لغة الاعلانات الخارجية في مدينة البصرة / العراق

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The Language of Outdoor Advertising in Iraq / Basra City

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Abstract

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a detergent may say "It gets clothes whiter", but whiter than what?

This paper briefly deals with the most common linguistic characteristics of outdoor advertising texts in Iraq/Basra city which include characteristics of wording, syntactical features and euphemisms.

Introduction

Outdoor advertising (wall murals or writings, billboard, posters, bulletin light …etc.) is so commonly and widely powerful that it is considered to be part of modern life. It also greatly influences our thoughts, feelings and outlooks, and definitely our lives. We need to understand, evaluate outdoor advertising and know how to create advertising texts. However, whatever the prime strategies advertising takes, language is the main carrier of advertised messages all along. To achieve this awareness, what is most important is to have a good grasp of the language characteristics of outdoor advertising (commercial e.g. joining private school or non-commercial e.g. announcing for funeral).

In modern society, outdoor advertising has gradually formed its own features in several aspects. Therefore, an analysis of the linguistic features of advertising is worthwhile. This paper briefly deals with the most common linguistic characteristics of outdoor advertising texts (wall murals or writings, billboard, posters…etc.) in Iraq/Basra city which include characteristics of wording, syntactical features and euphemisms.

This paper is made up of five parts. Part One briefly discusses the definitions, aims and significance of the language of advertising. Part Two is concerned with major vocabularies' characteristics of outdoor advertising texts. Part Three investigates major syntactical features of outdoor advertisements. Part Four deals with main euphemistic devices in outdoor advertisements. In the concluding part, the paper emphasizes again the importance of studying language features of outdoor advertising, and points out the influence of outdoor advertising on the Arabic language.

1.What is Advertising?
1.1 Definition of Advertising:

The word "advertise" has its origin in "advertere" in Latin, meaning "to inform somebody of something", "to bring into notice" or "to draw attention to something", etc. There are different definitions of advertising. Kennedy (1905) www.bhatnaturally.com said that advertising was "salesmanship in print". In the past, the nature and scope of advertising were considerably different from those of today. The definition indicates that the ultimate objective of advertising is to sell. Obviously, this is not an all-round definition, for it cannot cover all advertisements. An advertisement may be defined as "a public notice designed to spread information with a view to promoting the sales of marketable goods and services" (Harris and Sheldon, 1962:40), or defined as "a vital marketing tool as well as a powerful communication force". Dictionary of American Marketing Association (AMA) (1992:1) defines advertising as "the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Although advertising can be defined in many different ways, the essential points concerning its definition may be summarized as follows: Advertising is a kind of extensive communication of information mostly paid for and strongly powerful by nature.

1.2 Aims of Advertising

American Marketing Manager's Handbook (2010:183) points out that an advertisement should have four aims: AIDA, which represent four words—Attention, Interest, Desire, and Action.

Attention—a good advertisement should attract the consumer to direct their attention to the product being advertised.

Interest—the introduction and publicity of an advertisement should stimulate consumers' great interest.

Desire—the advertisement should stimulate consumers' desire to buy the product, and make them understand that this product is just what they want; or to get certain services.

Action—advertising is supposed to make consumers respond to the advertised information and stimulate them to take the action of getting.

Generally, an advertisement has at least one of two aims: informing or persuading. Informative advertisements inform "customers about goods, services, or ideas and then tell people how to obtain them by means of a distinguished sponsor" (Bolen, 1984:6). An advertisement of this type supplies basic, factual information and sometimes shows a photo, colored painting or an illustration of the product/service to give the target person a better view of the advertised product. Persuasive advertisements are the instruments used by advertisers "who have defined their target people and determined the effect they hope to achieve through persuasive advertisements in the means of communication" (Ibid: 9).The persuasive advertisement is directed not only at attracting the future customers to buy a certain product, but also at the selling of services and ideas.

1.3 Significance of the Language of Advertising

The language of advertising is a language of its own; very often it does not follow the grammar or even logical rules of the formal language as we know it but this is what the advertisers actually fight for – the more a text diverts from the model the more "easily remembered" it is, although at times it might be enchanting in a negative way. It is characterized by the following features:

a. **Short and Simple Vocabularies** is one of the most important characteristics of an advertisement. Some even say that an advertisement is an art of shortening. Most of the time, they are based on metaphors and idioms. By keeping the text short means saving money, since longer advertisings may require larger space.

b. **Playing with words** is a common practice in advertising. Wrong word order can draw clients' attention and be easily remembered but it may as well, be remembered for the wrong reasons. For example: "Come to your reserved" '(taal I'la mahjooz com). Otherwise the result of the text was considered as an example of bad taste and unskilful, which – surely – had a negative effect on the product itself.

c. **The Selecting of Words** has a significant meaning in the world of advertising. The effectiveness of advertising is strongly determined by the language, it is the language that is the driving force of a successful advertising, text or a marketing message. It is a tool to persuade people to buy a particular product. This is why the units of language that are applied are the key to achieve this ultimate goal – to sell.

There are many factors that determine the choice of words to be used in advertising, they include:

*   **Glamorization** – is the most common technique. "Houses on a busy road become convenient for transport".

*   **Characteristics of the Product** – the words employed in advertising should emphasise the features of a product in the most powerful way, so if the advertised product is a shampoo, its main characteristics are definitely: "moister, therapy and treat damaged hair". The choice of words should pay tribute to these particular features.

*   **Potency** – it is a method whereby you establish a pair of antonyms and then decide which of them is the closest word to, e.g. land would induce associations with expressions like commercial area, close to the main market and near school, so if advertising men want the product to induce the same associations, they will use the term land then the product will be associated with the words that are used in the advertisement.

*   **Ambiguous Words** which have broad meanings are much better than the precise ones, since you can more easily manipulate the addressees; while using words with many meanings which will let people think about and analyse. Here the ambiguity may be syntactic, for example:
1- "Khalina le-lsubuh with Doritos" (crisp) (let us stay till the morning with Doritos).
Or semantic, for example
2- "l'nta mumkin tdhahi biya" (You can sacrifice me or you can slay me for E'id al-Adha).

*   **Weasel Words** are words which suggest a meaning without actually being specific (www.putlearningfirst.com). Linguists have worked out lists of words most often used in advertisings. These words are the adjectives and the adverbs which are the most common. Here are some of the top ones: good/better/best, free, fresh, delicious, full, sure, clean, wonderful, special, fine, big, great, real, easy, bright, extra, rich and golden.

     Texts with Verbs or No Verbs. Have a look at some of the texts. How many of them have any verbs? For example: "Aluminium factory for doors, windows, fronts and counters". Advertisements are above time limits and this is then demonstrated by the lack of verbs which put constraints on the time; in general, advertisings refer to the present and near future. For example: "Now   instalments:

buy plots" (b-al aqsad, 'ishtiri 'iqar). Obviously, we use present tense to talk about what will happen soon as it gives more certainty. In order to emphasise the present in advertising, advertisers also apply common time expressions such as: now, today, at last or here*.*

2. Vocabularies Characteristics of Outdoor Advertising Texts:

Generally, advertisers try by various means at their arrangement to get people to buy the products or services advertised. An advertiser attempts to construct an advertisement that will quite attract the attention of the possible purchaser and have persuasive effects. Therefore, he or she makes good use of every word to draw readers' attention and stimulate their interest. Outdoor Advertising Texts (OAT) in Iraq/Basra city display many unique features of phrasing, such as frequent use of simple words, clever use of newly created words, loanwords, simple verbs, and simple adjectives, as well as compounds, etc. which will be discussed briefly and separately in this part.

2.1 Simple and Colloquial Words

The aim of advertising is to provide information, attract consumer, hit market, and assure the quality. A simple advertisement is intended not only to stimulate the reader's attention and interest, but also to make consumers remember it. Therefore, an advertise must pay attention to its language, and the first step is to use popular and oral language, the second step is to use some single-syllable words or fewer letters to make it easy to understand and memorize. For example:

1- " Miraco. Household Electrical Appliances: Guaranteed products"
This is an advertisement of one of the electrical devices. The words in it are very simple and oral. It uses the slang "Makfoola", which means "guaranteed" in Iraqi/Arabic, to give an impression that this advertisement comes from real life.

2- "Sports lien: Sportage 2012"
This is an advertisement of selling cars. "Sports" and "Sportage" which are two simple derived words show the bilateral words between advertisers and consumers directly.

It expresses advertiser's sincerity, and on the other hand the advertisement lets consumers have the feeling of simple, efficient, affordable in order to increase the reliability between advertisers and consumers.

2.2. Neologisms

In some advertisements, the advertising copywriter plays with words on purpose, or adds some suffix or prefix to some common words. New original words are created to attract addressees' attention and to meet their needs for curiosity and novelty. Such newly made words and phrases may suggest that the product or service being advertised possesses peculiar qualities as well as the value of novelty. Many words in advertisements, especially in trade names, are words newly created, or deliberately abbreviated. For example:

1-"Haleeb alnateq-the talking milk" it may help children to talk quickly and easily.

2-"Al-Tayar Lel Siaha" Al- Tayar for travel and tourism: Air transport.
In this advertisement, "Al- Tayar" not only has the similar pronunciation as "Tayr" bird or, but it has connections with the word "fly" in this sentence, thus impressing people a great deal.

3-"The project of premiums." (General Company for the Automotive Industry).

When one reads example 3, he or she may think "Automotive" is a wrong word, but actually it is deliberately created by the advertiser.

Neologisms of this kind are often nowhere to be found in dictionaries, but they seem familiar to readers in appearance. One can guess their meanings by means of the context without help of dictionaries. When customers come across newly created words, their interest is stimulated, and they want to go on reading and take action. Thus, the aim of advertising is reached. But neologisms must be well based on after-taste and implication, stressing the novelty and uniqueness of the products or service, without which neologisms can produce little effect and will be meaningless.

Some common words are also having clever use of neologisms. Now let us see the following example:

4- A'zauna da'im hata dhuhur al qa'm. "Condolences lasting until the appearance of the expected" the tear of Ruqaya (the daughter of Hussain the grandson of Prophet Muhammad peace upon him)

In this non-commercial advertisement, the advertiser wrote "da'im" and "qa'im" on purpose in order to win a seat in consumer's memory. In fact, this advertisement achieved the expected results which impressed people immensely.

It is easy to see from the above examples that new words lively express the desirable features, qualities, or goals of the advertising.

2.3 Loan words

If an advertisement emphasizes the product's quality or the origin abroad, loan words would be the best choice for it. The most frequently used loanwords are those from the English language, for example:
1- "Red bull" (drink)
2- "Olay" (cosmetics)
3- "Tea shirt" (clothing)
4- "TOFEL" (An examination for American English language)
5- "Techno glass" (for the treatment of near –far vision with the latest devices)

2.4 Regular Use of Present Tense Verbs

Simple present tense verbs are widely used in advertising, and most of them are commonly used. These common verbs make advertising in Arabic simple and easy to understand. This can give consumers a feeling of friendliness and help them to remember the products easily. The most regularly used 20 verbs are:
Try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come, remember, discover, serve, introduce, choose, and look for.

A number of the above-mentioned verbs are commonly used in the imperative clauses which encourage the audience to buy the product or the service. Although the ultimate purpose of advertising is to persuade consumers to buy the advertised products or services, advertisements seldom use the word "buy" in it. Statistics show only two out of ten advertisements use the verb "buy" directly. In imperative clauses the word 'buy' is rarely used. The tendency to avoid "buy" might be put down to the unpleasant connotations of this verb. It is of course of critical importance to the advertising man that he should not appear to be impressive himself on his audience, for if the

reader feels the advertising to be too interfering, person is likely to react negatively to its content, or simply forget about it altogether.

The advertising man is therefore faced with a problem: on the one hand his advertising should make people buy the product; on the other hand he must not say this in so many words lest they should take offence (Vestergaard, T. and Schroder, K. 1985: 67). Leech (1966:154) points out that in advertising language the most regular word for acquisition of product is "get" instead of "buy". The reason for this is undoubtedly that 'buy' has some unpleasant connotations (money and the parting with it) which 'get' lacks. Advertisers usually make very careful efforts not to use the word 'buy'. Instead they often use such synonyms as: 'try', 'ask for', 'get', 'take', 'send for', 'use', 'choose', 'look for'.

The regular verbs that show consumers have some goods are such words as "have, get, give, and keep".

The verbs express the progress of using some goods are:" take, use, and have";

The verbs express consumer's favorites of some goods are: "like, love, need". For examples:

1- "Keep your city as if it is your own house"
2- "Al-Sadeq Magazine announces the beginning of registration to perform 'Umrah (visiting the house of God in Mecca)". For registration and more information call 078---------, 077-------------. Hurry to register. The seats are limited.

The widely used disyllable and multi-syllable verbs include accept, adopt, assure, award, contact, design, discover, enjoy, hurry, introduce, obtain, offer, provide, receive, request, remember, secure, supply, welcome.

3- "Stability assures prosperity" (al 'isteqrar yuhaqiq al 'izdihar)

Frequent use of simple verbs can help to make the language of outdoor advertising briefer and lively, and on the other hand, it saves space, time and money.

2.5 Hyperbole (Exaggeration, Generally by Use of Adjectives)

The first goal of adjectives with deep emotion is to describe main nouns. Meanwhile, evaluative adjectives are very often used in advertising in order to emphasize that the product is better than the others and to persuade consumers to buy the products. We can imagine that many businessmen highly want to use evaluative adjectives to describe their products and services. Therefore, it is wise for appearing a series of modified ingredients in front of noun or noun phrase in all of outdoor advertisings.

Leech (Ibid:152) lists in his "Language in Advertising" the following are the most commonly used adjectives: (1) new (2) crisp (3) good/better/best (4) fine (5) free (6) big (7) fresh (8) great (9) delicious (10) real (11) full, sure (12) easy, bright (13) clean (14) extra, safe (15) special (16) rich. For example:

1-"Why do our special tea make your precious moments even more precious?"   (Advertising for Ahmed's tea)"

2- "The greatest reduction on calls: 30% during the day and 70% during the night"

This advertisement wants to let us know that we need not worry about losing our money and that when we call or send messages, our money would be saved more. Just owing to these adjectives in this advertising, the advertisers get the effect expected. From these two advertisements you will find the "-er" and "-est" form of words as mentioned are also widely used in advertisings. Adjectives add brilliant images into the advertising and help create a natural feeling so as to strengthen attraction. The adjectives mentioned above are associated with products, showing their qualities and properties.

2.6 Frequent Use of Compounds

Compound nouns are formed by the union or mixture of elements parts; a combination of simples; a compound word; the result of composition www.hamariweb.com. In outdoor advertisements, we can see compounds everywhere. Compounds are written as two separate words. Because lexical hindrances on compounds are few, the advertisers are relatively free to create Arabic compounds which are appropriate to the copy text. As a result, outdoor compounds become a marked characteristic of outdoor advertisements. In business advertising, compounds can express the thought that the manufacturers want to show exactly and completely. For this reason, compounds are frequently employed. In Arabic, when making compound words, is the article "al-" needed often. For example:

> 1-"Mat'am aumat alkhair" (The nation of goodness's restaurant)
>
> 2-" Anwar alrabeea al kahrab'ia" (The lights of spring's electric)
>
> 3-" Tuhaf badr albudur" (The full moon of moons souvenir)
>
> 4-" Masrahiat bawabit alsharq" (The eastern gate's play)
>
> 5-"Café taj alarab" (The café of crown of Arabs)
>
> 6-"Saloon sit al hussin" (The lady of beauty's saloon)

Compounds are very flexible and express the forward – looking spirit of advertising fully; they can also make a deep impression on people's mind when the consumers see the product for the first time. Moreover, Compounds can embody the innovative spirit of advertising completely.

3. Syntax in Arabic Advertising Texts:

Advertising language should be compendious and attractive. It usually has its own characteristics in syntax, such as the frequent use of simple declarative sentences, interrogative sentences and imperative sentences.

However, no matter what syntactical features advertisers are decided upon, they should perform the following goals: to get attention; to show people an advantage; to stimulate interest and create desire; to ask for action. This part concentrates on the major grammatical characteristics of outdoor advertisements (in Iraq/Basra city).

The goal of declarative sentence is to describe the products fairly and perfectly; the goal of imperative sentence is to persuade consumers to buy the product; the goal of interrogative sentences is to raise a question then answer it, which helps the consumer to get rid of the doubt of the product. These three types of sentences are all fit for the principle that advertising should have attention value and memory value.

3.1 Simple Sentences

The goal of declarative sentences will get better effect to use simple sentences than compound sentences, because the readers will get bored on reading complex sentences. Another reason is to reduce the cost of advertising, and effectively stimulate the consumers. So "use the least words to express as much information as possible", that is the truth for the advertisement.   For example:

1-"Fresh up with Seven-Up" ('int'ish maa almonash 7 up)
 This advertisement only uses five words to describe the benefits of the drink and to urge readers to buy.

2-"Natural herb, pure honey" (asal tabiai mn aashab tabiaia)

The distinctive characteristics of honey which is displayed through simple language and grammatical structure persuade readers to buy it. So, simple sentences can not only make outdoor advertising easy to read and understand, but also leave a deep impression on the readers' minds.

3.2. Interrogative Sentences and Imperative Sentences

Interrogative sentences can effectively arouse readers' response. Moreover, especially at the beginning of an advertisement, interrogative sentences will excite readers' interests in this product. For example:

> "What's so special about Al-Rasool Evening Secondary School? Our success proof our distinctiveness, distinctive educational and teaching cadre, modern buses transfer students from their home areas and vice versa, conditioned classrooms, and a café!!! That's why it's so special."

This is an advertisement of a model private school for boys and girls. The writer raises a question, which attracts readers to read this advertisement. During the progress of watching writing advertising, consumers get to know this school and develop interests in it. Contrary to the ordinary description, interrogative sentences can catch consumer's eyes easier.

Imperative sentences have a meaning of claiming, calling and commanding. As the goal of advertising is to persuade and urge consumers to accept its product or service, there are lots of imperative sentences in advertising, For example:

1- "Call with little cost" (Asia Cell)

2- "Starving????? Have Snickers" (Chocolate bar)

The advisers offer some advice to consumers in this advertisement; in fact, they urge consumers to accept their service or to buy their products through a tactful way.

3.3. Disjunctive Elements

It is often observed that the advertising copy writer has a special and definite purpose to cut sentences into smaller pieces by using full stops, dash, semi-colon and hyphen, where ordinary prose would use commas or no punctuation at all. Leech (1966:90-7) refers to this phenomenon as 'disjunctive syntax'. Disjunctive elements which are widely used in outdoor advertisements have become a special phenomenon in Arabic advertising language.

For example:

"Finally. For the First Time in Iraq. Modern devices for treating eyes' problems – Techno glass".

Generally these types of examples contain disjunctive elements: finally; lasts; longer. Each of these is separated from the preceding sentences by a full stop. In fact, each is an element or a constituent of the preceding sentence. The effect of this is to cut up the sentences into more information units. As each information unit is articulated in a stressed falling tone and, therefore, emphasizes the message contained, more information units means more emphasized messages. It is easy to see that by frequently using disjunctive syntax advertisers want to emphasize those key or important messages, to render them more attractive to the addressees and to achieve the purpose of promoting consumption.

As can be seen from the examples, disjunctive elements or sentence fragments end in full stops and look as if they were complete sentences. In fact, they are just parts of the sentences concerned. The separate parts are often the key ones that are emphasized in advertising texts. They are very attractive. They are to be read in a stressed falling tone. They usually project or highlight the special

features, or characteristics, or fantastic functions of the advertised product or service.

4. Common Euphemistic Devices in Arabic Advertising Texts:

Euphemistic devices are various forms of expression diverging from the normal arrangement or use of words, which are decided upon in order to give beauty, variety or force to a composition. Many of them are used in outdoor advertising (in Iraq/Basra city) to achieve three goals: first, it is to form the spot image or embodied image in consumer's mind; second, to stress the uniqueness of the advertised product; thirdly, to stress the unique sales proposition of the advertised product. Among them, the third is the most important because of its attraction.

Hegel (Dipippo, 1986: 3) says, "beauty comes out of image". The beauty of outdoor advertising is first characterized by its ideographic image. It embodies the materialized labor in a lively and brilliant way. Psychologically, image is realized through imagination. With the help of euphemistic devices advertising leads people to an artistic conception.

In order to make their advertisements unique and eye-catching, the copywriters have to make elaborate designs and draw up remarkable verbal blueprints by working creatively and skillfully applying euphemistic devices. It can be said without any exaggeration that the success of outdoor advertisements has much to do with relevant employment of euphemistic devices. Commonly used euphemistic devices are: simile, metaphor, personification, humor, etc. The following euphemistic devices are often used in Arabic advertising, which are discussed briefly in this part.

4.1. Personification

The definition according to Sydney (1991:163) is more summarized: "treating something that is without life as a human being or representing it in human form". Through personification, animals are endowed with human form or feelings, and inanimate objects, or ideas and abstractions are given life and personal attributes.

Personification is often employed in Arabic advertisements. Personifying the advertised product and giving it feeling and emotion, which only people possess, make an advertisement more acceptable. For example:

1-"It will stay on the job longer than most employees."
This advertisement is for the car of Nissan. "Stay on the job" is employed to give the car hummer beings' life and ability, and it is read vividly.
2-"It's for your lifetime"
Here the watch is personified. It is described as a person who accompanies you for your all life. Consumers want to own this watch as soon as they read this advertisement.

We can come to the conclusion that the use of personification in advertising attracts the audiences' attention, stimulates their interest in what is being advertised and helps create an impressive image of the product or service.

4.2. Simile and Metaphor

Writers often use figures of speech in advertising outdoor. First, figures of speech are employed to describe the characteristics of commodities in a bright lively manner so as to catch consumers' eyes and leave a deep impression; second, using a simple and common sample to figure a complicated and unfamiliar product in order to achieve the effect of fresh-feeling, creativity and outstanding.

Simile is a figure of speech in which two essentially unlike things are compared; in this kind of figure vehicle and sense appear at the same time, which are introduced or connected by like or as. For example:

1. " Fresh orange juice is like the taste of honey"

This example is a case of simile introduced by the word "like". The advertising man here compares orange juice with honey. People usually like honey, and some people might feel sad or gloomy during days without orange juice. In the opinion of the advertising man, for some people it is not desirable not to have orange juice. So how nice it is to have orange juice from time to time!

2. "Fine is as soft as a feather" (tissue paper)

Though simile is an important euphemistic device in Arabic advertisements, it is far less frequently employed than metaphor, which is one of the most frequently used euphemistic devices in outdoor advertisements.

Metaphor is a pattern of speech in which a word or phrase that generally shows one thing is used to show another, thus making a subjective comparison. Myers (1994:125) describes metaphor in this way, 'Metaphor sets up a relation of similarity between two referents, as if they

were the same thing'. Holman (1960:146) defines metaphor as "An implied analogy which creatively identifies one object with another and attributes to the first one or more of the qualities of the second or invests the first with emotional or imaginative qualities linked with the second". Metaphor, unlike simile, does not use "like or as" to show the comparison. Metaphor is considered by many to be the most important and the most common euphemism device in Arabic advertisements. For example:

1-"Iraqi woman is a date palm highly grown" (al maraa al iraqia shamikha kil nakhla)

In this noncommercial example Iraqi woman is compared to a date palm, because it is a symbol to high and solid grown plant.

2-"Kodak is Olympic color"

In this example, Kodak is compared to the color of Olympic. Kodak shows the real color just as Olympic shows the real spirit of the sports. The metaphor in this assumes that Kodak develops itself by the Olympic spirit—higher, faster and stronger.

The advertisement is short, but the advertiser chose an appropriate metaphor to affirm the product of their company and increase the reliability of their advertising.

3-"Hair of silk – Dove shampoo"

Essentially, appropriate application of metaphor plays an important role in outdoor advertising, which can not only afford advertisements attractive and visual impression, but also informative and persuasive. Certainly, metaphor contributes to promotion of the sale of products and helps make advertised service thrive and flourish.

4.3. Humor (Glamorization)

According to Webster's Third New International Dictionary (1986:1642), the humor is "a humorous use of a word in such a way as to suggest different meanings or applications of words having the same sound or nearly the same sound but different meanings: a play on words." It is a play on words, or rather a play on the form and meaning of words. Nida (1993:87) describes it as follows, "Playing on the meaning and formal resemblance of words (humorous) is a universal phenomenon, and in some languages this euphemistic device is extensively encouraged and practiced."

A play on words increases the humor of advertising and makes the advertising full of meaning. Appropriate application of humor can attract readers' attention, make the advertising readable and memorable and stimulate consumers' interest and imagination. For example:

1-"Chocolate is rich in joy"

In this advertising these two words (rich and joy) add and show the good quality of a product. In addition, "joy" here has a double meaning: it means "pleasure" and "delight" because of the "chocolate richness of taste".

2-"Delicious!!!eating your fingers after" (sweet znood al-sit)

This example shows how nice taste, the product has, which makes people keep eating till their fingers.

3-"Use Anbar and get pearls and not just white teeth"

This example assures that the toothpaste can give whitening and shining like pearls. Moreover the word "Anbar" refers to the nice smell too.

Humor which is often emp1oyed by the manufacturers to seek first-hand attention is almost a most attention-getting device of the euphemistic figures. The nature of humor in advertising is: the humor is the product of a contest deliberately constructed to enforce an ambiguity, to demonstrate the choice between meanings impossible, to

leave the reader or hearer thinking about products in semantic space.

As far as I know, humor is one of the most favored euphemistic devices employed by copy writers and one of the most common euphemistic devices used in Arabic advertisements.

5.Conclusion:

Outdoor advertising (in Iraq/Basra city) includes various types of promotional displays, from wall murals to billboards to posters and placement; all tackled communicating messages to the public. The messages might be to buy a product, take a trip, announce for funeral, vote for a politician, or give a service. It might even be a public service announcement.

Essentially, we have discussed briefly the language features of Arabic outdoor advertising, focusing on the main features of wording, major syntactical characteristics and common euphemistic devices. The paper is intended to enable the readers to understand Arabic outdoor advertising texts better and to design and create them when need.

Outdoor advertising offers quality, service, and on-time delivery, a low cost and easy way to reach people. Placed advertising guarantees substantial exposure for very little investment, comparatively speaking. This makes it very cost-effective.

There are many kinds of outdoor advertising choices. The automobile and tourism industries account for a very large percentage of billboard revenue and wall murals offer other forms of promotion. **Billboard** revenue accounted for over half of the advertising texts. Though it may seem like outdoor advertising is for big players, small local businesses

account for most advertisers. Rates vary according to the type of advertisement, size, location and duration.

Outdoor advertising is very cost effective considering the fact that with little investment, one can get so many yields. The major challenge here is the ability of the practitioner to locate a strategic site that guarantees substantial exposure of whatever is placed on the board each time.

A billboard is a large outdoor advertising structure, typically found in high traffic areas such as alongside busy roads. Billboards present large <u>advertisements</u> to passing people. Typically showing large and distinctive visuals, billboards are highly visible in the top <u>designated market areas</u>. Bulletins are the largest, most impactful standard-size billboards. Located primarily on major highways, express ways or principal arterials, they command high-density consumer exposure (mostly to vehicular traffic). Bulletins afford greatest visibility due not only to their size, but because they allow creative "customizing" through extensions and embroideries.

Billboards are an extremely popular way for organizations of all kinds to advertise themselves and their services. Whether it is a business, social services, a religious organization, or any other kind of group that needs the public to know what they do, a billboard can help with their <u>advertising</u>. A good location, great rates, and a well-designed billboard will help, but that is not all there is to

selling billboard space. Getting the word out is just as important as offering a good deal. List your phone number or other contact information so people who see that billboard will know to call you.

Posters are the other common form of billboard advertising, located chiefly in commercial and industrial areas on primary and secondary roads. Posters are a smaller format than bulletins and are viewed generally by residents and people outside in the street.

It goes without saying that research into the language of Arabic advertising is both interesting and rewarding. To achieve this awareness, we should not only have a good understanding of the language of Arabic advertising, but also know its influence on the Arabic language.

One obvious influence of outdoor advertising (in Iraq/Basra city) lies in the fact that Arabic advertising contributes a lot of new words to the vocabulary stock of modern Arabic. The other types of words contributing to the Arabic language are the advertising neologisms, whose abundance is one of the lexical features of Arabic advertising. The influence of Arabic advertising justifies the relationship between a language and its users: people create a language form as desired; this form, in turn affects people's conception of the language as a whole.

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