

A STUDY OF RHETORICAL DEVICES USED IN SELECTED CAR
ADVERTISEMENTS IN *THE NAMIBIAN* NEWSPAPER

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ABSTRACT

The language of car advertising is viewed as unique and completely different from everyday language. The rhetorical elements and unusual linguistic arrangement of words make the language of car advertisement special and unique. This study seeks to examine the rhetorical devices in selected car advertisements, to examine the language used in car advertisements, and to explore rhetorical structure and strategies in selected car advertisements. This is a desk study, whose research was done using existing sources. The research is qualitative in nature, as the collected car advertisements from *The Namibian* newspaper were critically examined from a rhetorical point of view and subsequently arranged according to brand names. Similarly, slogans from the advertisements were placed next to each type of make or car they belonged to in a table. Forty car advertisements were selected for analysis of rhetorical strategy, language, and rhetorical structure. The selection of car advertisements was based on the availability of car advertisements in the chosen newspaper; in the situation where the advertisement was repeated, a sample of one advertisement was chosen. The samples of car advertisements were taken from *The Namibian* newspaper dating from January 2012 to December 2012. All forty car advertisements studied were found to entail some of the persuasive moves suggested by Hashim (2010), including establishing credibility, introducing offer, offering incentives, and soliciting a response. The finding contains new moves that are not part of what Hashim suggested. The characteristics and the nature of language employed by most car advertisers in Namibia are slightly different, if conclusions drawn by Hashim are anything to go by. Moreover, Hashim suggested pressure

tactics as one of the rhetorical moves in his study. The language used in car advertisements is well crafted. The examined car advertisements were found to contain slogans, aggressive language, comparative, and superlative form. Beyond the persuasive moves suggested by Hashim, commands and directives are other forms of persuasive techniques detected following the analysis of 40 advertisements.

Based on the findings of this study, recommendation is made that further study or research be undertaken into car advertisements to explore rhetorical strategies unique to Namibia. This study is a considerable input to the study of rhetorical advertisement in Namibia.

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DEDICATION

I sincerely and profoundly dedicate this thesis to my late mother, Klementine Kakoya Sindano and my late father Paulus Sindano. May their souls rest in eternal peace.

Declaration

I, Gerson I. Sindano, hereby declare that this study is a true reflection of my own research, and that this work or part thereof has not been submitted for a degree in any other institutions of higher education. No part of this thesis may be reproduced, stored in any retrieval system, or transmitted in any form, or by means (e.g. electronic, mechanical, recording or otherwise) without prior permission of the author, or the University of Namibia in that behalf.

G. Sindano

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TABLE OF CONTENTS

Acknowledgements.....	iv
Dedication	v
Chapter 1: Introduction	
1.1 Introduction.....	1
1.2 Statement of the Problem.....	1
1.3 Orientation of the Study and theoretical foundation	2
1.4 Objectives of the Study.....	3
1.5 Significance of the Study.....	3
1.6 Limitation of the Study.....	4
1.7 Research Ethics	4
Chapter 2: Literature Review	
2.1 Introduction.....	5
2.2 Rhetoric and Advertisement in Context.....	5
2.3 Language of Advertisement.....	13
2.4 Rhetorical Strategy and Structure.....	20
Chapter 3: Methodology	
3.1 Introduction.....	30
3.2 Methodology.....	30
3.3 Methods of collection	30
3.4 Arrangement of data	31

Chapter 4

4.1 Introduction.....	33
4.2 Data Collection/Procedure.....	34
4.3 Advertisements and Analyses.....	34
4.4 Foregrounding and Rhetorical Devices Techniques.....	34
4.5 Rhetorical Language.....	44
4.6 Rhetorical Structure and Strategies.....	54
4.7 Table of Slogans.....	79
4.8 Slogans Analyses - Persuasive Moves and Linguistic Elements Embedded in Slogans.....	81
4.9 Discussion.....	89

Chapter 5: Discussion

5.1 Introduction	96
5.2 Conclusion	96
5.3 Recommendation	99
5.4 References.....	100
5.5 Appendix (original copies of car advertisements).....	103

CHAPTER 1

INTRODUCTION

1.1 Introduction

Looking at the history of car advertising, we learn that the type of advertising that exists today may be quite different from what existed some centuries ago. By means of its rhetorical and linguistic power, car advertising has introduced a strong effect on language style and language structure. Understanding the unique nature of rhetorical structure, strategy, and language of car advertisement requires systematic exploration of the language of car advertisement in the print media. Therefore, this study seeks to critically analyse and examine rhetorical devices used in selected car advertisements in a Namibian daily newspaper. Additionally, this study explores rhetorical structure, persuasive techniques, and strategies employed by car advertisers, in order to persuade their potential buyers. Due to extraordinary advancement in science and technology in recent decades, it is fair to say that car advertising and its use of language has also rapidly changed.

1.2 Statement of the problem

There seems to be an absence of critical information on the rhetorical strategies used by car advertisers in Namibia. The research in this study examines the rhetorical devices and strategies used in car advertisements to persuade readers to purchase the product being advertised. How do car advertisers in Namibia use language in advertisements to persuade buyers? Additionally, this study tries to explore and

examine both the function and style of rhetorical devices in car advertisements, and the researcher seeks to identify and explain them.

1.3 Orientation of the study and theoretical foundation

Looking at the history of car advertising, we learn that the type of advertising we have today may be quite different from what existed some centuries ago. Williams (1990) argues that advertisement, in the past, took some major cultural consideration in the west; there was a major change taking place in the nature of relationship between the advertisers and the consumers. A different habitual attitude towards the public was establishing itself and the production of advertisements was coming to be regarded as one of a number of specialised kinds of production. Language usage in the production of an advertisement became pivotal to marketing of products.

It is against this background that this study seeks to critically analyse and examine rhetorical devices used in selected car advertisements in *The Namibian*, a Namibian daily newspaper. Car advertisements contain language accompanied by other semiotic devices. Their texts and visuals can either express the same meaning, or complement and extend each other's message. The combination of these two has become a dominant form of communication for commercial purposes. Questions that may arise from this observation include, "How do car advertisers use the language in advertisements?", and, "What kind of rhetorical strategies do the car advertising agents use in advertising their cars?"

Although several studies have examined car advertisements in the Western nations, it seems very little study has been carried on car advertisements in Namibia. Hashim (2010, p.379) found that most car advertisements in the western nations contain the following persuasive moves: establishing credibility, introducing the offer, offering incentives, soliciting a response, using pressure tactics, and ending politely. The above observation may lead one to ask whether the same persuasive moves are being used in Namibia. This research examines car advertisements in Namibia to determine how advertisers seek to achieve their primary goal of persuading or influencing an audience through language. Furthermore, the study will explore and examine the nature and functions of rhetoric in car advertisements.

Theoretical foundation conceptual rhetoric is used as the theoretical framework of the study. Much rhetorical thinking arises from recurring patterns in the linguistic analysis of car advertisement.

1.4 Objectives of the study

The study intends to address issues of rhetorical devices and strategies in selected car advertisements in Namibia. Specifically, the study seeks:

1. To examine the rhetorical devices in selected car advertisements.
2. To examine the language used in car advertisements.
3. To explore rhetorical structure and strategies in selected car advertisements.

1.4 Significance of the study

Findings of this study proffer ideas to the existing body of knowledge and strategies for car advertisements in Namibia. The study may also provide indications and

suggestions for effective use of language in car advertisements. Findings may provide more information on the rhetorical significance of language in car advertisement in Namibia, and may be useful to car advertisers to increase their marketing strategies in terms of using language and visuals effectively.

Furthermore, the study may be useful to those who may wish to pursue further studies in this area. And finally, the research could be helpful to potential buyers who could otherwise be fooled by advertisements; they would be aware of the facts behind the advertisements. This study is significant as it adds knowledge to the literature of advertisements in Namibia.

1.5 Limitation of the study

The study is limited to car advertisements in *The Namibian* newspaper for the year 2012 only. Forty different car advertisements were used in this study; an average and manageable number when compared to most studies carried out in the same area. Since *The Namibian* is a widely-read newspaper in Namibia, the researcher thought it wise to concentrate on this particular daily.

1.6 Research ethics

The researcher has observed and respected the data collected in terms of sources acknowledgement. No part of the car advertisements has been reproduced for personal gain or economic reasons; data was collected purely for academic purposes, and the research was conducted in a strictly academic and professional manner.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In order to understand the rhetoric of car advertisements, it is important to first explain and define what rhetoric is. Many academics have presented various definitions of what rhetoric is. According to Burke (1969, p. 41) rhetoric is “the use of words by human agents to form attitudes or induce actions in other agents”. Plato, as cited in Kangira & Mungenga, 2012, p. 110) defines rhetoric as “the art of winning the soul by discourse”. Aristotle, as cited in Kangira & Mungenga, p. 110), defines rhetoric as “the faculty of discovering in any particular case all of the available means of persuasion”. In short, rhetoric is the art of speaking convincingly to win the hearts and minds of listeners. “The underlying purpose of rhetoric is persuasion.” (Kangira & Munganga, p.110).

2.2 Rhetoric and advertisement in context

Although several studies have examined car advertisements in the Western states, very little has been done, in terms of study, on car advertisement in Namibia. Cook (1992), for example, examined contemporary British car advertisements using an approach derived from linguistics and discourse analysis. Car advertisements in his book are analysed as discourse where the focus is not only on language but also on the context of communication; “who is communicating with whom and why; what kind of society and situation” (p. 67).

In his study of sales promotion of cars, Hashim (2010) found that advertisements contained the following moves: establishing credibility, introducing the offer, offering incentives, soliciting a response, using pressure tactics, and ending politely. Additionally, Hashim examined the language in car advertisements in Asia on the use of figures of speech in advertisements. He found that figurative language was used extensively and that strategies such as the use of metaphors and similes were prevalent.

Tanaka (1994) applied the notion of relevance theory to specific advertisements to show how language is used to persuade, convince and manipulate others whereby emphasis is placed on the use of puns and metaphors. Other strategies included personification, puns, parallelism and alliteration. Kamisa and Norazlan (2004) examined and analysed the superiority claims in printed advertisements and established that words such as *help*, *like* and, *special* which are made to appear significant, are used to persuade the buyer, although they are actually meaningless and followed by scientific or statistical claims for the product. Hien (2012) argues that a rhetorical approach to advertising language rests on three systematically interconnected premises: variations in the style of advertising language, formal properties of rhetorical figures, and formal properties. Messaris (1997) claims that because of the growing globalisation of economic activity, commercial advertising is increasingly directed at a variety of linguistic and cultural communities, which has shaped the level and strategy in rhetoric of advertisement. Goddard (1998) views advertising as the science of arresting the human intelligence long enough to get money or attention from it. She found that a

relationship exists between language and images used in advertisements and culture, and between the advertisement and the buyer. Goddard states that advertising is an indispensable bridge between the seller and the buyer in every economy. Similarly, linguists all over the world have researched advertising language in its different aspects. Conclusions according to Goddard are:

1. Advertising language is diverse, whether it is informal or not, much depends on the subjects addressed in the advertisements.
2. Advertising language is highly impressive or persuasive to obtain the main purpose of advertising that is to seek the attention of potential customers'.
3. Advertising language exists in a close relationship with other elements of advertisements to make it successful.

Arguably, to persuade viewers or readers to buy a car, an advertiser tries to convince us that we will be stylish, prestigious and exciting if we own that particular model. Of course, by convincing viewers and readers that they would be stylish in their car, the advertiser uses rhetoric or pathos to appeal to the emotions of the readers. At times, advertisers employ all the proof, pathos, ethos and logos to convince potential buyers. Whatever means car advertisers use to lure their audience into paying attention, the main purpose of advertisement is to get the audience to buy their product. Burton and Dimpleby (1998) clearly explain another aspect of persuasion of an advertisement being to cause a shift in attitude and beliefs in their target audience in order to achieve a desired behaviour. In print media, such as *The Namibian* newspaper, advertisers seem to rely on a combination of words and images, and a balance between the two will often determine how successful the car

advertisement is. Equally, it can be argued that in order for customers to identify the product or service, remember its name, and be persuaded that a certain product is worth buying, advertisers rely considerably on the language used. This means the ultimate success of an advertisement lies in the effective use of the language. Furthermore, the language has to be innovative and creative so as to attract the attention of potential buyers and persuade them that what is being offered is worth paying attention to.

Moreover, another element which seems to be important in car advertisements is the use of slogans. Slogans are crucial if an advertising campaign is to succeed, because it is the slogan that will stick in people's minds. A slogan is usually made up of a phrase or a sentence. Interestingly, the structure of a slogan may differ considerably. This means slogans are intended to captivate and arouse people's interest. Additionally, puns are used to play with the target's mind and arouse emotions. Slogans are also meant to be catchy, and will often involve the use of commonly-used phrases or sentences that are adapted to draw the target's attention. Advertisers may sometimes deviate from Standard English to make the slogan memorable. Car advertisers also make use of a variety of linguistic devices to make their slogans memorable. One such feature of car advertisements is to use a famous person or authority to lend his/her qualities to the advertised product. The use of logos (character) to appeal to the emotions of the potential buyers is particularly significant in rhetoric. Angelopulo (1997) observes that the use of endorsement of testimonial occurs regardless of whether the person would use the product or service at all. Nicholas (1996) argues that picture-led advertising sometimes does not concur with

the written script. In fact this is just a well-crafted technique whose sole purpose is to draw the reader's attention to the advertisement. Another aspect of advertising is the design. If the design is not appropriate, the advertisement may not be effective in terms of appealing to the emotions of the readers. The design, coupled with persuasive language, is likely to contribute to the overall effect. Additionally, advertisements often make frequent use of exclamation marks. The reason advertisers use unusual layout and punctuation is therefore an attempt to ensure that their products are noticed.

Furthermore, series of modifiers, especially pre-modifiers, are particularly significant in the language of advertisement. Brooks and Warren (1979) argue that any piece of writing in advertisements is composed to achieve some objective, perform some function, and make some point. They go on to argue that all elements in the composition of an advertisement should contribute, directly or indirectly, to fulfilling that function and making that point. Furthermore, meticulous planning is required in car advertising. Brooks and Warren state that advertisers sometimes need more than careful wording to help a fact pass a reader's scrutiny. They also declare that an advertiser needs to demonstrate that convincing connection links the statement of the fact with the reality behind it. Aristotle (1886) argues that a second means of persuasion in the ethical appeal can be the most effective of appeal in rhetoric. This statement is particularly important as car advertisers could exploit this opportunity by aligning themselves to ethical appeal. Car advertising agencies must be aware of the kind of ethos that Aristotle talked about in his book, *The Rhetoric* (1886). According to him, as the writer is aware of the disposition of people at various conditions of

life, he will adapt his tone and sentiments to fit the audience. As an example, adults for instance, do not think, act, or view things in the same way that adolescents do. Corbett (1990) argues that young people are, by and large, quick-tempered, fickle, impetuous, and idealistic, whereas older people tend to be phlegmatic, conservative, deliberate, and pragmatic. This view could be misleading as it is over-generalised, highly stereotypical, and lacks scientific substantiation.

Nevertheless, despite all the studies carried out on rhetoric and advertisement, little attention is paid to the rhetoric and advertisements in Namibia. It would be very insightful if research were carried out in the area of rhetorical strategies effectively used, as well as their degree and level, by car advertisers in Namibia. Furthermore, more studies should be done to measure the effectiveness of car advertisers in using language to appeal to the emotions of the customers. The biggest fundamental challenge each advertiser faces is creating effective advertising. As stated by Shimp (2003, p. 261), “advertising is effective only if it accomplishes the advertiser’s objectives”. Furthermore, effective advertising should make a relatively lasting impact; this can be through giving consumers or potential buyers something to remember about the advertised product - a car in this case. From an academic perspective, there have been discussions from different authors on the issues of general features of effective advertising. One of the arguments put forward relates to message convincingness and execution quality (Shimp) and is a determining factor in advertising. Strategy in advertising is another crucial element in promoting products; it is what the advertiser says about the brand being advertised. Shimp (2003, p. 266) argues that “advertising strategy is the formulation of an advertising message that

communicates the brand's value proposition, its primary benefit or how it solves a consumer's problem". Additionally, marketing and car advertising are extremely significant in any promotion of products; indeed, the two are inextricably linked. In fact, Abratt (1998) views marketing as all activities designed to generate and facilitate any exchange intended to satisfy human needs and wants for mutual profit or gain; a view that can also be applied to advertising.

Tuan (2010) argues that the main concern of rhetoric has been method and manner; how to find the most effective way to exhibit a thought in a given context, then to change its expression to fit different contexts. Tuan further argues that multiple techniques catalogued by rhetoricians since antiquity (hyperboles, puns, antimetables, rhymes) have long been widely unacknowledged, undifferentiated, and uninfluential in advertising theory. It is against this background that rhetorical devices should be explored fully in order to understand the language of car advertisement. Some rhetoricians like Tuan maintain that any situation to be dealt with can be exhibited in different ways, and that in any given context one of these ways will be the most striking in attracting the audience. For that reason, when persuasion is the main target and goal, the rhetorical aspects suggest that the manner in which a statement is made may be more significant than its suggestive content.

Moreover, rhetoric used in car advertisement entails the most effective form of expression. Rhetorical language of car advertisement involves style and rhetorical figures; features that are significant in realising the overriding goal of persuasion. It is a common knowledge that rhetorical figure in car advertisements creates an opportunity for making the familiar look and sound unusual. Car advertisers create

new phenomenon or use language deviation to catch the attention of the consumers or the customers.

The primary focus of using figurative language in car advertising is to make the car advertisement memorable as opposed to using literal language. Repeating a text can enhance recall in the mind of the consumers or buyers. For example, rhymes and alliterations can forge special sound connections among the car advertisement's elements. The rhetorical operation of linguistic devices in car advertisements is partially significant because some elements of expression in the advertisement are meant to impress but do not necessarily change the meaning of the content. In modern times, Hien (2012, p. 86) argues "by means of its linguistic power, advertising has placed a strong effect on social life and language style. It is because a language used in advertising has no longer acted as common ones in daily life but set their own unique styles". For this reason, it can be said confidently that car advertising, due to advancement in science and technology in a contemporary world, has changed dramatically and rapidly.

2.3 Language of advertisement

Davidson (2000, p. 1) defines advertisement as “any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor.” Advertising can involve the use of a wide variety of media. In general, car advertising represents a means of communication between the car dealer and consumers, who are the car advertisement recipients. Like in any commercial advertisement, car advertisements are based on the principal of profit-making. Nieuwenhuizen (2012) contends that communication strategy in terms of diction used in advertisement plays significant role in persuading consumers. Therefore, a creative and skilful use of language is of paramount significance; the focus is on using the language to excite and amuse the consumers or the potential customers. One of the proponents in advertising language, Leech (1996) argued that most of the advertising language is hidden under a potential power designed at changing the need, opinion and behaviours of the advertising recipients. He further argues that advertising language is common and colloquial in style, because it is difficult to use formal language in advertisement; after all, formal language requires that both the advertiser and the recipient be from a certain education background. To support leech, Dyer (1982) confirms that the purpose of language in any advertisement is to implant ideas about the product’s image into the minds of the audience of consumers in a way that the language used in the advertisements becomes highly impressive and persuasive. What is more, the efficacy of advertisement in any organisation is marketing. The underlying value of car advertisement is to market the brands or make of cars. Therefore, the language employed in car advertisement has to be in line with marketing. However, despite

effective language strategy and marketing, car advertising agents have to structure their rhetoric in such a way that their marketing strategies are flexible and accommodating. The above argument is supported by Wood (2010, p. 21) when she states “marketing plans must be both specific and flexible to help firms prepare for the new and the unexpected”. Marketing strategies in car advertisements therefore determine the type of language to employ when advertising a car. A study done by Wood (2010) found that marketing strategy and effective use of rhetoric in advertisement helped Rolls-Royce Motor Cars, owned by BMW since 2003, keep rolling along towards profitability. Wood contends that despite the recent global economic meltdown which hurt sales of most car companies around the world, Rolls-Royce’s luxury vehicles dipped only slightly during that difficult period. Wood further observed that Rolls-Royce’s marketers continued driving towards their marketing objectives, thanks to their knowledge of emerging trends in the marketing environment. For all intents and purposes, effective use of rhetoric in car advertisement is seen as the most persuasive method of advertisement to market a product. If the above explanation is anything to go by; then the language of advertisement should be explored further to help us understand rhetorical devices used in these car advertisements.

As in most advertisements, a car advertisement relies heavily on persuasive advertising techniques. Persuasive advertising techniques can only be applied if the products to be advertised are already accepted in the market. Linton (2011) observes that customers and the common language of the customers should be involved from the outset when planning an advertisement. Rhetorical elements of car advertisement

work best when the consumers of the product are familiar with the product intended for advertisement, according to Meldrum and McDonald (2007). In their study on advertising, Meldrum and McDonald found that persuasive advertising works best in a competitive market where a technology or product form is already established and accepted by the consumers or customers. In their study, the two researchers observed that advertisers were able to compare their offering with those of their competitors. In addition, Meldrum and McDonald concluded that persuasive advertising may be used to encourage immediate or early purchase because consumers' goods suppliers tend to concentrate on encouraging a purchase whilst industrial organisations usually concentrate on enquiry generation.

It should be borne in mind that sometimes it is hard to link advertising directly with purchase. In another study carried out by Meldrum and McDonald (2007), it was found that, in car advertising, well-established brand names in the automobile industry tend to be protected by their owners through a reminding and reinforcing form of advertising. For example, advertisers use brochures with expensive items to convince purchasers that they have made the right choice to buy their product. Persuasion and reinforcement of a brand value are particularly significant in any car advertising industries, and help strengthen marketing strategy.

To strengthen advertising and marketing strategies, car advertisers have to share platforms of advertising. In their case study, *Cars for the World*, Doole and Lowe (2005) found that car advertisers who shared an advertising platform fared better than those who advertised individually. For example, they observed that Saab 9-2 in the United States is based on the Subaru Impreza Turbo platform, and the Smart

ForFour (Mercedes) is based on the Mitsubishi Colt platform. Additionally, they found that GM introduced a small 4 x 4 with a partner which was designed and exclusively made by Suzuki using a Fiat diesel engine. It is clear from the above argument and observation, that car manufacturers seem to understand and accept that consumers are now more knowledgeable about the platform system, component sets, and the construction of cars. Therefore, many car advertisers prefer to focus on language strategies to market their cars rather than on the technical modular construction of the car. Vasanthi (2003) examined the functions of persuasive writing and found that there is a wide use of appeals and claims. Vasanthi is supported by Young (2001) who had earlier made a similar finding and observation about the language of advertisement. As with all advertisements, its fundamental value is to persuade the customer to buy the product.

Car advertisements are structured in a language embedded with rhetoric. This rhetoric is found in the form of claim and appeal. The advertisement must appeal to the emotion of an audience or a reader. And in terms of claim, the advertiser must reinforce his or her appeal through claim. They inform the customer that a certain product performs better than the others. In fact, this is why it is imperative that advertisers share platforms because persuasive advertising work best when there is a competition. The study of the car advertisements however, goes beyond looking at appeal and claim in an advertisement. Cook (1992) seems to concur with the above understanding, because he views the study of advertisements from a discourse analysis point of view. Cook looks at the analysis of the language, content, interaction, and persuasive features of the language. What is particularly significant

to Cook is that he considers functions in an advertisement. The findings that stem from general observation from different linguists the world over on advertising language according to Hein (2012, p. 88) are:

1. Advertising language is diverse and depends much on the subjects addressed in the advertisements.
2. Advertising language is highly impressive and persuasive in order to obtain the main purpose of advertising.
3. Advertising language exists in a close relationship with other elements of the advertisements to make it successful.
4. Advertising language reflects and implies culture. It is creating a global culture which is actively operating between the sellers and the buyers.

Looking at Hien's general observations about advertising language, we can clearly argue that car advertisements in Namibia may have similar characteristics as those of Vietnam. Studies conducted elsewhere help us explore and critically examine language of car advertisements in Namibia from a rhetorical point of view. Different scholars have different views on language of advertisements but there seems to be a general consensus from all the scholars regarding the structure and persuasive techniques of the language of advertisement. All the studies conducted by different scholars on language of advertising are used as a benchmark and a yardstick with which this researcher's thesis was framed.

In order for us to have a better understanding of how the language of car advertisement operates, we first have to look at its lexical feature. In a study carried out by Hein (2012) in Vietnam, he made a very interesting observation about the

language of car advertisement. He observed that the most distinctive lexical feature in a car advertisement is the high density of technology terms. Hein further found that 95% of Vietnamese car advertisements use technology terminology. It is evident from the above argument that rhetorical devices used in car advertisements can go beyond mere linguistic persuasive techniques to the use of technological jargon as a tool of persuasion.

Additionally, car advertisements in Vietnam also use quite a number of loan words, mostly borrowed from other languages. However, another observation made about Vietnamese car advertisements is that, in a situation where English was used in advertisement, the advertisers did not borrow words from other languages hence English is believed to have most of the technology terms unlike in Vietnamese language. Car advertisements in Vietnam did not borrow technology terms in their quest to persuade potential customers. The rhetorical devices in these car advertisements mostly entailed the use of imperative sentences - short sentences and phrases - with no subjects. The reason behind this could be because the advertisers did not want to bore the intended audience. Another interesting conclusion made by Hein is that both English and Vietnamese car advertisements sampled in his research mostly used imperative sentences and present simple tense, which resonated with the use of illustration images. Therefore, Hein observed, car advertisements require sensible, short, simple, and clear messages to the intended customers or audience.

Language and culture are other elements that should be taken into consideration when designing a car advertisement. Rensburg and Venter (2011, p. 295) argue “A ‘one size fits all’ approach to building a brand and implementing marketing strategy

in any society market is futile, given the complexities presented by issue such as language and culture". These authors further argued that in countries such as Nigeria where there is a significant split between Muslims in the north of the country and Christians in the south of the country, language and culture have to be taken into consideration before an advertisement is presented in the public domain. Featherstone & Lash (1999) argue that if we seek to understand culture in advertisement today, it is clear that we face a growing complexities. Culture which was assumed to possess a coherence and order, to enable it to act as the grounds for the formation of stable identities in Namibia, no longer seems to be able to perform this historical task sufficiently. Arguably, the linkages between culture and identity in Namibia have become more problematic as the sources of cultural production increases, and the possibilities of inhabiting a shared cultural world in which cultural meanings function in a common sense taken-for-granted manner recedes. This can be linked to the process of globalisation which does not result in the homogenisation and unification of culture. Lumsden & Patke (1996) view culture in the context as something conciliatory, whose function it is to establish continuities and stability and to promote understanding.

For example, the authors argued, imagery of females that is acceptable in the south is considered taboo in the north. Awareness of these complexities is particularly significant and critical for the marketers. What this means is that there are cases when car advertisers use an image of a well-known female next to the car to enhance marketability of the product. In South Africa, Scant (2010) describes the South African society as being fragmented into many cultural groups and sub groups. He

goes on to argue that although whites are not numerically dominant in their norms, values and symbols do exert influence on economic activity. Most advertisement therefore reflect western culture. As car advertisers, the onus rests upon them to be meticulous in their cultural sensitivity when designing an advertisement.

2.3 Rhetorical strategy and structure

Car marketing should not be developed in isolation; rather, it should be based on an interactive model in order to engage customers. For example, Needle (2004, p. 417) asserts “Marketing is an interactive process aimed at satisfying or even exceeding customers’ needs. It is concerned with design, pricing, promotion and accessibility to the customer of goods, services and ideas.” It is against this reasoning that car advertisers have duties and responsibilities to ensure that, for their advertisements to be effective, strategic planning is needed in order to produce an effective car advertisement that will attract customer’s attention. It is academically imperative and necessary that car advertisers arm themselves with the latest information on how best to design and market a product. Apart from aggressive marketing strategy, rhetorical devices embedded in the language of advertisements are particularly significant to car advertisers. As argued earlier, the underlying purpose of rhetoric in the advertisements is to win the hearts and minds of potential customers. Car advertisers are particularly aware that their advertisements should appeal to the emotions of customers. Therefore, it is imperative for advertisers to understand the function of language in advertising if they wish to have a better knowledge of effective advertising strategies.

For example, Hashim (2010) argues that one of the advertising strategies involves the advertiser establishing rhetorical credibility about the product they intend to advertise. He argues that in this case it is the duty of the advertiser to ensure that they capture the potential customers' attention. Additionally, the advertiser should see to it that the advertisement they produce has the ability to convince the potential customers of the benefits of the product. Moreover, Hashim further believes that capturing customer's attention is not enough but more should be done by the advertising company to ensure that the company also impress those customers and inform them that the products advertised have a well-established reputation.

However, what seems to be absent from all the above observations is the issue of gender consideration during the designing of a car advertisement. From general observation of car advertisements in Namibia, gender consideration seems to be one of the main factors taken into consideration before an advertisement is placed in the public domain. There are certain cars that many people assume are exclusively made for women, especially smaller cars. Gender consideration in car advertisement could be another element or rhetorical device in car advertisement in Namibia. Car advertisers are likely to use language in such a way that the car advertisement appeals to the emotion of women.

Car advertisements that depict women are intended to appeal to men's emotion. Magelby (2009) contends that making a car look sexually appealing and dangerous helps to attract the attention of men. Equally, in one of the advertisement of Volkswagen, which relies heavily on pathos by depicting an actress and humanitarian, Magelby argues that by using a recognisable and admirable figure, the

advertisement is trying to appeal to the part of humans that wants to be famous. It is trying to get the point across that if you buy that particular vehicle, you could be as great and well-known as that person. The environment that the car is placed in plays a significant role on pathos, as well. This leads to another consideration to be taken by car advertisers – the social and cultural landscape. An advertisement that features a bikini-clad woman is more likely to be offensive in Muslim society than in a western society, for example. It is against these backgrounds that car advertisers have to be very sensitive towards their customers. Despite all of the above arguments however, the bottom line is that advertisement is intended to persuade its potential customers; because of this, meticulous planning of an advertisement campaign is therefore necessary in order to avoid offending anyone in the process. In fact, cultural and social sensitivity is of utmost importance to any car advertising agency. Another element which seems conspicuously absent in the consideration of car advertisement is safety. Again, from general observation, safety seems to be a factor whose importance has increased in recent years as car drivers become more and more aware of the dangers of cars that lack certain features. As a strategy to persuade potential customers to buy the advertised cars, car advertisers have devised strategy to illustrate features such as an airbag as bait to lure potential customers.

A near example of the above argument can be found in Table 1 – a car advertisement taken from Hashim (2010, p. 384) - in which a car advertiser indicates the company's perceptions of the interests and needs of the potential customer.

Car advertisement A.

Kenari Kasih:

Designed with you in mind.

Here at Perodua, we understand that simple everyday tasks can be a hassle for some of us.

Like travelling, for instance. That's why we've designed the Kenari Kasih. It retains the

Again, in the above table we see a classic example of how car advertisers assume to know the interest and needs of the customers. In fact, it's another way advertising companies use rhetoric to appeal to the emotions of customers, by claiming that they understand what customers are going through, and that customers are their prime concern when it comes to a car's manufacturing.

The claim in the above table is particularly significant because it appeals psychologically to readers or customers, such that whatever is manufactured or produced is done so with them in mind. The car advertisement in the table could be very persuasive because the reader is likely to feel that they are part of the company or the company has taken them into consideration. It seems to be clear that the advertising company used the language in such a way that the company identifies itself with the people; that it understands their circumstances. Customers are likely to relate to this company as they feel that they are not the only ones experiencing the daily hustle and bustle; even the car company seems to understand. Laying a foundation of trust between an advertising company and customers is fundamentally significant. Potential customers are likely to purchase their cars from companies they have trust in. It is no coincidence that the car advertisement above does just that in its quest to win the hearts and minds of the customers.

The hidden truth the advertising company is keeping from the potential customers is profit. The car advertising company in the table above does not reveal to customers that it wants profit. The company uses rhetoric to persuade customers to go out and buy its car without necessarily disclosing the price. Here we see a rhetorical tactic not to scare off the customers. Customers are only given the message that the advertising company wants them to see and hear. The advertising company wants people to get closer to the company first before revealing its real intended purpose – profit-making.

Moreover, a close rhetorical analysis of the car advertisement in the table reveals that pronouns you and we are used to establish contact and make the reader of the car advertisement feel important as if he/she is being treated like an individual. This is another classical example of how car advertisers attempt to use rhetorical devices to their economic advantage. The phrase designed with you in mind tries to make the potential car customers feel that their needs are seriously considered and wholeheartedly taken care of if they purchase the car advertised. Apart from the use of rhetoric in car advertisements, car advertisers ensure that the advertisement produced carries the details about the benefits and values of the car. Since the purpose of advertisement is to market, inform and persuade the customer, the car advertisement establishes its own identity by claiming that the product advertised is authentic. Below is another example of car advertisements taken from a study conducted by Hashim (2010, p. 386).

Car Advertisement B.

Proton Savvy:

What makes the Proton Savvy so solid?

Other than its exceptional body strength, the Proton Savvy offers more choice than you could ask for. Here are some reasons why it's the stronger choice:

Certified by TUV Pfalz, TUV Rhineland Group, the world's leading technical inspection body from Germany.

Features a 10,000 km service interval

Car Advertisement C.

MAZDA:

With the roaring power of a 2.5 litre turbo-charged engine, this beast takes the throne of the jungle. It conquers the wildest terrain with ease, thanks to its reinforced roll bar and streamlined wheel arches. And just like the colourful nature of the wild, it comes in two-tone colours that further accelerate its superiority. Even in the most difficult terrain, its superior suspension and road-holding capabilities gives you the grip and stability to tackle every challenge with confidence - sure enough, the jungle feels like home.

Proto savvy so solid?'. Hashim claims that a question is used in the advertisement to engage the reader. Within the question, alliteration is used to create a rhythmic effect – "Savvy so solid" begins with the 's'-sound – a deliberate move by the advertiser to excite the reader. Furthermore, advertiser B uses metaphor and claims

“Other than its **exceptional body strengths**” Hashim further claims that while providing information about the car, the advertisement also establishes credibility by introducing the car as TUV Pfalz-certified and Proton Tanjung Malim-built. This information is intended to be all that is necessary to convince potential customers. The advertiser claims that TUV Pfalz and TUV Rhineland Group are the world’s leading technical inspection body in Germany. In so doing, the car advertiser intends to attract potential customers who are likely to be attracted by a product advertised as certified by international leading technical inspection.

In car advertisement C Hashim observes that binomials and multinomials are used to emphasise the value and quality of the car. For example, he argues that the use of “reinforced roll bar and streamlined wheel arches, superior suspension and road holding capabilities” is a sign of how the car advertiser attempts to persuade the customer about the value and quality of its product. Similarly, Hashim observes that car advertisement C uses metaphors to strengthen its appeal. Metaphors are found such as “this beast and throne of the jungle”, which persuades potential customers to see the resemblance between the promoted product and the properties featured in the metaphor. It can be argued that in this car advertisement, the car is associated with a strong and powerful animal. Advertisement C begins with the metaphor “roaring power of a 2.5 Litre engine” where the sound of the engine is likened to that of a lion. This is particularly significant because customers will likely be intrigued by such a claim and want to see this car. The metaphor is used to win the hearts and minds of potential customers. Additionally, the claim “it conquers the wildest terrain with ease” is another example of how metaphor is used to convince potential

customers that the car being promoted is so strong - like a lion in the jungle. Of course, many customers are aware of lions and other strong beasts in the jungle. The advertiser takes advantage of these popular concepts of a jungle to persuade them that the product promoted would behave the same as a wild beast in the jungle. A rhetorical phrase such as “two-tone colours that further accelerate its superiority” adds to its strong sense of appeal. The advertisement’s seemingly unproven claim that even in the most difficult terrain the advertised car would tackle every challenge; a statement intended to heighten the car’s desirable appeal.

Despite all the above arguments about car advertisements around the world, one of the pivotal issues with regard to the rhetoric of car advertisements in Namibia is the use of ethos and pathos in technology. Little has been said by authors on how ethos and pathos are incorporated in the designing or production of car advertisements in Namibia or in other parts of the world. Walsh (2009) argues that visual strategies in advertisements require ethos and pathos to be integrated across the spectrum of marketing. Because of this, examining car advertisements in Namibia provides us with the understanding of how ethos and pathos are embedded in the visual advertisement as part of rhetorical strategy to persuade potential customers. Putting certain types of rhetoric in the advertisement can help it appeal to the types of people that would read newspapers the advertisements printed in. Magelby (2009) observed in one of the Subaru (car) advertisement that the designer of the advertisement chose to use a lot of bright warm colours to appeal to the passionate side of people. She further argues that reds, yellows and oranges make the advertisement exciting and noticeable. Warm colours are likely to invoke happiness and a sense of adventure,

two important things customers look for when purchasing a vehicle. Unravelling all the elements in the car advertisement requires a meticulous scrutiny of the rhetoric behind the science and technology that produced that particular advertisement.

Another aspect that should be understood by scholars in the field of marketing is the fact that the use of rhetoric in advertisement has changed dramatically since the September 11th attacks on the United States. Bean (2010) observes that 9-11 sparked renewed interest from social science, rhetorical, and critical cultural scholars in how communication theory informs current intelligence. Bean further observes that interpreting a text provides little in the way of understanding how it performs in the world, and he says rhetors are multidimensional voices who speak their institutional situations as well as their minds. Incorporating the above argument in the rhetoric of car advertisements provides an integrity observation. What is interesting about this is how the events of September 11th contributed to the rhetorical awareness among car advertisers. Car advertisers now know that mere written texts are not enough if they want to persuade potential customers to buy their products.

It is clear from the above explanations that in order to understand the uses and functions of rhetoric as a means of winning the hearts and minds of people, considerable consideration is required, including political consideration of the 9-11 attacks. These events are of particular significance to scholars of rhetoric because this was a time where they witnessed rhetoric as an art-form of communication. The American government and its mass media used visuals and footage of the event to heighten the emotions of the American people to support the government's "war on terrorism". The rhetorical crafting of the presidential speech, accompanied by visual

footage of the destruction, provided a sufficient dose of rhetoric to lobby for the support of the American people to go to war. Rhetoricians now know how significant visuals are as tools of persuasion.

Moreover, the event is said to have transformed the language of car advertisements in the automotive industry. Car advertisers now know of the significance of visuals, used repeatedly, on potential customers. Additionally, car advertisers are aware that words alone are not enough to persuade potential customers; rather the repeated use of imagery is what provides the required dose of influence. The combination of words and images are seen by car advertisers as sufficient and efficient in persuading their potential customers. Integrating rhetorical elements in the crafting of an advertisement is of particular importance for marketing cars. The use of images and words by car advertisers should be seen as rhetorical strategies in the quest to sway as many customers as possible. Since advertisement is intended to convince, crafting of that particular advertisement dictates that all elements meant to persuade and convince their audience, be incorporated and integrated in the advertisement.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This is a desk study, whereby research was conducted using existing sources. The research is qualitative in nature, as collected car advertisements from *The Namibian* newspaper were critically examined from a rhetorical point of view. Selected car advertisements were first arranged according to brand names. Then, similar slogans from advertisements were placed in a table next to each make of car to which they belonged. The arrangement was necessary for rhetorical analysis of slogans and the cars they represented.

Forty car advertisements were selected for analysis of rhetorical strategy, language, and rhetorical structure.

3.2 Methods of collection

The selection of car advertisements was based on the availability of car advertisements in the chosen newspaper; the samples of car advertisements were taken from *The Namibian* newspaper between January and December 2012.

Additionally, rhetorical devices were identified and extracted from the collected car advertisements. The analysis of the collected car advertisements was based on individual advertisement. An explanation is included in the graph of every advertisement, and each advertisement was examined and is fully explained.

3.3 Arrangement of the collected data

The researcher ensured that each advertisement was placed in the table for easy analysis and explanation. The researcher focused on rhetorical devices and persuasive linguistic elements used in those advertisements. Substantial consideration was made with regard to the language used by car advertisers. For example, religious and political considerations were adhered to during the analysis of the language of car advertisements. Taking politics and religion into analytical context proved challenging as the Namibian population is quite diverse. In terms of politics, the researcher looked at how advertisers used language by appealing to potential customers' sense of political freedom. When religion is taken into account, the researcher looked at how advertisers used language to appeal to customers' sense of faith and security. Forty car advertisements were used in this study because it is an average number and manageable size for this study in comparison to samples from other studies done in the same area. The researcher cut out all 40 car advertisements and photocopied them as a source of reference.

Equally, the researcher typed all 40 collected car advertisements and used the original or existing advertisement as sources of reference (See Appendix A at the end of this document. Only the messages or persuasive devices contained in the advertisements were typed, hence the focus of the study is on language usage only, without the use of imagery from photos. The researcher has deliberately used tables for each car advertisement to make data presentation reader-friendly. Similarly, tables of information were used to present the written messages of car advertisers. It

should be noted that the use of graphs and tables were merely for illustration purposes and quantification.

As this study is based on desk research, no research instrument was required nor was any fieldwork required. Rhetorical moves suggested by Hashim (2010) were used as a bench mark for rhetorical analysis to determine if the same rhetorical strategies and techniques are being used in Namibia. Similarly, rhetorical structure and language features were analysed. The researcher further looked at the language techniques used by the advertisers in each particular advertisement. The analysis of car advertisements was not only limited to the persuasive motives suggested by Hashim, but other linguistic elements unique to Namibia were used. For example, instead of using the correct English name “pickup car”, the word “bakkie” was used. The main focus of the rhetorical analysis of the advertisements was on the rhetoric and other persuasive linguistic elements used by the car advertisers to influence potential customers or buyers.

Slogans of all the selected car advertisements were equally and systematically analysed. Persuasive elements were extracted from the slogans and analysed fully. The analysis of slogans was merely to look for rhetorical moves and elements. Similarly, the analysis looked at the intended message and purpose of the advertisement. The researcher further looked at how the slogan correlated with the advertisement. The first analysis is based on the tables of each advertisement.

CHAPTER 4

ADVERTISEMENTS AND ANALYSIS

4.1 Introduction

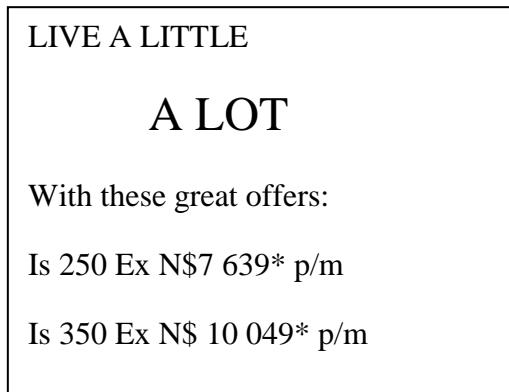
The research objectives of this study include the following: to examine rhetorical devices in selected car advertisements as well as the language used in car advertisements, to explore rhetorical structure and advertisements, and rhetorical structure and strategies in selected car advertisements. Furthermore, the research is qualitative in nature as the collected car advertisements from *The Namibian* newspaper were critically examined and analysed from a rhetorical point of view. The selected car advertisements were divided according to brand names and make. Slogans or logos were placed next to each make of car they represented. Tables were used to display all 40 car advertisements and their rhetorical features. Moreover, all recorded brand names and linguistic features were analysed in accordance with the research objectives. Similarly, in a situation where a brand was repeated several times, a sample of no more than five car advertisements was selected for rhetorical analysis. The selection was based on the differences of the samples. A comprehensive analysis of different brands was conducted to determine the strategy employed by each car advertiser. The car advertisements were analysed textually, rhetorically, linguistically and structurally.

4.2 Data collection/procedure

The researcher collected the data from *The Namibian* newspaper over a period of 12 months, by cutting-out and photocopying car advertisements throughout 2012. In addition, the researcher had used random selection methods to determine what advertisements to use in the study. The samples were many but the researcher resorted to selecting only 40 advertisements on the ground that they are not repeated. The collected car advertisements were arranged according to the make or brand of a car and were subsequently studied critically.

4.3 Advertisements and analyses

Figure 1.

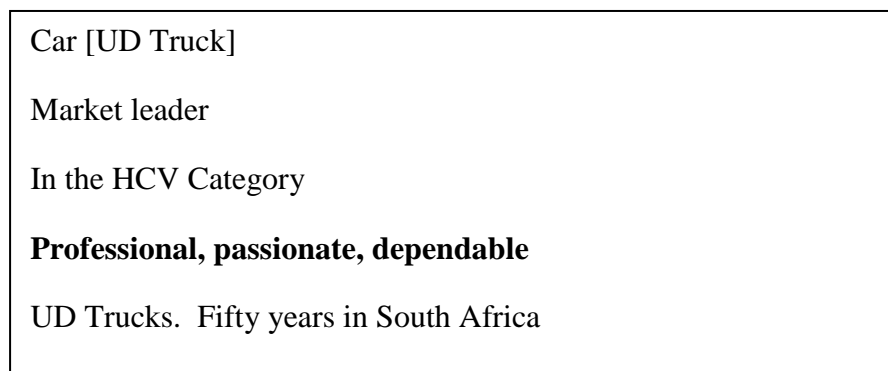


4.4 Foregrounding and rhetorical devices techniques

In figure 1, the Lexus car advertisement begins with a contradictory statement: “Live a Little” which is small in font size compared to the following statement, “A LOT”. The phrase “A LOT” is written in magnified letters because the advertiser’s intention may have been to create focus on “A LOT”, which is also foregrounded. The advertiser appears to want the reader to see LIVE A LOT as opposed to “Live a

Little”. The price of the car is accompanied by the phrase “with these great offers,” so as to claim that their products are of great value. This is in line with one of the advertising moves suggested by Hashim (2010) of offering service or indicating value of the offer. This is done by the advertiser to achieve their communicative purposes which involve persuading the reader to purchase their product. By using foregrounding technique, the advertiser has achieved the basic aim of persuading potential customers.

Figure 2.



Unlike the opening phrase in figure 1, the advertisement in figure 2 begins with the claim “market leader in the HCV” followed by an alliteration phrase “Professional, passionate, dependable” as well a caption “Fifty years in South Africa” with the UD Truck logo. In Figure 2, the advertisement offers service unlike the slogan in Figure 1 that offers the “pursuit of perfection,” enticing customers to buy their cars which would imply that they are pursuing perfection. In Figure 2, the UD truck advertisement ends with the caption “fifty years in South Africa” which is particularly important because the advertiser wants to associate the product with South Africa. South Africa, being the biggest economy in Africa, bodes well among most customers in Namibia. The advertiser knows that many Namibians generally

associate quality products with South Africa. In the same advertisement, a rhetorical structure in the form of alliteration is used to create dramatic and rhythmic sound that may be appealing to the reader. The use of alliteration is particularly powerful in advertisement since the nature of advertising language involves unusual arrangements of words intended to compel the audience to buy the advertised product.

Figure 3

Car [Hyundai]		We are imperial
Limited offers		
Unlimited awesome		
1.4 auto	1.6 remix	1.6 manual
Take off N\$15 000 Get it for N\$161 000	Free extras worth N\$15 000 Get it for N\$173 000	Take off N\$10 000 Get it for N\$166 000

In figure 3 (Hyundai), the advertisement begins with magnified phrases such as “Limited offers and “Unlimited awesome”. In the far right corner of the advertisement the caption reads “We are imperial” and in the far left corner another caption states “Take off N\$15 000 and Get it for N\$ 161 000”. In the middle, below “1.6 remix”, the advertiser claims “free extras worth N\$15 000; get it for N\$173 000”; and lastly, in the far right centre below “1.6 manual” the advertiser similarly claims “Take off N\$10 000; Get it for N\$166 000”. In this advertisement the persuasive technique used is in line with Hashim’s persuasive moves, in which he suggests that an advertiser uses a tactic of offering incentives as a means to persuade customers. For example, in the above advertisement they offer an incentive to potential buyers by claiming to take N\$15 000 off the retail price. The reality could

be that the real price of the car is N\$161 000 but the car advertiser uses the N\$15 000 off as a tactic to linguistically seduce potential customers. The advertiser thus creates the impression that the car has become more economical by taking off N\$15 000. The phrase “get it for” implies that the car has now become affordable compared to its regular price.

Customers are likely to be enticed by this skilful use of language or rhetorical strategy. The phrases “limited offers” and “unlimited awesome” are intended to inform customers that the product or cars are limited but the enjoyment is unlimited. The caption “we are imperial” is intended to persuade potential customers that they (the advertisers) are an empire and are conquerors. Hyundai thus uses rhetorical dictions such as “imperial” to command respect from its potential customers. The word “imperial” implies that Hyundai is not just an ordinary car, rather part of a Hyundai Empire throughout the world. As in the previous examples of advertisements, the phrases “unlimited awesome” and “free extras worth N\$15 000” are foregrounded, although the real price of the Hyundai is in the background. The advertiser does not want the potential customers to see the real price before seeing the most enticing offers first. This type of technique is particularly significant because the advertiser does not want to scare off customers before viewing the car.

Moreover, the advertiser uses figure technique to lure customers to buy the product. The advertiser commands customers to “Take off” N\$15 000 and Get for N\$166 000 as if the customers would find the given price relatively cheap. By using rhetorical devices such as commands, the advertiser has achieved basic persuasive techniques. Most customers are likely to feel that the Hyundai advertiser really cares about them

by commanding them to take off a relatively significant amount, of N\$15 000. The advertiser takes advantage of the customer's desire to bargain for whatever they buy. By telling customers to take off a whopping N\$15 000, customers would want to buy the advertised car immediately. The phrase "take off" trivialises the real price, and customers are made to feel that the price of the car has gone down.

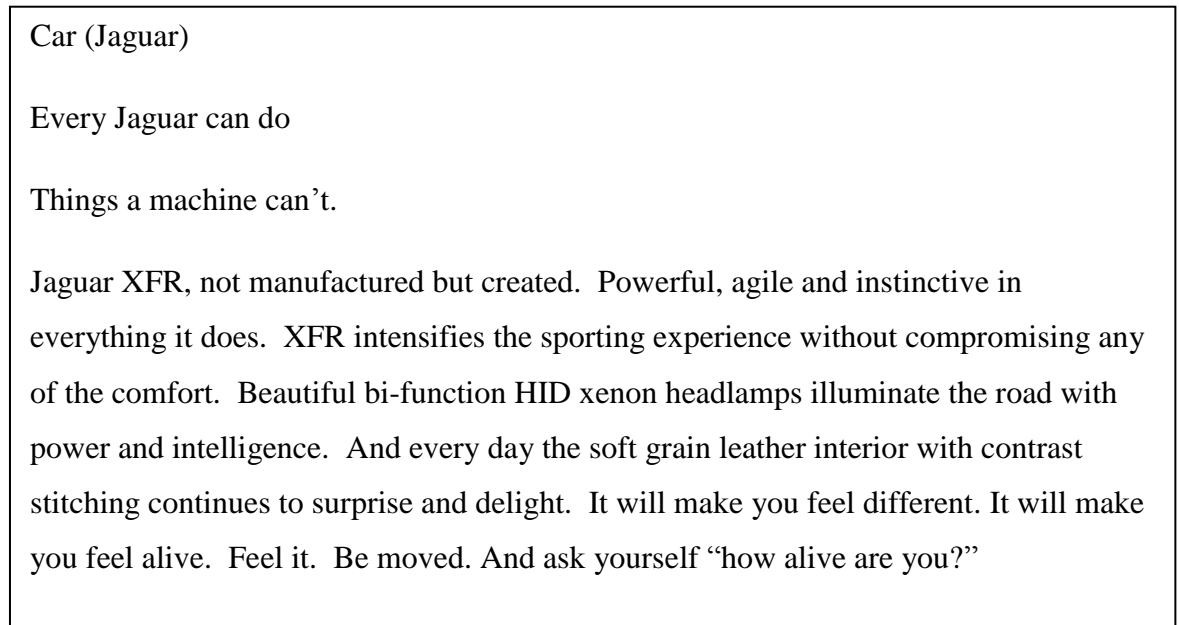
Figure 4.



In Figure 4 the advertisement begins with the phrase in the middle of a star with: "Hurry, hurry for our Christmas specials!! N\$5 000 to N\$50 000 discount!" with the price of the trucks in the background. The advertiser wants potential customers to see the discount first as this is a clever way to persuade them to buy cars. This kind of persuasive technique is particularly important as many people tend to ignore what is in the background. Prices of the Chana truck are subtly hidden in the background - in full view - so as not to scare away customers. The advertiser also uses one of Hashim's persuasive moves: pressure tactics. The rhetorical structure "hurry, hurry"

creates a sense of urgency in the potential customer to rapidly find out about the car and even buy it.

Figure 5



In Figure 5 the advertisement depicts a Jaguar car being driven accompanied by the words, "Every jaguar can do things machines can't do" followed by magnified rhetorical question "How alive are you?" Furthermore, the advertisement carries a description of the Jaguar XFR, "not manufactured but created".

The advertiser compares a Jaguar (animal) to a man-made machine, in order to persuade its potential customers to buy the advertised car. The advertiser poses a rhetorical question embedded with manipulative sentimentality, "How alive are you?" which seeks to solicit a response from the reader and involves manipulating and taking advantage of the reader's likely fear of death – or not having lived.

Surely everyone wants to be alive; by posing such question the advertiser wants potential customers to buy their Jaguar if they want to feel secure and alive.

The car (Jaguar) is personified by the advertiser who claims the car is created, not manufactured. The verb ‘created’ creates an impression that the car is a result of natural production. The descriptions attributed to Jaguar are important because they persuade potential customers to buy a Jaguar. The advertiser attributes the characters of a real jaguar to their car to appeal to the emotions of potential customers. The advertisement provides an in-depth explanation of what the Jaguar car can do. Potential customers are provided with detailed information to acquaint themselves with the car. What is particularly conspicuous about the advertisement is the use of personification techniques by the advertisement. The advertisement argues that the Jaguar is agile and instinctive; these are normally the attributes of a real animal or a human being. Yet the advertisement claims that the car has similar features to that of a real jaguar. In fact this is extremely important for the advertiser as he/she tries to use language in a way that it appeals to people. By using scare tactics and pressure tactics, the advertiser has demonstrated the power of persuasive moves, as suggested by Hashim. All the persuasive elements used in this advertisement are part of rhetorical devices intended to linguistically seduce potential customers.

Figure 6

Car (Jeep)	
Get your Jeep Cherokee 3.7 Limited from us before 30 September 2012 and get a N\$ 30 000 discount.	
Jeep Cherokee 3.7 limited from N\$ 366 000	SAVE N\$30 000 Just for the Fun of it!

In Figure 6, the phrase “save N\$30 000” is enlarged compared to that of the car which is reduced in font size. The phrase “Save N\$30 000 is followed by the slogan “just for the fun of it!”. The advertiser commands, “get your Jeep Cherokee 3.7 Limited” with an offer of N\$30 000 discount which is placed in the foreground. The advertiser of the car wants the reader’s attention to be caught by the phrase. The phrase is particularly significant as it appeals to the customer’s sense of duty to save some money. The phrase “get your Jeep Cherokee 3.7” is also significant as it appeals to customers’ sense of belonging. The customer is made to feel that the Jeep is his/hers. The advertiser uses language in a way that shows that they give ownership of the car to the potential customers. As in the previous advertisement, the advertiser uses rhetorical devices such as commands, to urge potential customers to buy the advertised car. Potentially, the customers are likely to feel that they are commanded and they need to obey the command of the Jeep advertiser. The advertiser declares without the slightest compunction that the Jeep Cherokee belongs to the reader. This is true in phrases such as “get your Jeep”. The advertiser of the Jeep Cherokee does not say ‘get our Jeep’, rather ‘*your* Jeep’. By saying this, the advertiser linguistically transfers the ownership of the car in the hands of the

potential customer. The intention is to make the reader feel that they have the ownership of the advertised car.

Figure 7

<p>Car (Chevrolet)</p> <p>ONCE-IN-A-LIFE-TIME OFFER!</p> <p>PRIME LESS 5%</p> <p>Only N\$ 2573 P/M No of instalments: 54 Deposit: 10% Interest rate Prime less 5%</p> <p>Power steering / air conditioner/height adjustable driver's seat</p> <p>Airbags – driver passenger front.</p>

In Figure 7 the advertisement carries a rhetorical structure-hyperbole, “Once-in-a life time offer!” which is highly exaggerated. The hyphenated phrase creates unnecessary fear that the offer is a once off opportunity. Potential customers are likely to rush out to buy the car as they feel they would never again get such an offer if they miss it. In fact this pressure tactic employed by the advertiser to compel potential customers to go buy their cars is common among car advertisers. Surely the good deal or offers on these cars will not cease yet the advertiser claims it is a once-in-a-life time offer. The hyphenated phrase is enlarged to get the attention of the customer whereas the real price of the car is in the background.

The advertiser knows the psychological impact such a phrase has on the reader. It compels them to rush out and buy it. The monthly instalment of the car is accompanied by the word “only” which renders the instalment as affordable. The whole message in the advertisement reads: “once-in-a-life-time offer! Only N\$2573 p/m no. of instalments: 54 deposit: 10%, interest rate prime less 5%. Power steering/air conditioner/height adjustable driver’s seat/ airbags – driver and passenger seat”. The message in the advertisement is limited to a few words, which is significant because the advertiser does not want to bore the audience or the readers with a lot of information. The use of the foregrounding technique in the hyphenated phrase is eye catching; this is what the advertiser intended to achieve.

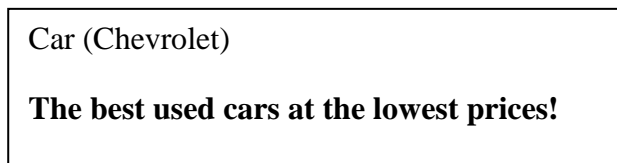
Moreover, the advertiser mentioned and listed all the features found inside the Chevrolet. The listing of features is significant because the advertiser wants to appeal to the customers’ sense of safety. Customers are likely to buy the product because they have read about the features included in the car they want to buy. The advertisers are aware that generally, many car drivers are eager to have safety features in their car and therefore use that sense of security to their advantage by reminding the drivers about these safety features.

The absence of the total price tag in the advertisement is significant. The monthly instalment is revealed but the total cost is not revealed. The advertiser in this situation creates sense anticipation; the advertiser does not want to scare off the customer with the total cost of the car. By revealing the monthly instalments only the advertiser knows that the monthly instalment payment makes the car seem very affordable. Hiding the total cost of the car is part of the rhetorical figure

manipulation to make the unsuspecting customer believe that the car is relatively inexpensive.

4.5 Rhetorical language

Figure 8



In Figure 8, the advertisement carries the phrase “The best used cars at the lowest prices!” which appeals to potential customers. The advertiser uses the superlative form “the best” to entice the emotion of the customers. The phrase “the best used cars” is juxtaposed with the phrase “lowest prices” which create the impression that the best cars have now become very affordable. The first part of the phrase “the best used cars” is deliberately enlarged to catch the attention of its audience. The advertisement does not say that these are second-hand cars, rather “the best used cars”. This is particularly significant to car advertisers as the intention is to entice as many potential customers as possible. The use of the superlative form “best” is significant. The advertisement does not provide evidence that a comparison was made to determine if GM Chevrolet was found to be the best among all the other cars, yet the advertisement claims that the car is the “best used car”. By using an exaggerated superlative form, the advertisement has created the impression that the cars advertised have proven to be the best.

Another noticeable feature in the advertisement is the use of exclamation mark at the end of the phrase. The advertisement uses exclamation marks to stress a point that

the Chevrolet is very economical. Punctuation marks are part of linguistic elements used by the car advertiser to stress a point or to attract customers' attention to buy a product. Punctuation marks are part of rhetorical language; they are part of the underlining purpose of persuasion in advertisement.

Figure 9

<p>Car (Chevrolet Orlando)</p> <p>TAKE AN</p> <p>Early break</p> <p>Buy your Chevrolet Orlando or Chevrolet Captiva now and only pay first instalment in March 2013!</p> <p>Auas motors will pay your instalments in the mean time!</p>

Unlike in Figure 8, the advertisement in Figure 9 begins with a directive phrase “take an early break!” followed by the phrase “Buy your Chevrolet Orlando now and pay your instalment in March 2013! Auas Motors will pay your instalments in the meantime!” The style and the language structure used is particularly conspicuous. The phrase “take an early break” is enlarged and foregrounded. The advertiser wants the reader to see it first. In fact, the advertiser takes advantage of the workers' sense of desire to have a break from their work. The advertisement came out in September 2012 but the advertiser claims that if the car was taken then, that Auas motor would have paid the instalment in the meantime. This rhetoric is intended to persuade customers to believe that Auas Motor would have really paid their monthly instalment - quite the contrary; the real instalment would have begun in March 2013.

There is no evidence that Auas Motor would have paid the instalment before the commencement of the real instalments.

Figure 10

Car (Chevrolet UTE Force)

BE WISE. DONT COMPROMISE

How much is your safety worth?

Safety features standard on the utility

Dual airbags standard on the utility

ABS on all models excluding 1.4 bases

From N\$ 119 500* with an instalment of N\$1799p/M

POOL TABLE

In Figure 10, the phrase “Be wise. Don’t compromise” is enlarged, followed by a rhetorical question “How much is your safety worth?” The advertisement appeals to potential customers’ needs for safety and security. With an alarming rate of accidents in Namibia, the advertiser takes advantage of the situation by appealing to the customer’s need for safety. The advertiser solicits a response from customers by asking about how much their safety is worth. The advertisement claims that if you drive the Chevrolet UTE Force, your safety is guaranteed. Customers are likely to buy the car in order to feel secure on the road. A table pool is used as a rhetorical device to persuade customers to buy the car. Enlarging phrases is a part of rhetorical devices and language to entice customers to buy the car. The advertisement further

explains that there are safety features standard on the utility: “dual air bags and ABS on all models excluding 1.4, base price starting from N\$ 119 500.”

Moreover, another rhetorical element embedded in the advertisement is the instructional element “Be wise. Don’t compromise.” The phrase is intended to make the potential customers feel that the advertiser really cares for their safety by advising them to be wise and not to compromise their safety. The advertisement places itself at the centre of safety thereby presenting itself as a valuable figure which is determined to provide maximum security and safety to its customers.

All the persuasive elements in the above advertisements are part of the rhetorical language whose sole purpose is to entice the potential customers to buy the UTE Force.

Figure 11

Car (Toyota Yaris)

Meet the ALL-NEW 2012 YARIS HATCHBACK.


Monthly Instalment
from N\$ 2295.00
Exclusive to
Pupkewitz Toyota

With 50% more boot space
Delivers 51 KW (IL) and
73 KW (1.3L) more power
and 5.6l/100km petrol
usage!

In Figure 11, the advertisement establishes credibility by claiming that the cars are “new 2012 Yaris,” followed by phrases “50% more boot space” and “delivers 51 KW more power.” The first phrase commands the customer to meet the all-new 2012 Yaris Hatchback. The advertisement further reveals that the new Toyota Yaris has more boot space and more power. The use of adjectives “more boot space” and “more power” has persuasive elements necessary to convince potential customers. By using adjectives, the advertisement takes advantage of most customers’ desire to have enough space in their car, as the advertiser knows full well that most customers want their cars to be spacious. Because of that, the advertiser uses adjectives that sound appealing to the ear of listener.

Figure 12

CAR (TOYOTA RAV4)



Monthly instalments
From N\$ 4894.00

Exclusive to
Pupkewitz Toyota

IF YOU'RE
FREE TO
CHANGE
RULES

YOU ARE
FREE TO
ROLL WITH
RAV4

Its common sentiment that having your life achieve perfection is an absolute impossibility. That's unfortunate, for those common thinkers out there. But you are not common. You are free thinkers, a free doer rolling where and how you please!

When you please.

The language style in Figure 12 is completely different from that of Figure 11. The advertisement in Figure 12 begins with an informal style (statement) "If you are free to roll with the RAV4" suggesting that the targeted audience may be young people; a style that is particularly attractive to youth. The words "to drive" have been replaced by the words "to roll" - a kind of style directed at youth. The advertisement further claims that driving the RAV4 turns you into a "free thinker." They want to make the targeted potential customers feel that if they do not roll in a RAV4, then they are "common". Surely young people are obsessed with status, and the advertiser takes advantage of their age. The advertisement uses language style and characters that reveal the needs and wants young people.

The use of phrases such as “you are free thinker” and “you are free to roll where and how you please, when you please” appeals to the emotions and character of young people. The Toyota RAV4 is described in such a way that many young people easily relate to it. The additional message in Figure 12’s advertisement implies that it is a common sentiment that wanting in one’s life to achieve perfection is an absolute impossibility. The message is “That’s unfortunate, for such common thinkers out there. But you are not common. You are free thinkers, a free doer rolling where and how you please, when you please,” That is why RAV4 is a perfect match. You can have it all. Change the rules. You are free to.

The language used in the advertisement above is quite philosophical. Furthermore, it presents itself as being democratic, thereby taking advantage of the democratic political system in Namibia as a means to entice customers to “roll” in a RAV4. Clearly the advertisement is crafted in such a way that the language is used to appeal to the youth who are generally perceived as being interested living their lives without restriction, such as wanting to speed when driving. The message in the car advertisement encourages them to think that they are not ordinary people who should conform to rules and regulation. As a result, most young people would buy the RAV4, thinking that they are extraordinary.

Figure 13

Car (Toyota Corolla)	Lead the way
COROLLA	
Savings from	
N\$13 039	
More space .More fun. More family.	
Contact your nearest Toyota dealer for more great deals on the corolla and more ranges. Terms and conditions apply. While stocks last.	

In Figure 13, the advertisement begins with the phrase “More space. More fun. More family.” and in the far corner of the advertisement there is a Toyota slogan reading “Lead the way”. The use of these comparative forms is particularly relevant as the advertiser’s intention is to persuade the customers that the car is big and therefore good for the family. Surely the targeted audience could be people with a large family and Toyota conveniently boasts itself as a family car manufacturer. The advertisement is deeply rooted in Toyota’s slogan “Lead the way” and in a similar way establishes itself as the leader in car manufacturing and quality car production. The advertisement represents Toyota’s long-held desire to establish itself as the leader in car manufacturing industry. Potential customers are likely to feel that if they buy a Toyota car they become the leading drivers and owners. Toyota takes advantage of the fact that people desire to rule over others, and takes that philosophical tendency into its quest to persuade more people to buy their car. Being an international car supplier in the world market, Toyota seems to have achieved its

goal of being philosophically tactful in persuading customers around the world. The whole message in the advertisement reads: “Corolla, savings from N\$13 039. More space. More fun. More family. Contact your nearest Toyota dealer for more great deals on the Corolla. Terms and conditions apply while stocks last.” The use of full stops in the short phrases “More space. More fun. More family.” is particularly interesting as they add emphasis to each message.

Figure 14

Car (Toyota Land Cruiser)	
BONANZA	
Unbeatable	Toyota Land cruiser
Offers only	N\$ 6 092P/M
From Wesbank.	

In Figure 14 for the Land Cruiser 4.0, the advertisement begins with the phrase “Unbeatable offers only from Wesbank”. Here, the advertiser claims that their offers are “unbeatable”, as if they have provided other offers to prove their claims. Again this is an important tactic for the advertiser as it serves to persuade customers that they (the advertisers) make the best or have the only offers that are economical. The magnified word “BONANZA” is intended to catch customers’ attention. Whoever reads the advertisement is likely to pay particular attention to the word “bonanza” as it implies that there is a sudden increase in profit when one buys a Toyota Land Cruiser. Similarly, the word bonanza has the capacity to persuade potential customers’ perception towards the advertised car. Additionally the advertisement further claims that the offer is “only from Wesbank” whereby the word “only”

creates an impression of exclusivity that the Wesbank is the only institution that can afford the customers of the Toyota Land Cruiser. The advertisement does not reveal the total price of the Toyota Land Cruiser but provides only the cost of the monthly instalment. The advertiser knows that revealing the price of the car could repel potential customers.

Figure 15

Car (Land cruiser Toyota/Station Wagon)

Last of stock available

CALL US. YOU WILL NOT BELIEVE THIS OFFER!!!

PUPKEWITZ TOYOTA

DELIVERS COUNTRY WIDE!

An *adventure* in the making, tackle the toughest
Terrain with monstrous 4 by 4 ability.

Monthly instalment
from N\$5545

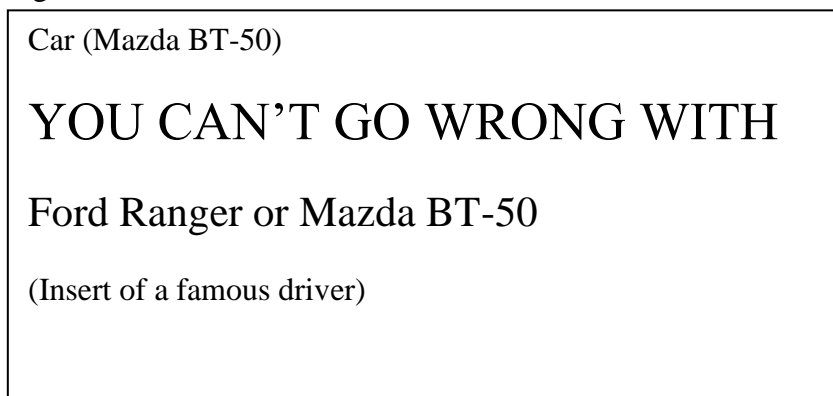
Exclusive to
Pupkewitz.

In Figure 15, the Land Cruiser Toyota/Station Wagon advertisement begins with a directive statement “Call us you will not believe this offer!!!” that has the power to entice the reader to call them and find out about their offers. The phrase does not read “you can call us” but “*call us*”. The style of language employed by the advertiser is significant – its aim is to persuade customers to go and see for themselves. The phrase in the advertisement entails triple exclamation marks, in an attempt to make a point by stressing the “you will not believe this offer” such that readers are likely to be attracted to the advertisement. Additionally, the advertiser adds a caption which reads “An adventure in the making, tackle the toughest terrain

with a monstrous 4x4 ability”. The phrase persuades potential customers about how tough the Toyota wagon is that it can go through the toughest terrain. An adjective “monstrous” demonstrates strength and the advertiser’s desire to liken the Toyota wagon to a monster and thereby appeal to farmers and construction workers. The whole message in the advertisement reads: “lots of stock available, call us you will not believe this offer!!! PUPKEWITZ Toyota delivers country wide! An adventure in the making, tackle the toughest terrain with monstrous 4 by 4 ability.”

4.6 Rhetorical structure and strategies

Figure 16



The advertisement in Figure 16 for the Mazda BT-50 begins with the phrase “you can’t go wrong with Ford Ranger or Mazda BT-50”. In addition, the advertisement depicts a famous driver standing next to the Mazda car. The famous driver in the advertisement is used as bait to attract potential customers who are likely to associate the driver to the car. Rhetorically, the advertisement uses the driver’s ethos or character to persuade potential customers to buy the car. The phrase “you can’t go wrong with Ford Ranger or Mazda BT-50” is intended to persuade customers.

Although the phrase seems exaggerated, it has a psychological impact on the potential customers as it declares, without the slightest hesitation, that with Mazda you can't go wrong. The advertisement does not explain *how* one cannot go wrong with Mazda, despite going ahead and claiming so, nonetheless, thereby providing a vague and unsubstantiated claim, seemingly part of the rhetoric to persuade customers to buy their product. Vague phrases leave customers with unanswered questions and thereby compel them to find out more about the advertised products.

Figure 17

Car (Range Rover) The All New Advanced Range Rover Makes Debut.
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Figure 17 illustrates the advertisement for the Range Rover which begins with a phrase (written in capital letters for each word) "The All New Advanced Range Rover Makes Debut." thereby personifying the vehicle. The effect of this rhetorical strategy is that potential customers are likely to become curious and find out more about this animate and self-propelled machine. The use of capital letters in each word in the phrase is also relevant because the use of unusual style of writing catches the reader's attention as they become curious about the advertisement. Not only is the advertisement captivating, but it has the potential to persuade would-be customers to buy the advertised car. What is conspicuous in the advertisement is the absence of a price tag. The advertisement does not reveal the price of the car; rather it uses a phrase to try to persuade readers. As seen in the previous advertisement,

most advertisers do not want to reveal prices that may scare away the customers; they instead use language skilfully to persuade them to buy the car.

Figure 18

<p>Car (Audi)</p> <p>The Audi A4 designed exclusively for you.</p> <p>Purchase an Audi A4 and experience the exhilaration of <i>Vorsprung durch technik</i> at 6.75% interest.</p> <p>Above offer is conditional, with a balloon payment of 20% and 10% deposit over 60 months.</p>
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The advertisement for the Audi A4 in Figure 18 begins with the phrase “the Audi A4, designed exclusively for you” and introduces an offer, “Designed exclusively for you” that is intended to persuade potential customers by giving them the ownership and by trying to make customers feel that the car is designed exclusively for them. The phrase appeals to the emotion of the customers by making them feel that they are part of the company and that they are at the centre of their business. Additionally, the advertisement carries a directive phrase “purchase an Audi A4 and experience the exhilaration of *vorsprung durch technik* at only 6.75% interest. The advertisement commands customers to buy the car if they want to experience “exhilaration.” The use of the word exhilaration is intended to persuade customers to buy the advertised car to experience happiness. Although the word exhilaration is subjective, the advertisement claims that the buyer of the car in question would experience it. What the advertisement does not mention, is how buying the Audi 4 makes the buyer feel

the exhilaration. Another interesting feature in the advertisement is the phrase “the above offer is conditional” and is written in lower case letters as opposed to “the Audi A4 is designed exclusively for you” which is written in magnified letters to catch the attention of the audience.

Figure 19

<p>Car (Audi)</p> <p>The Thrill of agility and performance at your command.</p> <p>DEMO CLEARANCE!</p> <p>There has never been a better opportunity to get the Audi you have always wanted!</p> <p>If there was ever a time to make the decision to get that Audi you have always wanted, then that time is now. From now until the 31st of August 2012, our showroom will feature demo models of the Audi that is perfect for you. Now is the best opportunity to get your hands on the car you have always wanted.</p>
--

The advertisement for Audi in Figure 19 begins with the phrase “the thrill of agility and performance at your command.” The car has been personified through the adjective “agility”, likening the Audi to an animal. This is intended to persuade customers to think that the Audi behaves like a live animal. In addition to that, the advertisement carries another phrase which reads “Demo Clearance!” This is a clear attempt by the advertiser to attract the viewers’ attention. The advertiser wants the buyers to see the demonstration model. In the next sentence, the advertiser uses pressure tactics when claiming “If there was ever a time you wanted to make the decision to get that Audi you always wanted, then that time is now.” In fact this is a

necessary persuasive technique as potential customers are likely to feel that they have to hurry up and buy the Audi. Additionally, the advertisement goes on to read: “from now until the 31st of August 2012, our show room will feature demo models of the Audi that is perfect for you. Now is the best opportunity to get your hands on the car you have always wanted.” The advertisement places the customers at the centre as the company’s desire to manufacture a perfect car, is because they want these potential customers to have the perfect car. The advertisement could be interpreted that the Audi manufacturer is selfless - hence cars are designed based on customers’ needs.

Figure 20.

Car (Audi A7)

Spring is in the air!

LET THE AUDI A7 AND AUDI TT TAKE YOU ON A NEW ADVENTURE!

Vorsprung durch Technik is not only our promise, but the basic philosophy which drives all of our activities and helps us set new standards with the latest technology and innovative design.

Spoil yourself with a trip voucher worth N\$ 30 000

Audi’s advertisement in Figure 20 depicts both Audi models as being “in the air”, followed by the phrase “Let the Audi A7 and Audi TT take you on a new adventure.” Here again, the price tag is conspicuously absent; an unusual but necessary move as they do not want to scare off customers. The only monetary figure present is the voucher worth N\$ 30 000. Customers are likely to be lured by the trip voucher and hopefully compelled to buy the Audi A7. The phrase “spring is in the air” is

accompanied by an exclamation mark, and the phrase itself is written in magnified letters to attract the attention of its intended audience. Furthermore, the Audi 7 advertisement has the following message below the magnified words *Vorsprung durch Technik*, “which is not only our promise, but the basic philosophy which drives all of our activities and helps us set new standards with the latest technology and innovative design.” The advertisement intends to inform potential customers that their slogan is their fundamental principle of manufacturing. The advertisement concludes with the following phrase “spoil yourself with a trip voucher worth N\$30 000” intended to persuade readers to buy the Audi 7 which would allow them to then go on a trip worth the said amount. Indeed, some readers are likely to be enticed by the offer and its perceived value, and as a result they would buy the car. The advertisement’s underlining message is nothing less than an attempt to win the hearts and minds of potential buyers.

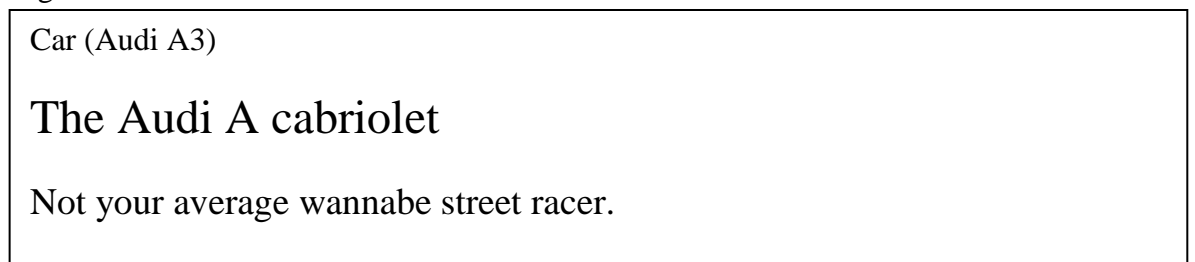
Figure 21

<p>Car (Audi A4)</p> <p>Audi A4 – IMPULSE GENERATOR FOR PROGRESS!</p> <p>A lot has changed, but one thing remained – the Audi A4 Sedan is unmistakably an Audi. However, it is more than just a car mobile personality – and this is at standard that you would rather expect in the luxury class.</p> <p>SPECIAL PAYMENT SCHEME AS FROM ONLY N\$5675.00 – N\$9297.00 PER MONTH</p>

The Audi A4 advertisement in Figure 21 entails an element of personification “Audi A4-Impulse generator for progress!” by attributing human characteristics to a

machine. This is important because potential customers could likely relate to the car. Furthermore the advertisement claims “A lot has changed, but one thing remained- the Audi A4 sedan is unmistakably an Audi” In the above statement, the advertisement rhetorically praises the Audi A4 with gratuitous adjectives. This is all intended to persuade and convince the potential buyers. Equally, the advertisement further claims that the Audi 4 is “more than just a car mobile personality”. It says this is at a standard that you would rather expect in the luxury class. And the concluding phrase claims “special payment scheme as from only N\$5675.00 – N\$9297.00 per month.” The use of the modifier ‘only’ is particularly interesting, as the advertisement claims that the instalment is particularly affordable, and is meant to lure potential customers. Additionally, the advertisement claims that the Audi 4 is not just a car mobile personality. It is clear from this claim that the advertisement places the Audi 4 as an extra- ordinary machine beyond just a car. Scientifically, there is nothing in the manufacturing of the Audi that suggests that the car is not just a car. Yet the advertisement goes ahead and claims that the Audi 4 is beyond a car. The only explanation to this unusual claim is that the advertisement wants to create an impression in the mind of the potential buyers to think that Audi 4 is an extremely luxury car.

Figure 22



In Figure 22 the Audi A3 advertisement begins with “The Audi A3 cabriolet” and followed by the main phrase “Not your average winnable street racer.” The Audi A3 advertisement seems to target the youth, looking at the slang language used. The phrase is likely to be taken seriously by yuppies. The Audi 3 is normally a small sport car, and by using colloquial language the advertisement has achieved its main objectives of targeting young people who are stereotypically associated with sports cars and obsessed with speed. The advertisement claims that the Audi 3 is not “your average” street racer. The intention behind this assertion is that the Audi 3 is very fast. Advertising in this style is probably attractive to young people who want to buy cars and compete with other drivers.

Figure 23

Car (GWM)

Now, inclusive

FREE SERVICE PLAN

- 2.4 16 Valve engine
- 100 Kw/200 Nm
- Dual climate control
- Reverse park assist camera

- DVD player (Mp3)
- USB
- and touch screen.

Figure 23 shows GWM’s advertisement that begins with the phrase “Now, inclusive free service plan.” The words “free service plan” are enlarged. The advertiser wants the customers to see the “free service plan” first. This kind of strategy is important because customers are likely to be persuaded to buy because of the free service plan. Free service plan stands out to attract the attention of the reader before they see a real

price tag of the car. The advertisement further entails the following qualities: 2.4 16 valve engine, 100 kW/200 Nm, Dual climate control, reverse park assist camera, DVD player/mp3/USB, Bluetooth, and touch screen. All the qualities are listed in the advertisement to entice potential customers to buy the advertised car. As in previous advertisements, it does not reveal the price of the advertised car, rather it relies heavily on language to try to convince potential customers about the car.

Figure 24

Car (Land Rover)

THE ULTIMATE LUXURY

ALL-TERRAIN VEHICLE

New 2012 Discovery 4

Is there anything the discovery 4 can't do?

From tough all-road terrain to daily commute, it's the ultimate all –purpose vehicle. Improvements for 2012 models include a new 8 – speed automatic transmission features drive select and paddle shift.

Figure 24 contains Land Rover's advertisement, declaring "The ultimate Luxury, All-Terrain vehicle". The Land Rover is depicted as a luxury, while being a tough car for the treacherous road or terrain. The word *ultimate* creates the impression that the Land Rover is the ultimate luxury vehicle and is likely to create excitement among consumers. The advertisement further uses interrogative tactic with the rhetorical question "Is there anything the Discovery 4 can't do?" to solicit a response and engage consumers. Apart from the rhetorical question, the advertisement then explains that from tough off-road terrain to the daily commute, it is the ultimate all-

purpose vehicle. Improvements for 2012 models include a new 8-speed automatic transmission featuring drive select paddle shift. By elaborating the technical aspects of the car, the advertisement hopes to persuade the potential customers about its qualities, thereby persuading them to buy the car. Also, humans have the desire for perfection, and here it is stated that this vehicle is the perfect vehicle for all the terrains.

Figure 25

Car (Land Rover Freelander 2)

FREELANDER 2

LIVE WITHOUT RESTRICTIONS

Compact and spacious, freelande 2 is ready and prepared to tackle whatever life throws at it and do it in style. Whether you're barrelling down the highway, taking to the dirt or just making the morning school run, your freelande 2 is at home just about everywhere.

Contact us for a test drive to experience pure state of the art Land Rover for yourself.

Figure 25 contains Land Rover's Free Lander 2 advertisement that begins with the phrase "live without restriction" directed at potential customers who are likely to interpret the statement as, in order to "live freely without any restrictions in society" buy the Land Rover Freelander 2. Additionally, the advertisement further reads: "compact and spacious, freelande2 is ready and prepared to tackle whatever life throws at it and do it in style. Whether you are barrelling down the highway, taking to the dirt or just making the morning school run, your freelande2 is at home just about everywhere." The use of adjectives like *compact*, *spacious*, *ready*, and *prepared* are therefore relevant insofar as they speak to the needs and wants of

consumers who seek an unfettered lifestyle. The advertisement then goes on to explain in detail the actions that Freelander 2 can perform, such as making the morning run to school, that mirror the daily tasks of potential car buyers, who could be persuaded by its parallel to their lives.

Figure 26

Car (BMW)

TAKE THE WHEEL WITH A POWERFUL OFFER

Take command of a new BMW with AN EXCLUSIVE OFFER. Experience performance and peace of mind, with a subsidized interest rate and exclusive pricing.

DRIVE A NEW BMW AT AN AFFORDABLE MONTHLY INSTALMENT.

The BMW advertisement in Figure 26 begins with a directive phrase “Take the wheel with a powerful offer” where the word wheel has been used as a way of telling the customers to take control. The advertiser further claims that with BMW the driver would have a “peace of mind” and since the targeted audience seems to be the working class, using this phrase would draw them to this car. Equally, potential customers are likely to be persuaded by the fact that the advertisement encourages them to “take command” of the new BMW. The concluding phrase is enlarged and reads as follows: “drive a new BMW at an affordable monthly instalment”. Similarly, consumers are likely to be persuaded by the word affordable as which is not associated with the BMW. The directive phrase “drive a new BMW” is persuasive as many potential customers are likely to think that they are being requested to drive a BMW. Consumers are also likely to feel that the advertiser

really cares for them and wants them to drive a new BMW. Once again, the price of the car is clearly absent not to scare off potential buyers with the price tag.

Figure 27

Car (Audi)

Car (BMW 320i)

COMMAND POWER WITH AN EXCLUSIVE OFFER.

The performance of the new BMW is now within your reach. Boasting 135 kW of response power.

In Figure 27 the advertisement for the BMW 320i introduces the offer by establishing its credibility with, “The performance of the new BMW is now within your reach. Boasting 135 kW of responsive power”. The phrase “BMW is now within your reach” creates an impression that the BMW is accessible and affordable. The word power is used repeatedly in almost every advertisement, because people associate power with control. Since this type of car is generally driven by executives, the word “command” is meant to attract the audience’s attention by making them feel high-class, which is further reinforced by the mention that the offer is exclusive.

Figure 28

Car (ABMW 328)

DYNAMICS REDEFINED

There is only one true measure of performance. The new BMW's series. Sporting class-beating new twin power Turbo engines across the range that are as efficient as they are responsive. Standard innovations include ECO Pro fuel saving modes and I drive with a flat-screen control display. Together with first-in class BMW connected Drive options including full colour head-up display, park assist, Internet access and BMW apps. And with dynamic proportions and unmatched road holding, the new BMW 3 series is as breath-taking to look at, as it is to drive.

THE NEW BMW 3 SERIES

THE MEASURE OF PERFORMANCE.

BMW Efficient Dynamics

Less emission. More driving pleasure.

From only N\$5385 P/M

Figure 28 contains the BMW 320i advertisement claiming *dynamic* is redefined. In fact, the phrase “Dynamic redefined” appeals to the intellect of its target audience. Additionally the advertiser further claims that “There is only one true measure of performance” when it comes to BMW. The use of the word “only” is significant in car advertisements as it trivialises the cost of the car. Similarly, the word “breath-taking” in the caption is designed to further entice and persuade the potential customer in that the offer is too good to turn down. Furthermore, the elaborate explanation helps consumers to understand the functions of a new BMW 3 series by explaining the technical aspects of the vehicle. The advertisement uses exaggerated

adjectives such as “breath-taking” to try to persuade potential buyers. The elaborate explanation targets more sophisticated buyers (possibly with higher disposable income) who are likely to understand the technical explanation provided.

Figure 29

<p>Car (Nissan)</p> <p>BEST FACTORY DEMO’S IN TOWN!</p> <p>Our great line-up of Demo vehicles, many years of automotive expertise and excellent customer service records means that whenever you are in the market for the best deal on a demo vehicle, you can count on us.</p> <p>Brand new – now yours for only N\$159.000.00</p>

In Figure 29, Nissan’s advertisement begins with the enlarged font claiming “Best factory demo’s in town!” followed by, “Our great line up of Demo vehicles, many years of automotive expertise and excellent customers service record means that whenever you are in the market for the best deal on a demo vehicle, you can count on us”. Here, the advertiser seeks to establish credibility by using the superlative *best* which is intended to convey to the reader that although there was no comparison made with other factory demo vehicles, their factory demo is the best. The concluding phrase which reads “Brand new – now yours for only N\$ 159 000”, subtly suggests that the brand new Nissan already belongs to the customer. The advertisement further claims that through the use of adjectives such as “great line up of Demo vehicles” and ‘*excellent* customer service’, so that their customers can truly count on them. Particularly, the phrase “count on us”, Particularly is intended to make the potential buyers feel that this car dealer cares for them and is ready to assist them.

Figure 30

Car (Nissan NP300)

AFFORDABILITY AND ABILITY

UNBEATABLE N\$145 000

ONCE OFF FREE CD PLAYER.

In Figure 30, the Nissan NP300 advertisement entails the use of assonance in *affordability* and *ability* where the letter A in *affordability* corresponds to the letter A in *and* and *ability*. The advertiser also uses rhyming technique to attract potential buyers' attention, by choosing the words *affordability* and *ability*. The sound effect of the two words is likely to create the feeling of excitement, and appeal to the sense of pleasure of potential buyers. Another interesting word to examine is the adjective *unbeatable* where the advertisement claims that the selling price is too low for competitors to beat, and consumers could be persuaded to buy the advertised car since the price is low.

Figure 31

Car (NISSAN NP200)

**OFFER EXCLUSIVELY AVAILABLE AT
PUPKEWITZ NISSAN**

Very Affordable, Wonderfully fuel efficient

NUMBER 1 SELLER IN SOUTHERN AFRICA.

FREE CANOPY

TO ALL CUSTOMERS

Highly versatile and functional, THE Nissan, NP 200 range picks up where its predecessor left off and provides you with that youthful energy. Pulling away with an economical and fuel efficient 1.6 litre engine (8v or 16V) and 1.5 DCI engine. As if all of that wasn't enough, the Nissan NP 200 also has the longest load body in its class – 1807mm.

In Figure 31, the Nissan NP200 advertisement entails intensifier and exaggerated adjectives to describe the Nissan NP200. For example the phrase “Very Affordable, Wonderfully fuel efficient” is intended to excite and entice the readers. Additionally, the advertiser claims they are the “number one seller in Southern Africa.” Customers are likely to be persuaded by the above claim as most of them would think buying from Pupkewitz is the right choice to make. By declaring that they are the number one seller in Southern Africa, the advertiser claims credibility. They want to convince buyers who are likely to buy from them, as most of them would think Pupkewitz offers quality cars. The statement seems to be highly exaggerated hence the absence of any evidence to support the claim. Moreover, the

advertiser further claims that Nissan NP200 is “highly versatile and functional, it picks up where its predecessor left off and provides youthful energy.” In this situation the advertiser personifies the Nissan NP200 when they claim “youthful energy.” All this intended to attract customers or readers. And the use of a superlative adjective “form the longest” load body in its class, is highly exaggerated because the load body in question is not accompanied by other load bodies, yet they claim it’s the longest. As in Figure 28, the Nissan advertisement in Figure 31 provides an elaborate explanation of the Nissan NP200 to the potential buyer. Uniformly, the advertisement is probably meant for technically-literate customers.

Figure 32

Car (Nissan NP 300)	
BIG	Nissan what’s in the box?
SALE	
JULY – SEPTEMBER	
Now	
WITH FREE ACCESSORIES	EXTRA
WORTH N\$12 000	WE PAY DEPOSIT!
Nissan – N\$ 145 000	

The advertisement in Figure 32 reads just like its slogan, “Shift the way you move”. The words read “BIG SALE” in large type to attract readers’ attention. In the far right hand side corner of the advertisement, the advertiser poses rhetorical questions to solicit a response from its readers. “Nissan what’s in the box?” an interrogative

tactic that is important because the advertiser wants to engage the reader. The question “Nissan what’s in the box?” is rhetorically crafted because the advertiser knows the answer, which is provided within the ad, yet the question is still posed. Additionally, the advertisement claims that your deposit will be paid for “with free accessories worth N\$12000”. The advertisement is crafted in such a way that potential customers are likely to think that the advertiser really cares about them and is willing to pay for their deposit. The advertisement, however, does not explain or say how it would pay the deposit without passing the cost to the consumers.

Figure 33

<p>CAR (VOLVO S40)</p> <p>YOUR VOLVO S40</p> <p>RIP-ROARING DEAL</p> <p>YOURS FROM N\$4 057 P/M</p> <p>VOLVO S40 2.0 POWERSHIFT.</p>

Figure 33 shows the Volvo 540 advertisement that begins with the possessive phrase “your Volvo 540” which is intended to make consumers feel a sense of ownership of the car. This is followed by an alliteration technique “Rip-Roaring Deal” where the rhythm and sound effects created by their sound result in an onomatopoeia. The alliteration “Rip-Roaring” resembles the sound of the Volvo 540 roaring like a lion in the jungle. In fact this symbolises strength and power.

Figure 34

Car (VOLVO XC60)

Buy a new Volvo from 4 to 11 August 2012. And get N\$20 000 to put towards your children's tertiary education. Like our child safety features, this deal is designed around you.

**SECURE YOUR CHILDREN
AND THEIR FUTURE**

Figure 34 contains the Volvo XC60 advertisement. It is directive in nature and begins with the phrase “buy a new Volvo from 4 to 11 August” – an imperative is used to compel the potential buyer to buy the car. By involving the children, the advertiser portrays the car as being safe for children. The advertiser takes advantage of the safety concerns of the customer by posing a rhetorical question, “Do you like our child feature? This deal is designed around you.” By claiming that the deal was designed around the customer, potential buyers are likely to be persuaded as they feel they were considered during the design of the vehicle and that their children's safety was at the centre of the manufacturer's concern. By focusing on the safety of children, the advertisement has achieved its primary goal of persuading parents to buy the car and protect their children from accidents. The phrase “secure your children and their future” is hugely magnified, because the advertisement wants the readers and the audience to focus on the phrase first. The price of the car is absent; the advertisement uses the linguistic power to persuade the customers.

Figure 35

Car (Mercedes-Benz)

IT'S like digging foundations for your dream house and hitting oil. And gold. And diamonds.

Choose a vehicle from our class-leading C-Class range and receive N\$20 000 price advantage.

It is always nice to get more than you bargained for. With a wide variety of models, engines, transmissions, body styles, driving assistance features, you're bound to find just the vehicle to match your style.

In Figure 35, the advertisement for Mercedes-Benz begins with the establishment of its credibility and good service. The ad reads “It’s like digging foundations for your dream house and hitting oil. And gold. And diamonds.” Here, the Mercedes-Benz is equated to discovering oil, gold and diamonds, which is intended to appeal to people’s sense of desire, wealth, and pleasure. Additionally, the advertiser uses a directive phrase which reads “choose a vehicle from our class-leading range and receive N\$20 000 price advantage” suggesting that the car hardly costs anything, and provides detailed explanation and features to entice the potential customers to buy it. The advertisement uses a simile by comparing the Mercedes-Benz to digging foundations for your house and discovering highly coveted natural resources. The comparison brings the Mercedes-Benz to the level foundation, where oil, gold and diamonds are meant to be equivalent to driving the Mercedes-Benz, according to the advertisement.

Figure 36

<p>Car (Mercedes – Benz C-Class)</p> <p>574384 Man hours</p> <p>+42 Head designers</p> <p>+784 reviews</p> <p>= Car (insert)</p> <p>÷ Merconomics</p> <p>= A Mere N\$5715 PM</p> <p>Merconomics, the smartest way to own a Mercedes-Benz –class.</p>
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The Mercedes-Benz C-class advertisement in Figure 36 begins by establishing values through mathematical claim. Hours, Head designers (seniors – expert knowledge employed) and reviews are added to create an impression of the effort it took the company to manufacture one Mercedes-Benz C-Class. The figures in the advertisement are extremely important to the advertisers as they influence the potential buyer's opinion about the product advertised. Customers are likely to be convinced by the figures shown as they believe that there was a great effort and energy put into the manufacturing of the car. This labour effort to manufacture the car has been simplified to make the reader understand the effort behind the design and making of the car. Moreover, the advertisement displays a division sign (\div) with the blended word "Merconomics" on the side. The advertiser used the blended words to catch the attention of the readers or audience. The advertisement is mathematically designed to entice inquisitive customers. In a quest to establish facts about Mercedes-Benz C-class, the advertiser uses a mathematical formula to

establish their credibility. The Mercedes is economically superior. The advertisement appeals to customers' sense of intelligence and the word "A mere N\$571 15pm trivialises the price as absurdly low.

Figure 37

Car (PAJERO SPORT/MITSUBISHI)

CHOOSE BETWEEN EITHER

Manual or Automatic

From N\$389 800 from N\$398 800

The Pajero sport takes you anywhere. Its superior road holding unites in a safe and soft ride on highways and country roads. Supper select 4wD lets you move from smooth 2H Mode high way performance to ragged 4H mode traction without breaking strike. With Shift – on-the fly convenience at up to 100km/h the right driving mode is always your fingertips.

In Figure 37 Mitsubishi/Pajero's advertisement places the decision to make a choice in the hands of the potential buyer. The strategy used is for the reader to feel engaged by the directive move "choose between either." The advertiser further claims through the use of exaggerated adjectives "superior", to try and lure readers to buy the product. The style of language used is important as readers are likely to be convinced by the claim. The advertisement carries a bold font sentence reading: "the Pajero sport takes you anywhere." The Pajero sport car is given human attributes or it has been personified through the claim that the car in question will "take you" anywhere. It is clear that the advertisers want the reader to feel that when they buy the car (Pajero) it will take them wherever they want to go. The sentence is in bold to attract the attention of readers. Equally, the advertiser claims that the right

driving mode is always at driver's finger tips. This kind of language is intended to convince the potential buyer. The advertisement gives detailed information about the Pajero sport car; a strategy to help the consumer understand the function of the Pajero. Furthermore, the Pajero is personified by the advertisement that claims that "super select 4 WD lets you move from smooth 2H mode traction without breaking stride." The use of the word 'stride' implies that Pajero runs like an athlete – striding. Similarly, the Pajero sports car is given the characteristics of a plane by the claim: "with the shift-on-the-fly convenience at up to 100km/h." Potential buyers are likely to believe that by driving the Pajero one feels like flying or being on-board a plane.

Figure 38

<p>Car (COLT) MITSUBISHI</p> <p>The TOUGH COLT WORKHORSE HAS EVOLVED LAUNCHING OCTOBER 2012</p> <p>The triton single cab is back with a vengeance. With improved build technology and a tougher design, the new, powerful and versatile triton single cab is fully geared up for all-out, non-stop hard work. Standard with doubled-walled lead box, dual airbags, ABS and EBD, higher rider suspension, and a tilt adjustable and collapsible, steering column, the Triton single cab is engineered to be durable and reliable, with all the good looks you expect – everything you need in a 1-tonne bakkie.</p>
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In figure 38, the Colt Triton/Mitsubishi advertisement begins with the establishment of credibility and the introduction of the product with "The tough Colt workhorse has evolved." The adjective *tough* is preceded by the determiner 'the' to create the impression that the car is very strong. The word *tough* is chosen by the advertiser because toughness is associated with masculinity and appeals to some men's desire

to be tough. The Colt Mitsubishi is also personified by the phrase “Triton single cab is back with a vengeance”. In addition, this advertisement carries rhetorical adjectives such as “the new, powerful and versatile Triton single cab” and “all-out, nonstop hard work.” This advertisement is boastful in nature, filled with adjectives that are intended to influence the mind and perception of potential buyers towards the advertised product (car). For example all the internal features of the car are listed. As if using adjectives is not enough, the advertiser further riddled the advertisement with the commonly-used, “Namibianised” word *bakkie* instead of *pick-up* which is easily understood by the majority of Namibians. The advertiser clearly knows that by using a word that most people are familiar with, it becomes easy to persuade them. Sometimes using a word familiar to the majority of people is necessary. In western advertisements the word *bakkie* is hardly used; it is only Namibian and South African car advertisements that use the word.

As in the previous figure, the Colt-Mitsubishi advertisement equally provides additional information about the product by explaining technical aspects and abilities of the car. When consumers have enough information about the car they are likely to buy the car because they would feel that they have better understanding of how the advertised car functions.

Figure 39

Car (Mitsubishi)

Are the 7 airbags your favourite features?

ASX

From

N\$264 00

Why choose?

The stylish ASX (Active Smart Crossover) is a versatile and compact crossover vehicle.

Mitsubishi home of luxurious Pajero. The ASX is packed with sophisticated technology and an array of cutting edge safety features, including 7 airbags system with driver knee airbag. The ASX has been awarded a 100% star euro NCAP rating, making it a true class-leader.

Figure 39 shows Mitsubishi's advertisement that begins with integrative tactics of soliciting a response from the reader. "Are the 7 airbags your favourite features?" The question seeks to engage the customer by appealing to their sense of security and similarly prompts the reader to ponder an answer. The producer of the advertisement knows exactly what the anticipated answer should be, but goes ahead, however, to pose a rhetorical question. This advertisement is anchored around the issue of safety and assumes that most drivers would prefer to have airbags fitted in their cars. The advertisement establishes itself that, when it comes to safety it does not compromise. Considering that car accidents are highly prevalent in Namibia, the advertisement appeals to customers' need for safety.

Figure 40

Car (H5 GWM)	
H5 2.4 4x2	
Available from	N\$235 900*
	Including 3 year/100 000km
	Warranty
Now, inclusive	free service plan
2.4. 16 Valve engine.	

Lastly, figure 40 (H5 GWM), the advertisement, like all the other advertisements, begins by establishing credibility. The phrase “free service plan” is enlarged possibly to catch the attention of the readers who are likely to see that phrase before the price of the car.

4.7 Table of slogans

Car/make	Slogans	number of cars
Lexus	Pursuit of perfection	
		1
UD trucks	UDtrucks	
		1
Hyundai	New thinking	
		1
Chana	Chana	
		1

Jaguar	Every jaguar can do things machines can't	
		1
Jeep	JEEP. Just for fun of it.	
		2
Chevrolet	The car people with a 6 th sense.	
		3
Audi	Vorsprung durch Technik	
		4
Ford Ranger	You can't go wrong	
		1
Toyota	Lead the way.	
		5
GWM	Positive driven	
		2
Land Rover	Why get a car when you can get a land rover?	
		3
BMW	Sheer driving pleasure.	
		4
Nissan	Shift the way you move.	
		4
Volvo	Secure your children and their future.	
		2
Mitsubishi	The tough colt workhorse has evolved	
		3
Mercedes – Benz	Merconomics, the smartest way to own a Mercedes- benz.	
		2
Total 40 cars		

4.8 Slogans analysis - persuasive moves and linguistic elements embedded in slogans

Lexus promotes itself with its slogan “pursuit of perfection.” The slogan is particularly significant for Lexus’ quest to persuade and convince potential buyers to purchase their cars. The slogan keeps customers hoping that Lexus is on the journey to achieve manufacturing perfection. Many customers are likely to be persuaded by the slogan as they feel they need to drive cars designed to perfection. Arguably humans have a desire for perfection, and here it is stated that this vehicle (Lexus) is in pursuit for perfection. What is interesting about the slogan is that there is no evidence whatsoever to substantiate such a claim. However, UD Trucks’ slogan is not as fancy as that of Lexus; theirs simply reads “UD trucks.”

Hyundai’s slogan is rather ambiguous and vague. It reads “New thinking. New possibilities.” Apart from the poetic element “new” in each phrase, not much can be deduced from this phrasal slogan that leaves one guessing as to what thinking and possibilities is the slogan referring to. Hyundai thus places its slogan in the public discourse and to the audience for interpretation. Similarly, Chana’s slogan is simply “Chana” (named after the name of the trucks).

Jaguar’s slogan is “how alive are you?” which seeks a response from consumers as it attempts to engage them to respond to the rhetorical question. The slogan has been designed and centred on customers’ need for safety and security. Because of the high number of accidents in Namibia, the Jaguar slogan is particularly relevant in

persuading potential customers who may feel vulnerable on the road, to buy a Jaguar. The slogan is in line with the advertisement under it. The language is used through pressure and scare tactics, to convince potential customers about the Jaguar.

The Jeep slogan reads “just for the fun of it” and its message is clear; customers are informed that they should own a Jeep car just for fun. The intended message behind the slogan is that the customer is not prescribed to what to do with the Jeep. The onus is placed on the customer to buy and have fun with the car. Equally, the slogan represents the fundamental principle of the Jeep, by presenting itself as the manufacturer that provides fun and pleasure. The target market is mainly professionals and young business people who are willing to travel and have fun. Potential customers are likely to feel that Jeep manufacturer really cares for them. These customers are likely to be persuaded and spend all their money just to have fun with a Jeep, the only car in Namibia that can provide fun .

Chevrolet on the other hand, presents its slogan as ‘the car people with a 6th sense.’ This slogan is ambiguous and vague because the word “car” is used as a pre-modifier to describe people. The slogan is deliberately crafted to engage the audience as they try to make meaning out of the ambiguity. Human beings do not have six senses but Chevrolet’s slogan claims they are the “car people with a 6th sense”. This hyperbole in the slogan is intended to entice and persuade customers into believing that Chevrolet is an extraordinary car. Many potential buyers are likely to feel that they themselves are extraordinary if they buy Chevrolet. The slogan exaggerates that the car is not for people with normal five senses but with a 6th sense - probably the sense of luxury. Many young professionals are likely to pander to the exaggerated phrasal

slogan, as most of them would feel completely different from others if they drove the advertised Chevrolet. The fact that the slogan is ambiguous and vague plays a significant role in keeping potential owners guessing about the Chevrolet.

Audi's slogan is maintained in its traditional German language and represents the cultural pride of German identity. The Audi producer doesn't pander to customers who need to have the slogan written in English – the widely-spoken language of its customers world-wide. Maintaining the slogan in native German language is particularly significant as the producer of Audi wants to create a sense of belonging among the other German customers. The fact that German is not spoken widely around the world, gives great opportunity to a language to get enough exposure as potential customers are likely to enquire on the meaning of the slogan and thereby learn a new language. Culture and tradition are inextricably linked, therefore the Audi advertiser knows exactly that if they want the whole world to understand German tradition and culture, the slogan should be written in German. Germany, being the fourth largest economy in the world and a highly industrialised nation, is aware that their Audi is the most sought-after car by professional and business people around the world. By using a slogan in their native language shows pride and linguistic patriotism; that way many Germans are likely to make Audi their number one car as they feel associated to a car that promotes their linguistic heritage.

Historically, Germany is tainted by the carnage of Second World War. Standing accused for starting the war and for aggressively invading other nations, Germany has to reinvigorate itself by promoting its language and heritage. Furthermore, Germany being one of the highly developed nations, many people tend to think that

their products are of high quality. This means that when slogans are written in German, many potential buyers are likely to purchase the product because they think that the product must be of high quality. In other words, Germany has become synonymous with quality products. Many advertisers are well-aware of this fact and use that to their advantage by writing slogans in German. Customers are not interested in the semantic meaning of the slogan, as long as the product is from Germany, that is what matters to them.

Mazda/Ford Ranger's slogan is short and sharp – “Go further”. This slogan proclaims that if you want to travel further, then you should consider purchasing Ford Ranger. The slogan reminds potential customers that Ford Ranger has been manufactured to travel long distances. From the phrase “Go further” its potential buyers are likely to be persuaded to buy it. Most of them are likely to think that it is only the Ford Ranger that can take you far. In a similar way, Toyota establishes itself as the leader in car manufacturing and quality car production. The slogan represents Toyota's long-held desire to establish itself as the leader in the car manufacturing industry. Potential customers are likely to feel that if they buy Toyota cars they become the leading drivers and owners. Toyota takes advantage of the fact that people desire to rule over others, and takes that philosophical tendency to its quest to persuade more people to buy their car.

GWM's slogan is short and to the point as well. Its slogan reads “positively driven” and is embedded with the message of hope to many drivers. It encourages drivers to drive positively. Surely the opposite of the slogan is undesired by the advertiser. Through this positive slogan, the manufacturer of the car instils a sense of

responsibility in potential customers intending to buy the GWM. The slogan represents the underlying message of responsibility that the owner wants to act as a reminder to the user of the car. The slogan is easily understandable – this is to make it easier for the user of the car to understand the responsibility that underlies driving a GWM. Behind the slogan, there exists many hidden messages such as “do not drink and drive”, and “do not be rude with the other road users when you drive a GWM”. Many potential customers are likely to feel that GWM really cares about them and this would compel them to buy the advertised car. The fact that the number of car accidents in Namibia is prevalent, many potential customers are likely to think that only GWM, which is “positively driven”, can save many lives on the road.

The slogan for Land rover reads “why get a car when you can get a Land Rover?” and implies that a Land Rover is something beyond a car. We certainly know that a Land Rover is a car, yet the advertiser claims that people should get a Land Rover, not a car. It is clear from this slogan that the advertiser uses synonyms to market the car. The slogan represents the fundamental persuasive technique behind the manufacturer of Land Rover which plays on the customers’ minds by giving them the option of choosing between a car and a Land Rover, which is still a car anyway. The advertiser creates an impression that a Land Rover is a super something or machine instead of a car, and that it can rove on land freely and at will. Another interesting feature or phenomenon in the slogan is the use of a rhetorical question. This slogan is in a question form, and solicits a response from potential customers. Rhetorical questions are sometimes necessary as they tend to engage customers.

The situation with BMW is completely different from that of Land Rover. The slogan for BMW simply reads “sheer driving pleasure” - simple, short and clear for everyone to understand. The underlying message behind the slogan is that BMW is simply designed and manufactured for super-pleasure - nothing else. This slogan represents BMW’s value in manufacturing and its stand on the market. Their cars have been designed and manufactured to satisfy their customers’ sense of pleasure. The message in the slogan is that the BMW should not be used for transporting or loading things but rather for sheer pleasure. It is a small wonder that potential customers of BMW are normally people who earn high income and seek pleasure. It is clear from the slogan that the intended audience is those who want to drive about, for the pleasure of it.

Nissan’s slogan reads “shift the way you move” and implies that potential customers should shift the way they travel. The focus of the slogan is on the movement of potential customers, creating an impression that if customers are interested in making changes in the way they move, they need to get Nissan. The slogan presents Nissan as an extraordinary car that shifts the way you move.

Unlike the slogan of Nissan where the focus is on a movement, the Volvo slogan focuses on safety of children. The slogan reads: “secure your children and their future.” Volvo’s slogan appeals to potential customers’ emotions by reminding them about the safety of their children. Many customers are likely to believe that if they buy Volvo, the future of their children on the road is secured. The slogan entices the parents to consider buying it if they want their children to be secured. There is no evidence accompanying the slogan to substantiate the claim or even explain how the

children will be secured by Volvo. Using children's safety as bait to convince customers is not unusual in car advertisements. Car advertisers know how concerned parents are towards the safety of their children. Each parent wants his/her children to grow up safely and become a responsible person, and they would do whatever they possibly can to protect them. Even if it means buying Volvo, they would certainly do so to provide safety and security for their children. The Volvo slogan implies that Volvo is very much concerned about the well-being of children and their future - and Volvo is the only car that can provide that assurance and security. The slogan has the potential to persuade and convince the unsuspecting potential customers.

Mitsubishi's slogan is "the tough colt workhorse has evolved." This slogan is metaphorically rich and compelling. Mitsubishi is represented metaphorically as a colt that has evolved. The slogan is embedded with elements of toughness and strength of a young horse. The slogan is particularly appealing to potential buyers who are male and are likely to go for something "tough." The use of metaphor in this situation plays a major role in influencing the perception of potential customers towards the Mitsubishi car. The Mitsubishi car is described as a strong car, this is particularly true in a sense, since the advertiser has used a horse to represent the characteristics of a car. Farmers would particularly find the slogan appealing as they deal with horses and have an idea of what a horse is capable of. The slogan has a strong psychological impact on potential customers.

Mercedes-Benz' slogan is crafted with blended words such as *merconomics* – a blend of *Mercedes-Benz* and *economics*. As the slogan implies, Mercedes-Benz is a luxury car that needs thinking before being purchased. *Merconomics* is represented by the

division sign (\div) which implies that calculations must be done as well as budgeting before you embark on a journey to buy a Mercedes-Benz. The advertiser claims that *merconomics* is the only smart way of owning a Mercedes-Benz. The slogan is rhetorically crafted to create an impression that the advertiser of the Mercedes-Benz cares about the budget of its customers. Some customers are likely to find the slogan appealing as they believe that the advertiser of Mercedes-Benz is very considerate of their budget. It is clear from the advertisement slogan that the message is to convince and persuade potential buyers of a Mercedes-Benz.

Generally all the slogans in the car advertisements are designed with a sole purpose - to win the hearts and minds of their potential customers. Since the aim of advertising is to persuade consumers to buy one's products, the slogan in the advertisements are not entirely different from each other. The slogans are there to remind customers again and again, and to create a lasting impact on their minds. The messages in the slogans are undoubtedly clear for everyone to see and understand. As time goes on, the slogans become fossilised in the mind of the potential customers. This means that the next time they come across a specific product they would easily remember or associate it with the slogan usually associated with that particular product. One of the interesting observations from the slogans is that expensive cars tend to have very short phrases as their slogans are opposed to average cars. The explanation behind this phenomenon could be that expensive cars are mostly for leisure and pleasure as opposed to average cars that are mainly used for daily activities such as transporting and loading goods.

The rhetorical messages behind all the slogans are the same in terms of linguistic seduction and structure. Equally, the language of all the advertisements is derived from the fundamental principle of each slogan. The message in the whole advertisement is not entirely different from the message in a slogan. However, it should also be pointed out that some cars do not have slogans or they simply use the name of the car as a slogan, such as Chana Trucks for example, who simply use *Chana* as their slogan.

4.9 Discussion

The observations emerging from data analysis are clear and systematic. One of the prominent features intended to catch the attention of the readers by the advertiser is the use of foregrounding techniques. Car advertisers present their advertisements in such a way that what they want the public to know first appears in the foreground. The potential buyer's attention is caught by what has been enlarged in the foreground rather than what features in the background.

In Figure 5, the statement "how alive are you?" is larger than the explanation attributed to the car (Jaguar). Similarly we see cases of foregrounding in Figure 7; "once-in-a-lifetime offer", and "take an early break!" In Figure 10, "Be wise. Don't compromise" is also enlarged as opposed to the explanation below it which is written in small letters. Techniques of foregrounding can be seen in the following Figures: 12, 14, 15, 20, 22, 23, 24, 26, 27, 29, 30, 31, 32, 34, 35, and 38 respectively.

Furthermore, the advertisers use rhetorical moves in the form of offering services or indicating value of the product. The use of this rhetorical move is particularly

important because this is the only way car advertisements can achieve their communicative purpose, which involves convincing the reader to purchase the product. Figure 1 is characterised by the moves of introducing an offer. For example, the advertiser opens the advertisement with the phrase “with these great offers.” The adjective “great” magnifies and exaggerates the offer. In Figure 2, the advertiser establishes credibility because the advertisement opens with the phrase “market leader in the HVC category”. However, in Figure 3, the advertiser uses paradoxical assonance – the words in the initial position of the phrases contradict. The advertiser creates an impression that the offer is very limited whereas the *awesome* is unlimited. This is despite the fact that the word *awesome* is an exaggerated adjective with no tangible meaning. For advertisers this is particularly important as they try to establish themselves by reminding the potential customers that they have best offers which can run out at any time.

In Figure 4, the advertiser offers incentives in the form of N\$5000 to N\$50 000 discounts. The advertisement does not necessarily reveal the price of the car, but only tells potential customers the benefits they could get if they intend to buy a Chana mini-truck. Equally true in Figure 5, where the advertisement does not reveal the real price of the product (or the car) but focuses instead on indicating the value of the car by metaphorically comparing the Jaguar (car) to a swift animal (the jaguar). The metaphor in this situation serves to convince and create an image of power in the mind of the potential customer. Not only does the advertiser of this advertisement indicate value of the product through a metaphor but also uses scare tactic techniques

such as “how alive are you?” The potential customer is likely to feel that if they buy a Jaguar their life will become secured and alive.

In Figure 6, the advertisement indicates the value of the offer by revealing the price as N\$366 000. However, the advertisement claims that the normal price is N\$396 000, which means the customer is likely to feel that the current price is an “abnormally” discounted price. In fact, the advertiser has even shaded the “abnormally” cheap price to make it conspicuous to the eyes of the consumer. Figure 7 has a completely different move from the other moves suggested by Hashim. From the foregrounded phrase in Figure 7, it is clear that the advertisement contains elements of exaggeration. The advertiser does not provide evidence to substantiate their claim that the offer is truly a once-in-a-life-time offer. The exaggeration is intended to make buyers hurry to purchase their products. The advertiser has succeeded in combining an exaggerated statement with the incentive of prime less 5%.

Another rhetoric move that is different from that suggested by Hashim is the use of euphemisms such as in Figure 8. The advertiser uses a euphemism in the advertisement to reduce the negative perception people have towards second-hand cars. The advertisement contains the following phrase: “the best used cars at the lowest prices.” The superlative form “best” adds value, in a rhetorical way, to the used cars. The advertisement creates the impression that these cars are in good condition. The advertiser did not use the phrase “second-hand cars” but used “best used cars” instead, to signify and persuade the potential customer that the cars advertised are the best. Euphemism reduces offensive or negative attributes. The

advertisers are well aware of this and take alternative form or terms to reduce negative connotation associated with used cars. Additionally, Figure 9 is not entirely different from Figure 8 in terms of new rhetorical moves. The only difference is that in Figure 9 the advertiser has used “caring tactics”. The advertisement uses the phrase “Take an early break” to showing a caring attitude. The potential customer is likely to feel that the company really cares for them. The advertisement seduces customers into believing that in order for them to take a break they need to buy a Chevrolet Orlando.

In Figure 10, the advertiser uses pressure tactics by persuading the potential customer not to compromise on their safety. The advertisement carries the question “How much is your safety worth?” preceded by safety features. The advertiser knows that by appealing to potential customers’ sense of safety, this easily convinces and entices consumers into believing that the only way they can be secured is by buying a Chevrolet Ute Force. In this situation, the advertisement is appealing to customer’s sense of safety. Most people feel vulnerable driving on high-accident roads, and the advertiser uses this fear to their advantage to persuade more customers to buy their cars.

In Figure 11 the advertisement simply introduces the new Toyota Yaris by establishing itself as an exclusive dealer. In Figure 12, however, the advertisement contains the rhetorical move of colloquialism. With phrases such as “If you are free, roll with RAV4”. The advertisement achieves its goal of appealing to yuppies and hippies. Unlike in Figure 12, Figure 13 introduces the advertisement through the use

of a repeated word ‘more’ “More space. More fun. More family.” The advertiser has found the use of “more” as appealing to the audience and customers at large.

Foregrounding is a technique that is used in Figure 14. The word *bonanza* stands out and is enlarged. The advertiser wants the customers to see and be attracted by the word *bonanza* first. An Unsubstantiated comparative adjectives *unbelievable* is used to establish credibility and value of the Toyota Land Cruiser. The language of advertisement changes in Figure 15 where the advertiser uses commands “you can call us” but giving no options to a potential customer. Imperatives can be observed in Figures 9, 4, 20, 25, and 26.

In Figure 16, the rhetorical move used by the advertisement is the unsubstantiated declarative statement that “you can’t go wrong with Ford Ranger or Mazda BT-50”. The advertisement in figure 18 places ownership in the hands of the customers. The advertiser wants the customers to feel that the designer of the Audi A4 cares about them, hence the car has been designed exclusively for them.

Moreover, car advertisers have used scare tactics to convince potential buyers to buy their products. Scare tactics can work best in the Namibian context where car accidents are prevalent. Advertisers take advantage of driver and passenger vulnerability and safety. With frequent reports of car accidents in Namibia, car advertisers are well aware of the need for Namibians to yearn for cars with sophisticated parts to offer protection to the passengers as well as the driver.

The language employed by all car advertisers is well-crafted, and is intended to win the hearts and minds of the readers. Firstly, the use of slogans in advertisement is considered to be of great significance. Most car advertisements have used slogans to remind the potential customers about the product again and again. In addition to that, some advertisers, as in Figure 5, have employed aggressive language or scare tactics through rhetorical questions to appeal to the emotions of readers. For example the question: “How alive are you?” is a rhetorical question designed to appeal to the audience’s need for safety. By posing the question, the advertisers intend to solicit response from the readers. Moreover, another language technique employed by most car advertisers like that in Figure 8 is the use of superlative form such as the adjective ‘best’. For example, the advertiser in Figure 8 claims “the best used cars” as if public evaluation was made to compare the cars to all the other used cars. Similarly, the advertiser used the comparative form “More space. “More fun. More family,” in Figure 13. In Figure 9 the advertiser uses directive form and command “Take an early break”. However, in Figure 12, the advertiser employs a different language style which is particularly impressive and appealing to the youth - “If you are free to change the rules, you are free to roll with the RAV4”. This phrase may appeal to hippies and yuppies. The use of imperatives can be observed in Figures 9, 14, 20, 25, and 26.

Car advertisers have used alliteration as a technique to persuade potential customers. For example, Figure 2 uses *professional, passionate, dependable*. Alliteration is considered necessary and significant by car advertisers because the rhythmic sound the words create appeal to the reader’s pleasure. Additionally, some of the

advertisers have used pun techniques, like the use of personification *I*, conspicuous in Figure 5 and Figure 21. In Figure 5, the advertiser further attributes the jaguar's (animal) characteristics to those of a machine (the Jaguar car) when they claim that the Jaguar is powerful, agile and distinctive. The intention behind the use of personification *I* is to persuade potential customers that the Jaguar (car) is very powerful and agile like a real jaguar.

Moreover, the use of hyperbole is also common in some advertisement as in Figure 7, where the advertiser uses an exaggerated phrase such as "once-in-a-lifetime offer". In fact, this is intended to make potential customers rush to buy their car on offer. The hyphenated phrase is enlarged to get the attention to the customers whereas the price of the car is in the background. The use of rhetorical structures like pun, hyperbole, alliteration; foregrounding, and impressive adjectives are meant to persuade potential customers. These rhetorical structures appeal to the emotions and the sense of pleasure of a potential customer.

CHAPTER 5

CONCLUSION

5.1 Introduction

All forty car advertisements studied were found to entail some of the persuasive moves suggested by Hashim (2010), including establishing credibility, introducing offer, offering incentives, and society response. However, despite the persuasive moves suggested by Hashim, Magelby and Tuan, some of the advertisement's findings contain scare tactics. The findings contain new moves that are not part of what Hashim suggested. For example, the advertisement in figure 7 contains elements of exaggeration. Similarly, the advertisement in figure 8 is characterised by rhetorical elements of euphemism.

5.2 Conclusion

Based on the findings, it can be concluded that the language of advertisement in Namibia is partially similar to that in the western world. The new persuasive moves discovered during the analysis of the advertisements are: exaggeration (figure 7), euphemism (figure 8), and scaring tactics (figure 9). The characteristics and the nature of language employed by most car advertisers in Namibia are to some extent the same as those in other countries if conclusions drawn from the analysis are anything to go by. What is of particular interest in this study is that most car

advertisers used scare tactics rather than pressure tactics. This shows the difference in the two situations – Namibia and the western countries.

Considering the high number of road of accidents in Namibia, car advertisers are probably using this staggering figure to persuade potential buyers to buy the cars. The use of scare tactics is particularly noticeable in expensive cars, where it is claimed that safety is guaranteed.

The language used in car advertisements is well-crafted. The examined car advertisements were found to contain slogans, aggressive language, comparative form, and superlative form. Beyond the persuasive moves suggested by many rhetorical scholars, commands and directives are other form of persuasive techniques detected after the analysis of the 40 advertisements. Additionally, colloquial language was also used frequently by advertisers of expensive cars. Yuppies are targeted by the advertisers through the use of slang and colloquial language to persuade these young buyers.

Moreover, foregrounding technique was used in at least half of the forty car advertisements. The advertisers have foregrounded phrases that are particularly significant in their pursuit to convince and persuade the potential customer's attention. Besides foregrounding, alliteration technique was also noticeable in some advertisements. Similarly, the use of puns, hyperbole, and personification is conspicuous in most advertisements that were examined. All the examined advertisements reveal different characteristics of persuasive language. Also noticeable in the analysis is the use of colloquialism. Words characteristically Namibian were used in some of the advertisements, for example, the word *bakkie*.

The study has sought to explore and investigate rhetorical devices used in car advertisements in Namibia. Language in advertisements entails rhetorical structure and strategies. On the level of language of car advertisement, it is well-crafted and intended to win the hearts and minds of potential buyers. All persuasive techniques used in the car advertisements were systematically examined and revealed. All the persuasive moves as suggested by Hashim were found in most of the advertisements under study. This shows the element of universal language in car advertisements. On the level of rhetorical structure and strategies, the prominent rhetorical features intended to lock the attention of readers were explored and revealed. The rhetorical strategies are unique to Namibia. In most cases, the advertisers incorporated religious and political elements to draw emotions from potential customers. Most importantly, car advertisements in Namibia have their distinctive features in terms of language techniques. A prominent example is the use of the word *bakkie* for *pick-up*. The fact that the word *bakkie* is understandable to Namibians, shows how car advertisers are aware of localized names they have to use to appeal to readers.

5.3 Recommendations

As the need for market increases, car advertisers have to employ rhetorical strategies to penetrate the saturated market. It is imperative that further research be carried out on car advertisements in order to explore effective rhetorical strategies that are unique to Namibia. Further research should be conducted to determine facts in car advertisements. Despite studies on rhetoric and advertisement, little attention is paid to the rhetoric and advertisements in Namibia. There seems to be a dearth of information provided on the rhetorical strategies employed by car advertising agencies in the west. It would be very helpful if research were also carried out in the area of rhetorical strategies employed by car advertisers in Namibia. The research should attempt to determine the degree and level of effectiveness of rhetoric in car advertisements in Namibia. Furthermore, more studies should be done to measure the effectiveness of car advertisers in using language to appeal to the emotions of customers.

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Appendix - Copies of Advertisements