

INTRODUCTION

This is a research exercise which attempts to replicate work done on the language of TV advertising by Leech. Leech's work on English in Advertising has in a sense become a classic. It is both comprehensive and rigorous. He has analysed the linguistic features of the language of Advertising in general and the language of TV advertising in particular. Taking a cue from this work Pandya analysed the linguistic features of Press Advertising in India. Needless to say that she has described the features of English used in Indian press advertising. However, the peculiar features of the language of Indian advertising ^{have} largely been ignored.

Recently, Bhatia has investigated the phenomenon of multiple-mixing in Hindi press advertising. Although he has confined himself to advertisements appearing in the Hindi Weekly 'Dharmayuga' over a decade, he has discovered some significant features such as code-mixing which has contributed to the modernizing of Hindi. He has also drawn attention to the different elements of an advertising copy as performing different functions. What is more, he has correlated specific types of language mixing with specific functions.

However, no work has so far been done on the language of Indian TV advertising as far as the present investigator knows. The object of this investigation is to analyse some

samples of Indian TV advertising which employ either English alone or English-mixed Hindi and report the findings.

The dissertation is divided into four chapters.

Chapter I summarises the objectives, types and media of advertising in general and mentions the salient features of the language of advertising as treated by Leech.

Chapter II describes the language scene in India in terms of the phenomena bilingualism and multi-lingualism. It also gives statistics pertaining to the different languages used in India and the percentages of speakers using them. Particular attention is given to English and Hindi. A brief reference to code-mixing is also made here. The chapter also describes the Indian Television service in terms of the number and type of TV centres. Statistics about the types of programmes and the language/s used are provided.

Chapter III describes the materials, the methods and the framework used for the analysis of the Indian data. In this chapter the peculiar communicative situations that occur in TV advertising are investigated and reported. Some observations^S_A on the Indian strategies are offered here.

Chapter IV begins with a brief summary of Halliday's linguistic framework which was adopted by Leech. It then presents a detailed analysis of the different linguistic structures that occur in the Indian data both English and

English-Hindi mixed. Again some observations on the linguistic features of Indian TV advertising are offered here.

It appears from this study that the language of Indian TV advertising is highly influenced by the language of British TV advertising. It also appears that the English language has had a modernizing effect on the Hindi language used in Hindi TV advertising.

It must be admitted that our data is extremely limited and therefore our observations are nothing more than hypotheses. Needless to say that there is scope for a more comprehensive and more rigorous investigation into this area.

Full texts of advertising copies of the samples we have used appear in Appendix II and III together with a description of their structure. A comprehensive bibliography of all the works referred to appears at the end of the dissertation.