Analysis of Advertising English from the Perspective of Perspective

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Abstract: Advertising is an important means of commercial marketing activities, and advertising English, as the main form of advertising expression, is widely used in the world. From the perspective of landscape, this paper analyzes the recreational characteristics of advertising English, and takes different types of advertising as examples. Firstly, it introduces the concept and related theory of landscape perspective, and then discusses the language characteristics and stylistic characteristics of advertising English. Then, the stylistic characteristics of advertising English are analyzed from three aspects of commodity advertisement, service advertisement and public service advertisement. Finally, the application effect and the existing problems of advertising English are discussed, which provides the reference significance for the future research and practice of advertising English.

Keywords: Landscape perspective; Advertising English; Stylistic science; Commodity advertising

Foreword

Advertising is an important channel for enterprises to convey information to consumers, build brand image and promote sales. The language characteristics and stylistic characteristics of advertising English are directly related to the communication effect of advertising and the marketing objectives of advertisers. Landscape perspective is an important theory in style science, which advocates studying the text from the perspective of "scenery", so as to deeply explore the significance and cultural value of the text. Therefore, from the perspective of landscape, the in-depth study of the stylistic characteristics of advertising English is helpful for us to better understand the language characteristics and stylistic characteristics of advertising English, and to provide reference significance for the creation and dissemination of advertising. This paper will analyze the stylisological characteristics of advertising English from the perspective of landscape, and take different types of advertising as examples, in order to provide reference for future research and practice in advertising English.

1. The concept and related theories of the landscape perspective

Landscape perspective is an important theory in style science, which mainly focuses on the scenery in the text and its relationship with the text. Scenery refers to the specific things, objects, people and other characters involved in the text. Scenes play a very important role in the text. They are not only the source of the meaning of the text, but also reflect the cultural background and values of the text[1].

The relevant theories of the landscape perspective mainly include the following aspects:

1.1 Cultural background theory of scenery

This theory holds that scenery is not only specific objects or characters, but also carries a certain cultural background and values. Therefore, by analyzing the scenery of the scenery involved in the text, we can deeply understand the cultural information and values conveyed in the text.

1.2 Theory of the symbolic meaning of the scenery

This theory holds that the scenery not only has its own practical significance, but also has a certain symbolic significance. For example, a white dove in the text, not only represents the actual birds, but also symbolizes peace and harmony.

1.3 Theory of perceptual features of scenery

According to this theory, the perceptual characteristics of the scenery directly affect people's understanding and acceptance of the text. For example, the color, shape, size and other characteristics of the text will affect people's cognition and understanding of the scenery.

To sum up, the perspective provides new ideas and methods for stylistic research, and also provides a theoretical basis for us to better understand advertising English.

2. The linguistic characteristics and stylistic characteristics of advertising English

As a special language form, Advertising English has some unique language characteristics and stylistic characteristics, including the following aspects:

2.1 Simple and clear

The language expression of advertising English is usually characterized by short, clear and accurate. Advertising language is designed to enable consumers to quickly understand and accept it, thus stimulating purchasing behavior. Due to the timeliness and effectiveness requirements of advertising, language expression is usually not too lengthy or tedious. Therefore, advertising English will use simple words and sentences as much as possible to express the core information. Nike's slogan "Just Do It", for example, expresses the core value of the brand[2].

2.2 Vivid and vivid image in the language

Advertising English usually adopts vivid and visual language forms to attract consumers' vision and senses, so as to produce a stronger visual impact. In order to better convey the advertising information, advertising English often uses some vivid words, metaphors, symbols and other language forms. For example, the slogan "Red Bull gives you wings" uses the metaphor of "wings" to express the function and effect of the product through "wings".

2.3 Language is infectious

Advertising English is usually infectious and can make consumers very interested in the goods or services sold in the advertisement. This characteristic is usually realized through the language form, tone, emotion and other aspects used in advertising English. For example, Coca-Cola's slogan "Share a Coke with..." uses a friendly, warm tone and emotion to create a pleasant, intimate atmosphere that resonates and emotionally connects to consumers.

2.4 The language has a sense of humor

Advertising English usually has a certain sense of humor, can attract the attention of consumers, produce better advertising effect. This characteristic is usually realized through the humor, humor, ridicule and other language forms used in advertising English. For example, Old Spice's advertising series, "Smell Like a Man", is humorous, creating unique and engaging advertising effects.

2.5 Language is innovative

Advertising English is usually innovative, and can make advertising information more vivid and interesting through unique language forms and expressions, and produce better advertising effects. This feature is usually realized through the novel and unique language expression mode used in advertising English. This innovative language expression may come from vocabulary, sentence pattern, grammar, intonation, musical rhythm and so on. In terms of vocabulary, advertising English usually uses some novel words or phrases, such as "excellent taste", "high appearance level", "minimalist design", etc. These words or phrases can make the advertising information more attractive and characteristic, thus increasing the audience's attention to the advertising. In terms of sentence pattern, advertising English usually uses some simple and powerful sentence patterns, such as "the most... in history", "instantly look new" and so on. These sentence patterns can make advertising information more vivid and powerful, and enable the audience to accept and remember.

3. Advertising English style science analysis case

In order to better understand the linguistic characteristics and stylistic characteristics of advertising English, the following will take an advertisement as an example to analyze[3].

Advertising content:

"Get a grip on your hair with our new hair gel! Our hair gel is specially formulated to keep your hair in place all day long. No more messy hair or bad hair days – with our hair gel, your hair will always look amazing! Try it today and experience the difference!"In this advertisement, a lot of vivid and vivid language forms and expressions are used in order to better attract the attention of the audience. For example, "Get a grip on your hair" conveys a message that you can control hair with the product. At the same time, the expression of "specially formulated", also vividly expressed that the product is made through a special formula, has unique advantages.

In addition, the ads used some humorous and humorous language forms, such as " No more messy hair or bad hair days with our hair gel, your hair will always look amazing! This statement, through humor and ridicule, shows that the product can help consumers get rid of the trouble and thus make them more willing to buy and use the product.

Some common style features are also used in advertising English, such as short, clear and accurate. For example, the sentence "Our hair gel is specially formulated to keep your hair in place all day long" is short and clear, directly expressing the advantages and functions of the product, and can be quickly understood and accepted by the audience.

At the same time, the advertising English also uses some metaphors, symbols and other language forms, such as the expression "Get a grip on your hair", which figuratively compares the use of the product to control the hair, so as to attract the attention of the audience.

To sum up, this advertisement uses a variety of different language characteristics and stylistic characteristics, in order to better convey the advertising information and attract the attention of the audience, so as to produce better advertising effect.

4．Conclusion

This paper mainly discusses the advertising English style from the perspective of landscape, introduces the language characteristics and stylistic characteristics of advertising English, and further expounds the practical application and effect of advertising English through case analysis. In terms of language characteristics, advertising English has a variety of unique expressions and language forms, such as vivid image, humorous ridicule, metaphor and symbol, etc. These characteristics can better attract the attention of the audience and produce better advertising effect. From the perspective of stylistic characteristics, advertising English has the characteristics of short and clear, accurate, straightforward and so on, these characteristics can better convey advertising information and attract the attention of the audience, and produce better advertising effect. In general, advertising English, as a special language form, has its unique language characteristics and stylistic characteristics. These characteristics can better convey advertising information and attract the attention of the audience, so as to achieve better advertising effect and marketing effect[4].

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