

Euphemism as A Persuasive Advertising Strategy

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Abstract

Understanding advertising as a communication process built through persuasive strategies, this work aims to analyze euphemisms, a strategy frequently used in current advertising texts. In this sense, the reasons why this verbal appeal persuades the target audience, as well as why it leads to the buying action, are analyzed. To illustrate the placements, two advertising pieces are used as examples, in order to deduce the facts established throughout the study. It has been found that euphemisms correspond to a persuasive strategy of great utility to attenuate unpleasant expressions and, therefore, avoid situations embarrassing to the target public of the message.

Keywords: advertising, euphemism, persuasion

Introduction

More than a large-scale production industry, advertising is the factor that allows us to understand what makes us part of a community and how we should act in it that is; we create our identity from the framework of a common culture that set forth to us. Thus, we accept as ours the precepts presented by the advertisers, since they dominate the cultural and media scene dictating the subjects that must be discussed and the way each individual should stand before the established propositions, demonstrating own agenda of the subjects that must be discussed in society.

The effects of the meaning of the advertising discourse aim, to some extent, to exert a dominion of the real. Through this we construct a parallel universe of suggestions and interpretations, using various voices and senses since language moves fundamentally through polysemic processes (Falkum, 2015). From publicity that reaches high recall, which makes history by innovating in attitudes and concepts, we put in check traditional values and we begin to structure new principles.

In this sense, the advertising message shows an unprecedented strength. It seeks essentially to build a positive and favorable image of the product and/or brand with the recipient (target audience), creating consumer habits in this, through the aspirations and desires that have and also identifies gifts