EXTRA LINGUISTIC DEVICES IN COMMERCIAL ADVERTISES

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ABSTRACT

Today, the market is characterized as being competitive i.e. there is a lot of competition to sell the greatest number of products in the market. Therefore, they get help from advertisements and they need to ensure that their advertising messages are excellent and indicate the advertising brand. The purpose of any advertising campaign is to make the target audience remember the transmitted message, which will eventually change the costumer's buying habits due to the impact of advertisement on their thinking, feeling, and behavior. In this paper, the extralinguistic devices are dealt with as non-verbal communication tools to give force and power to the products in advertisements. Here, three sample advertisements of Hama Group for different products will be analyzed. Hama Group is regarded as a successful company for advertising in Kurdistan Region of Iraq (KRG). In the analysis the frequency of the use of each device with its percentage is illustrated. Depending on the analysis of the devices used by the characters and the results, a number of points are arrived at such as facial expressions can make the addressee understand a message of a speaker without using words, the same extralinguistic devices can carry different meanings, and haptics and touching especially among opposite sexes is rare in the advertisements due to Kurdish cultural norms.

KEYWORDS: Extralinguistic Devices, Haptics, Kinesics

1. INTRODUCTION

The use of extra-linguistic devices is one of the defining characteristics of oral language that add more information to the message and make it more understandable and attractive. extra-linguistic devices as part of communication skills are very important for being successful and attractive especially in advertising. They add more effects to the features of the advertising campaign i.e. they have a great role and add more sense and power to the product.

Extra linguistic devices are defined as "anything (other than language) to which language can relate" (Crystal, 2003).

This paper is an attempt to explore the role of extra-linguistic devices in advertising by choosing three advertments of the Hama group. The characters especially the main ones are focused on to see how the use of extra-linguistic devises makes the scene more effective. Therefore, the current paper aims at finding out if the same body movements give the same message in different contexts or vary from a situation to another.

1. THEORETICAL BACKGROUND

This section is devoted to give a brief overview of extra linguistic devices and their role in advertising. For that purpose kinesics and proxemics are chosen to analyze the ads. Their definitions and subcategories are also presented depending on which the analysis is done.

2.1 Advertising and Its Importance in Commercial Campaign

Skorupa and Duboviciene (2015) define advertising as "a means of communication that informs the perspectives customer about products or services in a visually or verbally attractive way and helps them to make the informed decision". Advertising uses persuasive techniques to explain to customers what is best for them. Through this form of communication, companies encourage or persuade an audience to take some actions, for example, buying a product.

Since the advertising message is usually limited by time and space, it is quite important for advertisers to choose or use effective language to attract their target audience and make them react to the advertisement in a positive way. nowadays different types of the same product are available in the market and customers always try to buy the best so it is the role of advertising agencies to attract the attention of customers (ibid). Ratliff and Rabin Field (ND) state that companies typically advertise to achieve one or more of

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several possible goals such as to inform, persuade or remind or to build brand awareness. Successful advertising also can lead to increased sales, and demands for the advertised product. It will be very likely for the audience to try the product at least one time. Another role of advertisements is that they make the product to be seen by as many people as they want through media.

It can be said that a successful advertisement creates a desire for viewers, listeners or readers for buying products. It also provides information on how to fulfill that desire and makes costumers feel good about doing so. Using a proven technique in advertising increases the desire for that product on the side of customers. For example, posting an advertisement on websites that have a large number of visitors is an effective way and social media is another way since sites such as Facebook have programs that allow advertisers to forget specific geographies (Lovering, 2019). Advertisers have plenty of options for advertisement placement on the Internet; hundreds of companies can help to find suitable sites for advertisements. For all these reasons, the more powerful an advertisement is the more effective it will be and the more customers it will have.

In the theoretical part of the paper, extra-linguistic devices that are used in commercial advertising are dealt with as a basis for the practical part which is analyzing and indicating their role in making the companies more successful in their commercial campaigns.

2.2. Extralisnguistic Devices

To explain the term extra-linguistic, nonverbal communication should be explained as it refers to the whole communicative acts that are performed without words (Knapp, Hall, & Horgan, 2014). Nonverbal communication means "the use of interacting sets of visual, vocal, and invisible communication systems and subsystems by communicators" through the process of encoding and decoding of nonverbal symbols and signs in exchanging messages (Leathers & Eaves, 2008). The messages sent through these devices differ from one situation to another i.e. according to the situation one behavior may give different messages in different situations. An example can be given about "sadness", the facial expressions indicate that and it might be followed by tears from the eyes.

This paper is organized around the two main channels of nonverbal communication: Kinesics (which includes facial expressions, gestures and movements), and the proxemics (such as positioning, orientation, space and haptics).

2.2.1 Kinesics

The word "kinesics" comes from Greek kinēsis which means 'motion' (from Kinein 'to move') (McCracken, 2018). Kałuska (2013) describes kinesics as the movement of the face or body which communicates meaning, i.e. the study of how movement communicates. In general, kinesics cues are those visible body shifts and movements that can send messages (Wang, 2009). The word kinesics is defined by the Oxford dictionary as "the study of the way in which certain body movements and gestures serve as a form of non-verbal communication". So, kinesics is about how movements carry meaning in communication, and there are different meanings for each movement. Therefore, they affect whether any communication is successful or not. Kinesics concerns body movements such as hand, arm, gestures, posture, and facial expressions (Richard G. Jones Jr, 2017).

Bloor and Bloor (2007) define Kinesics as a "semiotic physical phenomena accompanying speech, like hand movements, raised eyebrows, frowns, leaning forward" (174). Kinesics concerns body movements such as gestures and facial expressions. There are a lot of gestures that may be ambiguous depending on the culture. Moreover, there are lots of gestures that are culture-specific and are not used everywhere.

2.2.1.1 Facial Expressions

The face is the most expressive part of the human body. Faces can communicate much meaning. Facial expressions refer to the use of the forehead, brow, and facial muscles around the nose and mouth to convey meaning. When delivering something, they will help in coding and decoding of a message. Facial expressions play an important role in the process of communication. Basic facial expressions are recognizable by humans all over the world. Which are happiness, sadness, fear, anger, and disgust. The first four are especially identifiable across cultures (Hans & Hans, 2015). Facial expressions reinforce the emotional states conveyed through verbal communication. For example, smiling while telling a funny story better conveys emotions (Richard G. Jones Jr, 2017).

Facial Expressions communicate a range of emotions and can be used to infer one's personality and make judgments if a speaker is sincere and competent. They can be used to manage expressions of emotions to intensify what

someone's feeling is, to diminish, cover up, or express a different emotion than someone's feeling, or to pretend an emotion that someone does not really feel. (Metts & Planlap, 2002 cited in Richard G. Jones Jr, 2017).

Since facial expressions are key for emotional communication, they can be used strategically to cheer someone up, lighten a mood, or create a more serious or sad tone. For example, smiles are powerful in building relationships. Smiles can help in reducing hostile situations to an encouraging one (Richard G. Jones Jr, 2017). Therefore, in formal situations, in order to achieve intended goals, one should make sure that his facial expressions match the content of what he is saying. When delivering something humorous, a smile, bright eyes, and slightly raised eyebrows will nonverbally enhance the verbal message. When delivering something serious or sad news, a furrowed brow, a tighter mouth, and even a slight head nod can enhance that message. If facial expressions and speech content are not consistent, audience could become confused by the mixed messages, which could lead them to question honesty and credibility of the speech giver.

2.2.1.2 Gestures

Gestures are arm and hand movements which are mostly used while speaking. The meanings of so many gestures and movements are complicated; some of the meanings are definite, vague; some are self-expression or express emotion, and some reflect personality and attitude. There are gestures which are known all over the world, yet lots of gestures are culture-specific and are not used everywhere. Therefore, the classification of body behavior is complex. For example, of making a downward movement with one hand while talking about not doing very well in a class (Wang, 2009; Yule, 2010).

However, Andersen (1999) classifies gestures into three main types: adaptors, emblems, and illustrators.

a. Adaptors can be defined as "touching behaviors and movements that indicate internal states typically related to arousal or anxiety'' like clicking a pen or scratching your face.

b. Emblems are gestures that have a specific agreed-on meaning. For example, a raised thumb, the "OK" sign with thumb and index finger connected in a circle with the other three fingers sticking up, and the raised middle finger have an agreed-on meaning or meanings. Emblems can be still or in motion; for example, circling the index

finger around at the side of your head says "He or she is crazy," or rolling your hands over and over in front of you says "Move on."

c. Illustrators are the most common type of gesture and are used to illustrate the verbal message they accompany. For example, you might use hand gestures to indicate the size or shape of an object. Illustrators do not typically have meaning on their own and are used subconsciously. Illustrators are natural gestures flow from the speaker as he speaks and vary in terms of intensity and frequency based on context. Although no one ever explicitly taught how to use illustrative gestures, they are done automatically. Think about how you still gesture when having an animated conversation on the phone even though the other person can't see you (Richard G. Jones Jr, 2017).

2.2.2 Proxemics

Proxemics relates to the physical distance between the interlocutors during communication, as well as their posture and whether or not there is physical contact during their conversation. These factors can be looked at in relation to sex, age and cultural background of the people involved and also their attitudes to each other and their state of mind (Bahrami 1999; Wainwright, 2003 cited in Kaluska, 2013). For instance, Kurdish people allow closer contact than people from America. But, In Kurdistan when two people with the opposite sex stand together in a conversation, they do not stand close compared to two people with the same sex. These cultural differences may cause misunderstanding between interlocutors. Proxemics are classified into posture, and haptics as they will be explained in the following sections.

2.2.2.1 Posture

Kałuska (2013) defines posture as a way of positioning one's body or body parts, for instance when standing or sitting," (227). The positioning way might be either intentionally or out of habit. one should use an appropriate posture for the occasion and it should feel natural as well, because different postures express different meanings and wrong postures may offend the interlocutors during a conversation. One can show respect or disrespect, interest or lack of interest and negative or positive emotions by their postures. For example, in a formal occasion, it is important to have an appropriate posture that communicates professionalism and credibility, but leaning on a table or lectern would be inappropriate (ibid). Examples of sitting postures

are leaning back and leaning forward: leaning back shows informality and indifference, and leaning forward shows interest and attentiveness (Pease & Pease, 2004 cited in Richard G. Jones Jr, 2017).

2.2.2.2 Haptics

Another significant aspect of non-verbal communication is haptics which is how touching conveys messages, and it varies across cultures. Haptics is part of all cultures, in some cultures it carries positive denotations while in other countries it carries negative denotations. In the countries where personal space is smaller, the use of touch is much more extensive than in those countries where individuals stand further from each other. If students from China, Japan or the United Kingdom encounter native speakers from Brazil or Italy, they may feel uncomfortable because of the extensive use of touch by the native speakers during the conversation (Axtell, 2007).

Samovar et al. (2007 cited in Richard G. Jones Jr, 2017) define cultures as either touch or non-touch. In touch cultures, people shake hands to greet a stranger or touch the interlocutor during the conversation, whereas in non-touch cultures people tend to avoid the use of touch, especially with strangers (Axtell, 2007; (Kałuska, 2013). Kurdish Culture is an example of non-touch culture especially when two people with opposite sexes communicate; in such communications, any kind of touch should be avoided. While in the communication of two men touching especially shaking hands is common.

3.1 Description of the Selected Ads

The First Ad (Fastline):

The first ad is an advertisement for an Internet service (Fastline) in which a boy has no Internet service and uses others Internet at home, work, and everywhere. But no one is happy to share it with him. This can be realized through facial expressions and movements as well as verbal devices. He is also unhappy with the situations , wherever he goes he asks for a Wi-Fi password and sometimes they tell him the password in a very fast way that he cannot get it. He has to follow those with the service to remain connected. After buying his own service everything changes, as he is so happy and even he does not answer his friends when they ask if he needs a password or not. This is an effective ad because it shows the quality of the service that makes him forget everything and everybody even those whom they shared their Internet with him. The duration of this ad is 1 minute and 25 seconds. The following link is the whole duration of the advertisement: https://www.youtube.com/watch?v=Hdn960gS_UY

The second Ad (the Wise Chef)

It is an advertising for a kind of rice (Mahmood) in which there is a chef who is being famous because of his rice. In the first scene, he is walking through the restaurant proudly, but suddenly two of his waiters tell him that there is no Mahmood rice anywhere and, for him, everything is lost as the only reason for his fame, wealth and peace is that specific rice. All people are eager and asking for the rice. The grief of this disaster makes him get old. But when they call him it was just a bad dream of what will happen if there would be no Mahmood rice, he immediately returns back to his normal mood. The duration of this ad is only 56 seconds, as can be seen in the link below:

https://www.youtube.com/watch?v=WnQ6kbJgYCg

The third ad (Boboto)

The third ad is an advertisement for a kind of cake (called Boboto) in which a couple act like Jack and Rose (in Titanic movie) standing and touching each other on a ship. The man asks the woman to close her eyes and imagine the situation, but even in that romantic moment, the man is thinking all about the cake that the woman has in her purse. When the woman closes her eyes, he takes the cake out. The aim is to show that the cake is even sweeter than feeling romantic. The duration of this ad is one minute and 8 seconds, as can be seen in the link below: https://www.dailymotion.com/video/x5dnuu0

4. DATA ANALYSIS

Companies and famous brands always do their best when advertising for their products to attract the customers' attention as well as compete with other companies and be the best. Extra linguistic devices accompanied by the language the actors use in the ads increase the effectiveness of the ads on the audience and raise their eagerness to test the product at least once. Body movements, gestures, eye contact, touch or facial expressions, in general, support the verbal communication and add more meaning to the message. In this paper, three commercial advertising videos by Hama Group are analyzed and analyzed in the light of what is given in the theoretical background. The table below shows the types of extra-linguistic

devices and the movements that denote the devices as well as their functions:

Table (1): Extra linguistic Devices and their Functions

N.	Extra linguistic Devices		Micro-expressions	Functions
1	Kinesics	Facial Expressions	Forehead, brow, facial muscles, smile, bright eyes, raised eyebrows, tightened mouth, head node.	Happiness Sadness Fear Anger Disgust Agreement Disagreement
		Gestures	Adaptors	Arousal or Anxiety (inner side feelings)
			Emblems	Hand movants to tell something
			Illustrators	Natural subconscious movements to support speech (unintentionally)
2	Proxemics	Posture	Body positioning: standing, sitting,	Formality or informality
			leaning backward or forward	Indifference or interest in the topic and attractiveness
		Haptics	Touching Shaking hands	Communicating emotions and feelings: love, respect, sympathy,

4.1 Kinesics

In this section, facial expressions and gestures used by characters will be analyzed in the selected ads.

Facial Expressions

In the first advertisement, the main character's facial expressions show that he is anxious because of the Internet services low speed while his father's expressions are those of anger as he has frowned eyebrows, staring eyes and round-shaped mouth. Such expressions can be understood as that the net line the family use at the beginning of the advertisement is slow and has limited gigabyte size. This can indicate that anger, surprise, happiness or sadness can be easily expressed and understood through facial expressions.

In the next scene, the main character goes to his friends who are all happy and smiling with bright eyes. The main character asks a friend for the Wi-Fi password and he seems happy and eager to be connected to the Internet; he is smiling with cheeks up to show that he is thankful for giving him the password though his head is downward which shows that he feels shy as he always asks for a Wi-Fi password. At the same moment his friend behaves proudly, superior and egotistic as he has his own net service.

However, the mood changes suddenly right when the friend says you are not allowed to use the net for Facebook, Instagram. Snapchat, Viber and YouTube. Here he feels angry and meh; this feeling is shown through frowned eyebrows and lines created in his forehead, and around his mouth.

The next scene is in a café where the main character asks for Wi-Fi password and he is given the password in a very fast way that he cannot catch it. So he is surprised; with raised eyebrows, frowned face and rounded lips which shows how he feels and is affected by the situation.

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At the end of the ad, the main character buys a fast Internet service of his own. So, his facial expressions change into happiness and approval and they are very obvious that can be seen on his face; he is smiling, has a bright face, opened mouth, and half-closed eyes. He looks at his friends and the café's waitress proudly.

The second ad is a fool chef that walks proudly in his restaurant; he has raised eyebrows, eyes almost closed, and he is smiling. Suddenly all of the expressions on his face reverse since he is being told about a piece of sad news which is that the rice he is using every day is not available anymore and cannot be found anywhere. So, the chef is shocked; he has a wide-open mouth and raised eyebrows. Despite his shock, the expressions on his face could be understood as he feels sorrow. All of the disaster ends when the fool chef wakes up and knows it was all his daydreaming and imagination. His feelings reverse and his facial expressions as well. He feels relaxed, happy and thankful as they are all shown only with nonverbal expressions of smiling, bright face, and opened eyes. The same expressions on his face make his idiocy clear as you watch.

The facial expressions of the couple in the third ad denote two different things: First, the girl with closed eyes raised eyebrows and opened mouth shows her happiness and excitement which means she enjoys the moment as she feels compassionate about her spouse. While the man's expression show something else and it is proven through the direction of his eyes, having only one eyebrow raised. It is further proven by the man's act of taking out the cake eagerly and looking at the cake with half-closed eyes and a widened mouth. Here it can be noticed that in the same situation different characters may use different facial expressions to show what they feel.

4.1.1 **Gestures**
Gestures as a kinesics device has three different types:
1. Adaptors : through which one shows anxiety or arousal from the inner side.
2. Emblems: hand movements to tell something
3. Illustrators: natural subconscious movements to support speech.

In the first scene of the first ad, some gestures are used by the actors that express their inner side. When the boy tells his father there is no Internet service, the father moves his hands towards his son because his son has finished the gigabits. So

he raises his hands one after another. The purpose here is to attack and bit him.

In the second scene of the same ad, the main character puts his hands over his friends shoulder flattering in order to get his WIFI's password. His friend uses his hand pointing to his friend to write the password; this movement could be seen as disapproval to the request. After that, the main character calls another friend, raising his arm and moving his hand simultaneously to support his speech which shows his eagerness to get connected to his Internet since he could not get the earlier one's connection.

After having his own Internet and showing his happiness, the main character covers his face with his hands as if he does not want to talk to anyone and is no longer in need of them through one of his friends touches his shoulder. The friend raises and shakes his hand to ask him what's up.

In the second ad, after the chef is told that there is no rice and everything is damaged, he runs among the people and raises both of his hands and touches his head (which is an illustrator) to show he is agitated and does not know what to do as Mahmood Rice is the only reason of his fame.

Another gesture in the second ad is when the chef puts his open hands in front of his face , which is an emblem, to tell the reporters he does not want to give any speech.

In the third ad, there is only one gesture, and this could be due to the short duration of the ad. There is an adaptor, a hand movement downwards by the man indicating his anger.

4.2 **Proxemics**
Proxemics is another extralinguistic device to be dealt with through posture and haptics if there are any in the selected ads.

4.2.1 **Posture**
Concerning the first ad, Fastline advertisement, when the main character asks for the Wi-Fi password in the café, he leans forward and puts his hands on the table. This posture means that he is seeking and waiting for the password as he is not sure if it will be given to him or not. This posture shows his anxiety of getting the password.

After having Fasline of his own, the main character stands and leans his left shoulder on a wall which indicates his pride. He even does not listen to his friends and ignores them.

In the second ad, when the chef knows there is no Mahmood rice and his restaurant is a disaster now, he puts his knees on the earth to show his grief and sadness for losing all he had because of

the rice such as his fame and wealth. This movement shows the failure of somebody who can do nothing in that situation.

In the third ad, Boboto advertainment, there is no effective posture that has meaning to the audience. The standing of the two actors is regarded to be normal , there is no abnormality.

4.2.2 **Haptics**

The main character of the first ad puts his hand on his friend's shoulder and around his neck when he asks for the Wi-Fi password. Through this kind of movement, he is trying to convince his friend to give him the password. Another touch found in the first ad is when the main character buys Fastline and is proud, one of his friends touches him to call and awaken him, feeling surprised

seeing the main character busy and not asking for a password.

There are two haptics in the second ad: the first one is when the restaurant waitresses are leaving the chef touches the waitress's hand as begging her not to leave. The second one is when two waiters touch the chef to awaken him from his sleep, after which the nightmare ends.

In the third add, the man touches both of his girlfriend's arms imitating jack and Rose in Titanic when jack shows his feelings to Rose, But in the ad the man's aim is to deceive the woman making her busy in order to be able to take out the cake from her purse.

The Frequency and the Percentage of the Uses of the Extra-linguistic Devices in the three ads are shown in table (2).

Table (2): The Frequency and the Percentage of the Uses of the Extra-linguistic Devices

N.	Extra linguistic Devices		Frequency	Percentage
1	Kinesics	Facial Expressions	16	48.48%
		Gestures	8	24.24%
2	Proxemics	Posture	4	12.12 %
		Haptics	5	15.15 %
Total			33	

The above table shows the frequency and the percentage of the use of extra-linguistic devices in the three ads by the characters. The purpose of finding the percentage of the use of each device is to demonstrate which of the extra-linguistic devices is used more. The total number of extra-linguistic devices used in the three ads is 33. The percentage of facial expressions is 48.48% which is the highest percentage among all. This shows the effectiveness of facial expressions as they communicate not only ideas but emotions as well which makes the ads more effective and attractive. They can also be regarded as the key to the first impression and play a critical role in forming it. The second frequent device is gestures with the percentage of 24.24%. Being the second frequent ad shows the importance of gestures as they may be used to point to something to turn the attention of the audience to whatever you want as it is done with the father is the first scene of the first ad (internet service). Or gestures may be used for refusing to do something as it is used by the chef, the main character of the second ad, who

puts his hands in front of his face to reject to give a speech. And the third frequent device is aptics or touching with the percentage of 15.15% as it is used in the three ads for the purpose of persuasion. While the least frequent use of the devices is posture with the percentage of 12.12 %. There were the least abnormal postures in the selected ads that can be regarded effective and affect the audience.

5. **RESULTS**

● In the three ads, different extralinguistic devices are used i.e. the same devices are not used in all of the adds they vary according to specific purposes and aims of the advertiser.

● Similar to the linguistic devices extralinguistic devices have their own role in sending messages to the audience.

● Facial expressions can express different moods like anxiety, anger, happiness, and surprise to support the speech or sometimes it is used without words to give the same message solely.

● Immediate change in the mood can be shown through an immediate change of the facial expressions as it is found with the main characters of the first ad (Internet service) and the chef in the second add.

CONCLUSIONS

● Facial expressions are the most frequent device in the three ads which make the addressee understand a message of a speaker without using words.
● Extra Linguistic devices have the same role as verbal devices in delivering information or message from the speaker to the audience.
● The same movements (extra linguistic devices) can carry different meanings and messages.
● Each of the advertisements focuses on one or more of the extra linguistic devices according to their focus and purposes.
● Haptics and touching, especially among opposite sexes, are rare in the advertisements. This is due to the Kurdish cultural norms.

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