Rhetorical Devices in English Advertisement Texts
- A Descriptive Study

Advertising

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Different types of media are used to deliver these messages, including traditional media such as newspapers, magazines, television, radio, outdoor/direct mail; or new media such as Websites and text messages.

The advertising messages are usually paid for by sponsors and viewed via various media. An advertisement can be defined as a vital marketing tool as well as a powerful communication force.
Rhetorical Devices

-The word rhetoric has been derived from Latin *rhetorica* or *rhetorice*, which has originally come from Greek *rhetorike* meaning the technical art of rhetor, an orator or public speaker.

-Aristotle, in his first book *Rhetoric* (322-320 B.C), has defined rhetorical discourse as the art of discovering all the available means of persuasion in any given case.

-Rhetorical devices serve as a tool to lend beauty, variety, vividness, force, and power to the language.

Some of the most commonly used rhetorical devices are:

Simile is a comparison between two different things that resemble each other in at least one way. In formal prose the simile is a device both of art and explanation, comparing an unfamiliar thing to some familiar thing (an object, event, process, etc.).

**Product: Chevrolet Cruze**
Tagline: Test it like you own it.

Personification is a figure of speech in which either an inanimate object or an abstract idea is represented as a person. By this figure of speech a thing, quality, or idea is spoken of as though it is endowed with human attributes or feelings.

**Product: CITIGROUP or CITIBANK**
Tagline: The citi never sleeps.
In this ad, CITIGROUP is personified as it is associated with sleeping. Sleeping is a human act and as the copy writer is saying that CITIGROUP never sleeps, it is giving the inanimate citi a human attribute (actually trying to say that CITIGROUP would be vigilant, and by never sleeping it would be at the service of its customers).

In rhetoric, an epizeuxis is the repetition of words in immediate succession, for vehemence or emphasis.

**Product: Anacin pain reliever**
Tagline: Fast, Fast, Fast relief.

The word metaphor comes from the Greek word ‘metaphora’, which means carrying a word or term over or beyond. Metaphor contains an implied comparison in which a word or phrase that is ordinarily or primarily used of one thing is transferred to another without giving a formal acknowledgement that any comparison is made.

**Product: Tropicana fruit juice**
Tagline: Your daily ray of sunshine.