

Midocean University

Faulty of Management

Department / Project Management



The effect of Semiotics on Advertisement and Ideas Promotion

Saudi Arabia _Jeddah

Wardah Abdulhadi Bammabed

2021205920

Graduation Project -1

Faculty of Management – Midocean University

Supervisor

Dr. Mona Moustafa Elashry

Faculty member- Faculty of Management – Midocean University

1st Semester-2024

Table of Contents

I. Abstract.....	3
II. Introduction.....	4
A. Background.....	4
B. Statement of the Problem.....	4
C. Objectives of the Study.....	5
D. Aim of the Study.....	5
III. Homophone and Pun	5
A. Analyzing some Advertisements.....	5
IV. Data	8
A. Sample	8
B. Tools.....,	9
C. Procedures.....	9
VI. Data Analysis.....	9

Abstract

Semiotics of the most important means by which convey the idea involved or interested in the community to explain a simple and frank manner, but the phenomenon is the language can be used in the delivery of the meaning is to be a way to attract attention at the same time carrying with it the internal message. On this paper we will try to highlighting the importance of Semiotics in advertising by Pun and homophones which are the most common strategies in advertising. However, there still other concepts that effects on the human mind and that what we will discuss in this paper.

Key words: advertising, semiotics, homophones, strategies in advertising

II. Introduction

A. Background

Semantics is the study of the meaning behind words and phrases. The study of semantics focuses on how words relate to each other and to how the listener decodes the message.

Advertisers who employ semantics in their messages must be aware of how their target audience will interpret slogans, images and ad copy. With the advent of online search engines, marketers can also employ semantics to place relevant ads in a user's search results.

Advertising is a science but mostly it associated with marketing because it's a way to get money by using intelligence ways. Nowadays, advertising plays a vital role in the world of business. As noticed, people are interested in advertising languages and through studying semantics and understanding language features one can improve both the understanding and designing of successful advertisements. Semantic is one of the linguistic forms that propel advertising to the desired height. The uniqueness of the association and word choice makes the language of advertising a specialized field of study. The examination is made of the different word arrangements and manipulations, the choice of words, word order, denotative and connotative meanings of advertisement slots, and other deviations fore grounded on established English language code.

B. Statement of the problem

There is always a need for an attractive piece of advertisements in the market to attain the full attraction towards itself. So there is a usage of semiotics in signboards which reflects a nice picture of advertisements on the minds of the viewer. So, there is a basic study of the semiotics and its properties in the usage of advertising a product which has various applications related to the various marketing components. There is the effectiveness of semiotics in achieving the objectives of the advertising.

C. Objectives of the Study

The present study will attempt to answer the following objectives:

- 1- to show the relationship between signs and advertising;
- 2- what is the effect of ad in people?

D. Aim of the Study

The aim is to find out how writer creates awareness and to provide fuller understanding and appreciation of the texture, comprehension and meaning of the language employed. "In advertisement, the choice of diction involves exceptional skills" (1). This will surely help to find the right words combination for a given situation. This will help to find the right words combination for a specific situation. Wrong choice of words either will lead to misunderstand the purpose of the advertisement or will convey the intended message. The most important factor in communication is to achieve the purpose of understanding the meaning (1)

Works Cited

- "Semiotics." *Share and Discover Knowledge on LinkedIn SlideShare*. N.p., 08 Oct. 2013. Web. 08 Dec. 2016.
- Alm544. "Semiotic Analysis: Heinz Ketchup Advertisement." *Advertising & Society*. N.p., 04 Mar. 2013. Web. 08 Dec. 2016.
- Yamini, Madhu. "Advertising Theory." *Share and Discover Knowledge on LinkedIn SlideShare*. N.p., 27 Sept. 2014. Web. 08 Dec. 2016.
- Chandler, Daniel. *Semiotics: The Basics*. Oxon: Routledge, 2006. Web.
- "Analysis of Advertising English Ambiguity." *Research Paper Center*. N.p., 26 May 2008. Web.
- Eco, Umberto. *A Theory of Semiotics*. N.p.: n.p., n.d. Indiana University Press. Web.
- Tsotra, Danai, Marius Janson, and Dubravka Cecez-Kecmanovic. "Marketing on the Internet: A Semiotic Analysis." *Marketing on the Internet* (n.d.): n. pag. Aug. 2004. Web.
- Najafian, Maryam, and Saeed Ketabi. "Advertising Social Semiotic Representation: A Critical Approach." *International Journal of Industrial Marketing* (n.d.): n. pag. Web.
- STARS, Ohio University, "we're a culture not a costume" campaign. 2011-2012
<https://www.ohio.edu/orgs/stars/Home.html>

III. Homophone and Pun

2. Semiotics Theory

2.1. The Concept of Semiotics

Umberto Eco stated that semiotics focus on everything that is perceived as a sign. Sign may be spoken or written words, images, gestures and objects. Semiotics is mostly used in advertising to signify an advertiser's message through the use of symbols. A sign can be better understood as a symbol that signifies another thing (Tsotra , Janson and Kecmanovic). Cook states that advertising is an essential rule in all societies and the most important thing is advertising function is because it is the way to persuade people to buy any product.

As Daniel states “Semiotic involves the study of not only what we refer to as ‘signs’ in everyday speech, but of anything which ‘stands for’ something else”.

2.2. Color Theory and Advertisement

Colors effect on the perception of the context. There are many studies that have shown that effect by doing many tests to see how people receive the message. Also, each color has a different meaning. For example, the red color represents the fire, force, sex, emotion, love, speed, danger, love of adventure, the motive of the movement, the color of the energy. An example of the use of the red color Coca Cola Company used red color because they wanted to send a message to its clients that its product, Coca Cola, is a product of energy, fun and excitement.

Yellow is a warm color because the color of the sunshine is yellow. It represents happiness and joy, fun, entertainment, optimism, creativity, Joy and curiosity. For instance, McDonald's company used the yellow color because the yellow color is a color of happiness and fun and therefore, most of the children like McDonald's simply because the brand used yellow.

Blue, demonstrates success and confidence. We will find most banks and financial corporations using blue because they need to convince their customer. Reliable financial

institution for example the logo icon to VISA or PayPal used blue because blue is the color of confidence and reliability.

Orange, the color of the warmth and vitality and demonstrates optimism, fun, youth and comfort. It is of a great significance in implying reduction of costs therefore it is used by companies to give the consumer that impression of low prices compared to other products. Enervon brand for energy uses orange in its pills to give an impression of comfort.

Green which is the color of the nature, trees and grass, is a cool color that indicates, freshness, friendship and good environment. This is what green symbolize in nature. It also, demonstrates health, fertility, growth, and calmness.

White is widely recognized as the color of the purity, serenity, cleanliness, youth, clarity, innocence and simplicity. It is a very important element in declarations, where the use of white backgrounds is usual to legitimize simplicity of that declaration.

Black is known to be seen with two different perspectives so sometimes it is the color of excellency, practicality, officials, elegance, and seriousness. Other times it symbolizes mystery, darkness and evil. Many companies and institutions would throw "all black" parties to show the prestige of its staff.

Pink is the color youthful energy gives evidence of softness, calmness, femininity, sweetness. high sensitivity and tenderness. It also shows the tranquility and security. An example of the use of pink in feminine products is the Barbie brand because Barbie was addressing female children.

2.3 Ideas Promotion Using Semiotics

All what was mentioned until now was examples related to colors in advertisement. But this is not all. Colors are considered as semiotics because it delivers certain impressions. Other things give more meaning and speak much clearer than just colors. Semiotics include puns, word twists and signs. Sometimes words are not even needed to convey a specific message or sense. The usage of semiotics was not solely used to advertise products it was also used to promote ideas. An idea circulates among people, but there is no representation for that idea, then it comes in form of a photo or a pun then it goes viral and even more people become aware of this idea.

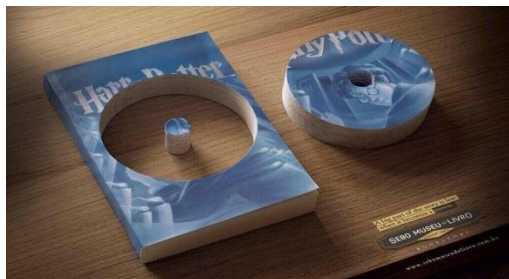
Many campaigns used these tools to perform the best deliverance of their ideas. Such campaigns talked about social issues like domestic violence, over-sexualization of women and racism. Other campaigns were concerned about various topics and all of these campaigns chose to promote their ideas using semiotics.

Material and Analysis

In this picture, a pun ,that suggests a rival company, was made to increase the reputation of Nesma Airlines and to show a difference between the two companies.



This picture is meant to promote reading, now that most of the young generation are depending on movies to learn about different books. The trick here is that movies do not show everything and most of the events are either cut -out or extremely simplified.



Another post was developed to raise awareness of the not-so-bright side of driving, that it could kill you or kill others if it is not driven safely.

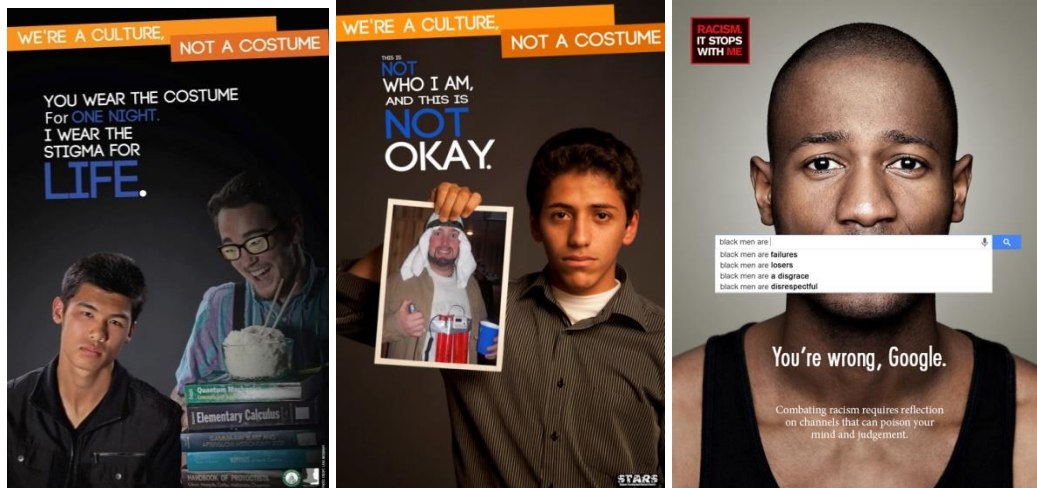


A funeral house also promoted both roads' safety and its coffins by this billboard ad.

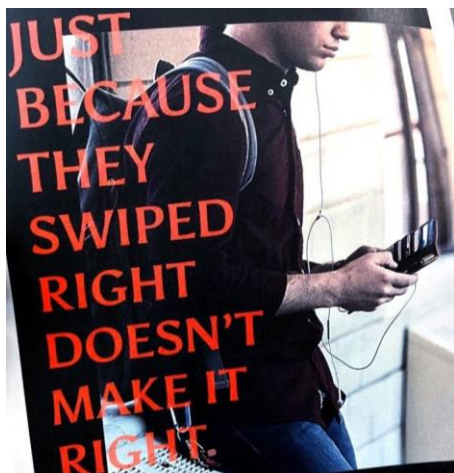


A student organization at Ohio University called Students Teaching About Racism in Society (STARS) created a series of posts that went viral and it was against racism, especially the type of racism that usually goes unnoticed. Their mission is “to educate and facilitate discussion about racism and to promote racial harmony and to create a safe, non-threatening environment to allow participants to feel comfortable to express their feelings.”

Another campaign was started by the UN to demonstrate the peoples' perceptions of different races through the research engine Google, and the results they came up with were astonishing.



Over-sexualization of women had been an issue since the dawn of man, which, in consequence, lead to a great amount of sexual assaults against women, claiming that they wanted to be harassed. Due to such ways of thinking and misinterpreting any communication with women, actions had to be taken and campaigns started to bring such things into light with different slogans like "it's not a flirt" and posters like this one, suggesting that accepting to text or chat does not mean anything beyond chatting and it does not give you the right to cross your line nor that what is being done is right or acceptable.



1. Research Philosophy: positivism.
2. Research Methodology: Deductive.
3. Research Strategy: Case Study.
4. Research Type: Quantitative.
5. Time Horizon: Cross-sectional.
6. Techniques and Procedures: Questionnaire and Statistical Analysis.

