Lexical features and persuasion techniques in the selected Philippine television advertisements

Lorena Juntong[1], Mylene Gadia[1], Jhenell Calasang[1],
Joemar Minoza[1*], Lanny Merryl Gallarde[1]

[1]Cebu Technological University, Cebu, Philippines
[*]Corresponding author: joemarminoza14@gmail.com

ARTICLE INFO

DOI:10.46223/HCMCOUJS.soci.en.14.3.2935.2024

Received: August 24th, 2023

Revised: October 05th, 2023

Accepted: October 23rd, 2023

Keywords:

lexical features; persuasion techniques; Philippines; television advertisements

ABSTRACT

The language of advertising is powerful in persuading consumers to purchase the product. It is how the advertiser uses language to attract and grab the interest of the people. This research aims to identify and reveal the lexical features and persuasion techniques used in the selected Philippine television advertisements. This will determine how the lexical features are interrelated to the persuasion techniques that the advertiser uses in promoting their products. To obtain the data needed for these objectives, qualitative and content analysis were employed in this research method. Specifically, categorical data were used to categorize data based on each advertisement (Personal Hygiene, Medicine and Vitamins, and Food Products). Based on the findings, personal hygiene advertisements dominantly use hyperbole, while medicine and vitamin and food advertisements both dominantly use familiar language; personal hygiene advertisements belong to the competitive stage as manifested by the dominant lexical feature used which is hyperbole, while medicine and vitamin, and food belong to the pioneering stage as reflected by the dominant lexical feature used which is familiar language. Hence, the output of this study will serve as new learning instructional materials for English teachers in determining the usage of the language in an advertisement. In addition, the researchers recommend finding another framework for lexical features and persuasion techniques in advertisements and creating another material in the language in advertisements.

1. Introduction

Advertising is a method of communicating with a product's users. Advertisers try to influence consumers' buying behavior by promoting ideas for goods and services through various media channels. They aim to persuade target consumers to buy their products by disseminating persuasive advertising messages (Khan, Siddiqui, Shah, & Hunjra, 2012). Moreover, advertising is a marketing communication tool in business; thus, it is already part of human life and society. Advertisements are seen on the internet, such as on YouTube and Facebook, in newspapers, magazines, brochures, and on television (Ward, 2022).

Similarly, television has remained one of the most influential media or brand awareness channels in advertising (The Global TV Group, 2023). Advertising through television can create, build, grow, and keep the brand alive in people's minds for much longer. Television

advertisements are also an effective way of reaching many people, which makes it sustainable for this study since all entrepreneurs aim to entice more consumers.

Previous studies on advertisements in the Philippines only focused on investigating printed advertisements. They examined the significance of code-switching, advertising appeals, and some linguistic features (Fernandez, 2013; Mahinay et al., 2016; Perez, Dalman, & Maxilom-Mangompit, 2019; Shariq, 2020; Sulistyowati, 2017). There are limited studies on television advertisements, which focused on their lexical features and persuasion techniques. In this way, the study of lexical features and persuasion techniques in Philippine television advertisements is significant as it would add to the existing literature on the lexical features and persuasion techniques used in television advertisements. Furthermore, this study could be a good learning resource for language learners and educators.

Hence, to address the aforementioned gap, this study delved into the analysis of the lexical features and persuasion techniques of the selected television advertisement. Sepcifically, this study identified and analyzed whether selected advertisemnts utilized lexical features such as euphemism, familiar language, glamorization, humor, hyperbole, neologism, potency, repetition, simple vocabulary, and weasel words. Likewise, the study identified the persuasion techniques stages such as the pioneering stage, the competitive stage, and the retentive stage.

2. Theoretical background/Literature review

This study argued that an effective product advertisement utilizes appropriate lexical choices and persuasion tecniques to persuade consumers. To confirm this presumption, this analyzed the lexical features and persuasion techniques of the Philippine television advertisments, this study is anchored on Grey (2008) lexical features of advertisement and Kleppner, Russell, and Verrill (1986) persuasion techniques in advertising.

2.1. Lexical features

Grey (2008) states that there are ten lexical features in an advertisement that help to capture the interest of the consumers in the product. He believes that these lexical features are significant in advertising. These lexical features are namely: euphemism, familiar language, glamorization, humor, hyperbole, neologism, potency, repetition, simple vocabulary, and weasel words.

According to Grey (2008), euphemism is figurative language that conveys connotative meaning. It is a phrase that pretends to communicate but does not, making something terrible appear suitable, or something unpleasant appears positive; the unnatural appear natural, the unpleasant appear attractive, or at the very least displayable or tolerable. Holder (2008) emphasizes that euphemism is a moderate but diversified term used to replace improper words. Kannan and Tyagi (2013) defines euphemism as a statement used to make a term "smooth" rather than the original words. An example is "a woman who is unattractive." It will be better to be called unattractive rather than ugly. The word ugly can be impolite, so the advertiser changes the word to unattractive.

Grey (2008) also explains familiar language as one way to attract the attention of consumers by making them feel involved in advertisements. He states that using pronouns in advertisements makes the audience feel more connected. Kannan and Tyagi (2013) states that a familiar language is one that uses second-person pronouns to address an audience and convey a pleasant tone. It is used to make the discourse more pleasant. An example is the use of "you" in the Pringles slogan: "Once you pop, you cannot stop." When the consumers read the slogan, they will feel that they cannot stop eating it once they pop it or open it. Consumers then believe the statement and buy the product.

Other than that, Grey (2008) further explains the use of glamorization. Advertisers usually combine some uncommon words in the advertisement to create glamorization. He gives an example of glamorization in advertisements like the term "old house," advertisers change it with a charming, characterful, old, world or unique house. He also emphasizes the lexical features of humor. According to him, humor establishes an emotional bond between customers and the advertised goods. Humor words in advertisements are ordinary words that the advertiser makes the advertisement more appealing and catchier. Kannan and Tyagi (2013) added that glamorization is a statement that makes anything more "glamourous" or "luxurious" than it was originally. Most advertising employ it because it can pique the reader's interest in the products being advertised.

Another lexical feature in advertisements that Grey (2008) elucidates is hyperbole. He states that hyperbole helps advertisers to make advertisements more interesting because it gives the product a more remarkable impression of superiority. Authentic, perfect, fresh, more, new, and improved advertisements are examples of hyperbolic terms. Kannan and Tyagi (2013) defines hyperbole as an exaggeration of claims that are not intended to be taken literally. Grey (2008) also mentioned the importance of neologism in the advertisement. Grey (2008) explains that neologism is a new expression or term that combines two or more-word elements to form a new word. Kannan and Tyagi (2013) defines neologism as the creation of a new word that has a fresh impression on the readers. For example, "sarcasm" is a neologism for the chasm between the author of sarcastic wit and the person who does not understand it. For a humorous word, this word combines sarcasm and chasm.

Grey (2008) states the importance of potency in advertisements. He elaborates that potency words are used to offer new value, novelty, or immediacy to the products. He recognizes potency words in an advertisement such as free, now, quick, easy, suddenly, announcing, introducing, it is here, just arrived, significant, development, improvement, unique, sensational, remarkable, revolutionary, incredible miracle, magic, and offer. Additionally, he also explains repetition as one of the linguistic elements of television commercial language. Grey (2008) states that the repetition of the language in advertisements makes it more interesting. He categorizes repetition into three categories.

The first is alliteration, the repetition of a word's opening consonant sound to create a rhythmical and musical impact. "For fine fresh fish for you" makes an appealing advertisement by repeating the /f/ sound. Second is rhyme, a pattern of sound identity between words that extends from the end to the last wholly accented vowel. An example is "It is Good Mood Food." The last type is rhythm, a regular pattern produced by changing the stressed and unstressed syllables of words. "Drinka Pinta Milka" is an example.

Grey (2008) elucidates simple vocabulary as the simple words that use in an advertisement to easily remember the product. He further states that a memorable advertisement is a good advertisement. An example slogan of Chittato is "Life is never flat".

He says that weasel words propose a meaning without actually being exact or specific. Kannan and Tyagi (2013) adds that weasel words are frequently employed, and they imply meaning without providing specifics. Help, change, support, better, gains, works, effective, seems, like, most, almost, up to, and as many as are the usual weasel words that are used in an advertisement (Grey, 2008). For example, "change your skin color" is written in advertising. Customers are curious about the changes that will occur when they hear the word change.

2.2. Persuasion techniques

It is not only lexical features that could get the attention or trust of consumers; persuasion techniques also play a significant role in convincing consumers. According to Kleppner et al. (1986), there should be persuasion techniques in advertising. He states that persuasion techniques have three stages: the pioneering stage, the competitive stage, and the retentive stage.

In the first phase, Kleppner et al. (1986) state that the pioneering stage technique introduces a new variant product released in the market. He identifies three goals for the product's pioneering stage: (1) this is to educate consumers about the new product or service, (2) this is to show people that they have a need they did not appreciate before, and that the advertised product fulfills that need, and (3) this is to show that an existing product was recognized and capable of meeting a people's need.

Kleppner et al. (1986) explain the second stage of persuasion techniques. They stated that the competitive stage is used to communicate with consumers about the products' position to the other product. Furthermore, they elaborated on the third stage which is the retentive stage. He states that the goal in this stage is to maintain market share and ward off consumer trials of other products. A retentive is known as a reminder to the consumer about the product which still exists in the market.

Lexical features in advertisements help them stand out and be more enticing. The right language is chosen by advertisers to influence consumers. Kubicova (2013) states that lexical features are used to convey the message to the target consumer. Furthermore, the texts need to be more attractive which can grab the attention of the target audience and then introduce the product. Advertisers create unusual, surprising, and interesting texts with catchy slogans and phrases to manipulate and influence the target consumer to buy the product. In addition to the content of the text, it is important to know how the text is presented.

Lexical features in advertising speak about advertising words and vocabulary. Simpson (2004) states that the lexical features take into account the words that advertisers use and the vocabulary of the language. The advertiser's wording may differ from advertising for political speeches, TV news, and talks with friends.

Frolova (2014) says the word option is always suggestive and descriptive, with many imaginative compound adjectives or phrases. Advertisers have many optional favorite words applicable to any type of advertising that is used exceptionally. In addition, if advertisers want to promote a product, always choose pleasant greetings and discard negative ones. Thus, technology almost spurs consumers' curiosity and draws their attention.

Persuasion is concerned with social influence and human motivation (GeeksforGeeks, n.d.). American Marketing Association states that Advertising is the performance of business activities that direct the flow of goods and services from producers to consumers (Keefe, 2004). Kotler and Armstrong (2009) state that the main goal of advertising is to create relationships with the customer by social and managerial means and get value in return. Advertisers use persuasion techniques to entice the interest of consumers. They use different techniques to find a way to satisfy customers' needs, wants, and desires.

Foxall (1997) says that persuasive techniques are implemented during all the stages of advertisements to guide consumers' decisions. It is significant to understand the consumers' driving forces. The subconscious mind contains the primary motivating elements, which are easily swayed. Otamendi and Martín (2020) argue that advertising activities can be used in a way to cause, shift and influence emotions and as a result increase the response and attention to the product.

2.3. Previous studies on advertisements

Advertisments in the Philippines and other countries have also been subject to research studies. Few of them are reviewed in this section of the paper.

Shariq (2020) extracts the use of linguistic features in television advertisements and reveals that linguistic features used in TV advertisements are rhyme, alliteration, assonance, hyperbole, metaphor, and personification are revealed. Likewise, these linguistic features and devices, national aspects also play a significant role in the language used in advertising.

Perez et al. (2019) analyze the linguistic cityscape of billboard advertisements found in the selected areas of Mandaue City using amixed method the study, which reveals that English is the dominant language in billboard advertisements, while complementary multilingual writing and phrases prevail among the types of writing. Based on the findings, the viewer of the billboard still prefers to see the Filipino-English language combination. Mahinay et al. (2016) identify persuasive advertising techniques and the linguistic features in political advertising. Using qualitative and content analysis, the study reveals that the persuasive advertising techniques highly utilized by presidential candidates are perspective, tone, emotional appeals, alliteration, repetition, and hyperbole.

Angela (2018) investigates the linguistic features and persuasion techniques used in written advertisements by Maybelline New York. With the use of qualitative and content analysis, it is revealed that the Maybelline New York company uses lexical features such as hyperbole, weasel words, familiar language, simple vocabulary, repetition, glamorization, and potency. The advertisements of Maybelline New York also use persuasion techniques such as the pioneering stage, retentive stage, and competitive stage. The researcher and the observers agree that the written advertisements by Maybelline New York are good and effective. They use the appropriate lexical features that make the consumers understand the point quickly. Sulistyowati (2017) aims to reveal and analyze the linguistic features and persuasion techniques in Marlboro cigarette advertisement slogans. She uses qualitative and content analysis as the method of her study. According to Sulistyowati, Marlboro cigarette's slogan uses lexical features such as hyperbole, weasel words, familiar language, repetition, euphemism, and glamorization. Apart 19 from that, the Marlboro cigarettes slogan advertisements use persuasion techniques such as the pioneering stage, competitive stage, and retentive stage.

Fernandez (2013) identifies the persuasive language of 115 print advertisements for beauty products from a year's worth of issues of three local magazines. Using qualitative and content and structure analysis, the study results show that the persuasive language of print advertising uses indirect persuasiveness through an appeal to an emotional need, an appeal to celebrity image, and an appeal to the colonial mentality of consumers. The findings of this study unlock more doors in advertising appropriately. Furthermore, researchers also find the use of adjectives, time expressions, figurative language, clipping, blending, poetic devices, imperatives, and code-switching. In this sense, the commonalities of this study to the present study are they both intended to identify the persuasive language in the advertisement.

With the pieces of literature mentioned, this study become interesting and viable for it has the same interest in researching advertisements that focuses on the lexical features and persuasion techniques in advertising. Furthermore, this study contributed to the limited literature and discussion on the lexical features of television advertisments as previous empirical studies mostly focused on printed advertisements. Hence, a research is conducted on the lexical features and persuasion techniques on television advertisments.

3. Methodology

3.1. Data collection

The primary sources in this study are the ten (10) advertisements of the leading Fast Moving Consumer Goods (FMCG) in the Philippines during Covid-19 starting from March-December 2020. Furthermore, YouTube serves as the source for each 21 leading brand advertisements.

3.2. Data analysis

The data of this study are analyzed using the qualitative method specifically, content analysis as it focused on the lexical features of the selected Philippine television advertisements using Greys' notions about the lexical features in advertisements. After identifying the types of lexical features, content analysis is likewise used to determine the persuasion techniques applied in each advertisement based on Kleppners' theory. It also identifies the relationship between the lexical features used in advertising on what kind of persuasion techniques that the advertiser utilizes in promoting the product. Content analysis is a study instrument used to find trends in recorded speech or written texts. To conduct content analysis, you collect data systematically from a corpus of texts, which can be written, spoken, or visual (Luo, 2023). Hence, content analysis is the apporiate qualitative method to use as this study delved into lexical features from advertisements that involved transcription of lines and scripts making them as corpus of text subject for analysis.

The data analysis of this study is divided into two phases: Phase 1: Extraction of the Lexical Features. The lexical choices using Grey's framework were extracted and analyzed if they are categorized as hyperbole, repetition, potency, weasel word, familiar language and glamorization. This was done by transcribing the scripts or lines from the advertisments. From the transcribed lines/scripts, the lexical choices were then categorized based on Grey's framework Phase 2: Identification of the Persuasion Techniques. In this phase, persuasion techniques based on Kleppner's theory were identified and analyzed if they were pioneering, competitive and retentive based on the lexical choices identified and categorized.

Furthermore, the lexical features' extraction is categorized according to the type of the product, which are personal hygiene, medicine and vitamins, and food.

4. Result and discussion

Lexical features in the selected Philippine television advertisements

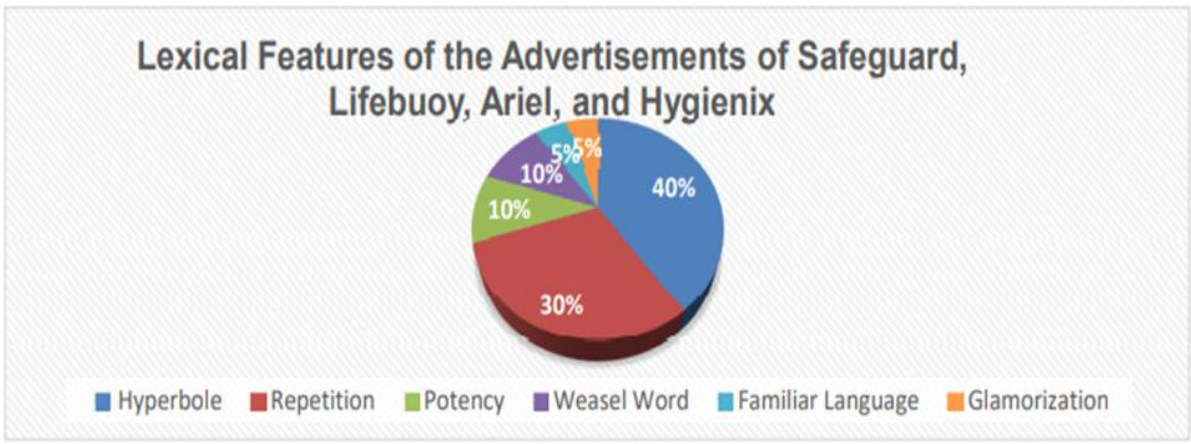

Figure 1. Lexical features on personal hygiene advertisements

In Figure 1, the advertisement under personal hygiene uses six lexical features. Interestingly, hyperbole is dominantly used in this category which gets 40 percent. Repetition gets 30 percent, both potency and weasel words get 10 percent, and both familiar language and glamorization get 5 percent.

Hyperbole

Three products use hyperbole to attract consumers. These are Ariel, Hygienix, and Lifebuoy. The first catchy phrase in the advertisement for Ariel is "*endorsed by microbiology experts,*" which describes how science experts study this laundry soap to be more effective in cleaning white clothes. The advertiser uses this phrase to make people believe that this product passed the lengthy testing process by the microbiology experts that guaranteed the effectiveness of this laundry soap. Other hyperbole words or statements used in advertising Ariel are the *power booster formula, removing 99.99% of germs, and 24 hours of germ protection*. In the product of Hygeinix, the hyperbole that the advertiser uses in advertising is "*99.9% of germs are killed*". The advertiser describes the product extravagantly to grab consumers' attention. This kind of product is catchy because people would instead buy a product that will fully protect them from germs and illness. Another hyperbole that the advertiser of Hygienix use is "*super sulit.*" Furthermore, another product that uses hyperbole to convey information to people is Lifebuoy. Its phrase, "*world's number 1 antibacterial soap*," shows an exaggeration that makes a point dramatically to reinforce the consumer's interest in this product. The phrase "world's number one" means the majority uses this antibacterial soap. It describes the product's superiority over the rest of the antibacterial soaps in the world. Another hyperbole phrase was "fights 99.9% of bacteria and viruses."

Fernandez (2013) states that if one advertisement claims to be the World's No. 1. For the product to claim that it is World's No. 1 is an exaggeration. As Leech (1972) states in his book English in Advertising, hyperbole is often related to personal values and sentiments such as opinions and personal feelings exaggeratedly. It means that sometimes hyperbole is created by the advertiser's perception. Thus, hyperbole is usually found in advertisements to exaggerate information and make people believe the product.

Repetition

Hygienix uses repetition, specifically alliteration. The phrases "*fighting for your family*" and "*super sulit*" are a kind of alliteration. Grey (2008) explains alliteration as the repetition of the initial consonant sound of a word to produce a rhythmical and musical effect. In this case, two phrases are repeated consonant sounds. "Fighting for your family" repeats the consonant sound /f/. The phrase "*super sulit*" repeats the consonant sound /s/.

The second advertisement that has been repeated in this category is Safeguard. There are two phrases of repetition in this advertisement, specifically alliteration. These are "safeguard safe" and "switch to safeguard." The phrase "safeguard safe" repeats the consonant sounds of /s/ and /f/, and "switch to safeguard" repeats the consonant sound of /s/. Shariq (2020) defined alliteration as the repetition of the initial consonant sound in different words. He claims that alliteration is significant in advertising because it produces musicality and helps readers and listeners recall the product. Alliteration, in other words, makes advertisements more appealing and engaging.

Potency

Hygienix uses potency words in its advertisement. The word "refreshing" is considered a potency word. It states as a "refreshing scent." It explains the value of the product. The consumer can conclude that the product Hygienix is good because it has a refreshing scent that people can feel if they use it.

Another product that uses potency words in its advertisements is Lifebuoy. In the advertisement for Lifebuoy, the potency word find is "new." This word means that a new antibacterial soap is now available in the Philippines. A new antibacterial soap has an active silver plus it fights bacteria and viruses. In other words, Lifebuoy offers a new value different from other soaps. People will instead choose and buy a new product, the number one antibacterial soap that everyone in the world uses to protect themselves from bacteria and viruses.

In addition, potency words can influence consumers' perceptions of buying the product. Grey (2008) states in his theory that potency words could offer new value, novelty, or immediacy to the product. It means that using potency words in advertisements can cause a profit in influencing the audience. Advertisers also use potency words to explain the quality of the products.

Weasel word

In Safeguard, the advertiser uses two weasel words. The first word is "*helps*." It makes the consumer wonder what kind of help this safeguard or this antibacterial soap gives to the consumer. Though literally, this is antibacterial soap that helps to protect the user from germs after washing. If people think semantically about what kind of help it provides to the user, this could help to protect the user from illness or diseases. The term "*longer*" is another weasel phrase used in this advertisement. It also makes people wonder how long it protects the users from germs. It is uncertain if this might take an hour, a day, a week, a month, or a year. The word "*longer*" is an inclusive term, and consumers cannot determine how long it takes.

Grey (2008) states in his theory that weasel words propose a meaning without actually being exact or specific. Pritchard (2012) stated that weasel words or phrases are employed to avoid making a clear statement or commitment and to say something that cannot be said legally or accurately. The use of "help" and "longer" makes the consumer wonder about the exact or specific meaning of the word. Likewise, this allows the advertiser to hide the truth of their product and avoid false promises and reduce accountability from their consumers as commitment was not fully made through the use of weasel words.

Familiar language

Hygienix's advertisers use the word "*we*" to attract consumers to buy the product. Using the word "*we*" in an advertisement builds a closer relationship between the advertiser and the consumer. Grey (2008) agrees that using pronouns makes the audience feel involved in the advertisement. Using pronouns as familiar language makes advertisements more approachable and demonstrates a positive attitude toward customers.

Additionally, Fan (2013) states that advertisers are more likely to use personal pronouns, especially "*you*" and "*we*," to make the language warmer and friendlier in a tone that builds a closer relationship between the advertiser and the reader and strengthens its appeal toward the consumer. Hence, the use of familiar language in personal hygiene advertisements establishes a connection between the product and consumers as a friendly tone is conveyed.

Glamorization

The advertiser of the product lifebuoy simply uses the product name to deliver the information to the viewer. The word "*lifebuoy*" is very uncommon, and consumers might think of this word in different ways. This word means "*a lifesaver*," which emphasizes the purpose of this antibacterial soap in protecting people from germs and viruses that might make them sick. Furthermore, the word lifebuoy is a combination of the words life and buoy. The former is well-known by the audience, but the latter is perhaps uncommon, which adds glamour and an enhanced

and clearer messaging that the product supports or uplifts life based on its meaning. According to Grey (2008), glamorization is employed in advertisements to enhance their message. It usually happens when the advertisers combine uncommonly spoken words in the advertisement.

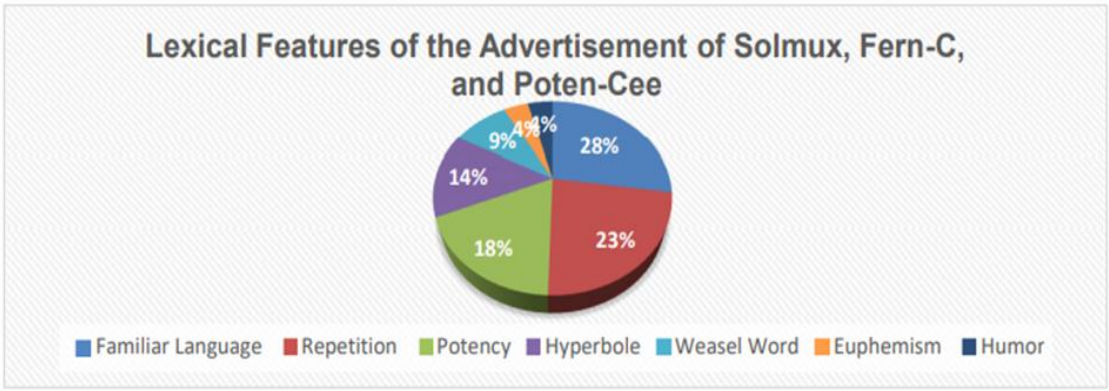

Figure 2. Lexical features on medicine and vitamin advertisements

Figure 2 shows that the advertisements under the medicine and vitamin products apply six lexical features of Grey. The familiar language got 28 percent which is dominantly used in this category. Repetition gets 23 percent, potency gets 18 percent, hyperbole gets 14 percent, weasel word gets 9 percent, and both euphemism and humor get 4 percent.

Familiar language

The word "*you*" is a familiar language used by advertisers in their advertising. This word refers to the person or people that the advertiser is addressing. It helps to build connections with the consumers that would make them feel the product's benefits if they use it. According to Grey (2008), using pronouns makes the audience feel involved in the advertisement. Familiar language is used in an advertisement because it makes it friendlier and shows good attitudes towards the consumer. Fan (2013) also agrees that advertisers are more likely to use personal pronouns to make the language warmer and friendlier in tone. Hence, it is essential for advertisers to use friendly language in promoting medical products to lessen the medical product's natural complexities and easily grab the attention of its consumers.

Repetition

Fern C uses two repetitions (rhyme). The rhyme words are usually used in the advertisement to increase processing fluency, which helps to make the message go down easier or easier to process. In the first line, "*Immunity Ngayon priority, no worries Dapat sa hyperacidity*," the words "*immunity, priority, and acidity*" end with the same long sound /e/. Another repetition of this advertisement is "*Up the immunity, Not the acidity*!"

In Poten-Cee use three repetitions (alliteration). The line "*I call it collagen*" shows the repetition of the consonant sounds of /c/ and /l/, which makes people easily remember this product. Advertisers use alliterations to call attention to company products and content. It helps consumers remember the company's brand name or product.

Vasiloaia and Bacovia (2018) state that language advertisement usually uses mnemonic devices (rhyme, rhythm, and alliteration) to make the sentences in the advertisement more interesting. Leech (1972) also states that an advertisement needs rhyme to attract the hearer's attention and arouse curiosity. Thus, alliteration makes the product appealing which means repetition can grab the hearer's attention quickly.

Potency

The first influencing phrase of Solmux, "*Now added with zinc*," describes how science experts added zinc to the formula to deliver powerful benefits. The words "now and added" could be considered potency because they state the new value of the product, which can help promote the product to the consumers. Another potency phrase in the advertisements for Solmux is "*Better versus carbocistein and zinc*."

Furthermore, the first Poten-Cee feature, "*plus vitamin C*," describes how Poten-Cee enhances with Vitamin C to help boost our immunity. From the word "plus," consumers know that the product has another formula to help boost immunity against respiratory ailments. This feature explains the value of this product. It enables advertisers to offer new value and immediacy. Additionally, the potency phrase in the advertisement for Poten-Cee is "*plus hydrolyzed collagen*."

Potency is used in the advertisement to explain the quality of the product. Grey (2008) states that the word that can offer a new value, novelty, or immediacy is the potency word. Potency will help advertise the product because it can also gain a profit by influencing the target audience.

Hyperbole

This product is Solmux, which uses three instances of hyperbole in its advertisement. Its first catchy phrase, "powerful combination of Solmux advance" describes the mucolytic and mineral combination used to relieve cough with phlegm while boosting your immunity effectively. The word "*powerful*" means having great power or strength. This word is used to hyperbole the product in an exaggerated description to create a new thought in the consumer's mind. Another two hyperbolic phrases in the advertisement for this product are "reduce cough out in 1.5 days, original phlegm fighting."

According to Leech (1972), hyperbole frequently refers in an exaggerated way to personal beliefs and sentiments like opinions and feelings. It indicates that hyperbole frequently appears in advertisements and is occasionally a product of the advertiser's perception. In other words, hyperbole is usually found in advertisements to exaggerate information and make people believe they should buy the product. It effectively draws the consumer's attention by describing the item as extravagant.

Weasel word

Fern-C uses only one weasel word. Weasel words are used in marketing or advertising to avoid making a direct statement. It is a colloquial term for words or phrases used to avoid being forthright. The phrase "*help up your immunity*" describes how taking Vitamin C will help improve the function of your infection-fighting cells. The word "*help*" is considered a weasel word because it makes the consumer wonder what kind of help it will be in boosting immunity. The advertisers are using weasel words to make their advertised product stand out. That is why the word "*help*" is a type of expressive means to affect the consumer's mind to buy the product. As Grey (2008) agrees, weasel words propose a meaning without actually being exact or specific.

Euphemism

This product is Fern-C. In its phrase, "*empty stomach*" describes when to take Fern-C as what is best prescribed by the physician. Fern-C vitamins absorb best on an empty stomach. That means taking them first thing in the morning. This feature is a euphemism because "*empty stomach*" replaces the term "*without eating anything*." The advertisers use a euphemism to make their statements witty or comical. Additionally, it might add a touch of refinement and artistic flair to their conversation, giving it a more formal tone.

Grey (2008) explains that euphemism is a type of figurative language that brings connotative meaning. Thus, euphemism is the raw material of advertising, going by its expansive jurisdictions. The marketing industry has been using this soft language of euphemism to overcome expressions that may offend consumers. Otherwise, euphemism makes something wrong seem reasonable, negative things seem like positive things, and the unnatural seems natural.

Humor

In Fern-C, the advertiser uses the term "In ferness!" to add a sense of humor to the product. The advertisers say "In ferness!" instead of "in fairness or all fairness." They use different phrases to make their remark more creative and entertaining, which is why it is considered humorous. Humor is the basic level of laughter that connects all kinds of humans because most people love funny things rather than serious ones. Stern (1996) claims that individual and cross-cultural differences may influence determining what is funny or not.

Advertisers should ensure that funny expressions do not divert attention from the message by using subtle rather than gross humor, relating humor to the product, and integrating it with the message. As a result, customers will eventually get interested and entertained.

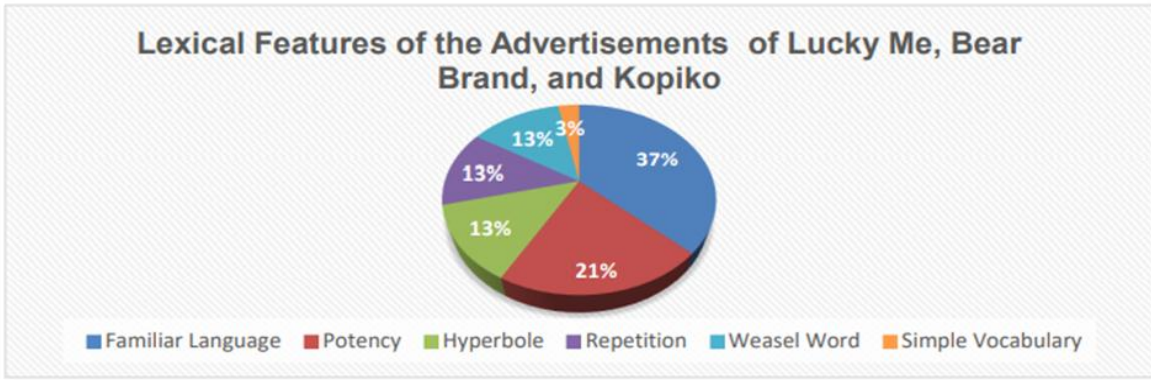

Figure 3. Lexical features on food product advertisements

Figure 3 illustrates the lexical features utilized in food product advertisements. Familiar language accounts for 37 percent of all lexical features in advertisements in this category which means it is dominantly used in this category. Potency counts 21 percent as the second-highest lexical features used in this category. Hyperbole, repetition, and weasel word count the same percentage of 13 percent, while simple vocabulary counts 3 percent.

Familiar language

'Lucky Me' uses the pronoun "*we*" to attract the people's interest. It is mentioned seven times in the advertisement. The word "*we*" is used in the advertisement with the phrase "We got the beef." In this sense, the consumer who hears this phrase may feel that they already have the beef since it is already in the noodles. Additionally, the advertiser uses this word to make people feel that they are included in the advertisement, especially since the pronoun "*we*" is repeated seven times. It makes consumers familiar with the product as it frequently uses the word "*we*." It may affect the consumer's interest in buying the products.

On the other hand, Kopiko's advertisement uses the pronoun "*you*" twice to attract people's interest. By using the pronoun "*you*" in the advertisement, viewers will feel that they are involved in the advertisement. The line "Makes you go mmm" describes how consumers will react once they taste the coffee. They describe that once people try their new product, they will

be like "*mmm*" as their expression of its taste, especially since the new product is more delicious and creamier. Using the pronoun "*you*" in an advertisement indicates that they are not only involving you in their advertisement but also encouraging you to buy their product.

According to Grey (2008), using the pronoun in promoting the product makes the audience feel involved in the advertisement. Fernandez (2013) also agrees that advertisements establish a more personal approach by appealing to consumers' emotions. Using familiar language in the advertisement makes viewers feel like they are in the advertisement. It will also sound friendly to the viewers. By using familiar language in an advertisement, advertisers can create a connection that can pique consumers' interest in purchasing the products.

Potency

'Lucky Me' uses potency words three times in its advertisement. The advertiser uses "Introducing, New, and Improved" to attract the consumer's attention. Interestingly, the advertiser uses the word "introducing" in their advertisement. By employing this word, advertisers are giving the buyer the impression that this product is brand-new and has never before been available in the market today. The advertiser uses the word "*improved*," which can be considered potency. Using this word, the consumer thinks that the new product is improved and that there is something new in the product, which gives them curiosity, and they buy it.

On the other hand, Kopiko advertisements use potency, "*delicious and creamier*." The first word, delicious, describes the improvement of the coffee. It implies that this product gives people the taste of being delicious every time they drink it. It is more delicious than their previous product because they also use the word "*creamier*," which is also considered potency. From here, we can see the improvement the advertiser is showing us. It clearly illustrates how much creamier their product has now become. The consumer will become interested in how the new product becomes creamier and more delicious.

Another advertisement that uses potency to attract consumers' attention is for Bear Brand. The advertiser uses the words "*May B-Vitamin and Zinc*," which is considered potency. On that count, Grey (2008) defines potency words as words that can offer new value, novelty, or immediacy. Sulistyowati (2017) explains that potency words or phrases gives consumers another sensation to the product. Hence, the advertiser uses the word "potency" to describe the benefits of using the product and its great value. The advertisers also use potency to show the improvements in their products.

Hyperbole

Kopiko advertisements use three (3) hyperboles. The advertiser uses this hyperbole, "*Number One Brown Coffee*," to describe that the product is the leading mixed brown coffee, and nothing beats it. "Number one" means first in rank, most important, prime. In other words, it exaggerates the goods to change consumers' perceptions. Thus, when consumers hear that, they will believe that it is the leading mixed brown coffee, leading them to buy the products. Another hyperbolic phrase is *perfect! It smells so good! Whoa!*

Grey (2008) states that hyperbole helps advertisers make advertisements more interesting. For the reason that it increases the product's sense of superiority. Leech (1972) agrees that hyperbole often relates to personal values and sentiments such as opinions and personal feelings in an exaggerated manner. The advertiser's perception sometimes creates hyperbole. Thus, hyperbole is a significant device for grabbing customers' attention when describing something extravagantly.

Repetition

The advertisement of Bear Brand uses repetition, specifically alliteration, to attract consumers. The advertiser uses the phrase "*bear brand sterilized from Nestle*." The word "bear brand" was the brand name of the product that the advertiser used to make it easy to remember the consumers. The phrase "bear brand sterilized from nestle!" repeats the initial consonants of the phrase with the sounds of the letters /b/, /s/, and /t/. Grey (2008) explains alliteration as the repetition of the initial consonant sound of a word to produce a rhythmical and musical effect. Shariq (2020) states that alliteration plays a vital role in the language of advertising as it makes listeners remember the product.

Furthermore, Fernandez (2013) also explains that alliteration has something to do with the ability of the line in the advertisements that have to recall the product's name in the mind of the consumers. Moreover, alliteration not only emphasizes words but also makes reading and reciting them enjoyable. It also facilitates the memorization of words, which is significant in the advertising industry because it can help attract customers and increase sales. The use of repetition in these food product advertisements made it easy for consumers to remember the products.

Weasel word

Kopiko advertisement uses one weasel word in the advertisement. The word "*kakaiba*" in the advertisement describes the new or foreign taste of the coffee that the consumers may not have tried before. It is the key word because it makes the customers wonder what makes the new product different, what is new, or what makes this kakaiba different from the other product.

Weasel words modify statements, weakening any real meaning or force. Grey (2008) says that weasel words propose a meaning without actually being exact or specific. Angela (2018) explains that the weasel word is used to raise consumers' curiosity, which results in buying behavior toward the product. Weasel word causes consumers to wonder what the word means. In other words, "weasel" is used in advertising to avoid making a direct statement or promise avoiding full commitment to their consumers. Most of the time, advertisers use weasel words to trick the consumers of the real value of the product. Hence, "*kakaiba*" is used without a specific explanation of how different the product is from the other coffee products, which is somewhat misleading and avoids commitment from the advertisers.

Simple vocabulary

In the Kopiko advertisement, they use the phrase "Kopiko brown coffee" for the consumer to easily remember their product. Interestingly, they are describing the color of their coffee product, which is brown, which makes it easy to remember. The color of the coffee is what the word "brown" pertains to. The term "coffee," on the other hand, the term "coffee" simply refers to the beverages most Filipinos enjoy drinking.

The use of simple vocabulary makes the advertisement easy to remember. Based on Grey's theory, the language of advertisements should enable the audience to recall the words (2008). Sulistyowati (2017) states that simple vocabulary is used to understand easily the conveyed message of the advertisement. Thus, using simple vocabulary will help consumers remember the advertisement even if they only see it briefly. In other words, because the vocabulary uses simple or common words, the advertisement is easy to remember.

To sum up, personal hygiene advertisements dominantly used hyperbole, while medicine and vitamin, and food products used familiar language to persuade consumers. This results are reflected in the study of Angela (2018), which also found that hyperbole was dominantly used

lexical feature in the Maybelline New York advertisement. The dominant use of hyperbole is likewise reflected in the study of Shariq (2020) which found hyperbole as one of the stylistic devices that were dominantly used in Indian Television advertisements. The dominance of familiar language is reflected in the study of Sulistyowati (2017), which found the use of familiar language in the slogan of Marlboro products. This implies that the use of hyperbole and familiar language has been proven effective by advertisers as these are commonly used to attract consumers. This further implies that hyperbole and familiar language should be taught in the classroom as lexical features to be used in creating product advertisements.

Table 1

Persuasion techniques in the selected Philippine television advertisements

Categories of Product	**Advertisement**	**Persuasion Techniques**		
		Pioneering	Competitive	Retentive
Personal Hygiene	Safeguard	√	√	
	Hygienex	√	√	
	Lifebuoy	√	√	
	Ariel		√	
Medicine and Vitamin	Solmux	√	√	√
	Fern-C	√		
	Poten-Cee	√		
Food	Kopiko	√	√	
	Bear brand	√		
	Lucky Me	√		√

In Table 1, the advertisements for personal hygiene products apply two stages of persuasion techniques. All of the advertisements under this category use the competitive stage and only three of the advertisements apply the pioneering stage. Furthermore, the advertisements under the category of medicine and vitamin, and food products both commonly use the pioneering stage and some of the advertisements under these categories rarely use the competitive stage and retentive stage.

Pioneering stage

The categories of personal hygiene, medicine and vitamin, and food advertisements commonly use the pioneering stage as the techniques in persuading consumers, but then, it is the medicine and vitamin, and food advertisements that highly use this stage. Concerning the lexical feature that medicine and vitamins, and food advertisements, it is the familiar language that the advertiser dominantly uses in promoting the products.

According to Kleppner et al. (1986), the pioneering stage is used to introduce a new variant product that has been released to the market. Additionally, he elaborates on the pioneering stage as a strategy to educate the consumers about the new product and show consumers that the existing product is capable of meeting a need that has already been recognized but cannot be fulfilled. Kotler and Armstrong (2009) also states that the main goal of advertising is to create relationships with the customer through social and managerial means and

get value in return. Advertisers use persuasion techniques to entice the interest of consumers. They use different techniques to find a way to satisfy customers' needs, wants, and desires.

Other than that, the researchers suppose the explanation for why familiar language is the dominant lexical feature used in the category of medicine and vitamin, and food advertisements is because the products in these categories require the right decision of the consumers upon purchasing such products of this category. After all, these products need to be taken by the consumers before they know their effectiveness. These are serious products that need the consumer's wise decision. This explains the dominance of familiar language in the advertisement of medicine and vitamin and food products.

As discussed, familiar language in promoting the product builds a connection to the consumers that they may feel involved in the advertisements, like advertisers exert extra effort to make consumers feel that they belong to the product and they feel its effects and delicious flavor. According to Foxall (1997), persuasive techniques are implemented during all the stages of the advertisements to guide consumers' decisions. It is significant to understand the consumers' driving forces. The subconscious mind contains the primary motivating elements, which are easily swayed. Advertising activities can be used in a way to cause, shift, and influence emotions and, as a result, increase the response and attention to the product (GeeksforGeeks, n.d.). Fernandez (2013) also agrees that advertisement establishes a more personal approach by appealing to consumers' emotions. Hence, product advertisements should always commence in the pioneering stage to establish connection with consumers, which also reveals the use of familiar language in these advertisements.

Competitive stage

All of the advertisements under the category of personal hygiene products use a competitive stage. In connection to the lexical feature that uses by advertisers in this category, it comes out that hyperbole is the lexical feature that is dominantly used by the advertisers. Given how this lexical feature applies in the advertisement, hyperbole is used to exaggerate the product's benefits that come out of competing with other personal hygiene products.

According to Kleppner et al. (1986), once customers accept a pioneering product, there is going to be competition. He explains the purpose of this stage as the advertiser's strategies to state their products' position in the market to the consumers and their product superiority over others. Angela (2018) also supports Kleppner et al. (1986) notion that this technique, as the advertisers, wants to prove that the product is the best among the same kind. Fernandez (2013) give claims that hyperbole is an exaggeration utilized with the intent of persuasion. Thus, the purpose of the competitive stage is to communicate the products' position or differentiate it to consumers. Furthermore, this explains the dominance of hyperbole in personal hygiene advertisements as they try to compete with other products. This implies that the competitive stage as a persuasion technique requires a more persuasive language like hyperbole to meet the competition in the market.

Retentive stage

Of the selected Philippine television advertisements, only two of the advertisements which advertiser use the retentive stage as the technique in persuading consumers. Interestingly, the researchers found that this stage does not have any connection to lexical features proposed by Grey (2008) that the advertiser use in endorsing the product. This stage is simply re-endorsing the product to the consumers.

According to Kleppner et al. (1986), the purpose of the retentive stage is to manage the product's existence in the market. A retentive is known as a reminder to the consumer about the product which still exists in the market. Furthermore, the researchers find that this advertisement fulfills its purpose of reminding the consumers that the product still exists.

It verifies that the lexical features used by the advertisers tell what stage of persuasion techniques the advertisers apply in promoting the product, which personal hygiene advertisements belong to the competitive stage as manifest by the dominant lexical feature used which is hyperbole, while medicine and vitamin, and food belong to the pioneering stage as reflect by the dominant lexical feature use which is familiar language. The dominant use of the pioneering and competitive stage is reflected in the study of Angela (2018) and Sulistyowati (2017) as they found that Maybelline New York and Marlboro product advertisements utilized these persuasion techniques in the promotion of the products. This implies that effective advertisements make use of these persuasion techniques in promoting products. This further implies that pioneering and competitive persuasion techniques should be taught to students of language in making their own advertisements.

5. Conclusion

This study aimed to analyze the lexical features and persuasion techniques of the selected television advertisements listed as the top ten leading in the Philippines and argued that appropriate lexical choices and persuasion techniques make an advertisement effective. The overall findings of the study confirm the argument that effective product advertisement utilizes appropriate lexical choices and persuasion techniques to persuade consumers and that Philippine television advertisements can use the lexical features proposed by Grey and the persuasion techniques postulated by Kleppner which are inextricably connected. The use of lexical features, particularly hyperbole and familiar language and persuasion techniques, make these advertisements effective in drawing the attention of theirs audience as these selected advertisements were listed as top leading advertisements according to Fast Moving Consumer Goods (FMCG) in the Philippines during Covid-19 starting from March-December 2020. Hence, this can be a good learning resource material for students in learning the language of advertisements and to aspiring entrepreneuers in promoting their products. Moreover, it is recommended that another linguistic framework and different mediums of advertisements, such as Radio Advertisements and Printed Advertisements be used to study lexical features and persuasion techniques to enrich knowledge in this area of study.

References

Angela, C. V. (2018). *An analysis of the linguistic features and persuasion techniques used in written advertisements by Maybelline New York* (Unpublished thesis). Sanata Dharma University, Yogyakarta, Indonesia.

Eklund, S., Jernberg, A., & Roman, A.-J. (2020). *The impact of sustainable advertising and its relationship to consumer brand loyalty* (Unpublished master's thesis). Jonkoping University, Jonkoping, Sweden.

Fan, Y. (2013). *The lexical features of English advertisement*. Paper presented at Proceedings of the 2013 International Conference on the Modern Development of Humanities and Social Science, Hong Kong, China.

Fernandez, E. J. (2013). Discourse analysis of persuasive language in Philippine print advertising. *University of Immaculate Conception Research Journal, 19*(1), 1-16.

Foxall, G. (1997). *Marketing psychology: The paradigm in the wings* (1st ed.). Basingstoke, Hampshire: Palgrave.

Frolova, S. (2014). *The role of advertising in promoting a product*. Retrieved July 09, 2023, from https://www.theseus.fi/bitstream/handle/10024/80777/Frolova_Svetlana.pdf

GeeksforGeeks. (n.d.). *Social influence and persuasion*. Retrieved July 09, 2023, from GeeksforGeeks website: https://www.geeksforgeeks.org/social-influence-and-persuasion/

Grey, D. (2008). *Language in use*. Cambridge, UK: Cambridge University Press.

Holder, R. W. (2008). *Dictionary of euphemisms*. New York, NY: Oxford University Press.

Kannan, R., & Tyagi, S. (2013). Use of language in advertisements. *English for Specific Purposes World, 37*(13), 1-10.

Keefe, L. M. (2004). What is the meaning of marketing. *Marketing News, 38*(15), 17-18.

Khan, N. G. S., Siddiqui, J., Shah, B. A., & Hunjra, A. I. (2012). Effective advertising and its influence on consumer buying behaviour. *Information Management and Business Review, 4*(3), 114-119.

Kleppner, O., Russell, T., & Verrill, G. (1986). *Otto kleppner's advertising procedure: The Prentice-Hall series in marketing.* Madison, WI: University of Wisconsin - Madison.

Kotler, P., & Armstrong, G. (2009). *Principles of marketing* (13th ed.). Englewood Cliffs, NJ: Pearson.

Kubicova, J. (2013). *Devices of persuasive language: Printed advertisements for English language courses* (Undergraduate thesis). Tomas Bata University, Moravian City, Zlin.

Leech, G. (1972). *English in advertising: A linguistic study of advertising in great Britain*. London, UK: Longman.

Luo, A. (2023, June 22). *Content analysis guide, methods & examples*. Retrieved April 18, 2023, from Scribbr website: https://www.scribbr.com/methodology/content-analysis/

Mahinay, R. B., Milgo, B. B., Rufin, R. M., Silvano, R. N., Tenio, L. N. J., Vestal, A., … Mahinay, R. B. (2016). Persuasive advertising techniques of 2016 presidential candidates and the level of persuasion among technology communication management students. *Department of Technology Communication Management Mindanao University of Science and Technology*, 1-18. doi:10.13140/RG.2.2.30452.96647

Otamendi, F. J., & Martín, D. L. S. (2020). The emotional effectiveness of advertisement. *Frontiers in Psychology, 11*, 1-12. doi:10.3389/fpsyg.2020.02088

Perez, K., Dalman, D., & Maxilom-Mangompit, R. (2019). Linguistic cityscape of billboard advertisements in Mandaue City. *Central Mindanao University Journal of Science, 23*(1), 17-23.

Pritchard, G. (2012). *Marketing 101 - "Weasel" words - The print guide*. Retrieved April 21, 2023, from http://the-print-guide.blogspot.com/2012/05/marketing-101-weasel-words.html

Shariq, M. (2020). Tools & techniques used in the language of advertisements: A linguistic analysis of Indian TV commercial advertisements. *Media Watch, 11*(3), 565-580. doi:10.15655/mw/2020/11092020

Simpson, P. (2004). *Stylistics: A resource book for students*. London, UK: Rutledge.

Stern, B. B. (1996). Advertising comedy in electronic drama: The construct, theory and taxonomy. *European Journal of Taxonomy, 30*(9), 37-59.

Sulistyowati, A. (2017) *The linguistic features and persuasion techniques in Marlboro cigarette Advertisemen.t slogans* (Skripsi thesis). Sanata Dharma University, Yogyakarta, Indonesia.

The Global TV Group. (n.d.). *Why TV is the world's most effective advertising medium*. Retrieved July 09, 2023, from https://www.theglobaltvgroup.com/tv-the-most-effective-ad-medium/

Vasiloaia, M., & Bacovia, G. (2018). *Linguistic features of the language of advertising*. Retrieved July 09, 2023, from https://www.semanticscholar.org/paper/Linguistic-Features-of-the-Language-of-Advertising-Vasiloaia-Bacovia/3e2f95be3b565ce93e6054f0f611dea497b2ed3e

Ward, S. (2022). *What is advertising*. Retrieved July 09, 2023, from The Balance website: https://www.thebalancemoney.com/advertising-2947182