

American Mobile Operators in Addressing Customers/Potential Customers: A Linguistic Approach

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ABSTRAKT

Tato bakalářská práce se zaměřuje primárně na jazyk a lingvistické prostředky používané v reklamě tří vybraných amerických mobilních operátorů: AT&T, Verizon a T-Mobile. Teoretická část popisuje marketing, reklamu a reklamu v médiích. Dále popisuje vizuální stránku reklamy. Analýza sleduje použití vybraných lingvistických prostředků jednotlivými operátory a jejich účel při oslovení zákazníků. Rovněž porovnává účinnost prostředků volených operátory při tvorbě jejich reklamy. Vizuální stránka je analyzována pouze okrajově. Analýza prokazuje, že američtí mobilní operátoři používají stejné nebo podobné lingvistické prostředky při oslovování zákazníků a také k vytvoření úspěšné reklamy.

Klíčová slova: reklama, oslovování zákazníků, američtí mobilní operátoři, lingvistická analýza, vizuální stránka

ABSTRACT

This bachelor's thesis focuses primarily on the language and linguistic devices used in the advertisements of three selected American mobile operators: AT&T, Verizon and T-Mobile. The theoretical part of this thesis describes marketing, advertising and advertising in media. Furthermore, it describes the visual side of advertising. The analysis follows the use of the selected linguistic devices by individual operators and their purpose to address customers. It also compares the effectiveness of the devices chosen by the operators when creating their advertisements. The visual side is analysed only marginally. The analysis proves that American mobile operators use the same or similar linguistic devices to address customers but also to create a successful advertisement.

Keywords: advertising, addressing customers, American mobile operators, linguistic analysis, visual side

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I hereby declare that the print version of my Bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

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INTRODUCTION

These days, it is hardly possible to imagine life without advertising and mobile devices, which are tightly connected with mobile operators who provide services related to mobile phones. Both advertising and mobile operators are crucial for this bachelor's thesis.

This thesis is divided into a theoretical part and an analytical part. The theoretical part describes firstly marketing and digital marketing. After this, advertising, its characteristics and roles are explained. This part is followed by advertising in media, including print, electronic and social media. Then, the language of advertising is introduced, and the linguistic devices are described, namely semantic, phonological, lexical and syntactic devices, with regard to their purpose and use in advertising. After that, the visual side of advertisements is briefly presented, including the use of images and colours. Lastly, three selected American mobile operators are introduced.

The analytical part covers the analysis of the collected advertisements of three selected American mobile operators: AT&T, Verizon and T-Mobile, ten advertisements from each. These advertisements are examined primarily from the linguistic perspective.

The linguistic devices that are generally used in advertising are described in detail in the theoretical part of this thesis. They are subsequently followed and analysed in the analytical part of this thesis. Further, the visual side of the advertisements is explored. However, it is analysed only marginally, as the bachelor's thesis is linguistically oriented. The main aim of the analytical part is to find out if those linguistic devices are necessary for the advertisements and how important they are when addressing customers or potential customers.

I. THEORY

1 MARKETING

The definition of marketing in its most straightforward meaning is "managing profitable customer relationship." (Armstrong and Kotler 2015, 32) Moriarty et al. believe that marketing is all the activities involved in a marketing process that includes, e.g., the way a product is designed, priced, produced or promoted. (2009, 80-81) As Palmer states, marketing is also about bringing buyers and sellers together to create an opportunity for sellers to offer products or services in which customers or potential customers may be interested. He believes that customers' needs are starters for marketing activity. (2012,4)

Armstrong and Kotler claim that the goal of marketing is to attract new customers by offering them extra added value. Another goal is to maintain customers by giving them satisfaction because fulfilling customers' needs is essential in marketing. (2015, 32-33) Besides, Rowles highlights that customers should understand the whole marketing process to choose the right product and select a brand that would be the best for them. (2017, 12)

1.1 Digital Marketing

Smith and Chaffey state that digital marketing is presented online via websites, online advertisements, mobile applications or occurring platforms. The main aim of digital marketing is to get close to customers. Then, to understand them and keep a conversation with them. Furthermore, another aim is to add extra value to products or run digital campaigns. (2017, 13)

Charlesworth states that any online presence or activity related to marketing has three main objectives: *brand development*, *revenue/income generation* and *customer care/service/support*. (2018, 55) In comparison, Smith and Chaffey introduce the objectives of digital marketing as *grow sales* through broader distribution, promotion or sales; *add value* by giving extra benefits to customers; *get closer to customers* by communicating with them; *save costs*, e.g., of services, or administration to increase profit; and *extend the brand online* to strengthen brand values. (2017, 23)

2 ADVERTISING

Advertising has become an inevitable part of human life, which can be seen practically everywhere. Advertising is defined as "paid-for, non-personal communication from an identified organisation, body or individual designed to communicate information and to influence consumer behaviour." (Yeshin 2006, 1)

As Vestergaard and Schröder suggest, people are surrounded by advertising all the time. It can be seen, for example, on the Internet, on television, on billboards, on posters, in newspapers, in shopping centres, or in the streets. (1985, 1) Janoschka adds that it is impossible to ignore or not to notice advertising. (2004, 9) Besides, as Dyer claims, advertisements are the most influential elements of people's life. In addition, advertisements can be considered as something irritating while someone can find them attractive. (1982, 1-2)

2.1 Characteristics of Advertising

Goddard states that terms *advertisement* and *advertising* have at their root a Latin word *advertere*, which means turn towards. (2002, 9) Percy and Rosenbaum-Elliott propound with Goddard and state that advertising should be created in a simple way to call customers' attention and turn customers toward offered products or services by providing information. (2016, 4) Nevertheless, Fletcher distinguishes between these two terms and claims that *advertising* is a process, while an *advertisement* is a final result of that process. (2010, 2) Mackay believes that advertising is all about communication. There should be a communication process between the advertiser and the receiver. (2005, 23)

Vestergaard and Schröder assert advertising as either verbal or non-verbal, public and one-way communication where are involved at least two people. In the case of advertising, it is the addresser and the addressee. The advertising message is transferred through a different type of media, and it is addressed to the whole public. (1985, 13-15)

Křížek and Crha suggest that each advertisement should be unique and memorable to be successful. (2012, 64) They add that customers expect advertising to be both meaningful and entertaining. (2012, 53)

2.2 Roles of Advertising

According to Moriarty et al., the primary role of advertising is to inform someone about something and persuade him or her to do something. (2009, 55) A more precise explanation is provided by Bovée et al., who claim that advertising should inform

people about products, services or ideas and, thus, to persuade or influence them to do something, e.g., to buy an offered product or to donate money for a charity. However, the information can also have the opposite meaning of persuasion, and its role can be to highlight the danger of something, e.g., smoking or drug abuse, as they state. (1985, 4) Moreover, Skorupa and Dubovičienė state that the role of advertising is also to provide communication between the addresser and the addressee. (2015, 109) Furthermore, Kalmane claims that advertising has also a manipulative role to change customers' choices to gain financial benefit. (2012, 2) Additionally, Göttlichová says that the role of advertising is also to remind people of a product, a service or a brand regularly. (2017, 16)

2.3 Advertising as a Part of Marketing

Moriarty et al. point out that advertising is highly connected with marketing. People are part of the world of marketing every time they visit a shop or purchase something. (2009, 80-81) They add that advertising is a type of marketing communication that refers to all the communication techniques used by marketers to reach customers and deliver them messages. If the customer reacts precisely as the advertiser wants, the advertisement is thought to be effective, as they conclude. (2009, 53)

Jethwaney sees advertising as a powerful tool used in marketing to promote a new product, its features, advantages, and thereby, it helps to create the best image of the brand and to optimise its revenues and profits. (2012, 11) Bovée et al. state that advertising is crucial in the marketing process. A product is developed to satisfy customers, and advertising helps persuade them to select one product rather than another. (1985, 11)

3 ADVERTISING IN MEDIA

Moriarty et al. say that media refer to the way how are the advertising messages delivered to customers. (2009, 273) As Fletcher states, just after the advertisement is done, another essential step is to choose the right medium where the advertisement will be situated. When the medium is selected, the advertiser pays for transmitting the message that he or she wants to share with the public. (2010, 45-46)

Katz divides media into two types: print and electronic. She suggests that through media, advertisers can communicate information to their customers. She adds that media fulfil two basic needs at the same time: to inform and to entertain customers. (2016, 1-3)

3.1 Advertising in Print Media

According to Vysekalová and Mikeš, print media include mainly magazines and newspapers. (2018, 41) Katz adds outdoor billboards, yellow papers and direct mail. (2016, 3) Besides, Moriarty et al. add also brochures and outdoor signs. (2009, 279)

Křížek and Crha propound that print is the most common advertising medium, which provides information about products instead of developing a brand image. (2012, 149) Moriarty et al. add that print media want to reach more people and many of them also appear in electronic or digital forms these days. (2009, 279)

Janoschka claims that advertising in print media is directed by the advertiser to a large audience. Thus, it is non-personal because it is not addressed to a specific person but to everyone who sees it or reads it. It is also suggested as a one-way communication because it does not allow communication between the addresser and the addressee. (2004, 17)

Arens et al. say that print advertisements provide detailed information about the advertised products or services. They add that print media tend to be unique, flexible and that they allow advertisers to express creativity. (2012, 281-292) Moriarty et al. add that advertisements in print provide more information because they are usually much longer than advertisements on the Internet. Another significant advantage of print is that people can save print advertisements, reread them any time they want, or choose advertisements they are interested in and keeping them, as Moriarty et al. suggest. (2009, 279)

3.2 Advertising in Electronic Media

Electronic media include television, radio, the Internet and mobile phone, as Katz states. (2016, 3) This part describes advertising on the Internet because the analysed advertisements were collected from various websites. Hanafizadeh and Behboudi suggest that nowadays,

the Internet is a part of everyone's life. It is believed to be the most important and influential medium which can connect the whole world. It is also a successful tool for transferring information by using the Web. (2012, 20) Janoschka suggests that Internet advertising is a type of mass communication where advertisers can address a wide range of customers, who have access to the Internet, either personally or non-personally, using written or spoken language. It also offers customers' feedback. (2004, 17)

Hanafizadeh and Behboudi claim that banners, pop-ups, pop-unders, e-mail and a search engine are the most common methods of Internet advertising. (2012, 90) Altstiel and Grow stress that banner advertisements are fundamentals of Internet advertising. (2013, 257) Hanafizadeh and Behboudi explain that banners encourage customers to click on the advertisement. If they do so, they will be transferred to the website of the advertised product or service. Pop-ups automatically appear in a new window on the browser, while pop-unders appear when the web page is closed. Advertisers also address customers via e-mail to offer them products or services. (2012, 90) Lastly, Hanafizadeh and Behboudi add that advertising in a search engine works on a basis that customers search for a specific word on the Internet using the search engine and then, advertisements containing the same keyword will appear. (2012, 12)

Altstiel and Grow claim that the Internet is the most personal medium. Its most significant advantage is that it is available anytime and that many people are connected to the Internet. (2010, 236) In comparison, Hanafizadeh and Behboudi claim that the biggest benefit of Internet advertising is interactivity. It allows customers to click on the advertisement that leads them into the website immediately. (2012, 29-30) However, Altstiel and Grow claim that Internet advertising also has disadvantages. The problem is that not everyone owns a mobile phone or a computer. Additionally, readers are also limited to the size of the display, as they state. (2010, 237)

3.2.1 Advertising in Social Media

As Olin says, social media advertising is a part of marketing used to deliver messages from advertisers to customers or potential customers through social media. (2011, 6) Carter and Levy suggest that social media allow marketers or companies to reach out to customers and to communicate with them worldwide. (2012, 2) Armstrong and Kotler claim that nowadays, it is hard to find a website of a brand that does not contain a link to its social media websites, such as Facebook, Instagram or Twitter, for example. (2015, 53)

Meert divides advertising in social media into paid search and paid social media. Paid search includes, for instance, Google AdWords, while paid social includes, for example, Facebook and Instagram advertisements. Paid search media allow advertising through search engines, such as Google, Bing or Yahoo. Customers type keywords of products or services they want to search, and once it matches the keywords in advertisements, these advertisements will appear in the search results. According to Meert, advertisers pay whenever customers click on advertisements or when advertisements are displayed. To compare, paid social advertising does not work on a search basis. These advertisements appear immediately on social media platforms. (2017, 11-12)

3.2.1.1 Advertising on Facebook

Meert claims that Facebook is the most popular social media network with many users. Thus, it is easier for advertisers to reach the right target audience. (2017, 12) Carter and Levy suggest that every time a person logs in to Facebook, advertisements are visible immediately. (2012, 95)

Olin divides advertising on Facebook into news feed ads, Facebook pages, Facebook groups, Facebook events and Facebook notes. He explains that, for example, news feed ads are placed on the user's home page between the wall posts. As Olin states, these advertisements are popular, especially among big companies, to reach more potential customers. (2011, 9-10)

According to Carter and Levy, the advantage of advertising on Facebook is using users' personal information to target them for specific advertising. They claim that Facebook allows targeting the audience based on various filters, such as location, age, sex, education, etc. (2012, 96-100) The targeting area can also be based on peoples' lifestyle or interests, as Meert says. (2017, 13)

3.2.1.2 Advertising on Instagram

According to Çetintürk and Poyraz, Instagram offers two ways how to advertise: either sponsored (paid) posts or cooperation (sponsorship) with influencers. Sponsored posts are published on Instagram, and they are visible to every user. In contrast, collaboration with influencers, who have a high number of followers, is based on the principle that influencers share a picture with the advertised product or publish a promotional video. Çetintürk and Poyraz state that in these videos, influencers speak about their experience with the brand and about the benefits of the advertised product to persuade other people to purchase it. (2019, 143-144)

As Gold points out, advertising on Instagram also allows advertisers to target and captivate customers or potential customers by using creative content, such as videos or images. (2015, 27) Meert suggests that these days, Instagram feed and Instagram stories are used for advertising. Photos and videos published via Instagram feed or stories may also appear on Facebook because nowadays, Facebook owns also Instagram. (2017, 15)

4 LANGUAGE OF ADVERTISING

Vestergaard and Schröder claim that the language is the most crucial element in communication as well as in advertising. (1985, 13) As Dyer suggests, the language of advertising is sometimes more important than the visual effect, and it can be persuasively used to make people do something. (1982, 139) Dyer adds that the language of advertising is mainly standard, informal, but at the same time colourful and imaginative. (1982, 151)

Dyer points out that a brand's name, slogans, catchphrases, and rhetorical figures can be used to help customers remember advertising. (1982, 139) Göttlichová says that the use of unusual words and uncommon comparisons make the advertisement more impressive. She also states that there should be used concrete expressions and phrases that express emotions. (2017, 17-18) In addition, according to Dyer, ungrammatical forms or semantic mistakes can be used to extend a means of expression. He also recommends using words out of context or spelling mistakes to catch customers' attention and to make advertisements more enjoyable. (1982, 152)

4.1 Linguistic Devices in Advertising

According to Teodorescu, linguistic devices are used in advertising to attract customer's attention and to create a powerful message. They are also employed to emphasise the overall effect of advertisements. (2015, 115) Woods adds that these instruments are also applied to construct the meaning of advertising. (2006, 41) Minářová states that the author of the communication chooses from linguistic resources of the language, more precisely from phonological, morphological, lexical and syntactic resources. (2011, 31) The following part of the thesis deals with semantic, phonological, lexical and syntactic devices used in advertising.

4.1.1 Semantic Devices

As Emodi suggests, the effectiveness of advertising depends on the right choice of words. Words express the correct meaning of the message and convey it to customers. (2011, 317) Chuandao adds that figures of speech are frequently employed to make the advertisement more attractive, and they also help persuade customers to purchase the advertised product or service. (2005)

Skorupa and Dubovičienė state that rhetorical devices and figures of speech are used to evoke emotions, express the meaning of the message, and create a unique effect. They add that the use of figurative language helps to remember advertising better. (2015, 113)

4.1.1.1 Parallelism

Parallelism is defined as the "repetition of formal patterns." (Kumari 2014, 112) Parallelism is the most frequent figure of speech used in advertising, as Křížek and Crha point out. (2012, 129) According to Kumari, it is a rhetorical device employed to heighten the importance of the advertising message and its emotional tone. (2014, 112) Dubovičienė and Skorupa add that parallelism creates an equal flow of ideas, and even though it uses repetition, it can be used as a persuasive tool. (2014, 70)

4.1.1.2 Personification

Personification is a rhetorical figure where "something not human is given a human identity or face." (Melion and Ramakers 2016, 1) In advertising, many products are represented with human characteristics and with window-dress qualities that help to promote them, as Woods suggests. (2006, 35-37) Skorupa and Dubovičienė state that personification may also be applied to make advertising more interesting and attractive. (2015, 113-114)

4.1.1.3 Simile

Simile is a figure of speech "whereby two concepts are imaginatively and descriptively compared." (Wales 2001, 358) Simile employs words as *like*, *than*, *as*, or *as if*, but when comparing two things, there are used expressions like *as...as* or *so...as*, as Kumari points out. (2014, 118) According to Dubovičienė and Skorupa, simile is used to stress positive characteristics of products or services and to highlight and strengthen their features' emotional representation. (2014, 64)

4.1.1.4 Metaphor

Kumari introduces a definition of metaphor from Oxford Advanced Learner's Dictionary as "a word or phrase used in an imaginative way to describe sb/sth else, in order to show that the two things have the same qualities and to make the description more powerful." (Kumari 2014, 119) Kumari adds that metaphor also stimulates the curiosity of the reader about the advertised product. (2014, 119) Skorupa and Dubovičienė claim that metaphor highlights the main idea of the advertised message. It is also employed to compare two things that have no relation by stating that one thing is identical as another one to reveal their similarities. (2015, 114-115)

4.1.1.5 Metonymy

Metonymy is when one entity identifies a more complex one, as Kumari says. In advertising, metonymy is used to express the whole group by using an associated word. (2014, 121) Sobrino adds that metonymy is used to shift the attention from the advertised product to the promoted benefits. Additionally, metonymy can also be employed when the advertised product is connected with someone or with other related elements. (2017, 95)

4.1.1.6 Hyperbole

Hyperbole is a figure of speech that is known as "exaggeration or over-statement." (Wales 2001, 190) Wales adds that hyperbole is generally used to emphasise something and to evoke emotions and interest. (2001, 190) Kumari points out that hyperbole makes advertisements as attractive as possible. (2014, 118) Skorupa and Dubovičienė add that hyperbole emphasises the features of the advertised product, and it is also used to create a strong impression and emotional responses. (2015, 115)

4.1.1.7 Ellipsis

Ellipsis is a cohesive device that is defined as "the omission of part of a structure." (Kumari 2014, 113) As Cook claims, ellipsis is applied in advertising to save space and money, and it is also used to avoid features of the message that are not important. (2001, 171) Kumari states that ellipsis is commonly used in the spoken language and face-to-face conversations. (2014, 114) Thus, as Goddard points out, the use of ellipsis forms a closeness with customers. (2002, 125)

4.1.1.8 Euphemism

Wales states that euphemism is a replacement of unpleasant expressions for harmless or more pleasing ones. (2001, 137) Goddard claims that euphemism deals with taboo or sensitive subjects that are uncomfortable in speech or writing. (2002, 125) In addition, according to Woods (Woods 2006, 26), euphemism is used in advertising when the advertised product may cause embarrassment or when are mentioned topics that are impolite for the public.

4.1.2 Phonological Devices

Kumari claims that the language of advertising is compared to the language of poetic texts. Thus, advertising uses similar instruments as those used in poetic texts. (2014, 93) Concerning phonological devices, Göttlichová highlights the use of rhyme, alliteration

and rhythm in advertising. (2017, 17) Besides, Kumari also adds assonance and states that these devices help to make the advertisement more memorable. (2014, 93)

4.1.2.1 Alliteration

Křížek and Crha say that alliteration is a repetition of the same sound at the beginning of words in a series. The use of alliteration helps to remember the advertised message, as they suggest. (2012, 128) Furthermore, Dubovičienė and Skorupa state that alliteration makes the whole message more attractive. (2014, 68)

4.1.2.2 Assonance

Assonance is defined as "the resemblance or similarity in sound between vowels followed by different consonants in two or more stressed syllables." (Hengreaves 2007, 4) Skorupa and Dubovičienė claim that assonance is used as an attention-seeking device in advertising, which makes the message more memorable. It also adds a powerful beating rhythm to the advertisement. (2015, 113)

4.1.2.3 Rhyme

As Křížek and Crha point out, rhyme is a repetition of sounds at the end of a word that begins with the stressed vowel. (2012, 126) According to Skorupa and Dubovičienė, rhyme is believed to be one of the most efficient tools in advertising. (2015, 111) Woods claims that rhyme is a device that helps to make the message more memorable in peoples' minds. (2006, 18) Göttlichová adds that rhyme increases the effectiveness of advertising. (2017, 18)

4.1.2.4 Rhythm

Rhythm refers to "the pattern of stressed and unstressed syllables in speech." (Ballard 2013, 276) According to Woods, rhythm is used to make the advertised message more memorable. (2006, 19) Dyer points out that rhythm attracts attention and evokes emotions. (1982, 151-152) Kumari suggests that advertising should use catchy phrases and be easily remembered. Thus, rhythm helps fulfil these requirements. Rhythm also creates a significant emotional effect. (2014, 94)

4.1.3 Lexical Devices

As Woods suggests, the language of advertising contains descriptive words to make the promoted product, service, or idea stand out and unique while using words with persuasive effect. (2006, 20) According to Vaičėnienė, parts of speech are often manipulated to make the advertising message more compelling, to create an impression

or to evoke emotions. Adjectives and adverbs express the qualities and features of the advertised product and they are considered as the primary devices that evoke emotions. (2006, 45) Cook adds that pronouns are also frequently used in advertising. (2001, 157)

4.1.3.1 Verbs

Kumari suggests that simple imperatives or simple present forms of verbs are mainly employed in advertising to satisfy customers' desires. There can also be found verbs, such as a modal *will* that evokes an impression of promise or a modal *can*. (2014, 98) In addition, according to Delin, the modal *can* conveys both possibility and permission. Other verbs that can be found in advertising are *make, get, give, have, buy, know* or *keep*, as Delin claims. (2000, 132) Vestergaard and Schröder state that the verb *buy* should not be used because it expresses a direct order. They suggest that verbs that may be applied as synonyms for *buy* are *try, ask for, get, take, use, see, give, remember, choose*, and *look for*, for instance. (1985, 68)

4.1.3.2 Nouns

Kumari states that texts of advertisements do not contain verbs at all in many cases, and they consist only of nouns. In advertising, nouns are usually preceded by adjectives, based on the aspiration to efficiently describe and qualify features of the advertised product or service. Additionally, texts of advertisements often contain nouns used as secondary adjectives, as Kumari suggests. (2014, 98-99) According to Hogan, *advantage, joy, fun, benefit, discovery*, and *health* are nouns used in advertising that are considered as decisive. (1996, 79)

4.1.3.3 Adjectives and Adverbs

Dyer suggests that adverbs and adjectives are essential elements employed in advertising because they are triggers that stimulate dreams and wishes. He adds that they can evoke, for instance, the look, taste, or sound of the advertised product or service. Dyer states that the most favourite adjective is *new* because it can be used almost with any feature of the advertised product or service, e.g., size, shape, and colour. (1982, 149) Kalmane claims that the adjective *new* is persuasive because customers want to try something new. (2012, 18) Linghong adds that superlative degrees of adjectives are employed to highlight the qualities of the advertised product and service. (2006, 74)

Woods claims that adverbs are applied in advertising to add value to the promoted statement or to highlight the features of the advertised product or service. (2006, 25) She adds that comparative adjectives and adverbs are commonly applied in advertising when stating that one product is better than another. (2006, 28)

4.1.3.4 Pronouns

According to Cook, advertisements contain mainly personal pronouns like *I*, *you*, *we*, and *he/she*. (2001, 157) As Woods states, the use of the personal pronoun *you* forms an illusion of personal communication because customers may feel that the message is addressed directly to them. (2006, 32-34) Cook claims that the personal pronouns *you* and *I* are used frequently in advertising. He explains that *you* refers to the customer, while *I* refers to the advertiser. (2001, 157) Linghong suggests that the personal pronouns *you* and *we* make the advertisement more attractive. (2006, 74) Wang says that the personal pronoun *we* is divided into two categories: inclusive and exclusive, where inclusive *we* involves the addressee and the addresser, while exclusive *we* refers to the addresser together with another person, but not the addressee. (2017, 149)

4.1.4 Syntactic Devices

Syntax also plays an essential role in advertising. Jefkins states that sentences used in advertising should be short and straightforward. (1985, 262) Woods claims that sentences, words and phrases with short and simple structure, which provide quick and easy understanding, are rather employed than complex sentences. Furthermore, she suggests that many advertisements contain imperative syntactic forms to make people purchase the advertised product or service. (2006, 25-26)

4.1.4.1 Sentence Types

Kumari divides sentences into four types: declarative, interrogative, imperative and exclamative. (2014, 108) Linghong claims that declarative sentences are primarily used in advertising because they provide information about the advertised product to inform customers about its features and profits. (2006, 76) Woods states that the aim of advertising is to persuade people to buy a specific product or service. Thus, imperative sentences are applied widely to urge customers to do something, e.g., *to try*, *choose* or *use* the product. (2006, 26)

Kumari claims that interrogative sentences are employed to catch customer's attention and to create an illusion of communication between the addresser and the addressee.

However, it is expected that the addressee answers silently. Another use of interrogative sentences is to introduce the question as a problem followed by a solution. He adds that rhetorical questions are also employed, and they do not need the answer, or they are already answered by advertisers themselves. Exclamative sentences are applied to emphasise the whole sentence, as Kumari states. (2014, 110-111)

4.1.4.2 Sentence Structure

Woods says that advertisements contain simple words and phrases to provide easy customer understanding. (2006, 25) Kumari claims that there is often a tendency to punctuate phrases in advertising, so customers are addressed by incomplete sentences. (2014, 115) Woods adds that incomplete sentences consist only of a part of the message describing the key features of products or services to emphasise their qualities. She also states that there is often a tendency to break the grammatical rules of a sentence structure in advertising to make the message more creative and attractive. (2006, 26-31)

As Linghong points out, the length of a sentence is also an essential element. He distinguishes between short and long sentences. A short sentence with eight or fewer words is believed to be easily readable, while a long sentence with twenty-nine words and more is suggested to be very difficult to read. A standard sentence contains seventeen words, as he states. He also claims that simple sentences with a straightforward structure can make the message powerful, and it can persuade customers to buy the advertised product. (2006, 76)

5 VISUAL SIDE OF ADVERTISEMENTS

Visuals are essential instruments that help to build up a successful advertisement, as Patrick and Hagtvedt suggest. (2012) They also state that visuals are used in advertising to attract customers' attention and evoke their curiosity. Visuals also highlight the benefits of the advertised product or service and strengthen the promoted message. In addition, Kazmi and Batra claim that visuals help in the effectiveness of advertising, and they evoke a positive feeling. (2008, 405) Shingi adds that the brand's name could also be used as a part of visuals. (1981, 2)

Jefkins recommends using words or sentences in italics, large fonts or words in bold to make the advertisement more appealing. (1985, 262) Additionally, Křížek and Crha claim that advertising should use simple graphics to make customers interested in reading the message. (2012, 65-66)

5.1 Images

Pan says that images help in attracting customers' attention because customers decide by a look. (2015, 206) According to Patrick and Hagtvedt, customers firstly notice images in the advertisement and then the written information. They also state that the size of images is an essential element because large images can attract more attention. (2012)

Shingi adds that images can persuade customers to read the whole advertisement. It is believed that images also evoke curiosity, and they are widely used when introducing new products because customers can obtain an idea of how the advertised product looks. (1981, 1-3) Janoschka states that advertisements containing images are more memorable, and that images increase the effectiveness of advertisements. (2004, 22) Vysekalová and Mikeš agree with Janoschka and consider images as essential elements as well because they remain in mind better than words. (2007, 60-61)

5.2 Colours

Patrick and Hagtvedt state that colours are crucial in advertising because colourful advertisements are more interesting than black-and-white ones. (2012) As Vysekalová and Mikeš say, colours should be used because they help to influence customers, and they trigger emotions. (2007, 65) Vysekalová and Mikeš add that colours provide a clearer understanding of the communicated statement and they also affect customers' feelings. (2018, 83-85)

6 AMERICAN MOBILE OPERATORS

Mobile devices have become a necessary part of everyday lives, and nowadays, the most common way to access the Internet is primarily through them, as Smith and Chaffey claim. (2017, 5) Gow and Richard support this idea and state that mobile phones are believed to be one of the world's most popular electronic devices. (2006, 1) According to this fact, mobile operators are essential elements in today's world as well.

The United States is among the most prominent mobile communication markets worldwide, with about 260 million people using smartphones. (O'Dea 2020) Three American mobile operators were selected for this thesis: AT&T, Verizon and T-Mobile, which are in leading positions in statistics and are believed to be the best in the United States. (Supan 2021)

6.1 AT&T

AT&T Communications, Inc. is the largest American telecommunications company, according to its revenues. (Forbes 2021) Its revenues were \$161.5 billion in 2020. (O'Dea 2020) AT&T was founded in 1983 and is headquartered in Dallas. (Forbes 2021) This company provides customers with connectivity, technology, or entertainment, for example. (AT&T 2021)

AT&T connects people and businesses all over the United States. This provider also offers HBO Max and DIRECTV. AT&T believes that it has the best and the fastest wireless network. In addition, AT&T offers ordinary products and services, including the Internet, television, prepaid deals, 5G coverage, advantageous offers, smart technology and accessories. (AT&T 2021)

6.2 Verizon

Verizon Communications, Inc. was founded in 1983, and its headquarters are in New York. (Forbes 2020) This telecommunications company is the second largest in the United States according to revenues, right after AT&T. (Statista 2021) In 2020, its revenues were \$117.5 billion. (O'Dea 2020)

Verizon is one of the top providers of technology, communications, information, products and services. Verizon states that it is America's most reliable network. It offers, for instance, electronic devices (e.g., smartphones, laptops, tablets, watches); unlimited, prepaid or students plans, accessories, wireless services, Internet services, and 5G coverage. (Verizon 2021)

6.3 T-Mobile

T-Mobile U.S., Inc. is an American telecommunications company founded in 2004 with its headquarters in Bellevue, Washington. (Bloomberg 2021) According to revenues, T-Mobile is in the third place in the United States, behind AT&T and Verizon. (Statista 2021) Its revenues were \$68.4 billion in 2020. (T-Mobile 2021)

The majority ownership of T-Mobile is by Germany's Deutsche Telekom. This company operates in Europe, but its largest territory is in the United States. What is more, in 2020, T-Mobile merged with the fourth-biggest telecommunications company – Sprint. (Forbes 2021)

This company provides telecommunications services and it offers wireless voice, messages, data services, mobile phones, laptops, innovative technology and accessories. (Bloomberg 2021) As the previous mobile operators, T-Mobile offers favourable plans, deals and 5G coverage, too. (T-Mobile 2021)

II. ANALYSIS

7 INTRODUCTION

The analytical part of this thesis deals with advertising of three selected American mobile operators: AT&T, Verizon, and T-Mobile. A corpus of thirty advertisements was created for the analysis, ten of each mobile operator. The advertisements are marked with the abbreviations of the names of individual mobile operators followed by the numbers from one to ten. Namely A1-A10 for AT&T, V1-V10 for Verizon, and T1-T10 for T-Mobile. All the advertisements are provided in the appendices at the end of this thesis.

Within the framework of the analysis, the advertisements of each mobile operator are described in detail separately, considering mainly the use of linguistic devices. The visual side of the advertisements is examined only marginally. This is followed by a summary where all the examined results are described separately for each operator. At the end of the analytical part, in a summary, all three operators are compared on the basis of the results of the analysis.

The research is done according to the pre-defined criteria, namely the analysis of semantic, phonological, lexical and syntactic devices used in the advertisements. These devices have been chosen because they are considered to be the most frequent ones in advertising. The analysis examines which out of pre-defined linguistic devices are used by individual mobile operators in the selected advertisements when addressing customers or potential customers, which are the most frequent ones and what their purpose is.

Semantic devices analysed includes parallelism, personification, simile, metaphor, metonymy, hyperbole, and ellipsis. Out of phonological devices, the analysis focuses on the use of alliteration, assonance, rhyme, and rhythm. The lexical perspective examines the use and purpose of verbs, nouns, adjectives, adverbs and pronouns. Regarding syntactic analysis, types of sentences and their structures are studied. After this, the visual side of these advertisements, including images and colours, is explored as it is also an inevitable part of advertising.

The analysis should reveal how individual mobile operators work with individual linguistic devices and which of them, in their point of view, can address customers and potential customers the most. The analysis should also show the similarities or differences among these mobile operators.

8 ANALYSIS OF AT&T ADVERTISEMENTS

The following analysis is going to show which linguistic devices are used in ten selected advertisements of AT&T and what their purpose is when addressing customers or potential customers. Then, the visual side of these advertisements is examined, and it is followed by a summary of all the discovered results in AT&T advertisements.

8.1 Semantic Devices

AT&T relies primarily on employing figures of speech and ellipsis. The analysed advertisements contain mainly hyperboles, such as *AT&T unlimited* (A4), *the fastest network* (A7, A9), *the nation's most reliable network* (A7, A8), and *the best network* (A10) to address customers with the best features of the advertised products and services and to emphasise the idea that AT&T is the best network in the United States. Addressing customers by using these expressions may create a strong impression, and it can evoke a feeling that if the customer wants the best network, AT&T is the right choice.

Metonymy is also applied frequently to catch customers' interest to make them continue in reading the whole statement. The initialism *AT&T* (A4, A6, A7, A10) refers to the network or the company in general. In contrast, *unlimited* (A4) may refer to the unlimited mobile plan including calls, texts, or the Internet to emphasise the offered benefit. The metonymy *50 states* (A5) represents all the states in the United States to stress that AT&T is a trustworthy mobile operator who connects the whole United States.

Ellipsis is employed to address customers with short and straightforward messages to catch their attention (A1, A2, A3, A4, A5). For instance, in *MOBILIZING YOUR WORLD* (A1), the subject and the verb are elliptically omitted to highlight only the essential part of the statement.

Personifications *Let freedom ring* (A5), *AT&T works* (A6) and *Dear Speed, Do you like me?* (A7) are used to make the promoted messages more attractive. For instance, in (A7), the *Speed* is addressed as a human by *Dear*. Besides, *Speed* and *Reliability* are written with capital letters to create an illusion of a real conversation between two people. However, inanimate features *Speed* and *Reliability* are used in connection with the network to assure customers that AT&T has the fastest and most reliable network. This written information is also supported visually because the answer *yes* is circled to emphasise the overall effect of the message.

Parallelism is used, too (A4, A5, A7). In (A7), the superlatives with a similar structure highlight the benefits of the AT&T's network. In (A5), the parallelism strengthens

the advertised message, while in (A4), the parallel sentence structure creates an equal flow of the promoted statements.

The metaphor *Let freedom ring* (A5) is used creatively to catch customers' attention. It expresses the limitlessness of AT&T's mobile plans, and it supports the provider's idea that there is one fixed rate all over the United States, so customers should not be afraid to use their mobile phones in other states. Besides, in (A2), there is a visual metaphor where are two elephants made from human's hands. These hands characterise India to strengthen the written message that AT&T connects people worldwide through mobile devices.

8.2 Phonological Devices

Out of phonological devices, assonance is employed the most (A1, A2, A3, A4, A5, A7, A9, A10). It makes the advertisements attractive, and it helps to remember them. For example, assonance in (A4): *SWITCH TO AT&T UNLIMITED. GET FREE HOME INTERNET.* makes the message more rhythmic and interesting because of the similar sound of vowels.

The analysed advertisements also contain rhymes and rhythms. The rhymes *LIVE GAME – SUNDAY* (A3), *thing – thing* (A4), and *50 states – One rate* (A5) make the promoted messages memorable in customers' minds. The rhythms *get – internet* (A4), *Dear Speed* (A7), and *THE BEST WIRELESS* (A10) add a beating rhythm to the advertisements and make them sound pleasant.

8.3 Lexical Devices

In the analysed advertisements, nouns predominate. There are used nouns like the *Internet* (A4) or *network* (A7, A8, A9, A10) to promote the offered product or service, while the initialism *AT&T* (A4, A6, A7, A8, A9, A10) introduces the company. The noun *HOME* (A4) is used as a secondary adjective modifying the follow-up noun. Besides, *the world* (A1), *freedom* (A5), *Speed* (A7), and *Reliability* (A7) may evoke a positive feeling and also a curiosity about the promoted statement.

Nouns are preceded with highly persuasive adjectives, such as *free* (A4), *unlimited* (A4), *more* (A6), *new* (A6), and superlatives like *most reliable* (A7, A8), *the fastest* (A7, A9) and *the best* (A10). They are used to address customers with the best qualities of the products and services advertised. These adjectives may be very appealing to customers because they want everything that is of the best quality. In addition, the adjective *free* may be very persuasive because everyone wants something for free.

Imperative verbs like *switch* (A4), *let* (A5), and *get* (A4, A10) are employed to make people do what the company wants. However, verbs, such as *mobilizing* (A1), *works* (A2, A6), and *has* (A9), are applied to show customers company's qualities.

The advertisements consist of the possessive pronouns *your* (A1, A4) and *our* (A4). The possessive pronoun *your* can evoke the positive feeling of the advertised offer because people think that the message is directed primarily to them, and thus, they are addressed personally. The possessive pronoun *our* may represent the connection between the company and the customer, and it can evoke positive emotions. Additionally, there are also applied the personal pronouns *you* (A7) and *me* (A7), which are a part of personification, to emphasise the effect of a personal communication, where *you* refers to *Speed* while *me* refers to *Reliability*.

Adverbs *only* (A3) and *now* (A7) are used to strengthen the idea of the promoted statement. For example, the adverb *only* (A3) is used three times to stress that the offered service is available only on AT&T's DIRECTV. Additionally, the adverb *only* may be employed persuasively, implying that AT&T is the only provider of this offer and urging customers to make use of this offer.

8.4 Syntactic Devices

AT&T prioritises declarative sentences to provide information about the company, its products, services, and mainly to stress the offered benefits (A1, A2, A3, A4, A5, A6, A7, A8, A9). Even if these sentences do not use direct commands, they can evoke curiosity because customers want to make sure if the offered network is the *most reliable* (A7, A8) and the *fastest* (A7), as it is claimed.

Imperative sentences are also found in the analysed advertisements (A4, A5, A10). For example, the statement in (A4) contains a direct command *SWITCH* followed by an attractive offer *GET FREE HOME INTERNET*. Thus, customers may forget that the provider persuades them to do something because the sentence *GET FREE HOME INTERNET* can catch their attention more than imperative *SWITCH*. An interrogative sentence appears only once (A7). In this advertisement, it is used to emphasise the company's qualities and to make the message more interesting to customers.

AT&T uses primarily sentences with a simple structure, including the subject, the verb and the object. (A4, A5, A6, A7, A9) However, the company breaks the rules of a sentence structure because it uses incomplete sentences and sentences that are punctuated to make them shorter. The analysed sentences often miss either the subject (A1, A2, A4, A5, A10)

or the verb (A1, A3, A4, A7, A8). For instance, in *MOBILIZING YOUR WORLD* (A1), there is an omission of the subject *we* or *AT&T* and the verb *are* or *is* to provide the straightforward statement to customers. Moreover, the sentence in (A2) is missing the subject *AT&T*, which is visually illustrated along with the logo of the company, so the customer can make a connection of who *Works in over 200 countries, like India*. Besides, the imperative sentences also do not contain the subject (A4, A5, A10), but there is an understood subject *you*, so customers know that the message is directed to them.

AT&T uses mainly short sentences using a maximum of eight words that are easily readable (A1, A2, A3, A4, A5, A6, A7, A8, A9). There are also sentences with ten or more words (A7, A10), and their structure is considered standard.

8.5 Visual Side

The messages in AT&T advertisements are also supported visually to address customers more efficiently. The analysed advertisements use simple graphics. To make the message more appealing, it adopts words in bold to highlight essential information or the whole sentence (A1, A3, A4, A5, A6, A8, A9, A10). Besides, large fonts are also used widely to make the advertised message more interesting (A1, A3, A4, A5, A6, A8, A9, A10). There is also an underlined word *the fastest* (A9) that emphasises the most significant advantage of the advertised network. In addition, the name of the company also appears widely in the advertisements to make the connection between the company and the message advertised (A2, A4, A5, A6, A7, A8, A9, A10).

8.5.1 Images

AT&T relies rather on the text of the advertisements than on their visual part. The company primarily uses simple images. The most interesting image is employed in (A2), which illustrates elephants that represent India to emphasise the advertised message visually.

The logo of the NFL (the National Football League) (A3) is used to address primarily football fans and persuade them to purchase DIRECTV where is this league available. A mobile phone with the colours of America's national flag is applied to promote the idea that customers' mobile phones will work in every state of the United States. There is also a map visually highlighting the idea of *The nation's most reliable 4G LTE network*. (A8) In addition, all the advertisements contain AT&T's logo to remind people of the company. It can be suggested that these advertisements are addressed mainly to the older population

or to businesses in order to catch their attention with powerful words and advantageous offers instead of images.

8.5.2 Colours

The most common colours employed in AT&T advertisements are blue and white (A1, A3, A4, A9, A10), which are, at the same time, the primary colours of the company. AT&T also uses green colour (A3) that symbolises the football field, connected with the sign of the NFL. Another commonly used colour is orange (A2, A6, A7, A8), which may attract more attention, especially when it is used as a background of the advertisement. AT&T also applies blue, white and red colour in combination with stars (A5) in order to present the national flag of the United States. The last colour is black (A3, A5), used as the colour of words in the written statement.

8.6 Summary of AT&T Results

AT&T advertisements, from the semantic point of view, rely mainly on using metonymy to catch customers' attention and hyperbole that emphasises the offered benefits. Ellipsis is used to highlight the most crucial information of the advertised message. Personification creates an illusion of a real conversation and makes the advertisement more attractive. Parallelism repeats similar structures of words and makes the promoted message more understandable. Metaphor is used to express and stress the offer of unlimited services.

From the phonological perspective, the most crucial element in AT&T advertisements is assonance, followed by rhyme and rhythm. These attention-seeking devices add a beating rhythm to the promoted messages and make them more attractive and memorable.

Out of lexical devices, nouns predominate. They introduce products and services advertised. They are accompanied by adjectives applied persuasively to highlight the benefits of the offered products or services. Verbs are also frequently employed to either inform customers or to make them do something. Pronouns are mainly used to address customers personally. Adverbs highlight the urgency of the advertised message.

From a syntactic point of view, AT&T primarily applies declarative sentences to provide readers with information about the company or its products and services. Imperative sentences persuade people to purchase the advertised products or services. The interrogative sentence makes the advertisement more appealing and highlights the best features of the promoted service. AT&T uses primarily simple sentence structure to provide straightforward and understandable information. However, AT&T advertisements contain

also incomplete or punctuated sentences to highlight only the important elements of the message.

Words in bold and large font are commonly used to highlight the essential part of the statement. Besides, the advertised messages are widely accompanied by the logo and name of the company to create a connection between them. The advertisements are rather plain, containing mainly simple images and the official colours of the company: blue and white.

9 ANALYSIS OF VERIZON ADVERTISEMENTS

The following sub-chapters show how the pre-defined linguistic instruments are applied and what their purpose is in the concrete advertisements of Verizon. It is followed by the analysis of the visual side of the advertisements. The detected results are summarised at the end of this analysis.

9.1 Semantic Devices

Verizon applies mainly parallelism, which is believed to be the most frequent device used in advertising, as was mentioned in the theoretical part of this thesis (V1, V3, V4, V6, V9, V10). Parallelism makes a similar sentence structure in the analysed advertisements, and because of the repetition, it makes an equal flow of the statements. For instance, the parallelism *gets – deserves* (V3) contains the same form structure, and it makes the message more rhythmic and memorable.

Ellipsis is also used widely to omit unnecessary elements of the promoted message (V3, V4, V8, V9, V10). For example, the statements *MORE COVERAGE. MORE SAVINGS.* (V4) are shortened by the ellipsis and punctuated to immediately catch customers' attention and highlight only the offered benefits.

Other frequent instruments are metaphors, personifications, and hyperboles. Metaphors are used to make the advertisements more powerful and eye-catching. The first one, *WAKE UP* (V1), may carry the meaning of Verizon that exhorts people to change the operator, followed by *THE WORLD OF INCEPTION* (V1), which may represent the beginning of cooperation with the company. However, in connection with employed visuals, the whole sentence refers to the film called *Inception*, and Verizon addresses its customers with an attractive offer of having this film available on their mobile phones. The metaphor *WRESTLE THE FUTURE TO THE GROUND* (A6) may represent that if customers join Verizon and purchase its services, there is no need to worry about the future because of its valuable offers. The last metaphor is *The Big Thing* (V10), which refers to the new promoted mobile phone Samsung Galaxy Note II to highlight its benefits. There are also personifications, such as *Verizon never stops performing* (V2), *unlimited gets* (V3), *our lines won't break* (V7), and *Hey Pittsburgh, SWITCH YOUR FAMILY AND SAVE* (V8), which are used to make the promoted statements more attractive. For example, in (V2), Verizon has human characteristics while performing in front of people. It can mean that the provider will do everything to continue satisfying its customers. Hyperboles like *SoCal's largest network* (V4), *America's Largest and Most Reliable Network* (V9), and *Best of both* (V10)

are applied to emphasise the offered benefits in order to make the advertisements more powerful.

The metonymy *Pittsburgh* (V8) refers to people living in Pittsburgh to address them directly and the metonymy *family* (V8) includes all the family members. Besides, the metonymy *unlimited* (V3) refers to the offered network. They are used to shift customers' attention to an attractive offer, displayed in the following part of the message.

9.2 Phonological Devices

Verizon also uses assonance the most, as well as AT&T to make the advertisements appealing and sound rhythmic (V1, V2, V3, V4, V5, V6, V7, V8, V9, V10). For example, assonance in *No matter how cold it gets our lines won't break* (V7) improves a readability of the sentence and makes the message more attractive. The rhyme *time – line* (V5) and the rhythm *gets – deserves* (V3) are both employed to make the promoted statements more interesting and memorable in customers' minds.

9.3 Lexical Devices

Customers are addressed primarily with nouns in Verizon advertisements. The noun *Verizon* (V2) is used to introduce the company. Nouns, such as *phone, tablet* (V10), *network* (V3, V4, V9) and *lines* (V7), are applied to show customers what the company offers, while *future* (V6) may indicate fear. *Coverage* and *savings* (V4) offer an excellent opportunity to achieve customers' interest because it evokes curiosity to find out what stands behind this advantageous offer.

Right after nouns, imperative verbs are used frequently, like *wake up* (V1), *discover* (V1), *don't waste* (V5), *check out* (V5), *wrestle* (V6), *switch* (V8) and *save* (V8), to convince customers to make a change. In contrast, verbs, such as *starts* (V1), *stops* (V2), *performing* (V2), *gets* (V3, V7), *break* (V7) and *is* (V10), convey an informative function. Additionally, the modal *won't* (V7) evokes a promise.

There are employed eye-catching adjectives *unlimited* (V3) and *more* (V4), and superlatives, such as the *largest* (V4, V9), the *most reliable* (V9), the *best* (V10), and *big* (V10), that have a persuasive effect. They stress the offered benefits to persuade customers to invest in these products and services.

The personal pronoun *you* (V1, V2, V8) and the possessive pronoun *your* (V1, V8) are applied to address everyone who sees the advertisement personally. Besides, the possessive

pronoun *our* (V5, V7) emphasises the company's representation, indicating a strong relationship between employees.

Verizon advertisements contain adverbs, such as *here* (V1, V10), *anywhere* (V1), *deeper* (V1), *once* (V1), *right on* (V1), *never* (V2), or *monthly* (V4), which heighten the importance of the promoted statements. Besides, the verb *stops* (A2) combined with the adverb *never* (V2) evokes a promise and a believable benefit.

9.4 Syntactic Devices

Verizon mainly employs declarative sentences to inform customers and to present the best features of the company's products and services (V1, V2, V3, V4, V7, V9, V10). These sentences describing the offered benefits may be more efficient in attracting new customers than those containing direct commands.

Imperative sentences are also applied in Verizon advertisements and their purpose is to persuade customers to purchase offered products or services by using direct commands (V1, V5, V6, V8). There is only one interrogative sentence, which illustrates a problem of hesitation immediately followed by the solution used to evoke curiosity in customers and to attract their attention (V10).

The advertisements contain rather sentences with a simple structure (V2, V3, V7, V8, V10). Besides, incomplete sentences also appear in the analysed advertisements to address customers with most important information of the message. The analysed sentences often miss the subject (V1, V5, V6, V9, V10). However, there is an understood subject *you*. Verizon advertisements also miss the verb (V4, V9, V10) or, for example, a comma (V7). The advertisement *Phone? Tablet? Best of both* (V10) contains neither the subject nor the verb because the aim of the advertisement is to address customers with a short and attractive offer instead of using the whole sentence.

Verizon advertisements contain mainly sentences with eight or fewer words that allow simple readability and better memorisation (V1, V2, V3, V4, V5, V6, V8, V9, V10). However, there are also sentences with a standard length that contain more than ten words (V7, V8).

9.5 Visual Side

The analysed advertisements consist of images and colours, which help to make them more effective and interesting. Graphics in these advertisements is straightforward to provide simple readability. Large font (V1, V4, V8) and words in bold (V1, V3, V4, V5, V8, V9,

V10) are frequently employed to emphasise the written information and to make the promoted message big, catchy, and attractive. Additionally, the company's name appears in every advertisement analysed, and it connects the promoted statement with the provider.

9.5.1 Images

In comparison with AT&T, Verizon uses images more often because every advertisement analysed contains the image (V1-V10). They are usually connected to the message advertised, as (V2, V7, V10) show. In (V2, V7), there is a personification where Verizon is introduced as a human to support the advertised message also visually. It makes the advertisements more powerful and attractive. Other images include people (V4, V6, V9), so it can evoke a positive feeling that customers will become a part of the team if they join the company. The image of a mobile phone offered by Verizon (V10) is illustrated to promote it. Besides, all the advertisements are accompanied by the company's logo.

9.5.2 Colours

Verizon uses primary its official colours: red and black combined with white colour (V1, V3, V5, V7, V9). Dark colours, such as black and red, may attract more attention, especially if they are used as a background of the advertisements. Another colour that is applied is blue (V4, V6, V10). For instance, in (V4), blue colour may represent a sea, regarding the image of a man in a swimsuit. This idea is also supported with the word *savings*, which he gained while using Verizon's services.

9.6 Summary of Verizon Results

Considering semantic devices, Verizon advertisements contain mainly parallelism used to make the equal flow of the statements. Another important device is ellipsis that omits unnecessary information to stress the most important ones. Personification evokes a positive feeling about the company and the advertised products or services. Metaphor makes the statement more eye-catching. Hyperbole is used to highlight the best offered advantages. Metonymy shifts the attention to the advertised benefits.

Regarding phonological devices, assonance is the most essential followed by rhyme and rhythm. All of them are employed to make the promoted messages more memorable and rhythmic.

Verizon prioritises nouns that introduce the company's products and services. There are used verbs that have an informative and persuasive function. Adjectives are applied to introduce the offered benefits. The personal and possessive pronouns are employed

to make the advertisements more personal. Last but not least, adverbs are used to add value to the advertised message.

Out of the syntactic area, Verizon applies declarative sentences as often as imperative sentences. Declarative sentences inform customers about the offered products and services, while by imperative sentences, customers are persuaded to do something. The interrogative sentence is used to convince people to stop and think about the promoted message.

Verizon uses both complete and incomplete sentences to either provide information about the advertised product or service or to highlight only the essential part of the message. The sentence structure of the analysed advertisements is mainly straightforward.

As well as AT&T, Verizon employs large font and words in bold to make the advertisements more attractive. Each advertisement consists of the company's name and the logo. Verizon advertisements contain a wide range of images, but they are primarily simple, mainly connected to the advertised product or service. The official colours of Verizon, black and red in combination with white, predominate in the analysed advertisements.

10 ANALYSIS OF T-MOBILE ADVERTISEMENTS

T-Mobile advertisements contain a wide range of linguistic devices that are further analysed in detail. They are accompanied by the analysis of the visual side of the advertisements, also including images and colours. Subsequently, all the examined results are described in a summary.

10.1 Semantic Devices

T-Mobile uses mainly parallelism and ellipsis in its advertisements. Parallelism repeats the same form structure and it provides simple readability and it also increases the emotional tone of the advertisements (T3, T5, T6, T7, T10). For example, four four-letter verbs with the same structure in (T10): *Surf. Talk. Text. Save.* create an equal flow of the message. The provider addresses its customers and potential customers rather with statements where unnecessary information omitted by ellipsis to immediately catch their attention (T1, T3, T6, T8, T9, T10). For instance, *MOST LOVED BRAND IN WIRELESS* (T8) is elliptically shortened to emphasise only the essential elements.

Hyperboles, such as *get everything* (T3), the *most loved brand* (T8), and *America's largest network* (T3, T10), are employed to evoke positive emotions and to strengthen the offered benefits, which customers can achieve.

The application of personification *gifts that shine* (T1) makes the advertisement very attractive because it uses the noun *gifts*, and customers may feel that they will get something for free. Thus, it can also evoke curiosity. Personification is also used in (T7): *Is your prepaid network slowing you down?*, where an unanimated *network* is presented with humans' characteristics *slowing down*. It is used probably to make people pause and think about their current mobile plan while presenting the unlimited plan offered by T-Mobile.

The metonymy *brand* (T8) stands for T-Mobile and its employees to present it as a whole. In contrast, the metonymy *Verizon* (T9) refers to the competing company and its offers. They are employed either to stress the qualities of the company or to compare the companies and their offers.

The metaphor *BREAK UP* (T2) is used very creatively to evoke curiosity and to make customers continue in reading. This metaphor conveys the meaning of terminating the contract with a current operator, used in a persuasive way to affect customers to change the operator.

The simile *than* in (T9): *MORE DATA CAPACITY PER CUSTOMER THAN VERIZON* is used persuasively to compare and stress T-Mobile's qualities with competing Verizon in order to gain more customers.

10.2 Phonological Devices

As the previous mobile operators, T-Mobile also applies assonance the most (T1, T2, T3, T5, T6, T7, T9, T10). It has the same purpose: to make the message rhythmic and attractive. For example, assonance in (T3): *Sign nothing. Get everything.* helps to remember the statement better because of the similar sound of vowels.

Rhyme is also frequently used, such as *nothing – everything* (T3), *we say – you pay* (T5), and *buy one – get one* (T6). Rhyme increases the effectiveness and memorisation of the promoted messages.

10.3 Lexical Devices

In T-Mobile advertisements, nouns are employed most commonly. Nouns, such as *network* (T7, T10), and *talk, text & web* (T3, T7), introduce the offered products and services. Besides, nouns like *gifts* (T1) and *savings* (T10) have a very pleasing effect, and they evoke curiosity because customers expect something for free. On the other hand, nouns, such as *data* (T5), *data capacity* (T9), *the price* (T5), and *time* (T6), are employed to describe information about the advertised products and services. In contrast, the noun *brand* (T8) introduces T-Mobile. The opposing nouns *nothing* (T3) and *everything* (T3) are applied to make the advertised message very attractive, powerful and persuade customers to sign the contract immediately. If they do so, they will achieve benefits.

T-Mobile also uses verbs frequently, such as *buy* (T6), *get* (T3, T6), *sign* (T3) and *break up* (T2), applied persuasively to convince customers to purchase the offered product or service. The verb *get* (T3, T6) indicates a benefit which may be very appealing. By using these verbs, customers are urged to do a specific action in a profit of T-Mobile. However, all of these persuasive offers are followed by some benefit. Besides, the verb *buy* (T6) should not be used because it can act as a very direct command, and it is recommended to replace it with a subtler verb. Other verbs, such as *shine* (T1), *surf, talk, text* (T10), are used to underline the benefits of the promoted offers. The verb *save* (T10) provide an attractive kind of a promise to customers.

The most common adjective found in the analysed advertisements is *unlimited* (T3, T5, T7, T10), which highlights the benefits of mobile plans and network offered by T-Mobile.

T-Mobile also uses superlatives, such as *America's largest* (T3, T10) and *most loved* (T8), to emphasise the advantages of the company and its services. The main aim is to stress that T-Mobile, together with its products and services, is the best choice.

T-Mobile employs the personal pronoun *you* (T4, T5, T7) and the possessive pronoun *your* (T2, T7) to address customers in a personal way. Besides, the objective personal pronoun *us* (T5) refers to the company and its employees. For instance, the sentence *Are you with us?* (T4) addresses customers with an idea of a personal relationship between customers and the company. Thus, it can evoke positive emotions that the customer is a part of the company. There is also applied an exclusive *we* (T2) that involves the provider with another person, but not the customer to assure customers that the company with its employees will accomplish what they promised.

Adverbs, such as *today* (T2), *long* (T1), *monthly* (T3, T7), *already* (T5), *only* (T6), *truly* (T10), and the abbreviations *mo* (T10) for monthly and *yr* (T10) for yearly, are used to stress the importance of the advertised statements. Besides, the adverb *only* (T6) is used to emphasise that the offer is limited. In addition, the adverb *today* (T2) used in connection with a *switch to T-Mobile* is employed persuasively to encourage customers to make a change immediately.

10.4 Syntactic Devices

T-Mobile uses declarative sentences the most to provide information about the advertised products or services and to highlight their benefits most efficiently (T1, T2, T3, T5, T6, T7, T8, T9, T10). Imperative sentences are also applied frequently to persuade people to do something (T2, T3, T5, T6). For instance, in (T2): *BREAK UP WITH YOUR CARRIER. We'll pay your termination fees with device trade-in*; there is a direct order, but it is subtilised with the offered benefit, which makes the message more attractive to customers.

Interrogative sentences are also employed in the advertisements (T4, T7). The sentence *Are you with us?* (T4) is used to catch customers' attention and create a feeling of communication between the customer and the company. However, it is expected that the customer answers silently. On the other hand, the statement *Is your prepaid network slowing you down?* (T7) is presented as a problem, and a solution *unlimited talk, text & web* follows it. So, if the customer has a problem with a slow network, the best choice is to purchase the plan offered by T-Mobile.

Sentences in the advertisements of T-Mobile are rather simple (T1, T2, T4, T5, T7). They primarily consist of a maximum of eight words to attract customers

with straightforward messages (T1-T10). Moreover, the advertisements contain also sentences with more words that also provide simple readability (T2, T5).

The provider breaks the rules of the sentence structure by employing incomplete sentences. Some sentences miss the subject (T2, T3, T5, T6, T7, T8, T9, T10), while some of them miss the verb (T3, T5, T7, T8, T9, T10) to address customers with the message that is as short as possible. In many cases, there is an understood subject *you* (T2, T3, T6), which is not used directly.

10.5 Visual Side

The analysed advertisements contain large fonts (T2, T4, T5, T6, T8, T9) to make the messages more appealing to customers. In every advertisement (T1-T10), there is at least one word in bold to emphasise the main idea of the message or benefits of the advertised product or service. It is also employed to make the advertisement catchier and more interesting. The promoted messages are also widely accompanied by the name of the company (T1, T2, T3, T4, T5, T7, T8, T9, T10).

10.5.1 Images

In comparison with AT&T and Verizon, T-Mobile uses images the most. Only one advertisement does not contain an image (T4). According to the analysed advertisements, the whole advertising campaign of T-Mobile is built upon the images of people (T2, T3, T5, T7, T8, T9, T10) or of the company's products (T1, T6). The people are illustrated either in groups (T5, T8) or standing alone (T2, T3, T7, T9, T10). However, even if there are images of people, they are holding T-Mobile's products to promote them. People in the advertisements seem to be very happy while using the advertised products, which can be used as an illusion that if customers purchase products or services offered by T-Mobile, they will be satisfied with them.

On the other hand, using images of people may also highlight the idea that the company connects people. In addition, T-Mobile's logo appears on almost every advertisement to create a connection between the company and the advertisements (T1, T2, T3, T4, T5, T7, T8, T9, T10).

10.5.2 Colours

In the analysed advertisements, pink, the official colour of the company, predominates. It is used either as a background of the advertisements to attract more attention (T1, T2, T4, T5, T6, T8, T9) or as a colour of the words (T3, T7, T10) to connect the company

with the advertisements also visually. Furthermore, the primary combination of colours used in the advertisements is pink with the white and black colour (T1, T2, T3, T5, T6, T7, T8, T9). Additionally, there is also a combination of pink and white colour (A4) or pink with white, black and grey colour. (T10) What is more, the clothes worn by the people in the advertisements are the same colour as the advertisements themselves – white, pink and black. Thus, they support the overall effectiveness of the advertisements.

10.6 Summary of T-Mobile Results

From the semantic perspective, T-Mobile advertisements contain mainly ellipsis to provide short messages and parallelism to make the promoted messages more coherent. The hyperbole is used to emphasise the offered advantages. Metonymy presents the companies and their products and services. Personification evokes curiosity in customers. Simile that highlights and compares the offered benefits is used as well. Metaphor is employed to make the messages more attractive.

Out of phonological point of view, assonance is the most frequent one. Besides, rhyme is used, too, and both of them make the promoted messages more memorable.

T-Mobile employs nouns most commonly as well as the previous mobile operators do. Nouns introduce products and services of the company. Other essential elements are verbs that either persuade people or offer benefits to customers. Adjectives are used to make the promoted statements more powerful. Furthermore, pronouns are applied to address customers and potential customers in a personal way. Lastly, adverbs strengthen the offered benefits.

Concerning syntactic perspective, declarative sentences are the most commonly used to inform customers about the company and its products or services. Imperative sentences are applied to urge customers to do something, while interrogative sentences evoke curiosity. T-Mobile uses simple sentences with a simple structure to provide straightforward readability. The provider employs complete sentences as well as incomplete sentences.

T-Mobile advertisements contain words in bold and large fonts to make them stand out in order to be attractive. The name of the company is used in almost every advertisement analysed as well as its logo. In comparison with the previous mobile operators, T-Mobile applies images the most. It uses either images of satisfied people or of the offered products. In those advertisements, pink colour predominates in combination with white and black to create a connection with the company also visually.

11 SUMMARY

All mobile operators attempt to address customers or potential customers most efficiently to persuade them to purchase their products and services. However, it can be suggested that AT&T rely mainly on the language used in the advertisements, while Verizon and T-Mobile also rely on the visual side of the advertisements.

The analysis examined similarities as well as differences among the advertisements of all three mobile operators. All three mobile operators addressed customers or potential customers with a wide range of linguistic instruments. However, none of them used neither alliteration nor euphemism. Alliteration would help in memorising the advertisements.

Regarding the semantic perspective, AT&T advertisements applied mainly metonymy and hyperbole, accompanied by ellipsis, personification, parallelism, and metaphor. Verizon prioritised parallelism, then ellipsis, personification, metaphor, hyperbole and metonymy. T-Mobile advertisements contained ellipsis and parallelism primarily, followed by hyperbole, metonymy, personification, metaphor and simile.

From the phonological point of view, all mobile operators applied predominantly assonance. Next to this, AT&T and Verizon also employed rhyme and rhythm, while T-Mobile used only rhyme.

Concerning the lexical devices, all three mobile operators prioritised nouns. In AT&T advertisements, nouns were accompanied by the frequent use of adjectives, then by verbs, pronouns and adverbs. Right after nouns, Verizon applied verbs, adjectives, pronouns and adverbs. To compare, nouns in T-Mobile advertisements were followed by the use of verbs, then by adjectives, pronouns and lastly, by adverbs.

Out of syntactic devices, all operators employed primarily declarative sentences in their advertisements, less frequently followed by imperative sentences. Except for Verizon, which used declarative sentences to the same extent as imperative sentences. Interrogative sentences were rarely applied in their advertisements. All three mobile operators adopted primarily simple sentences with straightforward structure. All of them also used complete sentences as well as incomplete sentences depending on the information that they wanted to share.

The use of words in bold and large font was typical for all providers, as well as the name of the company and its logo, which appeared almost in every advertisement analysed. T-Mobile employed images the most, either of satisfied people or of the offered products. Verizon also applied images widely. There was an illustration of Verizon as a human,

or of people, or the product advertised. AT&T advertisements were rather plain, and they contained mainly simple images related to the advertised message. All operators prioritised the official colours of their companies in the advertisements.

CONCLUSION

The main aim of this thesis was to find out how three selected American operators address their customers and potential customers through the advertisements.

The thesis was divided into the theoretical and the analytical part. The theoretical part described marketing, digital marketing, and advertising. This was followed by the language and the linguistic devices used in advertising, and the visual side of advertisements, which provided the theoretical foundation for the analytical part. Lastly, three selected American mobile operators were introduced.

The analytical part provided data on how the pre-defined linguistic devices are used by individual operators and what is the visual side of the advertisements. The results were summed up for individual operators and then compared among all the operators.

The analysis proved that all three mobile operators applied a wide range of the pre-defined linguistic phenomena in their advertisements to address customers or potential customers. They also used colours and images to strengthen the overall effect of the advertisements. Based on that, the analysis proved similarities as well as differences among the advertisements. However, the analysis proved that the providers rely mainly on using the language, not so much on the visual side.

To improve the effectiveness of their advertisements, my suggestion is that the operators could use more phonological devices to make the advertisements more memorable in customer's minds. To my surprise, none of the analysed advertisements contained alliteration, which would result in a more appealing message. My recommendation is to use more images because customers are believed to decide by a look. Due to the written form of all the analysed advertisements, more complex graphics along with more colours can be used to make them more attractive to customers.

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[verizon/?adobe_mc=MCMID%3D57502615838297598851098685322690402970%7CMCAID%3D303CA885A9AEAB54-60000B84A1435208%7CMCORGID%3D843F02BE53271A1A0A490D4C%2540AdobeOrg%7CTS%3D1620237552&mboxSession=f3e00b11a5e94d24b0b5c402931a7e23](https://www.verizon.com/why-verizon/?adobe_mc=MCMID%3D57502615838297598851098685322690402970%7CMCAID%3D303CA885A9AEAB54-60000B84A1435208%7CMCORGID%3D843F02BE53271A1A0A490D4C%2540AdobeOrg%7CTS%3D1620237552&mboxSession=f3e00b11a5e94d24b0b5c402931a7e23)

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LIST OF ABBREVIATIONS

A	AT&T
AT&T	American Telephone and Telegraph
Chilondoscow	China, London, Moscow
E.g.	Exempli gratia
Etc.	Et cetera
NFL	The National Football League
Sb	Somebody
Sth	Something
T	T-Mobile
V	Verizon

APPENDICES

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APPENDIX P I: A1



(www.fiercewireless.com 2017)

Text: MOBILIZING YOUR WORLD

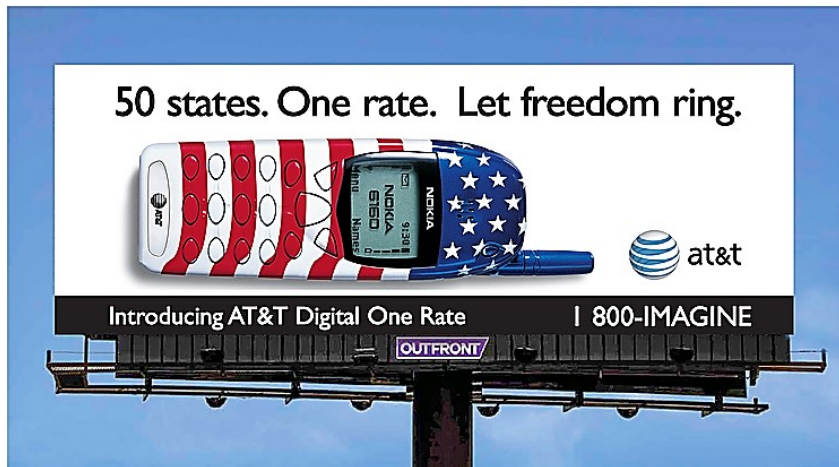
APPENDIX P II: A2



(www.hongkiat.com 2018)

Text: Works in over 200 countries, like India.

APPENDIX P V: A5



(coreystolbergcreative.com n.d.)

Text: 50 states. One rate. Let freedom ring.

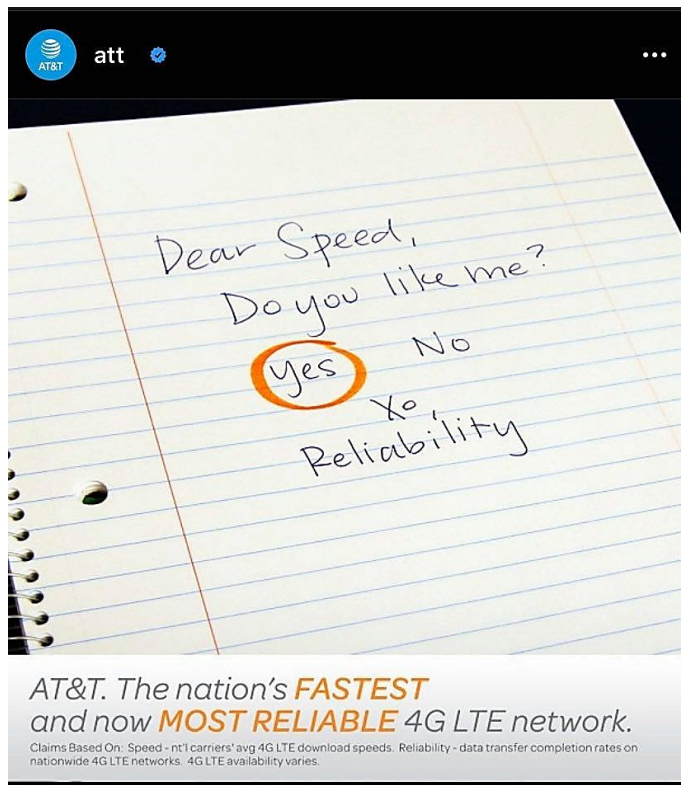
APPENDIX P VI: A6



(4.bp.blogspot.com 2008)

Text: AT&T works in more places, like **CHILONDESCOW**.

APPENDIX P VII: A7



(Instagram.com 2013)

Text: Dear Speed, Do you like me? Yes No Xo, Reliability

AT&T. The nation's FASTEST and now MOST RELIABLE 4G LTE network.

APPENDIX P VIII: A8



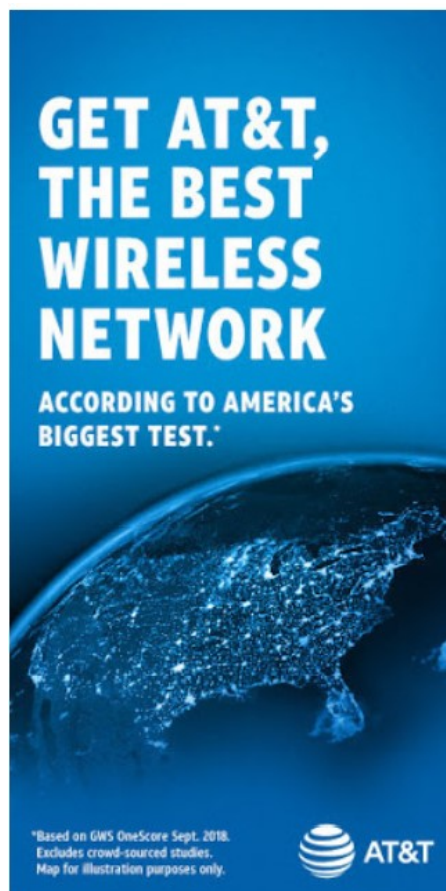
(sk.pinterest.com n.d.)

Text: AT&T. The nation's MOST RELIABLE 4G LTE network.

APPENDIX P IX: A9

(twitter.com 2019)

Text: AT&T HAS THE **FASTEST** WIRELESS NETWORK IN MINNEAPOLIS

APPENDIX P X: A10

(media-index.kochava.com 2020)

Text: GET AT&T, THE BEST WIRELESS NETWORK ACCORDING TO AMERICA'S BIGGEST TEST.

APPENDIX P XI: V1



(mmaglobal.com 2010)

Text: WAKE UP TO THE WORLD OF INCEPTION. DISCOVER THE SECRETS OF MIND CRIME WITH VERIZON. Here's an idea worth stealing. Get all the thrills from this summer's biggest blockbuster right on your phone. Get exclusive content, go behind the scenes, and learn Dream Share secrets you won't find anywhere else. Nobody takes you deeper into the world of Inception. But remember, once you go in, you may not want to come out. THE MIND CRIME STARTS HERE.

APPENDIX P XII: V2



(behance.net 2013)

Text: Verizon never stops performing for you

APPENDIX P XIII: V3



(jasoninhollywood.blogspot.com 2017)

Text: unlimited

Unlimited gets the network it deserves.

APPENDIX P XIV: V4



(writtenbyalan.com n.d.)

Text: MORE COVERAGE. MORE SAVINGS. SoCal's largest 4G LTE network. Verizon

APPENDIX P XV: V5



(cz.pinterest.com n.d.)

Text: Don't waste time standing in line. Check out our pre-Black Friday tablet specials!

APPENDIX P XVI: V6



(markfeigenson.com 2016)

Text: WRESTLE THE FUTURE TO THE GROUND.

APPENDIX P XVII: V7



(behance.net 2013)

Text: No matter how cold it gets our lines won't break

APPENDIX P XVIII: V8



(cargocollective.com n.d.)

Text: Hey Pittsburgh, SWITCH YOUR FAMILY AND SAVE \$600. Get a \$150 bill credit per line when you bring your numbers to Verizon. That's \$600 for a family of 4!

APPENDIX P XIX: V9



(flickr.com 2009)

Text: America's Largest and Most Reliable 3G Network

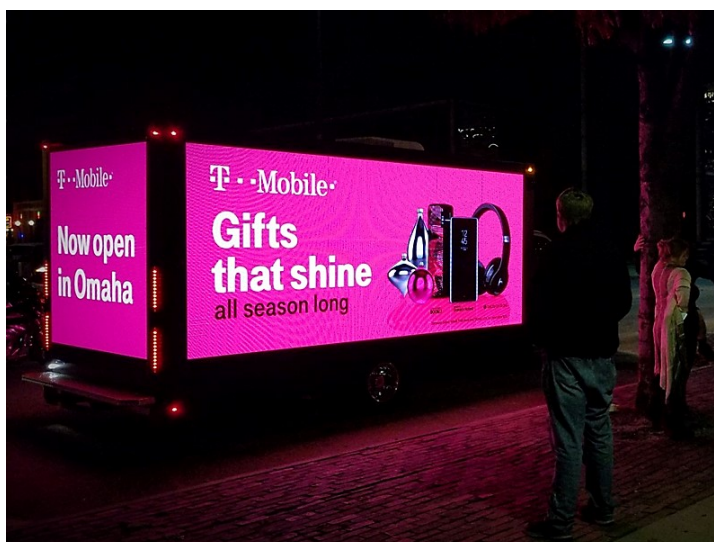
APPENDIX P XX: V10



(phandroin.com 2012)

Text: SAMSUNG GALAXY Note II Phone? Tablet? Best of both. The Next Big Thing Is Here

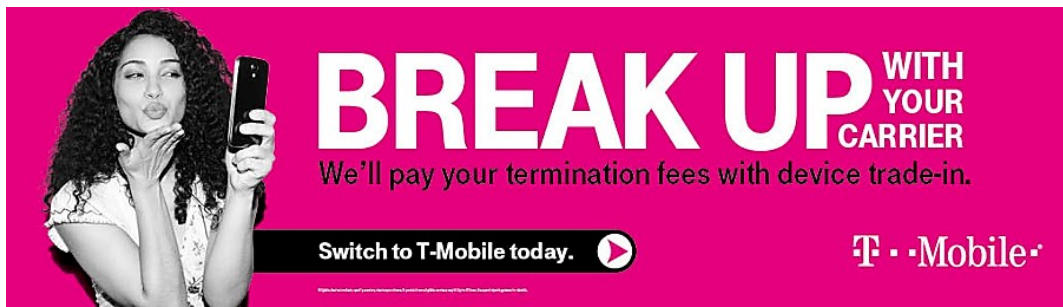
APPENDIX P XXI: T1



(billboardexpress.com 2012)

Text: Gifts that shine all season long

APPENDIX P XXII: T2



(cz.pinterest.com n.d.)

Text: BREAK UP WITH YOUR CARRIER

We'll pay your termination fees with device trade-in. Switch to T-Mobile today.

APPENDIX P XXIII: T3

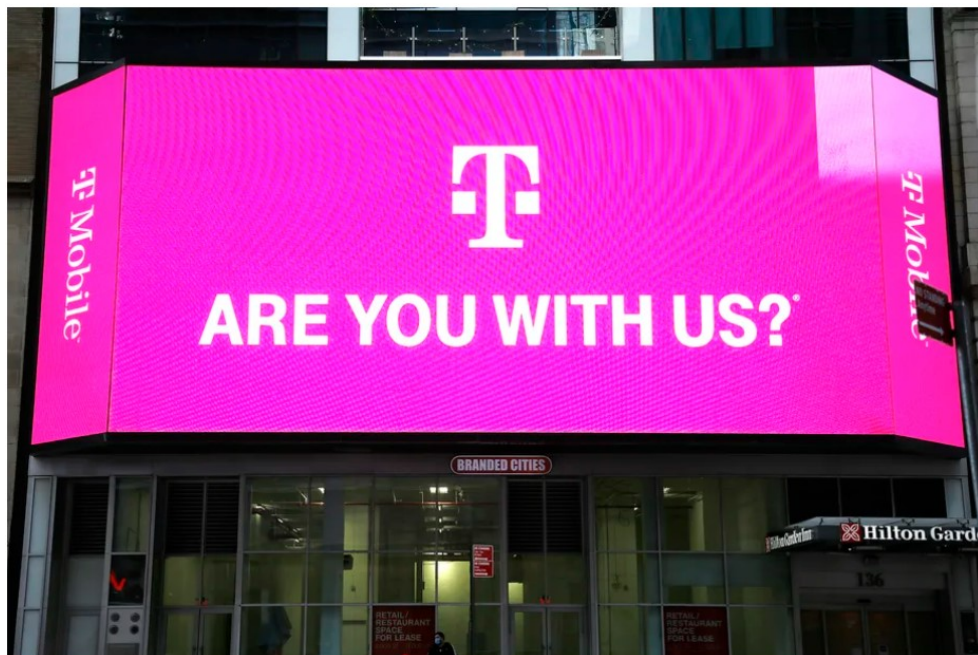


(flickr.com 2011)

Text: Sign nothing. Get everything. No annual contract unlimited talk, text & web. \$50/mo

Introducing monthly4G. America's Largest Network 4G

APPENDIX P XXIV: T4



(vox.com 2021)

Text: ARE YOU WITH US?

APPENDIX P XXV: T5

T-Mobile

**THE PRICE WE SAY
IS THE PRICE
YOU PAY**

**4 LINES
\$40**
EACH
PER MONTH
WITH AUTOPAY

UNLIMITED DATA
ON OUR NETWORK

TAXES & FEES ALREADY INCLUDED
Video typically streams on T-Mobile® device at 480p. On all T-Mobile plans, it's computed, not 24x7 data usage. 1-2GB/mo. may incur network speeds due to data prioritization. Sales tax & regulatory fees included in monthly service price.

>>>> CHECK US OUT
Frontier Mall Dr & Prairie Ave

Four people are shown holding up their phones, smiling, against a bright pink background.

(marketplace.wyomingnews.com 2017)

Text: THE PRICE WE SAY IS THE PRICE YOU PAY. UNLIMITED DATA. TAXES & FEES ALREADY INCLUDED. CHECK US OUT

APPENDIX P XXVI: T6

LIMITED TIME ONLY

**BUY ONE
GET ONE
FREE**

AFTER PREPAID CARD

Samsung Galaxy S7

Plus tax. New line w/ qualifying service & 24-mo. fin'dice agmt on 1st device req'd. Via prepaid MasterCard® Card, issued by Citibank N.A. Allow 8 weeks.

A Samsung Galaxy S7 smartphone is shown on the right side of the advertisement, displaying the time 12:45.

(ispot.tv 2020)

Text: LIMITED TIME ONLY. BUY ONE GET ONE FREE. AFTER PREPAID CARD

APPENDIX P XXVII: T7



(*reddit.com* 2017)

Text: Is your prepaid network slowing you down? Unlimited talk, text & web \$50/mo
Introducing T-Mobile monthly4G

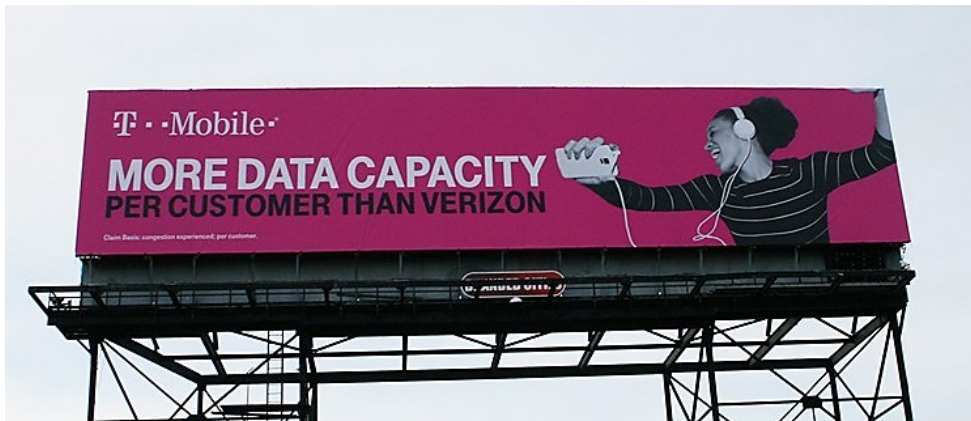
APPENDIX P XXVIII: T8



(jgioutdoor.com n.d.)

Text: MOST LOVED BRAND IN WIRELESS

APPENDIX P XXIX: T9



(*thoughtleadership.oaaa.org* 2018)

Text: MORE DATA CAPACITY PER CUSTOMER THAN VERIZON

APPENDIX P XXX: T10



(*flickr.com* 2011)

Text: Surf. Talk. Text. Save. Over \$350/yr in savings. America's Largest 4G Network