

LANGUAGE OF ADVERTISING ON THE EXAMPLE OF SELECTED HAIR PRODUCTS ADVERTISEMENTS

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Purpose: The primary aim of this research is to investigate the linguistic devices in hair product advertisements and their impact of advertising language on consumer behavior and decision-making.

Design/methodology/approach: The research employs a qualitative content analysis methodology to examine the language used in selected hair product advertisements. This approach involves a detailed linguistic analysis across three levels: rhetorical, lexical, and syntactic, to uncover how these elements of language contribute to persuasive communication in advertising. The study draws on theories from both linguistics and marketing management to frame the analysis.

Findings: The analysis shows that linguistic tools significantly enhance the persuasive appeal of advertisements, often leading to manipulation of consumer perceptions. Specific strategies include the use of emotionally charged language, strategic ambiguity, and the creation of positive associations with products.

Research limitations/implications: One limitation of the research is the focus on a narrow range of products, which may not fully represent all advertising contexts.

Practical implications: The findings of this study are highly beneficial for marketers, offering strategies for developing more compelling advertising messages.

Social implications: This research highlights the powerful role of language in shaping societal norms and consumer values. By influencing consumer behaviour, advertising language not only affects economic outcomes but also plays a crucial role in cultural and social dynamics.

Originality/value: This paper contributes to the interdisciplinary field of management and linguistics by providing empirical research on the manipulative power of language in advertising. It highlights the nuanced ways in which language can be used to shape consumer behaviour, offering valuable perspectives for both academic researchers and practitioners in marketing.

Keywords: Advertising Language, Advertising Strategies, Consumer Behaviour, Persuasion Techniques, Decision-making.

Category of the paper: Research Paper.

1. Introduction

Advertising is the basis of commerce, marketing, but also culture. It has an intense impact on people. Many factors influence the effectiveness of advertising. The most important thing that makes advertising so successful is the use of specialized advertising language, rich in various linguistic means. Various linguistic tools can be used to influence people's thoughts and feelings. Authors of advertising use much more sophisticated techniques to persuade and mislead people, taking advantage of their unconsciousness.

In advertising, the metalanguage can also be a powerful tool to enhance the clarity and persuasiveness of marketing messages. By explicitly referencing the communication process within the advertisement itself, metalanguage can guide the audience's interpretation and response to the content (Skubis 2020; 2016).

Lexical choices are important to convey the desired image and message of a product. Advertisers often use positive nouns and adjectives to make a product highly desirable and attractive. Such means are often chosen by admen because of their strong impact on the emotions that can be evoked in customers. For example, words such as "stunning" or "luminous" are a staple of beauty product advertising because of their primary purpose of promoting a particular industry.

Additionally, to present the products in the best possible light, manufacturers use adjectives of the superlative degree (Bai, 2018, 841-847). Such strategic selection of lexical elements influences the appearance of aspirational features of the advertisement, thanks to which recipients will be more able to associate a given product with something positive. Such an emotional bond between the addressee and the recipient is intended to increase customer attachment to the brand. Ultimately, a valuable factor in cosmetic product advertisements is the well-thought-out and precise use of language.

Rhetorical devices are other major components of advertisements for cosmetic products. These devices are, for example, metaphors, similes, hyperbole, and personification, which help to influence the overall text and its positive reception. Rhetoric is an important element of advertising, and its purpose is to influence the reasoning, will, and feelings of the audience and achieve a persuasive character. Persuasion is a key element in both advertising and rhetoric, which is the process by which the addressee attempts to change the recipient's opinion using both verbal and non-verbal signs (Švažienė, 2010, 111-115).

Last but not least, syntactic structures are used strategically by advertisers to emphasize the main point of the text and give it a rhythmical perception. Short sentences are often used to add precision to an advertisement and make it more memorable. Additionally, the use of imperatives is a very valuable method of evoking a sense of spontaneity and involvement in consumers. Questions, especially rhetorical ones, are another important factor that arouse moments of

reflection in the recipients, which makes the product deeply rooted in their minds, often resulting in a purchase.

Syntactic means such as repetitions or short, simple sentences connected by the conjunctive “and”, short verbs, and slang words can affect the precision and clarity of the advertising message, making it more understandable for recipients. An example of a sentence using features indicative of the use of syntactic structure is “No other make-up looks and feels so naturally lovely!” It is the one that is most clearly stated and gives a more precise description of how influential and valuable the product is (Ruiz, 2014, 1-44). Such syntactic gimmicks create a more readable text and improve the narrative, making it more rhythmic and engaging.

The purpose of this article is to analyse the linguistic devices used in hair products advertisements and to demonstrate their aim to influence and convince the potential clients to buy the advertised products. The linguistic features that are used in advertisements are discussed at different levels: rhetorical, lexical, syntactic one.

2. Literature review

Advertising language is a powerful tool that shapes consumer perceptions and drives purchasing behavior. To create compelling and persuasive advertisements, marketers strategically employ various linguistic techniques across three main levels: lexical, rhetorical, and syntactic. Each level plays a distinct role in enhancing the effectiveness of advertising messages which are a form of communication with a potential client.

Communication is essential for human interaction, enabling the exchange of information, emotions, and ideas (Skubis, 2022). Effective communication requires proficiency in various linguistic levels such as phonetics, grammar, lexis, and pragmatics. Specialized and technological languages are crucial in fields like scientific research, allowing precise and effective communication of findings, thus advancing knowledge (Skubis et al., 2023). Hoffmann defines specialized language (LSP) as linguistic tools used within specific fields of communication, characterized by unique aspects based on theme, context, and speaker’s intention (Skubis, 2024).

The rhetorical level involves the use of artistic and persuasive language techniques to engage and influence the audience. Rhetorical devices such as metaphors, similes, hyperbole, and personification enrich the advertisement, making it more memorable and impactful. These techniques appeal to the audience’s emotions and reasoning, enhancing the overall persuasive power of the advertisement (Akinrinlola, 2022; Bai, 2018).

At the lexical level, the choice of words is crucial in conveying the desired image and message of a product. Positive nouns and adjectives, along with carefully selected terminology, evoke specific emotions and associations in consumers, making the product more desirable and

attractive. By highlighting features like quality, natural ingredients, and benefits, advertisers can establish a strong connection with potential buyers and foster brand loyalty (Brahim, 2022; Yaghubyan, 2022).

Finally, the syntactic level focuses on the structure and organization of sentences to improve clarity, rhythm, and engagement. Short, imperative sentences, rhetorical questions, and other syntactic structures are used to emphasize key points, create a sense of urgency, and encourage consumer action. By crafting well-structured and rhythmically appealing messages, advertisers can ensure their content resonates with the audience and remains memorable (Malyuga, Tomalin, 2020).

Together, these three linguistic levels—lexical, rhetorical, and syntactic—interact to create cohesive and convincing advertisements. Understanding and effectively utilizing these linguistic techniques is essential for advertisers aiming to influence consumer behavior and achieve their marketing goals. This comprehensive approach to advertising language not only enhances the appeal of the product but also strengthens the overall communication strategy, ultimately driving sales and fostering brand loyalty.

It needs to be underlined that customer experience is highly recognised as a success among service providers at different levels within the organization, which are strategic, tactical and operational level and the proper communication is one of the main aspects of advertising. Marketing behaviour has evolved from traditional methods to digital interactions with customers, where engaging customers effectively is crucial for creating memorable service experiences (Skubis, Akahome 2022; Wołk et al., 2022). Below the description of three levels of advertising language.

2.1. Rhetorical level of the language of advertising

According to Akinrinlola (2022, pp. 35, 37-43) some institutions use rhetorical aspect of the language to attract the attention of potential customers. Rhetoric is defined as a method which is characterised by the usage of the language in successful and persuasive way used in an oral or a written form. It is called a discourse, which is a kind of the art in which various techniques are explored and used to attract the attention of people and satisfy their needs.

Through the technique of rhetoric, the most noticeable rhetorical features in a text are studied and this is done in order to generalize knowledge about the character, structure and role of texts. The first technique that is given by the author (ibid.) is the use of songs. They are commonly employed in many advertisements in order to invoke the emotions of recipients. The linguistic means that appear in the analytical part in the advertisements are as follows:

- Personification

According to Wales (2011, p. 314) personification is a rhetorical figure by which inanimate objects can be given human characteristics. Personification is a rhetorical figure by which inanimate objects can be given human characteristics. This linguistic device can be found in

literary and poetic works, for example in words from a certain poem: “And Melancholy marked him for her own”.

- Rhymes

According to Wales (2011, p. 371) rhyme is a kind of an echo which is heard while reading and it occurs in the poem. End rhymes are the most frequently used types of rhymes in English language, for example “June/moon”, “rose/toes”.

- Inversion

According to Malyuga and Tomalin (2020, pp. 147-152) inversion is a change of words in the sequence that causes the content of the sentence to also be altered or the emotionality of a sentence to be emphasized. The example of inversion is given: “Impossible is nothing”.

- Alliteration

According to Wales (2011, 14–15) alliteration is about that consonants at the beginning of some words are repeated. It is more frequently used in literary and poetic language. It is prevalent in some idioms as well, such as: “rack and ruin” and “as dead as a doornail”.

- Idiomatic expressions, idioms

Idiomatic expressions are used to encourage readers to take desired actions, making the language more vivid and relatable. Idioms are phrases or expressions that convey a figurative meaning rather than a literal one. In other words, they use metaphor to express an idea (Jabbari, 2016).

- Rhetorical question

Rhetorical questions has an impact on the recipient and evokes their thoughts about the given information or other events, an example of such figure of speech can be: “Don’t you have something better to do?”

- Hyperbole

According to Richards and Schmidt (2010, p. 219) hyperbole is an expression in which exaggeration plays a big role, for example: “I’m so hungry, I could eat a horse”.

2.2. Lexical level of the language of advertising

Below we present the linguistic devices that were used in the advertisements in the analytical part. Akinrinlola (2022, p. 41) highlights some examples of particular parts of speech, these are some nouns: bills, world, door, some verbs: pay, worry, pick up, and some adjectives such as: easy, simple, fast. The verbal and adjectival choices are important. Verbs can be used to describe a particular type of action or emotion, whereas adjectives invoke some emotions in people as well as support the achievement of a rhetorical effect on the recipients. According to Sawetsiri (2018, pp. 111, 143) adverbs in the language of advertising regarding the skincare goods are used to show that they are more valuable and trustworthy than the products of competitors. The examples of adverbs are shown: dermatologically, clinically.

Brahim (2022, pp. 549-551) distinguishes the features of vocabulary that are specific to advertising and the most frequently applied figures of speech at the lexical level, such as:

- Verb phrases

Such phrases are divided into finite and non-finite verb phrases, the first of which has the feature of having only word as the finite verb and it has the tense contrast, person, and number which agrees with the subject, the second part of the phrase is made up of non-finite verbs. The non-finite kinds of the verbs are as following: the infinitive, the present participle, the past participle, and their use in advertisements is frequent. The verbal groups are as simple as possible and they include just a single word. Mostly simple finite verb forms like present forms or imperatives are used in advertisements to make the consumer's desires satisfied. The auxiliary verbs are often used such as can or will (Brahim, 2022, pp. 549-551).

- Noun phrases

According to Brahim (2022, pp. 549-551) the previous type of phrases are much less complicated and less complex than noun phrases. The presence of the pre-modifying part is the most important characteristic of the noun phrases and this part is very often complicated and has special structural attributes. The difficulty of the pre-modifying part depends on the attempt to grasp, depict and define products' properties in a way which makes it more appealing. The scientist gives an instance of a cluster in which there are some adjectives before a noun (Brahim, 2022, pp. 549-551).

- Adjectives

The advertisement is characterized by hyperbolic language, which results in a presence of a large number of comparative and superlative adjectives. Examples such as: better, nicer, newer are given. Qualities that are measurable in degrees are described by gradable adjectives, which may appear both as comparative or superlative form. There are more gradable adjectives than non-gradable adjectives. The latter, on the other hand, are used to depict features that are totally present or absent. Further features of them are that they are not used in comparative nor superlative form and they do not exist with adverbs of degree. (Brahim, 2022, pp. 549-551).

According to Brahim (2022, 549–551) epithets are also often used in advertising. These are expressions in which special features of an item or incident can be depicted and their idea can be concretized. They are used to describe the emotive and judgemental attitude of the writer. The most commonly used epithets in advertising are: fresh, new, gentle, creamy, silky, delicious, beautiful, ideal, excellent, unforgettable, eternal (Brahim, 2022, pp. 549-551).

- Numerals

In many advertisements their use is noticeable, as they are employed by many authors to accurately portray the features of a particular product. They quantify many things such as years, how many percentages substances count, the number of clients who are contented (Brahim, 2022, pp. 549-551).

Wales (2011, p. 338) gives a sample sentence with numerals: A London Transport big six-wheeler, scarlet-painted, diesel-engined, 97 horse-power omnibus.

- Formation of new words and phrases

Expanding new vocabulary in English can be done in many different ways such as affixation, compounding, conversion, shortening, blending, and back formation. Advertisers use elaborate words to make a particular advertisement more varied, creative, and appealing (Brahim, 2022, pp. 549-551).

- a) Compounding

A way of creating new words and phrases, it is very often used in advertising. Compound words are lexical units, which characteristic is that they have more than one root, they are not separable, it means that other words cannot be added to them and they are semantically united. Some examples of compound words that are frequently used in advertising are given: good-as-homemade, pain-relieving, state-of-the-art, hand crafted, head-to-toe, one-of-a-kind, touch-sensitive (Brahim, 2022, pp. 549-551).

- b) Affixation

According to Kvetko (as cited in Brahim, 2022, pp. 549-551) it is the next most successful way to create new vocabulary with the use of prefixes and suffixes. Brahim (2022, pp. 549-551) highlights that a suffix makes the lexical meaning and the class of word change for example from the verb read to a noun reader, whereas a prefix makes the word's lexical meaning change, but it happens more frequently than the change of the word class. Examples of this process are given: cookability, anti-aging, jewel-like, casiology (Brahim, 2022, pp. 549-551).

- c) Shortening

According to Kvetko (as cited in Brahim, 2022, pp. 549-551) shortening is a method that involves taking a part of a word away from its original form. Brahim (2022, pp. 549-551) states that this process includes techniques like clipping, acronyms, and initialisms, the first of which makes words reduced in order to make them shorter, for example fan, fanatic. Acronyms are words created with the use of the initials of phrases composed of one, two or even more words, which function and can be read as normal words, for instance: NATO, UNESCO, AIDS. Initialisms simply function as shortcuts composed of letters that are made in alphabetical order, these are the examples: VIP, PC, TV (Brahim, 2022, pp. 549-551).

- d) Blending

It is identical as an earlier operation of shortening, but can also be associated with combining elements from two separate words, an example is the word smog which is composed from two words smoke and fog (Brahim, 2022, pp. 549-551).

- e) Conversion

It is a process in which some new words are created in a dissimilar part of speech, with no derivatives attached. The example can be the expression made from a brand name such as Pepsi which is actually a noun but was changed into an adjective: Get that Pepsi feeling (Brahim, 2022, pp. 549-551).

Yaghubyan (2022, pp. 89-90) gives important linguistic means regarding the language of advertising. More and more new words are created by advertisers to be more productive in promoting some goods and to make advertisements more interesting. According to the scientist, the lexical means that are often used in advertising are as follows:

- Proper names

According to Robert (2013, pp. 61-66), proper names are frequently used by advertisers to describe a particular item or organization. Using proper names makes people pay attention to the product and the company before getting additional information about these aspects. The text from an advertisement is an example of the usage of proper names: fly Arik Air... London, New York, Johannesburg, the expression Arik Air is a proper name (Robert, 2013, pp. 61-66).

- Emotive Expressions

According to Robert (2013, pp. 61-66), emotive expressions are words that affect clients' emotions. Customers' choices depend on what words are used in advertisements and how they are used. Words that appeal to people's emotions include "special", "right choice", and "rush". The first word means that a particular product is unique, the second indicates that some products are better than others, and it is better to choose them, and the third refers to the fact that advertising offers are temporary.

- Personal pronouns

The pronouns as you and we are the most popular in advertising. They are used to make advertisements sound pleasant and friendly, to make them more attractive and to deepen the relationship between the advertiser and the recipient. With the help of personal pronouns, the reader is persuaded by the advertiser to buy a particular product or service, which can bring benefits and fulfil the needs of the recipient (Packard et al., 2018).

- Repetition

This is a technique that involves repeating specific expressions to make people memorize the ideas of authors and to make these phrases to be remembered as creative and appealing. Some restaurant's advertisements use repetition for promoting products, as in the following example: "the spicy range. Spice it up. 4 spicy delights to try" (Woods cited in Yaghubyan, 2022, pp. 89-90).

2.3. Syntactic level of the language of advertising

In the section below, the linguistic measures from the syntactic level that appear in the advertisements in our research are described. According to Brahim (2022, pp. 549-551) the most important at syntactic level are different types of sentences, the most often used in advertising are as follows:

- Imperative sentence – "a sentence that gives a command or gives a request to do something".

- Exclamatory sentence – “a sentence containing an exclamation or strong emphasis”

An example of an imperative sentence is: “Give me a glass of water”. The following sentence is an instance of the usage of exclamatory sentences: “What a fresh cold water!”.

According to Linghong (2006, pp. 73-77) advertising language at the syntactic level often has a colloquial style with a structure that is simple. Stylistic features of the language of advertising are studied on the basis of different kinds of sentences such as:

- Declarative sentences

They are very often used in advertisements, due to the fact that they provide information and fulfil the principal purpose of advertising which is to describe to the reader about the standard of a specific item (Linghong, 2006, pp. 73-77).

- Interrogative sentences

They are extensively applied to attract the attention of customers. Interrogatives are used to find information about a certain topic and function. They often appear in the form of rhetorical questions that do not need to be answered. The example is the sentence: Is this a vision or a city? (Linghong, 2006, pp. 73-77)

- Short sentences

If a sentence is short or long contributes to the comprehensibility and clarity of the text. Longer sentences make the text less readable. Short sentences are more often used because the purpose of advertising is to catch attention of customers and provide information about goods, whereas long sentences can make customers less interested while they are reading the text (Linghong, 2006, pp. 73-77).

- Simple sentences

The structure of a sentence is also an important factor and it contributes to the clarity of advertisements. Sentences can be divided into complex and simple. The latter are made up of a single independent clause. The most beneficial for advertising is to use simple sentences, because thanks to them advertisements are simpler, paragraphs are reinforced, and the mood of some actions can be communicated. Simple sentences are more common in print advertising and the example of such a sentence is: “So you can lose twice the weight than counting calories by your lonesome”. “And shake that notion of just shapes out of your head”. “There’s soup, pasta, meal bars, even ice cream snacks” (Linghong, 2006, pp. 73-77).

- Minor sentences

A normal clause according to English grammar rules should be composed of a subject, a verb and a third component which is optional. However, advertising language does not follow these rules. The sentences are incomplete they do not contain the elements that are mandatory. The example of minor sentence are as the following ones: “Canon’s solution? A five ink printer” (Linghong, 2006, pp. 73-77).

The analysis of selected hair products advertisements.

In this chapter, the focus will be put on selected hair products advertisements. They will be examined from a linguistic perspective. A variety of advertising techniques are used in selected commercials to make them more appealing for readers, so the use of different linguistic means is helpful to sell the products. The linguistic techniques that are employed by many advertisers in order to promote their goods more effectively will be studied. In this chapter the linguistic means from the advertisements of hair shampoos, conditioners and masks will be examined from the brands such as Not Your Mother's, Hydreate-me.wash, Avon, Giovanni eco chic beauty, Odele, Beauty Works and Flora & Curl.

3. Linguistic features in selected advertisements

3.1. Linguistic features in selected advertisements of hair shampoos

The first advertisement of a shampoo is from the brand named Not Your Mother's and its description is really lavishing, because it has many important linguistic means that are enjoyable and easy to understand.

Table 1.

The advertisement of hair shampoo

Give your curls a fresh start with Not Your Mother's Curl Care Shampoo. This gently cleansing keratin shampoo works to delicately wash your scalp and hair, while also delivering a boost of moisture and hydration

This advertisement has many linguistic means at the lexical level. These are pronouns *you*, *your*, which give a suitable and understandable meaning because they can strengthen the ties between the advertiser and the recipient. This description includes the brand name with the name of the shampoo, which is classified as the next important linguistic mean, which is called a proper name. The use of such techniques by people who promote their goods is to make the recipients remember these names. In this text there is also a compound word made up of nouns *keratin shampoo*. The next linguistic means from the lexical level are some nouns such as *curls*, *scalp*, *hair*. The first one makes the reader immediately guess what is this product about, it is a shampoo for curly hair. There are also some adjectives such as *fresh*, *cleansing*, which can be favourably understood. They refer to the benefits of using this product, such as freshness of curly hair or the purifying effect. The adverbs are also included like *gently*, *delicately*. The message that is conveyed through the use of these words is that this product will provide relief. This advertisement also contains a linguistic mean from the rhetorical level, i.e. personification - as the inanimate objects are not capable of doing anything that people usually can do, e.g. work: *this gently cleansing keratin shampoo works to delicately wash your*

scalp and hair. When it comes to the syntactic level, there is an imperative used at the very beginning of this advertisement and this may be used because of the fact that the advertiser wants people to take action, that is important to make hair look good.

Additionally, this advertisement includes declarative sentences: “This gently cleansing keratin shampoo works to delicately wash your scalp and hair, while also delivering a boost of moisture and hydration”. These sentences provide detailed information about the product’s benefits, making the advertisement more informative and persuasive.

The second advertisement is the one created by the brand named *Hydreate-me.wash* and its creators used various linguistic means to persuade readers to buy it.

Table 2.

The advertisement of hair shampoo

Quench dull, parched and dry hair, with a nourishing hydration pick-me-up. HYDRATE-ME.WASH is our super-smoothing, hydrating WASH that will replenish hair with much needed moisture. Ideal for hair that’s naturally dry, or exposed to harsh, dry climates, it’s packed with antioxidant goodness to help restore a healthy glow to parched locks

The second example is rich in beneficial linguistic means for promoting products at the lexical level. There are two compound words, the first of which is *pick-me-up* and the second *super-smoothing*. The former refers to the improvement of the condition of hair, this product has the ability to strengthen hair. The latter means that the action of this item has the best effects, it makes the scalp smooth. There are also proper names, which also makes this text outstanding. One of these names is a brand name, the other is related to the brand but is an abbreviation. The technique of using the names of the brands is to make the readers remember the text and think about this product constantly.

There are also some positive adjectives such as *nourishing*, *hydrating*. They indicate that this product has good qualities, it can bring only benefits and reduce something which is undesirable. The adjectives that describe the unwanted features of hair are *dull*, *parched*, *dry*, *harsh*. They point out the condition of hair that many people want to improve. The adverb *naturally* is also included. These types of words are frequently used by the advertisers of beauty products to show that their products bring the best results and that the items can be associated only with healthy and natural ingredients. These words make people immediately consider the purchase. The vocabulary work beneficially and affect the manipulateness and persuasiveness of advertisements. In addition to the lexical level, this advertisement also deals with the syntactic level, as it includes an imperative sentence. As for the rhetorical level, upon closer inspection, there is a subtle use of metaphor. The phrase *Quench dull, parched and dry hair, with a nourishing hydration pick-me-up* uses metaphorical language. Hair cannot literally be *parched* or *quenched* as these terms are typically associated with thirst and water. This metaphor compares hair’s need for moisture to the body’s need for hydration, making the product’s benefit more relatable and vivid.

This advertisement includes simple and short sentences: *HYDRATE-ME.WASH is our super-smoothing, hydrating WASH that will replenish hair with much needed moisture; and Ideal for hair that's naturally dry, or exposed to harsh, dry climates.* These simple and short sentences enhance the clarity and readability of the advertisement, making it easier for the readers to understand the benefits of the product quickly.

The following example is from the brand called *Avon*. It is also rich in different language techniques that affect the speed of sales, due to the persuasive techniques.

Table 3.

The advertisement of hair shampoo

Return your grey hair to the brunette look you used to love, gradually and without harmful chemicals! Patented color-bonding technology is formulated with gentle, non-irritating ingredients derived from safflower and gardenia to darken your hair over a span of three weeks until you've achieved a long-lasting natural color. Dermatologically tested

This message has a great deal of relevant language means from the lexical level. There is a pronoun *you* which emphasizes the close relationship between the reader and the author of this message. The numeral is added in the expression *over a span of three week*. The phrase itself highlights that this product is capable of bringing the effects immediately. There are some disadvantageous adjectives such as *grey, harmful*. They give the idea of what can be prevented thanks to the use of this product. There are some adjectives which have a favourable connotations, these are: *gentle, natural*. They indicate that consumers should not worry about any harm and artificiality, as this product is naturally created.

The adverbs as *dermatologically* or *gradually* are very often employed. The former testify to the trustworthiness and value of this product. The latter one informs buyer about the fact that this product is not violent in actions. The advertisement has two elaborate nouns, these are *safflower, gardenia*. They relate to the originality of the production of this item, they emphasize its natural formula. This text is full of compound words such as *color-bonding, non-irritating, and long-lasting*.

There are also examples of linguistic means from the syntactic level. The initial sentence of this advertisement is an exclamation, which increases the reader's attention and emphasizes the information contained in it. This sentence is also an imperative, which prompts the recipient to take some action.

The linguistic measures on the rhetorical level include a metaphor *Return your grey hair to the brunette look you used to love*, and hyperbole *gradually and without harmful chemicals, over a span of three weeks until you've achieved a long-lasting natural color*. The claim that a product can gradually restore hair color *without harmful chemicals* suggests an exaggerated level of safety and gentleness. The term *harmful chemicals* is subjective, as what might be considered harmful can vary greatly. The statement implies that the product is entirely free of

any substances that could be perceived as harmful, which is a strong and sweeping claim that serves to reassure the consumer excessively. The use of *without harmful chemicals* can be seen as hyperbolic because it implies a level of purity and safety that may not be entirely realistic, considering that most hair products contain various chemicals.

The phrase “Over a span of three weeks until you’ve achieved a long-lasting natural color” suggests that within a specific and short period (three weeks), the user will achieve a “long-lasting natural color”. The promise of achieving such results in a precisely defined and relatively short time frame is an exaggerated claim.

This advertisement includes declarative sentences such as: *Patented color-bonding technology is formulated with gentle, non-irritating ingredients derived from safflower and gardenia to darken your hair over a span of three weeks until you’ve achieved a long-lasting natural color*. These sentences provide detailed and informative descriptions of the product’s features and benefits. The use of a minor sentence *Dermatologically tested* adds emphasis and authority to the message, highlighting the product’s safety and reliability.

3.2. Linguistic features in selected advertisements of hair conditioners

The example below presents the commercial of hair conditioner, which is taken from a brand called *Giovanni eco chic beauty*, which is a great compilation of distinctive linguistic means at different lexical, syntactic and rhetorical levels.

Table 4.

The advertisement of hair conditioner

Hit the road Jack and don’t you look back no more. ‘Cause Root 66™ is stretching ahead, and it’s revving its horsetail horsepower expanders to add max volume and max life to hair that’s limping along through life. Contains Horsetail Extract, a healing herb, rich in nutrients and high in silica to help keep hair strong. Detangles and smoothes, protects and soothes. So put the pedal to the metal. It’s a minimum price to pay for big time volume.

This advertisement of hair conditioner makes use of linguistic means at all three levels. The greatest number of linguistic means can be found at the lexical level. The use of the pronoun in this text is an essential technique. It affects persuasiveness and manipulation in such a way that the recipient can feel a more intense bond with the seller.

Proper name is incorporated in this text. It is made up of the name of this product. This is a deliberate process to make people remember this object better and consider it more often, until they finally go to the store and buy it. In addition, this advertisement is replete with nouns such as *horsetail, silica, herb*. They contribute positively to the promotional message because they refer to the natural ingredients that this product has.

Besides nouns, there are a lot of adjectives in this advertisement, for example *healing*, as well as verbs *revving* and *stretching*. These are parts of speech that present a product in a beneficial manner. They are related to the product's naturalness, that it is helpful in the beauty routine and that it has the ability to bring benefits. Other important linguistic devices are those of the rhetorical level. There are many of them in this advertisement. The relevant instances are the idiomatic expressions found at the very beginning of this text and in the penultimate sentence. These expressions are applied to encourage readers to take a desired by the advertiser action, so that they do not wait, just go to the store and purchase this item.

On the rhetorical level, there are idiomatic expressions: *Hit the road Jack*; or *put the pedal to the metal*. There is a personification in this advertisement, as the hair conditioner cannot perform any human tasks, such as combing hair or limping "hair that's limping along". The place and sound of the words in the sentence *detangles and smoothes, protects and soothes* indicate the use of rhyme. This statement has one linguistic mean that can be classified to the syntactic level. The beginning sentence is an instance of imperative, which adds some power to this message.

Additionally, this advertisement includes declarative sentences such as: "Contains Horsetail Extract, a healing herb, rich in nutrients and high in silica to help keep hair strong" and *Detangles and smoothes, protects and soothes* These declarative sentences provide informative details about the product's benefits and ingredients. The short sentences, *So put the pedal to the metal*; and *It's a minimum price to pay for big time volume*, add emphasis and urgency, making the advertisement more engaging and persuasive.

The depiction of the hair conditioner that is shown below is also a really good way of using a persuasive and manipulative techniques that help sellers to promote their goods. It is the advertisement from the brand *Odele*.

Table 5.

The advertisement of hair conditioner

*Give your hair a boost of volume and take confidence in knowing that this salon-grade conditioner helps hair look and feel thicker while enabling increased bounce and movement. Fortified with amino acids to promote hair strength, this nourishing conditioner moisturizes and adds shine without adding weight. Yes please!*¹

This commercial is loaded with sophisticated linguistic devices from all three levels. The first is the use of a compound word that represents the lexical level. The application of these special words is to make the description eye-catching. There are many different nouns that show the benefits of improving the condition of the hair and its appearance. The use of the noun phrase amino acids is very interesting. This emphasizes that the content of this product is very natural, which makes that readers are persuaded to buy this hair conditioner.

¹ Source: <https://odelebeauty.com/products/volumizing-conditioner>, 11.05.2023.

A valuable adjective is the word *nourishing*. It designates that this hair conditioner is made up of only ingredients that are natural. It influences people's decisions, as they are assured that this product will bring advantages to their hair, and improve its appearance. A comparative adjective *thicker* is also employed to familiarize people with the positive outcomes of using this conditioner.

Imperative sentences and exclamatory sentences are present in this message, which can be categorized to the syntactic level. The first type operates as the call for action to start doing things that author wishes, so to motivate people to try their product to see its effects. The second type of sentence functions as the client's response to the first one. It is a trick which makes readers think about this for a longer time, it also provides the positive attitude that may result in the purchase of the conditioner.

There are some examples from the rhetorical level: *this salon-grade conditioner helps hair look and feel thicker* - the conditioner is given the human-like ability to help hair look and feel thicker; and *enabling increased bounce and movement* - the conditioner is attributed the capability to enable hair's bounce and movement, as if it actively participates in these actions. These are examples of personification, which gives an inanimate thing, in this case hair conditioner, human characteristics.

Additionally, this advertisement includes simple sentences such as: *Fortified with amino acids to promote hair strength, this nourishing conditioner moisturizes and adds shine without adding weight*; and *Yes please!*. These simple sentences enhance the clarity and effectiveness of the advertisement, making it easy for the readers to grasp the product's benefits quickly.

3.3. Linguistic features in selected advertisements of hair masks

The first hair mask advertisement is from the brand *Beauty Works* and has a sophisticated vocabulary that makes the language more powerful and persuasive.

Table 6.

The advertisement of hair mask

Beauty Works Restore Mask is an intense, reconstructive hair mask formulated with Vitamin E to replenish and revive dry, dehydrated hair in just 10 minutes².

This advertisement is packed with language features at the lexical level. It starts with the proper name denoting the name of this hair mask and it is done to cause people to remember it, think about it throughout the day until they finally buy it. The numeral is incorporated in the second line. It is used to convince people that this hair mask will bring very rapid results, only within 10 minutes.

² Source: <https://beautyworksonline.com/beauty-works-restore-mask-100ml.html>, 13.05.2023.

There are a lot of adjectives, that give a favourable meaning to this message. These words highlight the features of this product, such as its intensity and ability to rebuild hair. There are also adjectives with an unfavourable meaning such as *dry*, *dehydrated*. They are intended to convey that this mask has a hydrating function, which many people desire. A noun phrase *Vitamin E* is an eye-catching linguistic feature, because it profitably represents the product, it indicates a content rich in healthy ingredients.

The significant elements are verbs. They are used to familiarize people with the advantages of this item, which are of great demand. From a rhetorical point of view, it is worth mentioning alliteration, which involves the repetition of letters at the beginning of certain words. There are many linguistic devices from the lexical level in this advertisement, but unlike the previous samples, there are no pronouns or compound words.

A rhetorical level can also be found in terms of alliteration *replenish and revive*.

This advertisement includes a declarative sentence: *Beauty Works Restore Mask is an intense, reconstructive hair mask formulated with Vitamin E to replenish and revive dry, dehydrated hair in just 10 minutes*. This declarative sentence provides a clear and informative description of the product's benefits and usage, making the advertisement straightforward and convincing.

The advertisement shown below is related to the brand *Flora & Curl*, it is a hair mask. Various linguistic means have been used here to give this narrative a better character.

Table 6.

The advertisement of hair mask

Do you need an extra boost of shine?

Look no further than our shine-boosting curl mask that is formulated to deliver extra radiance and vibrancy to your curls. Infused with Monoi Butter, Papaya Oil, and Mango Butter, it is deeply nourishing and replenishing to revive dull and brittle hair strands, in need of extra bounce, gloss, and shine³.

The last example of advertising is enriched by lexical linguistic means. The use of the pronoun is crucial, as in many of the advertisements described earlier. It makes the ties of the reader and the author stronger. The text contains a compound word. The examples of such linguistic features could be found in the previous examples.

There are some nouns that advantageously affect the perception of advertising, the purpose of which is to show the benefits that this product will give to the hair. There are several noun phrases that make this text special. These are *manoi butter*, *papaya oil*, and *mango butter*. These are the ingredients that this item contains. They are listed so as to make people aware of the natural composition and to prompt them to be more inclined to buy this product. There are

³ Source: https://floracurl.co.uk/products/african-citrus-superfruit-radiance-mask?_pos=1&_sid=857a5fbdf&_ss=r, 13.05.2023.

several positive and negative adjectives in this commercial. These are *nourishing*, *replenishing* and *dull*, *brittle*. It contains a comparative adjective. This linguistic feature is commonly applied to highlight that the product and its features are better than others and that it works faster.

The adverb *deeply* can be found. It adds value to this advertisement, because it indicates the intense power of this mask. Apart from the lexical level, there is also a syntactic one. The instances that fall into this level are interrogative and imperative sentence, which are employed to pique readers' curiosity, to make them think if they need this product and to persuade them into buying it. There is also a repetition of the word "extra" in *extra boost of shine*, *extra radiance* and *extra bounce, gloss, and shine* emphasizes the superior performance of the product.

The opening line "Do you need an extra boost of shine?" is a rhetorical question, which is used to engage the reader and prompt them to think about their own needs, creating a problem that the product can solve.

This commercial includes language tools from all three levels. This advertisement includes declarative sentences such as: *Look no further than our shine-boosting curl mask that is formulated to deliver extra radiance and vibrancy to your curls*; and *Infused with Monoi Butter, Papaya Oil, and Mango Butter, it is deeply nourishing and replenishing to revive dull and brittle hair strands, in need of extra bounce, gloss, and shine*. These declarative sentences provide clear and detailed information about the product's benefits and ingredients.

3.4. Conclusions of the analysis

According to the findings, it can be deduced that advertisers magnificently use different techniques to affect customers' choices in selected advertisements of hair products. They use techniques to affect the emotions and choices of customers. The marketers clearly know what the needs of the audience are and make use of this knowledge in the language that they use in their advertisements. The results of the study are presented in the following table.

Table 8.

Linguistic features used in selected hair products advertisements

Linguistic means used	Selected advertisements of hair products							
		Hair shampoos			Hair conditioners		Hair masks	
		1	2	3	4	5	6	7
At the lexical level	+	+	+	+	+	+	+	+
At the rhetorical level	+	-/+	+	+	+	+	+	+
At the syntactic level	+	+	+	+	+	+	+	+

The application of particular linguistic means at different levels in different hair products advertisement is presented in the table above. Plus "+" means that language devices at a specified level were applied in a particular example of the advertisement. Minus "-" indicates that no language devices were applied.

The advertisements for hair products such as shampoos, conditioners, and hair masks use a variety of linguistic devices to create engaging and persuasive messages. At the lexical level, they use pronouns like “you” to establish a personal connection, and proper names to enhance brand recall. Compound words, positive adjectives, and descriptive nouns clearly convey the benefits and features of the products, while adverbs emphasize the gentle and effective nature of the products.

Rhetorically, these advertisements often use personification and metaphors to make the products seem dynamic and relatable. Idiomatic expressions and hyperbolic claims add creativity and urgency to the messages, making them more memorable and appealing. The use of alliteration and repetition enhances the rhythmic quality and memorability of the advertisements.

At the syntactic level, imperative sentences prompt immediate action from the readers, while declarative sentences provide clear, detailed information about the product benefits and ingredients. The inclusion of exclamatory and interrogative sentences engages the reader’s curiosity and enthusiasm, making the ads more dynamic and interactive.

Overall, these linguistic devices work together to create compelling advertisements that effectively communicate the benefits of the hair products, engage the readers, and encourage them to make a purchase.

4. Conclusions

The main purpose of this article was to examine the specialized language of advertising and the impact it has on people on the example of selected advertisements of hair products. The first chapter introduced general topics and defined basic concepts, starting with the concepts of marketing and advertising and their functions and types. The terms persuasion and manipulation were also discussed, as they are important. The second chapter focused on presenting the meaning of the specialized language of advertising and describing the examples of linguistic means. These were divided into three levels: lexical, rhetorical and syntactic one. In the third chapter selected advertisements of hair products were analysed.

The analysis was conducted in a conscientious and accurate manner. Each advertising text of hair products was examined separately taking into account the most important linguistic means from three levels: rhetorical, lexical and syntactic. The products in the advertisements were presented to make people think that they are helpful, they would change appearance and provide the best results. The authors of these advertisements carefully and thoughtfully used different vocabulary, expressions, and linguistic techniques to encourage people to buy the products. It turned out that the most frequently used linguistic means were those at the lexical level. They appeared in all seven advertisements. The syntactic level was included in six

messages. The least used was the rhetorical level, appearing in four texts. The more linguistic means used in the advertisements, the greater the impact could be achieved.

The study confirms that advertisers employ a variety of lexical, rhetorical, and syntactic techniques to craft persuasive messages. These techniques are meticulously chosen to evoke emotions, create favorable associations, and ultimately drive purchasing decisions.

It can be concluded that advertising language persuades and controls people's feelings and thoughts. In the case of advertisements of hair products, this language is used to a great extent which makes them well promoted and effectively marketed. The concepts of persuasion, manipulation, and the language of advertising will continue to develop. The results of this work should serve to make people aware of the actions that advertisers take and adopt an attitude that will allow them to make conscious decisions about buying various goods.

5. Discussion of findings

In analysing the linguistic means appearing in hair product advertisements, many recurrent techniques are used by different brands to promote different hair products. Marketing specialists focus on the quality of text in advertisements, relying largely on well-analysed and well-developed linguistic means, which increases the attractiveness and persuasiveness of advertisements. As described by Wyckham et al. (1984, p. 47), language is a key aspect in advertising because it contains expressions that add more expressiveness to the message, resulting in better communication. Such a procedure as using strategically selected vocabulary is very important because it stimulates the imagination of the recipients, which provokes them to buy a product.

The linguistic means used in advertisements relate most often to the lexical, syntactic, or rhetorical level of the language. The use of foreign words and proper names that have been assigned to the lexical level is an important strategy that improves the reception of advertising. Foreign words give the advertisement an exclusive and exotic character and also reveal information about the origin of a given product. Proper names make it easier to identify what kind of product it is before buying it (Brahim, 2022, pp. 549-551; Robert, 2013, pp. 61-66).

Another important technique in hair product advertisements is the use of short sentences and exclamatory sentences from the syntactic level, which also has a very positive and more effective impact on the reception of the text, which can influence saleability. Short sentences add precision and clarity to the text. Although sentences can be divided into complex and simple, using the latter is a highly preferred option (Linghong, 2006, pp. 73-77). Exclamatory sentences encourage action and immediately trigger thoughts about buying the product.

Last but not least, one of the most important procedure is the use of personification and appropriate rhymes at the rhetorical level. They add creativity and memorability to advertising texts, which can increase sales of goods. As Wales (2011, pp. 314, 371) claims, personification is the attribution of human characteristics to inanimate objects, which makes it possible for the language in advertisements to be expressed in a more attractive and poetic way. Rhyme, on the other hand, is like a sound that comes back to us when we read. Both of these literary means make the text more fluid and attractive, which attracts the attention of recipients and significantly expands the group of customers.

Discovering the effects of advertising language in hair product advertisements helps many industries in selecting effective strategies in the process of creating a new product and adding it to the market. Using various literary techniques helps advertising experts establish strong and lasting relationships with recipients, which may result in consumer satisfaction and an expansion of the potential buyers. An additional advantage of using appropriate linguistic means in advertising hair products is the fact that emphasizing the existence of natural features in the products attracts even more attention than in the case of advertising other products. Highlighting these natural features and their beneficial effects on consumers' health are key attributes that, when described in the right way, increase sales.

However, this type of study focused on linguistic features in hair product advertisements. Further research could cover not only hair products but also other beauty products, such as skincare creams or makeup cosmetics. In the analysis of these types of products, potential authors could also try investigating whether these or similar linguistic strategies are also used by advertisers, whether other procedures are used in the texts of such advertisements, and whether they are more effective. While this study mainly looked at advertisements targeted at beauty consumers, including non-beauty users or people who use beauty products less frequently in future studies could provide more information about different language techniques, which could help advertisers encourage this group of people to start using or to use the beauty products more frequently.

Further research may also reveal differences in the approach and reactions of people who do not use beauty products, which means the emergence of different ways of perceiving advertising. Additionally, this study provides a type of analysis called qualitative, so further quantitative analyses could significantly deepen knowledge and provide statistical and broader data. In addition, the study analyzed online advertisements, which also gives the opportunity for further potential researchers to analyze in detail advertisements that use other types of media, such as advertisements from television, press, or cosmetic catalogues. It would be possible to investigate the differences between online and offline messages, which types attract more attention, and which kinds of advertisements are much better at increasing the sales of cosmetic products.

To sum up, linguistic techniques are very important in advertising cosmetic products due to the fact that the advertisements can influence the perception of a given product and the consumers' decisions and desires. Understanding the various differences in the approach to testing these types of goods will significantly help advertising specialists adopt the appropriate technique and provide valuable information on how to create advertising content so that it has a positive impact on sales.

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