

THE LANGUAGE OF ADVERTISEMENT AND ITS FEATURES AND CHARACTERISTICS: INVESTIGATING THE ISSUE FROM A DEEPER VIEW

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ABSTRACT

This study is designed to investigate and discuss about the fundamental as well as the main characteristics of the advertising language. In effect, this study is proposed to shed light on what it takes to be an effective and successful advertisement in terms of its features. To reach the aim of this study, some of the main subjects, topics, and points which can be related to the goal of article are introduced, explained, and discussed. Afterword, they are followed by a precise discussion and conclusion.

On the whole, this study attempts to identify the characteristics of the good and operative advertising language. For the most part, this article looks at the features which are essential and indispensable for the advertising language, or to be more exact, the traits which create some piece of work so called an *advertisement*, in detail, and from a deeper view.

KEYWORDS: Advertisement, Advertising Language, Persuasion, Communication.