
RESEARCH ARTICLE

ENHANCING VOCABULARY THROUGH TELEVISION COMMERCIALS-
A DESCRIPTIVE STUDY

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Abstract

The prime idea of this paper is to present the evaluative description on the role of media particularly television commercials which help a lot in enhancing vocabulary in different sources especially for learners who are trying to acquire a broad area of learning language. The television which we generally called an idiot box supports us a lot in gaining knowledge, enhancing our abilities in learning many things around us. In specific TV commercials are fun, informative, persuasive and innovative acts of communication that not only can grab the attention of the learners but also motivate them to think critically about the deeper linguistic ways. The diction which is used on TV commercials stimulates the learners how to use them in our daily life in various contexts. Thus this paper highlights various register based concepts relevant to television commercials and thus this work also enlightens the readers how TV provides an opportunity to learn language, culture, values and thinking beyond the box.

Key words: Stimulate linguistics, persuasive, communication.

The aim of this research paper is to present a descriptive note on television commercials which play a prominent role in our life for acquiring knowledge and enhancing vocabulary. Television commercials are used as language learning tools for those who aspire to improve their process of communication. Mostly students play a key role in addicting themselves to the commercials on TV which they grab the concept on particular thing in seconds and hence they applied that concept in their language learning classroom effectively. These types of activities create a healthy conversation among the students and help them to think critically for enhancing their skills and to pave way to develop innovative concepts. In this context we thank to the technological advances for their advantages and accessibility for the learners to know new things and creative concepts.

RESEARCH ARTICLE

The word ‘advertise’ originated from Latin *advertere*, which means “to attract people’s attention.” The basic characteristic of advertising is to arouse consumers’ attention and interest towards a product so that consumers would take action to buy the product (Cao, 2008). This meaning also elevates the point that by the use of language we can impress the people to buy the product. At this juncture the present paper is an innovative research on finding language essentials for making people more impressive. At this juncture when we are talking about the famous phrase” **HAKUNA MATATA**”, the word which is used as a lingua franca of African region, it was achieved greater heights in our Indian minds irrespective of their academic backgrounds and age. Our Indians, not only Indians through worldwide used this phrase in most of their regular usages which elevates the meaning that “No Worries”. It was also used in the movie “The Lion King” among various animals as a generic word and in that movie this phrase was presented in the form of a song which grabs the attention of all and children in particular. Likewise a language learner always tries to imitate the phrases and vocabulary which is used on TV commercials and also improves critical thinking for inventing new ideas. Not only the language but also the visual clues which are presented on television commercials provide much information to help the students in the long run for understanding linguistic meanings. Even though TV, an idiot box helps us a lot in

gaining knowledge by using different sources of information.

An example of television commercial is “**ONIDA**” advertisement which makes audience very attractive and impressive. In the said commercial a person who seems a Satan represents the concept of buying Onida TV. His appearance makes the audience more impressive and exaggerated to watch the commercial and understanding the concept. In particular the phrase which is used in the end of the advertisement makes the viewers to think about the idea which is “**NEIGHBOUR’S ENVY, OWNER’S PRIDE**” and it means that if we bought this item it gives the feeling of jealous to the neighbors and gives the feeling of pride those who bought it. Generally most of the people doesn’t aware of the word envy but it’s a challenge to the language learners for finding the meaning of the word ENVY and obviously there will be a discussion placed in an ELT classroom for identifying the meaning of the above phrase.

In addition to providing higher end concepts, Television commercials can aid in learning critical analysis strategies and mainly focused on the ability of commercials to enhance critical thinking skills. They motivate students especially by introducing variety of concepts to make them effective communicators. Students reviewed the models presented on Television commercials and practiced analyzing the culture and intentions of the commercials and also viewed and wrote about commercials on their own.

RESEARCH ARTICLE

Most of the language learners indicate that commercials are a useful tool for enlightening awareness and analysis of cultural variations as well as developing critical thinking skills in response to advertising. Language used in TV commercials is also advantages in the classroom. By using commercials from a variety of locations, language teachers can introduce different accents, dialects, cultures, and values. The variety of voices and dictions that commercials can provide is far greater than listening materials that accompany typical textbooks. The cultural and values depicted through commercials can be used as a springboard to language practice and critical analysis.

In most of the commercial formations create advertisements to succeed over the edge. It is just because everyone is in a competitive situation. Accordingly, they create commercials and show them via media and other leading daily entities. For example one of the leading Indian Nationalized Bank which says that **‘PURE BANKING AND NOTHING ELSE’**. By the above phrase we can understand that this bank will help us a lot in serving people. And this type of tag lines impressed the people to use them in a daily life whenever there will be a positive context. Another bank uses the following tag line, **‘TAKING TECHNOLOGY TO THE COMMON MAN.’** This implies that even a common man can be benefited by the service that the bank provides. Hence the words and phrases used in TV commercials in representing certain banks give a broad area of knowledge and awareness to the people.

Thus a language learner always uses Television commercials as one of the best way of learning new things.

Not only extending awareness about certain elements but also provides a vast knowledge regarding a prominent issues like career guidance, opportunities etc., for example when we look at the commercial on **“Rin Supreme”** we observed the dauntless initiative taken by the girl who represented from rural background and supporting their people when a group of employers underestimates them to take them as managers for their newly established industry. In order to represent their people as strong and capable, she used the famous phrase **“Don’t judge the book by its cover”** which reflects the meaning that we should not (form) come to an opinion purely on someone or something only by their appearance. Through this ad we can also aware of the program on career guidance taken by Rin manufacturing team. Thus TV commercials help us not only in enhancing vocabulary skills but also extending knowledge about things around us.

Conclusion:

helps consumers to know the pros and cons of a particular product. Commercials also inspires students specifically in inculcating cultural attitudes, helps them in analyzing beliefs and behaviors.

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