsung Galaxy J7 Core: Besides numerals and non-Standard English, "YOU 2 FOR THE 2 YOUS" captivate the customers' attention.
5. McDonald's: Whereas the names such as "McDelivery" and "McChicken" belong to the name recognition the phrase "Lovin' It" tends to be rather informal.
6. Young's Chicken Spread: The acronym "BBQ" also makes the message easier but more importantly adds value.
7. Skin White Soap: Add Components local colour and personal feeling to an English word: the Urdu word 'din' means 'day'.
8. Pakistan State Oil (PSO): The term "Fuel ink" is obtained from the fusion of the words "fuel" and "link" to improve brand familiarity.

9.Hashmi Ispaghul: On the one hand, bilingualism provokes interest and, on the other, it forms a specific language for the product.

(The News, November 3, 2017)

10.Canbebe Diapers: Thus, a playful brand name obtained from "Can" and "Be" influence parents efficiently.

11.Parley Hair Removal Lotion: "Eazee" is a spin off [from 'easy' but with a contemporary appeal".

(Weekly Family Magazine, April 30, 2017).

12.Qarshi Jame-Sheerin: The word "lite" is instead of the word "light" to retell attractiveness of the beverage as to make it less caloric.

(or SNU translations of Weekly Family Magazine articles from May 21, 2017)

13.Sufi Products: The brand name appears to be one that will convey a sense of purity and this has been backed by morphological changes. 14. Blesso Cosmetics: The inclusion of 'O' to the name 'Blesso' gives it even more marketability.

15.Shell Petroleum: Much like in the domain of food, attractive names are employed to signal that such GPower raises engine performance in a manifold way, whose label "V-Power" reveals.

16.Bisconni Chocolatto and Oye Hoyo Potato Chips: It is because 'Chocolatto' is oriented on young people and contains a kind of a nickname with wrong spelling.

17. Fonepay Master Pass: "Fone" replaces "phone" appealing to mobile users.

18.Ufone Cellular Service: The combination of the letters "U" and "FONE" is familiar with the consumer on an imperatively casual note.

19.Tissot-International Watch Company: "T+TISSOT" is just a reminder of the message, Elias explained, that expresses the connection between time and the brand.

(THE NEWS, November 14, 2017)

20.Sooper Biscuits: Appending 'Sooper' to 'Super' makes the name more sales appealing, besides being easier to memorize.

21.Trendy & Unique Collections: "MEANDMYHEELS" in a way violate a standard language use and thus appeal to people's attention.

Source: Akhbar-e-Jehan or Weekly published from Iran, Date: November 20, 2017.

22.Pakistan Telecommunication Limited (PTCL): Thus, "Hi-speed" focuses on the speed of the connection the term is somewhat oriented away from standard terminology.

(The News, December 1, 2017)

23.Lays Potato Chips - Upsize Munch: The adjectives here are short but creative; instead of "much," we have "munch."

24.Cosmosurge: A combination of Cosmetic and Surgery which targets the younger generation in need of beauty /beauty enhancement procedures.

25.Gourmet and Nurree Brewery: As for the lexical level, it is also possible to mention orthographic variations, such as 'bigg', 'pholpy'.

Chapter 6: Research Analysis – Mean, Median, Mode and Conclusion

In this chapter, the samples consist in twenty-five advertisements, and it will be shown that morphological deviations are the most persuasive linguistic features. These methods are employed by advertisers because they hold the audience's attention, a

fact borne out by such brand catch phrases as 'Do the Dew' and 'Sooper Cookies,' which are original branding appeals.

6.1 Why Morphological Deviation?

There is an agreement that morphological deviation promotes and helps to achieve efficient communication, it creates interest and expectation, and creates a desire to recall. The borrowed words like "fone," "crème" and "sooper" have greatly contributed for the extension of wordage and fluency in the consumerism way of life.

6.2 Role in Product Popularity

The Pakistan Advertisers Society (PAS) further shows that Family Magazine, Akhbar-e-Jehan, Daily Dawn and The News are purchased more due to readership. It proved that the advertisements that contain morphological deviations are more memorable and sale-generating.

For instance, PTCL has divided its advertisement budget to 40% for creative linguistic campaigns helping it surpass other competitors like Mobilink and Telenor. This investment reaffirms the correlation between linguistic deviation, brand exposure and economic sales return.

6.3 Tabular Representation of Morphological Deviation Analysis

S.No.	Morphological Deviation	Brand/Ad Example
1	Morphological Deviation	Meandmyheels
2	Morphological Deviation	Sooper
3	Morphological Deviation	T+Tissot
4	Morphological Deviation	BBQ
5	Morphological Deviation	I'm Lovin' It
6	Morphological Deviation	Canbebe
7	Morphological Deviation	Eggxactly
8	Morphological Deviation	Ghairat
9	Morphological Deviation	Lays Munch
10	Morphological Deviation	Mountain Dew

Conclusion

All in all, this study has underscored how deviation from the standard form is beneficial to the advertising industry as it becomes a strong influence to the customer's purchase decision and a boost to brand identity. The way which advertisers do this is to employ language that splits with conventional expectation so that these messages can be exceptional and engaging with the target group. With this, the fact cannot be overemphasized that linguistic deviation will continue to be an important technique in the management of advertising efforts with the emergence of a new dimension in advertising.

Bibliography

Abdul Hamid, & Akbar Ali, D. (2020). Linguistic Deviation in Pakistani Print Media Advertisements. *Journal of Social Sciences, Education, and Humanities*, 4(2), 426.

Akinbode, A. (2012). The Universality of Rhetorical Language in Advertising: A Review of Appeals Used in Targeted Communications. *Journal of Language and Communication Studies*, 4, 57-72.

- Ambreen Shahnaz. (2013). Linguistic Analysis of Pakistani Media Advertisements. [Unpublished thesis
- Djafrova, R. (2008). Puns in Advertising: Self-organization in organizations relates to the three dimensions of work, as creativity, ambiguity, and persuasion. *Int. J. Adverting*, 27 (4), 691-712.
- Ezejideaku, C. C., & Ugwa, U. A. (2010). Language and Advertising in Africa. *International Journal of Language and Linguistics*, 1(1), 1-12.
- Ezejideaku, H. (2010). Cultural Elements in African Advertisements: A Linguistic Perspective. *African Journal of Communication* vol 1/No 2 pp 22-35.
- Friedman, L. (1979). The Functions of Advertising: Controlling Social Relations and Promoting Consuming Mass. *Advertising Research*, vol. 9, no. 3, pp.19-28.
- Kagira, E. (2009). The Power of Language in Advertising. *Journal of Language and Linguistics*, 8(3), 537-554.
- Kagira, J. (2009). This paper seeks to explore and discuss the interactive nature of morphological, syntactic and phonological elements in language used in the context of advertising. *Journal of Advertising Research*, vol. 49, no. 3, pp 286-297.
- Keller, Kevin Lane and Philip Kotler. *Marketing Management: A South Asian Perspective* (15th Edition). Pearson Education.
- Leech, G. N. (1972). *Linguistics and the Study of Language*. Indiana University Press.
- Leech, G. N. (1981). *Semantics: The Study of Meaning*. Penguin Books.