

THE USE OF LANGUAGE STYLE IN DIOR BEAUTY'S SOCIAL MEDIA ADVERTISEMENT

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Abstract:

Language possesses the ability to exert influence over individuals and their behavior, particularly in the realm of advertising. Social media advertisements are not haphazardly constructed but rather meticulously crafted, considering various factors. One such consideration is the intention to entice readers into purchasing the advertised products. Social media platforms employ multiple language styles to create captivating advertisements, each with its unique way of conveying ideas and promoting products. Language styles in social media advertising play a crucial role in capturing the reader's attention. This study aims to identify the language styles employed in Dior Beauty's social media posts and explore how meaning is conveyed to readers through these styles. Qualitative descriptive methods are utilized, focusing on the theory of Pop. Data is collected from Dior Beauty's social media posts on platforms like Instagram, within the 20th February to 20th June timeframe. The findings reveal that Dior Beauty's social media advertisements employ four language styles: morphological, syntactical, rhetorical, and slogan style. Among these, sloganized style stands out as the most frequently used in Dior Beauty's social media posts.

Keywords:

Advertisement;
Dior Beauty;
Social Media;
Language Style



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INTRODUCTION

Language plays a crucial role in communication (Mishina, 2020), which is the process of sending and receiving messages, ideas, or thoughts. This way, promoting can be seen as a type of correspondence. The significance of language in advertising cannot be overstated in light of the significant role it plays in communication. The sender (the advertiser), the message (the advertisement itself), and the recipient (the target audience) are all parts of advertising as a form of communication. The advertiser piques the interest of the audience by employing creative and persuasive language.

The structure and delivery of advertisements to the audience are greatly influenced by the variety of languages used. Subsequently, the sponsor's decision of language holds critical significance in affecting the crowd's mentality decidedly. Advertising is a particular register that is distinguished by its distinctive style, language, and mode of expression.

The Oxford Dictionary defines advertising as the process of promoting a product, service, or event through various media channels to boost sales. The purpose of it is to inform, draw attention to, and convey products, services, or concepts. Cook (2008) underscores the imaginative utilization of language in promoting, making a strong space for language investigation and talk assessment. Advertising and language are thus intertwined in a complex way. Inside the setting of social media publicizing, fostering a successful ad for a brand has turned into a huge concern.

Language style is the way people communicate through language, whether they speak or write, and it connects ideas or messages to the speakers or writers. Language style makes it easier for readers or listeners to understand what is being said. The decision of formal or casual style relies upon conditions, and factors, like age, social setting, and feelings (Wardhaugh and Fuller, 2015). In writing, language style refers to the linguistic features used to convey ideas or emotions in a way that has the most significant impact on the intended audience.

Language Styles of Advertising

In the modern era, economic progress is characterized by increasing competition in global trade. Producers and industries frequently engage in a rivalry to attract and retain buyers. To gain control of the market, every producer and industry resort to advertising their products. They recognize the vital role that advertising plays in the realm of marketing and business. Consequently, advertising serves as an effective means to promote multiple products or services and enhance market share. Various social media such as Instagram, Facebook, Twitter, and TikTok as platforms for producers and industries to display their advertisements. Each medium possesses distinct characteristics. Individuals may interpret the messages in their way, resulting in a range of diverse interpretations. To facilitate the interpretation of advertisements, Mirabella and Ariana (2010) proposed several language styles categorized into four groups: morphology, syntax, rhetoric, and slogan.

Language Styles Category

In the category of morphology, advertisers employ different linguistic techniques to make their advertisements more captivating. This includes using simple and formal language, deliberate misspellings, or the addition of prefixes and suffixes to common words. These newly created words retain their original meaning but stand out due to their distinctive spelling, making the advertisement more interesting. Loan words are also utilized to express the exotic nature of a product. Verbs play a significant role in beauty industry advertisements, with action verbs and phrasal verbs being commonly used. Adjectives are necessary for describing product features such as size, color, nature, and quality (Mirabella & Ariana, 2010).

The second category is syntax, which focuses on the structure of sentences in advertising. Advertisers often use simple sentences, interrogative sentences, imperative sentences, and minor clauses. Simple sentences are generally considered more effective than complex sentences, as readers can easily lose interest in lengthy and intricate structures. Interrogative sentences serve as a quick and effective way to engage readers and elicit their responses. Imperative sentences convey claims, calls, and orders, aligning with the purpose of advertising, which is to persuade consumers to purchase products or services.

Minor clauses contain simple elements that emphasize keywords, reducing length and cost while effectively conveying information.

Rhetorical devices, the third category, aim to make advertising more striking and persuasive. As the study of language, rhetoric is practical in advertising by employing persuasive techniques. Figurative language and poetic devices are utilized in this category. Metaphorical language involves using words in a way that deviates from their standard meaning or word order to achieve special effects. Figurative languages, such as personification, similes, metaphors, metonymy, synecdoche, and hyperbole, are integral to language and play a crucial role in all forms of discourse. Poetic devices like puns, repetition, rhyming, and alliteration are also employed in advertising.

The final category is the sloganized category, which encompasses slogans and taglines. These serve as effective marketing tools with distinct functions. Slogans elaborate on a company's goals or a product's positioning. They are designed to be easily remembered and associated with specific advertising campaigns. Slogans can take various forms, including expressions, sayings, idiomatic expressions, phrases, or notable trademarks. They are used in campaigns in which the company participates and adapts to current trends over time.

Advertisement

Advertising is a crucial method employed to promote products and services, widely visible across various media platforms, particularly significant for those operating in the business world. According to Moriarty et al. (2009), advertising is a complex form of communication aimed at achieving goals through diverse strategies that influence consumers' thoughts, emotions, and behaviors. The communication strategy employed in advertising plays a powerful role in shaping consumer behavior, making it easier for marketers to elicit the desired responses from their target audience. Frolova (2014), as cited in the text, defines advertising as a means to inform the public about goods or services through media channels.

Advertisements serve the purpose of promoting goods and services and are classified into various types based on the nature of the advertised goods or services. Moriarty et al. (2009) introduce additional types of advertising, including brand advertising, retail advertising, direct response advertising, business-to-business advertising, nonprofit advertising, and public service advocacy. However, Belch and Belch (2003) propose that the categories mentioned by Moriarty et al. (2009) can be grouped into two main categories: consumer market advertising and business and professional market advertising. Hence, it can be inferred that the style and approach of advertising writing depend on the target audience's needs and the specific type of product being advertised.

METHOD

In this study, the researchers employed a qualitative inquiry utilizing stylistics as an approach to analyzing the written content of a specific social media advertisement. The choice of a qualitative approach was deemed suitable to explore a problem, enhance understanding, and accommodate the researchers' inclination towards flexible and literary writing (Creswell, 2009). Stylistics, the linguistic study of style in written works, encompasses the examination of style as a selection of linguistic choices, deviations from

language norms, recurring features of linguistic forms, and comparisons. Style emerges from the various possibilities of alternative forms. The study focuses on how meaning is constructed through language in texts (Page et.al, 2019). Therefore, the primary aim of examining language style in this study was to reveal the technical linguistic features of the magazine, such as grammatical structure, sentence types, and social media and influences. Specifically, the analysis was limited to investigating the language styles employed in the tagline of Dior Beauty's social media posts, classified into four categories: morphological, syntactical, rhetorical, and sloganized style.

The data were gathered from Dior Beauty's social media posts. Content analysis was employed as the method of data collection, specifically focusing on the taglines created by Dior Beauty for the social media posts. The collected data were then processed using data collection procedures advocated by Miles and Hubermann (1994). The data analysis procedure encompassed three main activities: data reduction, data display, and data conclusion. During the data reduction phase, the study involved selecting, focusing, simplifying, abstracting, and transforming the raw data obtained from all the advertisements analyzed. This process continued by refining, categorizing, directing, eliminating, and organizing the data to reach a conclusive outcome. The information was organized into written text format in the data display phase, facilitating the final step of concluding the data.

RESULTS AND DISCUSSION

Results

This study used Dior Beauty's Instagram post from 20th February to 20th June as a timeframe. The study showed Dior Beauty's Instagram marketing used four language styles such as morphological, syntactical, rhetorical, and sloganized.

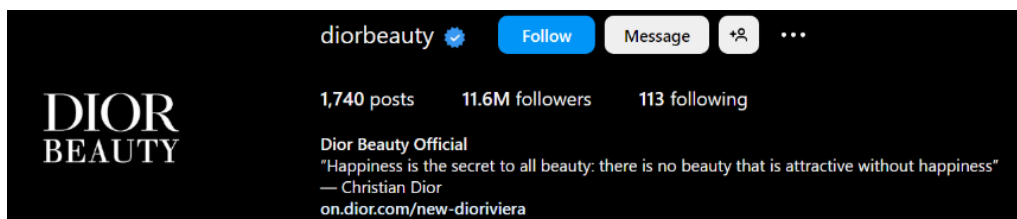
The use of language style in Dior Beauty's social media advertisements plays a crucial role in capturing the attention of the audience and conveying the desired brand image. The strategic selection and application of different language styles enable Dior Beauty to effectively communicate the unique features, desirability, and emotional appeal of its products.

Discussion



Picture 1 Dior Beauty's Instagram post

We found that most of the marketing strategy Dior use in their social media is using some kind of solicitation sentence as a way to get people's attention and instill a sense of participation. This way it can easily connect to a larger audience and still attach a premium experience to their brand. This type of syntactical feature is simple, concise, and compact yet keeps the connection to its follower and member.



Picture 2 *Dior Beauty's Instagram slogan*

The use of a slogan is also crucial for the brand to present its brand personality and exclusivity. It gets stuck in people's minds so it has a long-lasting effect. The slogan also establishes the brand on people's perception and market position. With a short, easy-to-remember, and appropriate catchphrase and tagline, the brand doesn't need to use much space for Instagram captions marketing.

Dior Beauty's slogan "Happiness is the secret to all beauty; there is no beauty that is attractive without happiness" sends a message to their audience that the most important thing to beauty is happiness and without it, beauty is meaningless. Even though the brand is selling all kinds of facial and body care products, Dior still tries to relate to their consumer by not glorifying beauty standards and found a more general thing to lean on such as "happiness".



Picture 3 *Dior Beauty's Instagram post*

Not all of the captions from Dior Beauty's Instagram posts are slogans, taglines, or persuasive sentences. Every other time they use a simple morphological sentence for advertisement. This brings out a new feeling to their branding. These sentences usually use when the brand wants to announce and inform its audience about a special event or sales that are already or will be going. These sentences carry a sense of formality and seriousness to their post.

CONCLUSION

The use of language style in Dior Beauty's social media advertisements plays a crucial role in capturing the attention of the audience and conveying the desired brand image. The strategic selection and application of different language styles enable Dior Beauty to effectively communicate the unique features, desirability, and emotional appeal of its products.

It is important to note that the effectiveness of language style in social media advertisements is subjective and dependent on various factors, including the target audience, cultural context, and current market trends. Therefore, continuous monitoring

and adaptation of language style strategies are essential for Dior Beauty to stay relevant and resonate with their ever-evolving audience.

In conclusion, this study sheds light on the significance of language style in Dior Beauty's social media advertisements. By employing a combination of morphological, rhetorical, emotional, and aspirational language styles, Dior Beauty successfully communicates its brand message, engages the target audience, and reinforces its position as a luxury beauty brand. The findings of this study provide valuable insights for marketers and advertisers in the beauty industry, emphasizing the importance of strategic language style choices in effectively reaching and captivating today's digital consumers.

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