

STANDARD MACEDONIAN LANGUAGE USED IN TELEVISION ADVERTISEMENTS

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ABSTRACT: The successful effects of marketing are well known to companies that do not hesitate to spend millions in advertising. All kinds of tricks and techniques with the sole purpose of affecting the potential consumer in one way or other are being used. There is a constant search for new ways and dimensions in which fresh and exciting methods can be implemented and the final goal of this process is directing the message about the product to the costumers.

In this article, we have analyzed the language used in advertisements that were broadcasted on the Macedonian radio television and other television stations in the period between 2000 and 2014. We have put emphasis on the advertisements' language characteristics, or to be specific, on the standard Macedonian language that is used in combination with marketing components in order to make the ads successful and the product acknowledged. We also conducted research which displays language characteristics that are desirable in an advertisement and the language that native speakers of Macedonian favor.

KEYWORDS: standard Macedonian language, advertisements.

1. Introduction.

Everyday life makes us impatient. We hate being interrupted while we are speaking, we hate being interrupted while we are talking and we certainly don't want to be interrupted while watching a TV show. Imagine watching a romantic scene when suddenly a commercial interrupts the scene. We get angry; we reach for the remote and change the channel, although we are aware that in order to exist, television channels have to sell time for advertisements to those that want to be advertised.

The term advertisement has various definitions in different dictionaries. The basic meaning in all of them is that the advertisement is a way to promote products, goods, ideas or organizations on the market in order to spread information that will stimulate people to take action. Advertising is a sort of communication between manufacturers and consumers. In the advertising messages or slogans, the companies use emotion seeking components like vivid colors, actors, songs and phrases that subconsciously influence us.

Despite the Internet's enormous power, television is still the main medium for information and for establishing and maintaining mercantile brands. Television signals reach to everyone's home. As an illustration of the power that television has, we cite the analysis made by The Agency for Audio and Audiovisual Media Services in April 2013. The inquiry, with a representative sample of 1070 people aged 18 or over, was conducted on the territory of Republic of Macedonia. The results show that 58, 3 % of the examined population prefers television as a medium that delivers information and 34 % spends more than four hours in front of the television sets.

The most important part of every advertisement is the language that is used. The language code calls for action and simultaneously gets adequate reaction from the viewers. Some Macedonian television channels broadcast advertisements that use endless creative possibilities that the standard Macedonian language offers and some advertisements regarding the language deviate from the standard norm.

In the essay – “The Language of Advertising Claims”, J. Schrank, (1976) states that “the simplest and most direct way to study ads is through an analysis of the language of the advertising claim” and that the other aspects of the advertisement revolve around the language. Shrank also states that a simple analysis of the language used in the advertisements can show which statements are false and which actually provide valuable information. Unfortunately, most of the advertisements belong in the category of pseudo-informative statements. They don't lie about the characteristics of the product, but they don't tell the truth

either. Schrank says that “they balance on the narrow line between truth and falsehood by a careful choice of words”.

When the remote control is in our hands and we go through the television channels, we need some kind of magic that will make us stop on an advertisement and watch it from beginning to end. That is why the producers and manufacturers, along with their marketing teams, become magicians and try to steal our attention. Advertising messages or slogans are not superior literature because that is not the goal. Their goal is to present the product, to describe that product, inform us about its use and availability. Advertising messages or slogans attract people’s attention and, in the same time, empty their pockets.

2. Methodology of the research.

In order to carry out this analysis, we analyzed the advertisements broadcasted on the Macedonian Radio television and on the other television stations in the period between 2000 and 2014. The advertisements are studied from a language standpoint. To be more exact, we studied the use of standard Macedonian language and examined the prevailing language characteristics. For the purpose of the analysis, in March 2015 a survey was conducted among the native speakers of Macedonian language. This survey displays language characteristics that are desirable in an advertisement and the language that native speakers favor. The results can be useful to the companies and businesses in the process of creating advertisements for their products.

3. Results from the research and discussion.

3.1. Orthographic level.

Regarding the advertising material that is the object of research, it can be noted that the names of the advertised products or the trading brands are usually written in Latin. In that sense, the question whether they should be written in Latin or Cyrillic still remains. In the Orthography of the Macedonian language there are no strict regulations about this question although we can take the rule about the use of capital and small letters when transcribing names of foreign magazines or books with Macedonian translation or Macedonian transcription in consideration. For instance, *Tajms of India*, *Njujork herald tribjun* etc., which contributes to the idea that the names should be transcribed (Vidoeski, B., T. Dimitrovski, K. Koneski, R. Ugrinova-Skalovska, 1998, p. 101 a, b). There are different solutions in the analyzed material; some of the names are given in their original aspect, in Latin, and some with a Cyrillic transcription. For instance: **Vip**: *Povekje za vas* – More for you, (Sitel, 26.10.2012); **T-home**: *Spodeli doživuvanja* – Share experiences, (Sitel, 12.10.2010); **Becutan**: *Nežno ušte od prvot dopir* – Tender since the first touch, (Sitel, 20.12.2011); **SAVA TABAK**: *Ne dozvoluvajte ništo da go rasipe vašiot odmor* – Allow nothing to ruin your vacation, (YouTube, 24.4.2014); **Kožuvčanka**: *Kralica na vodite* – Queen of the water, (Kanal5, 12.11.2009); **Skopsko pivo**: *I sè e možno* – And everything is possible, (AI, 12.10.2000); **one**: *sekade zaedno* – everywhere together, (AI, 13.5.2010); **Coca Cola**: *otvori za radost* – open for happiness, (AI, 13.10.2010); **GORSKA**: *VODA ZA SEKOJ DEN OD ŽIVOTOT* – WATER FOR EACH DAY OF LIFE, (AI, 14.10. 2010); **EVN Makedonija**: *SEKOGAŠ TUKA ZA VAS* – ALWAYS HERE FOR YOU, (AI, 14.10. 2010). Regarding the examples listed above, the absence of quotation marks can also be noted. Names of books, magazines... companies, hotels, enterprises, firms, factory brands are placed in quotation marks... (Vidoeski, B., T. Dimitrovski, K. Koneski, R. Ugrinova-Skalovska, 1998, p. 389 a), but in these cases they are left out on account of the limited space and easy identification of what the names refer to (Vidoeski, B., T. Dimitrovski, K. Koneski, R. Ugrinova-Skalovska, 1998, p. 389 b).

3.1.1. Use of capital letters and small letters.

The examples show that, depending on the product and the company, the use of capital or small letters in advertising messages or slogans varies: the first letter of the first word written with a capital letter, use of small letters throughout, use of capitalized letters throughout. Another thing that causes ambiguity is the manner used to write the frequent paraphrases. For example, if Queen of water is a paraphrase that refers to the notion Kozuvčanka, should the paraphrase start with a capital letter and from the other words only the personal nouns be capitalized, (Vidoeski, B., T. Dimitrovski, K. Koneski, R. Ugrinova-Skalovska, 1998, p. 95 a, b, v, g), or should the two words start with a capital letter, considering the fact that they denote personal names? In practice, there are different solutions to this question.

3.1.2. Use of rhyme.

A very effective technique that is usually used in advertisements is the implementation of rhyme. The first things we hear and say as kids are rhymed words; rhyme also helps us while studying new things (we rhyme known with unknown words) and when we wish to relax, we sing songs that rhyme. The use of rhyme is very convenient because it combines features that can make the advertisement recognizable, meaningful and delightful. For example, in the advertisement **BUČEN KOZJAK – LOUD KOZJAK**, (A1, 5.9.2010): *Staro mlado site se sobiraat, / od bučen Koznjak glasovi se širat. / Glas se sluša mnogo od daleko, / ubav jogurt i kiselo mleko* – “Old and young gather together, / from Bučen Kozjak voices are spreading. / Voice is heard from far away, / nice yogurt and sour milk.” The comedy trio “K-15” performs a cheerful song with elements of the well-known Macedonian folklore. In the song they sing about the quality of the yogurt and sour milk, while a folk dance troop dances to the song. This song follows the parallel rhyme scheme. Parallel rhyme scheme is also present in the advertising message about **Moja kravička – My little cow**, (A1, 3.5.2010) in the first and second verse; and the third and fourth verse (AABB), *Mojata kravička dava mnogu šansi, / čisto zdravje bez trunks konzervansi. / Mojata kravička za koski kako stena, / eeeeeej Mlekarena!* – “My little cow gives a lot of chances, / simply health without preservatives. / My little cow for bones hard as rock, / eeeeeej Mlekarena!” In this example, the music from the well-known hit song “Makarena” serves as basis for the lyrics that emphasize the health benefits from milk consumption. The actors dance the famous “Macarena” dance, but in the end they say “Mlekarena”.

3.2. Morphological level – pronouns.

On morphological level, there is a frequent use of the personal pronouns for second person singular and plural, the use of full and short pronoun forms of the personal pronouns for second person singular and plural, and also the use of verb forms, usually in present tense and imperative in the advertising messages. The use of these forms fills the gap between the manufacturer and the consumer. In order to achieve that, the advertising messages are written in a manner that makes the costumer think that it is about a ‘one on one’ conversation. They put emphasis on the costumer, make promises, give honest advice and show that they care about his needs. Addressing someone directly means that you expect him to take part in the communication process. It shows respect, friendliness and trust. For instance, **vip**: *Povekje za vas* – “More for you”, (Sitel, 21.10.2013); **boom tv**: *Televizija što e sekade so vas* – “Television that is everywhere with you”, (A1, 25.4.2010); **Bloom**: *Ubavoto vo tebe Bloom go budi* – “Boom wakes the beauty in you”, (A1, 30.11.2010); **vip**: *Te čeka mnogu razgovor?* – “A long conversation awaits you?” (Kanal5, 20.11.2010); **GORSKA voda**: *Kje vidiš ti!* – “You will see!” (A1, 19.11.2009); **T-Mobile**: *Gi zedovme najdobrite sastojki za da podgotvime slatko iznenaduvanje za vas* – “We took the best ingredients to prepare a sweet surprise for you”, (Kanal5, 11.12.2011); **T-Mobile**: *Najdobroto za tebe bez kompromisi!* – “The best for you without compromises”, (Sitel, 8.7.2012); **T-Mobile**: *Internet e koga ti vikaat ostavi go telefonot dodeka ručame!* – “Internet is when they are yelling at you to put the phone away while eating”, (YouTube, 18.3.2014); **one**: *Vežbajte i vie za noviot paket so sovršeni proporcii* – “You, too, can start exercising for the new package with perfect proportions”, (Sitel, 19.11.2011). According to the Orthography of the Macedonian language, the personal pronoun in second person plural should be written with a capital letter. But when we address a larger audience, a bigger group of people, there is no need to capitalize the first letter. The personal pronouns *vie* (you) and *vaš* (yours) and their forms may be written with a capital letter out of respect. However, from all of the examples listed in this paper, it is obvious that the advertisement is addressing a large audience and that is exactly why they are written in small letters.

The use of personal pronouns for first person plural and their forms is the best way to inform the costumers about the producer’s ideas, views and reliability. The producers introduce themselves to the potential costumers in order to become well-known on the market and gain the needed trust. For example: **STOBI FLIPS**: *Za site generacii koi rastat so nas* – “For all the generations that grow with us”, (Sitel, 18.12.2012); **one**: *Kaj nas nulata e navistina nula* – “Here, zero really means zero”, (A1, 23.10.2010); **SAVA TABAK**: *Nie nudime semen paket za osiguruvanje i dopolnitelno zdravstveno osiguruvanje edinstveno kaj nas* – “We offer a family package for insurance and additional health insurance; only with us”, (YouTube, 24.4.2014); **Orbit**: *Za vašite zabi zdravite nepca se isto tolku važni, zatoa nie razvivme nov i edinstven Orbit Herbal* – “Healthy gums are important for your teeth, that is why we have developed a new and unique Orbit Herbal”, (Sitel, 16.5.2004); **Caffetin**: *Nie znaeme sè za glavobolkata* – “We know everything about the headache”, (Sitel, 3.4.2014).

3.2.1. Comparison of adjectives.

Adjective comparison is another language characteristic in advertising messages. When paralleling two entities, some characteristics they both have (or lack, for that matter) are compared; the comparative is used to describe an attribute or characteristic that is expressed in larger amount in one of those entities. In the advertisements that we watch every day, we notice no comparison of two entities, or to be exact, two products. It would be unethical if the advertising message stated: “Product A is better than product B.” For example: **Wash & Go**: *Kosata može da vi stane mnogu pobujna i bez feniranje so Wash & Go* – “Your hair can get more voluminous without blow-drying only with Wash & Go”, (MTV, 19.11.2000); **NESCAFÉ Classic**: *43 ZRNA VO SEKOJA ŠOLJA, ZA POBOGAT EDINSTVEN VKUS* – “43 COFFEE BEANS IN EVERY CUP FOR RICHER UNIQUE TASTE”, (MTV, 19.11.2000); **MAKPETROL**: *PODOBAR ZA MOTOROT, PODOBAR ZA PRIRODATA* – “BETTER FOR THE ENGINE, BETTER FOR THE NATURE”, (YouTube, 1.5.2014). The producers, along with the people creators of the advertising message, have one goal and that is to present the product as best one on the whole market. They use superlative for that purpose. The competition forces them to indicate that their product is the best, the cheapest, most efficient and most effective. The producers already know this, now they only have to convince the potential buyer to choose that product. For instance: **boom tv**: *Televizija što e sekade so vas, najdobar kvalitet za super cena* – “A television that is everywhere with you, best quality for a great price”, (A1, 20.12.2010); **SKOPSKO**: *našeto najdobro* – “our best”, (Sitel, 20.6.2013); **OPEL**: *Otkrijte go mesecot so najpovolni ceni vo Opel* – “Discover the month with most favorable prices in Opel”, (A1, 20.05.2009); **Džabest**: *NAJEVTIN PRIPEJD – CHEAPEST PREPAID*, (Sitel, 5.6.2013); **Sutaš**: *Mu mu za najdobroto od mlekoto* – “Mu mu for the best of milk”, (Kanal5, 9.4.2014); **T-Mobile**: *Sozdavame nezaboravni momenti, spodeli gi so najbrziot Internet, kadei da si!* – “We are creating unforgettable moments, share them using the fastest Internet wherever you are!”, (Sitel, 20.5.2011);

3.3. Lexical level.

On the lexical level we note the use of neologisms. Neologisms are new words, newly formed or already-existing notions or terms, but with new meanings. With society’s development, new words constantly become part of the language. Creativity is the most important thing about neologisms, because they need to intrigue the potential customer. The desired reaction that the producers aim for is that when people see and hear that new word, they remember it and look for it in the supermarket. A great example of creativity is the one when the telecommunication operator One offered a new possibility for their new users. The new offer is called *Džabest*. When asked about the slogan, One’s team stated that the name comes from the motto *Džabe razgovor za best društvo* – “Free conversation for the best company”. The English adjective “Best” means *most excellent, effective, or desirable type or quality*. In the slogan and their logo, „Džabest“ the English adjective is capitalized and written in Cyrillic. In the slogan *Džabestiraj se i ti!* – „Džabestize yourself“ we get the new verb *džabestira* in imperative. *Da se džabestiraš* – “To džabestize yourself“ means *to become part of their family by activating their new offer*. The notion “Mlekarena” can be analyzed as a neologism, which shows that new words can be created when using rhyme and they should be carefully examined in the future.

3.4. Syntax level.

The use of simple, interrogative and imperative sentences prevails in the advertising messages. The advertising slogan should be short and simple; complicated and unclear constructions are not beneficial for the main goal. Simple sentences are easy to remember and serve the advertisements the best way possible. For example, **SAKAM SKOPSKO!** – “I WANT SKOPSKO!”. „Pivara Skopje AD“ in 2001 filmed few advertisements which featured famous Macedonian pop stars like Karolina Gočeva, Igor Džambazov, „Area“ and „Nokaut“ and they had a very easy task. Questioned *Što sakaš?* – “What do you want?” they simply answered **SAKAM SKOPSKO!** – “I WANT SKOPSKO”. The phrase is short, easy to remember and it became a part of everyday speech among people. No matter what they were asked, people jokingly answered **SAKAM SKOPSKO!** – “I WANT SKOPSKO”. The grammatical structure of the sentence is characterized with the verb *saka* – “want” in first person singular and the name of the beer **SKOPSKO** as the direct object. Interrogative sentences get the costumers’ attention by mentioning the item that is important to them. The question establishes communication between the producer who sends the message and viewers that receive that message. They raise the viewer’s curiosity, make people want to watch the

advertisement until the end and get them interested in the product. The answer to the question is, usually, at the end of the advertisement. For example: **vip**: *Te čeka mnogu razgovor?* – “A long conversation awaits you?”, (Kanal5, 20.11.2010). In the advertisement about their offer, the telecommunication operator Vip focuses on the main problem with a simple question. That problem is very common and the commercial instantly draws our attention. Also, according to the script, the actors act out a situation that is clearly going to need a lot of explaining, i.e. a long conversation. We watch the advertisement until end to see how they solve that common problem. Another example, **STOBI FLIPS**: *Gi probavte?* – “Have you tried them?”, (Sitel, 20.5.2004). In the advertisement for STOBI FLIPS, new flavors from the well-known snack are introduced to the viewers. Unlike the previous example, in this advertisement the answer to the question is not found at the end. They expect an answer from the costumers after they have tried the new flavors of STOBI FLIPS. The use of imperative sentences is a possibility to stimulate the viewer towards action, buying and consuming. The slogan should urge people to buy the product. *Аплицирајте веднаш* – “Apply now”, *Нараचाј веднаш* – “Order immediately” or *Јави се веднаш* – “Call immediately”. The imperative sentence gives the viewers the sense that someone cares about their needs. In a polite way, viewers are given an order to do something for their benefit. For instance, **GRAND KAFE**: *Odberete go Grand Kafe* – “Choose Grand Kafe”, (Sitel, 20.5.2004); **T-home**: *Javi se vednaš na 171* – “Call now on 171”, (Sitel, 1.5.2012); **SKOPSKO PIVO**: *NAZDRAVI ZA DOBRATA VEST!* – “HAVE A TOAST FOR THE GOOD NEWS”, (Kanal5, 20.12.2013); **Univerzitet Amerikan koledž**: *Aplicirajte vednaš!* – “Apply now!”, (YouTube, 30.5.2014); **Ministerstvo za ekonomija i ELEM**: *Štedi. Vkluchi go mozokot, iskluchi ja strujata!* – “Save up! Turn on the mind, turn off the electricity”; **Sun Gold**: *Gledaj si go zdravjeto* – “Look after your health”, (A1, 20.12.2009) etc.

In order to study the viewer’s opinion on the importance of the right use of standard Macedonian language, a survey was conducted on a random group of 200 examinees, aged 18 and over in the period from March 26th to March 31st, 2015. The data was gathered via four questions that were directly introduced to the examinees: 1. what is the first thing that attracts your attention while watching an advertisement? – with four offered alternatives: a) the language used in the message; b) the music; c) the actors; d) the product; 2. Is the language used in advertisements important? – with two alternatives: a) yes or b) no; 3. What kind of language use in advertisements attracts your attention? – with three alternative answers: a) standard, b) dialect, c) it is not important; 4. Do you justify deviations from the use of standard Macedonian language in advertisements? – with two alternatives: a) yes or b) no; these were the results from the survey.

Regarding question number one, 35 % of the examinees said that the language used in the advertising message is the first thing that attracts their attention, 25 % of the examinees initially notice the actors, 22, 5 % are attracted by the product and 17, 5 % are attracted by the music. The answers of the examinees explicitly point out the importance of the correct use of Macedonian language in advertising messages, but the product, the actors and the music are of great importance as well. These results indicate the serious approach they have towards the use of standard Macedonian language and the importance of this matter. Graphic presentation of the data is given in **Figure 1**.

In addition, here are some of the answers from the survey: “The first thing that grabs my attention is the song; if the song is pleasant, it gets stuck in my head. The content of the advertisement is also very important and lastly, the product. I don’t care about the actors.”; “I notice the conversation between actors because some advertisements are impossible to understand due to the literal translations from another language, then the actors and finally the product.”; “If the message is fun, it stays in my mind. If there is a handsome actor in the advertisement, that is also a big plus.”; “First and foremost, the message and the product.”; “I will never forget the advertisements that are provocative in some aspect.”; “The things it says. Humor and the message it delivers. It has to be funny to be remembered.”; “The first things I notice are the actors, then the product and finally the things that actors say.”

As for the second question, we asked the examinees if the language used in advertisements is important. The results show that 95 % of the people think that the language used in advertisements is crucial, and 5 % think that the language is not that important. The answers suggest that the largest percent of the examinees are aware about the importance of the use of standard Macedonian language in advertising. We should pay attention to the number of examinees that think language is not important and

why that opinion is so. That can be examined with further analysis. Graphic presentation of the data is given in **Figure 2**.

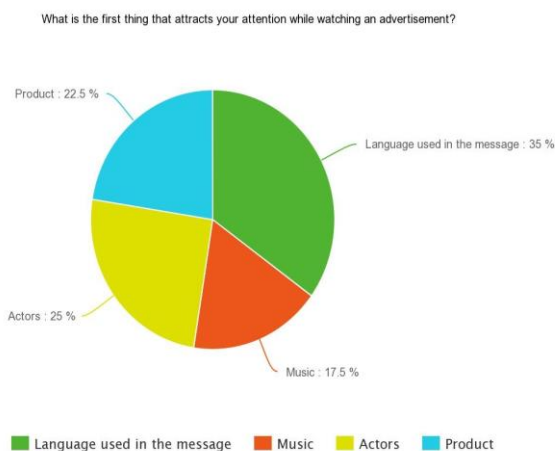


Figure 1.

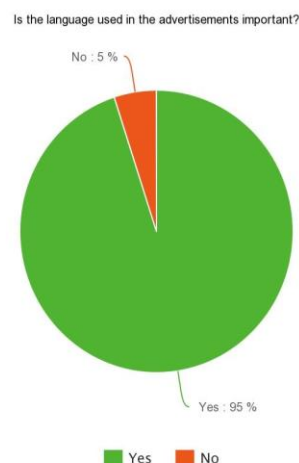


Figure 2.

In addition here are some of the answers that indicate the importance of the language used in the advertising message: “Yes, language is particularly important for advertisements that are broadcasted on television, to a large audience.”; “Yes because it is important that the people watching the advertisement know what is advertised and in those few seconds, every word is important.”; “Yes because language has the power to influence people’s opinion.”; “Language is important because it should motivate and encourage people to purchase a product.”

The answers to the third question show that 85 % from the examinees consider that only standard Macedonian language should be used in advertisements. 10 % consider that dialect language can be used and 5 % do not consider it that important. The answers show the awareness of the examinees about the importance of standard Macedonian language in advertisements, but it is obvious that further analysis should be performed in order to understand the standpoint of the 5 % that show indifference to this important question. Further analysis should be done about the opinion that sometimes a dialect can influence a certain target group. It should be noted that in numerous advertisements broadcasted on the Macedonian national television channel, the accentual units are lost in certain constructions, and therefore constructions with prepositions and full pronoun forms are pronounced with a separate accent (because the slogan is short, they are obvious), which is a serious disturbance of the standard language norm. This deviation is typical for the Skopje dialect which is mistakenly thought as prestigious. The dialect features should be carefully adapted in the advertising messages. Graphic presentation of the data is given in **Figure 3**.

In addition, here are some of the answers from the survey: “Standard Macedonian language should prevail in the advertisements. The speech should be clear and the tone should be calm and neutral.”; “Standard Macedonian language with short, clear and grammatically correct sentences.”; “Sometimes the use of nonstandard language intrigues people.”; “Dialects are interesting and sometimes they have great effect on a target group.”; “It doesn’t matter if the language is standard or nonstandard because the only thing that should matter in an advertisement is the product.”

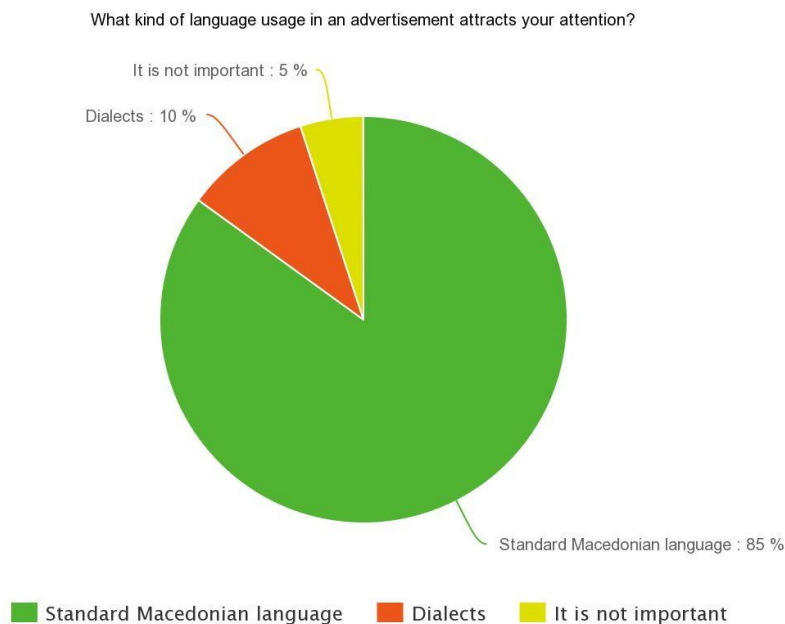


Figure 3.

The answers from the final question show that 90 % of the examinees do not justify deviations from the standard Macedonian language, in contrast to the 10 % that justify them. This is an indication of the examinees' awareness about the use of standard Macedonian language in advertisements. Further analyses about the type of the deviations that examinees approve of are needed. Graphic presentation of the data is given in **Figure 4.**

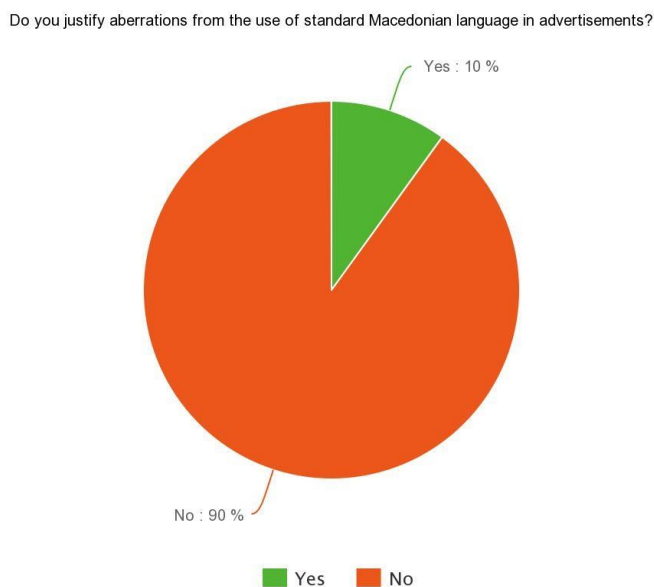


Figure 4.

In addition, here are some of the answers: "I don't justify deviations. Only standard Macedonian language should be used in the advertising messages."; "No deviations, only standard Macedonian language."; "Yes, I approve the use of dialects because sometimes dialects have stronger effect on potential consumers."; "No, I don't approve deviations and in some advertisements the orthography needs more attention."

4. Conclusion.

Advertising has become a part of our everyday life. Different kinds of commercials attack our perception on a daily basis. They have the power to attract and that kind of power manipulates with

consumers – there are words that encourage, ask, inform and leave a trace in people's memory. Advertising has become science. Advertising methods and their influence on consumers can be studied and analyzed.

The analysis clearly shows the language characteristics that are dominant in the advertisements. On phonetic and phonological level we come across the use of capital letters, the use of small letters and the use of capital letters throughout and the use of rhyme as an effective technique that stimulates memory. On morphological level we come across the use of personal pronouns for second person singular and plural, full and short pronoun forms from the personal pronouns for second person singular and plural, and verb forms – usually in present tense and imperative mood. The gap between the producer and consumer is reduced with their use. Direct speech means that the consumers are included in the communication and that they are expected to participate. Adjectives in comparative and superlative are used in order to emphasize the value of the product. On lexical level, we encounter the use of neologisms. On syntactic level, we come upon the use of simple, interrogative and imperative sentences. The advertising slogan should be short and simple; it should never be complicated or ambiguous. Short simple sentences are easy to remember and they are an important characteristic of advertising messages.

Regarding the conducted survey, we can summarize that the funny, provocative, short and clear, filled with humor and calm tone are the most desirable advertising messages. The actors and the music are important components of every successful advertisement as well. The survey shows that it is particularly important to pay attention and respect the norms of the standard Macedonian language used in the advertisements. The use of dialect features should be carefully implemented, because some of them do serious damage to the standard norm of the language. In this sense, the results from the survey can help the producers in making their future advertisements. The survey also shows that further analyses should be done, especially towards the examinees, which are indifferent to the standard language norm.

Language has an enormous power when it comes to well structured strings of words. Language has the potential to incite strong emotions in all of us. Words can make us fall in love, go to battle or swim across La Manche. When the marketing teams possess the treasure called language and have unlimited creativity, it results in language constructions that raise brows and empty pockets.

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