

Midocean University

Faulty of Management

Department / Project Management



The effect of Semiotics on Advertisement and Ideas Promotion

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1st Semester-2024

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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)

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