Linguistic Variation & Targeted Advertising
Dimensions of Language Variation

- A given language varies in as many ways as you can divide people into social groups
  - Regional Varieties
  - Sociolects
    - Gender
    - Race/Ethnicity
    - Socio-economic status
    - Politically/Socially Conservative vs. Liberal
    - Age
    - Profession (Jargon, Argot)
  - Registers
    - Casual vs. Formal
    - Technical vs. Simplified
Language Variation, con’t.

• The dialect you speak at a given moment is
  – Determined by your social group
  – AND by the social group of the person you’re speaking to
  – AND by the social context of the discourse

• Idiolect: Your own personal dialect

• Community Membership
  – Inclusion
  – Exclusion
Simplified View of Language

Phonology:
\[ /f\]

Lexical/Semantic:
Forget = not remember
About = in regards to

Prgamatics/Usage:
May mean: “no problem”
Register: Casual

“fuggeddabouit”
Levels of Variation

- Phonetic/Phonological
  - Regional Dialects: /ɔ/ vs. /ɔ/2/
    - ‘I caught you sleeping on the cot.’
    - ‘Don woke up at dawn every morning.’
Levels of Variation, con’t.

- Lexical/Semantic Variation
  - Soda (Eastern)
  - Pop (Midwestern)
  - Coke (Southern)
  - Cart
  - Carriage
Levels of Variation, con’t

• Syntactic (Sentence Structure)
  – ‘I might could go to the pool this weekend.’
  – AAVE
    • She a good dancer
    • He be getting up early.
  – Register:
    • More Support For Eating Fatty Fish
Levels of Variation, con’t

• Pragmatics/Usage
  – Formality or Familiarity
    • Pardon me, would you happen to have any Grey Poupon?
    • Hey, pass the mustard.
  – Idioms, Set Phrases
    • “I’m all set”
  – Turn-taking
<table>
<thead>
<tr>
<th></th>
<th>Region: RI</th>
<th>Gender</th>
<th>Formality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phonology</strong></td>
<td>/ʃ/ vs. /ɔ/</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>car=cah</td>
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<tr>
<td><strong>Lexical/ Semantics</strong></td>
<td>‘carriage’=</td>
<td>F=more color terms</td>
<td></td>
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<td></td>
<td>Cart</td>
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</tr>
<tr>
<td><strong>Syntax</strong></td>
<td></td>
<td></td>
<td>tu/ vous</td>
</tr>
<tr>
<td><strong>Pragmatics</strong></td>
<td>‘I’m all set’</td>
<td></td>
<td>Excuse me vs. hey you!</td>
</tr>
<tr>
<td><strong>Usage</strong></td>
<td></td>
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</tbody>
</table>
• How do advertisers use linguistic variation to their advantage?
  – Identification with the target audience.
    • It’s possible for advertisers to match language variety in an ad to their target demographic
Millions
upon millions
of little, round,
red, innocent
cranberries
were crushed to a
pulp to bring you
this vodka.

(A moment
of silence
please.)

Now let's drink
the little suckers.

Finlandia.
Cranberry
vodka from the top
of the world.
MY LITTLE LINES

my little lines got their start with a reflector and a bottle of baby oil.
my little lines have squinted their way from wild parties to peewee soccer.
my little lines have met their match.

INTRODUCING POND'S DRAMATIC RESULTS

Our exclusively formulated Anti-Wrinkle Cream dramatically reduces signs of aging
and is blended for optimal results with: Alpha Hydroxy • Retinol • Vitamin C.

[Table with row 1: Day, week 1, week 2, week 3, week 4]
[Row 2: 1, 2, 3, 4, 5]
[Row 3: Reduces the signs of aging]

POND'S

THE MOST CONCENTRATED RETINOL SKINCARE
PRODUCT AVAILABLE OVER THE COUNTER

total effects

Fighting past damage
on your age zones?

More power to you.

Introducing Olay Intensive Restoration Treatment. The first Olay treatment
developed exclusively to help restore the appearance of age zones, with a
combination of Vitamin A and pro-retinol. Total Effects Intensive Restoration
Treatment. Use it with your regular moisturizer and you won't look back.

www.olay.com
“I look temptation right in the eye, and then I make my own decision”
• How do advertisers use linguistic variation to their advantage?
  – Identification with the target audience.
  – Identification with stereotyped characteristics of users of the language variety.
  • British voiceovers for luxury products
“We ate Quaker Oatmeal for 30 days and it helped us both reduce our cholesterol 17 points. With numbers like that, you can be sure we’re still eating our oatmeal.

You know what they say: If it ain’t broke, don’t fix it.
Poietics™ Primary Hematopoietic Progenitor Cells

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- Progenitor Cells from
  Multiple Tissues and Donors
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  Material Daily
- Positive or Negative
  Cell Selection
- New Progenitor
  Proliferation Media

Consistent Every Time

Purified and Pre-tested Cells
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- Mononuclear Cells
- Erythroid Progenitors
- Other Unique Cell Types

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- Cord Blood
- Fetal Liver

New Progenitor Proliferation Media
- HPGM - Hematopoietic Progenitor
  Growth Media
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  Progenitor Cells
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Email: info@biooietics@biowittaker.com
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MO RE Performance
A passion for performance.

**MO RE Power**
Patented PowerLock™ construction keeps frame thickness 20% shallower, delivers purer, unsurpassed power with 36% DRILLED HOLE.

**MO RE Control**
Direct Contact™ string channels give you an incredibly precise, deadly fast, and alive for advanced net placement.

**MO RE Comfort**
Maiden® handle in-air-filled cushions eliminates hand shock absorption and grip vibrations.

MO RE Power, MO RE Control, MO RE Comfort, in just the right proportion for your game. See your Prince dealer today for a racquet technology truly greater than the sum of its parts.

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THE POWER TO TURN MILES INTO MILESTONES.
THE PREMIERE OF THE NEXT ROLLS-ROYCE.

Presenting the new 1994 Rolls-Royce. Among its refinements, one will discover the addition of a passenger side airbag, creating the safest Rolls-Royce motor car ever. Equally notable is the most powerful engine of any Rolls-Royce. And now, the assurance of free scheduled maintenance for three years and unlimited miles elevates an already unrivaled experience. The 1994 Rolls-Royce. A milestone for those who have crossed it. And for those who still await it.

Please call (800) 257-6567 for the dealer nearest you.

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"Toyotas Are Darn Near Indestructible."
4-Wheel & Off-Road

The first thing you'll notice about tough Toyota Trucks like the 1994 4x2 Standard Bed (IXK probably isn't just how good they look, or the powerful 2.4-liter engine. Not even the spacious cargo bed. It's that year in, year out, Toyota have a habit of sticking around.

We started selling trucks in America 30 years ago. And now over three million are still on the road. Still working hard. Still playing hard. And still satisfying owners. In addition, Toyota owners have ranked Toyota #1 in the J.D. Power and Associates' 1994 Customer Satisfaction Survey. J.D. Power and Associates' 1994 Customer Satisfaction Survey, which was based on interviews with 34,000 car and truck owners. Toyota changed the way people think about trucks. Toyota. Just. Gotta. Love. 'em.

TOYOTA Trucks
"I love what you do for me."
Does it work?

• Research on Hispanic consumers showed that the use of Spanish in an ad was perceived to be an effort on the part of the advertiser to identify with the Hispanic community (Koslow, et al, 1994).

• But! This can backfire . . .
  – Researchers control for consumer’s perception of advertiser ‘effort’
  – NO effect on audience as amount of Spanish in the ad increases
  – In fact, when the ad was exclusively in Spanish, consumers were suspicious of the advertiser’s intent
• How do advertisers use linguistic variation to their advantage?
  – Identification with the target audience.
  – Identification with stereotyped characteristics of users of the language variety.
  – Distancing themselves from an undesirable association.
Enjoy a dash of spice and bouquet of flavor without having to say words like dash and bouquet.

Finally, a marinade from the steak guys.

Yeah, it's that important.
Out here the height of fashion is keeping five toes on each foot.
EXPERTS RECOMMEND MUDBATHS TO HELP RELIEVE STRESS.

WITH ITS POWERFUL 24-VALVE, 175 HORSEPOWER ENGINE, THE FOUR-WHEEL DRIVE ISUZU MAY BE JUST THE ESCAPE YOU'VE BEEN LOOKING FOR. CALL 1-800-728-2780.
One does not solve the world’s problems over a glass of white wine.
To Wrap Up

- For every target demographic, there is a corresponding language variety
  - Advertisers can exploit linguistic variation to their advantage
  - But! The success of an ad depends crucially on walking the fine line between identification with the target audience and pandering to them.