

Tamil Advertisements And Word Choices In Radio Six

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1.0. Introduction

"Thanks to language human become human"

- Aristotle

Language perfects man perhaps a proper phrase that can resemble Aristotle's thought. As a communication tool language has pervaded in every action and move of man in today's life style. It's expressive nature provides wide range of choices for him to transmit ideas, speaking, thinking, giving and taking orders, preaching, lecturing, tutoring and etc. On this basis we can say that language has laid the foundation for every progress and civilisation attained by human, what's more in this Information Technology (IT) era.

The upsurge of IT era in recent years has stormed in a number of ultra-modern forms of telecommunications. Scientific innovations like radio, television(TV), cable TV, satellite TV, Internet, mobile phones have invaded our lifestyle within a shorter period of time. Among them radio is acknowledged as one of the cheapest media that everyone affords to have. Cheap in terms of cost, convenient to handle, storing up and size ensures its obscured prominence be sustained even in the Information Communication and Technology era.

Radio stations operate to entertain the listeners based on their own objectives and commitments. Generally speaking, the functions of radio stations can be stated as below:

- i. *transmit information*
- ii. *educate the public/listener*
- iii. *entertain the audience*

(K.Ghandhi, 2000: 15)

These stations broadcast latest news, music and other leisure programmes regardless of time and locations as part of their daily routine. Besides entertainment these programmes also stimulate creative thinking among the listeners. These advantages make it one of the most entertaining electronic media using contemporary language style in most of the fields.

1.2. Radio Six (R6), Malaysia

Radio Six(R6) is a government sponsored Radio station operating in Malaysia. It broadcasts Tamil language and community orientated programmes for Malaysian Indians. This station was established in 1946 which was then known as *Radio Malaya* (Malayan Radio). In those days it operated for limited hours only (www.rtm.net.my). Since the aftermath of the Second World War this station has undergone rapid changes transforming its image and role along with the nation's progress. Today R6 operates around the clock to serve its loyal fans who number just little more than 10 million in the country and around the world. It caters them with some 30 valuable and highly integrated multi-lingual programmes. With such excellent performance record, today R6 has been placed among the nation's top 10 Radio Stations (Kamala Saraswathi, 1996: 10).

1.3. Language and Radio Advertisements

According to K. Karunakaran, there is no specific mode to be proposed to scale the development of a language. It is because the usage of language involves a number of levels, i.e. structural form and its diversified manipulation in a particular community. Implicitly, both levels focusing on prefectures of language guarantee an effective communication to be carried out without restriction in every field including advertising (*ariviyal uruvaakkat tamil*, 1989 : 11-3).

In today's fast growing globalisation era where the competitiveness among the producers and distributors are extremely high, advertising is considered as one of the important mechanism to introduce their products to public. Information about their latest product or improvement easily made available to them through ads. It is not too extreme to say that advertising has become a means of survival for many producers and distributors nowadays. What's more if electronic media like radio can reach millions of people at a much shorter time. Meanwhile it also brings revenue for Radio stations.

Distinguished level of Radio advertisements are characterised by some special features. One of them is the broadcasting time. Every segment of information about a product must be delivered within the limited time. Thus it becomes imperative for an advertiser to manipulate language appropriately to succeed at delivering messages and information of a product without any hindrance. Thus based on this premise, the present study has been carried out to learn the word choice features and the reasons underlying the selections. The outcome may list out reasons for current word selection trend applied by the advertisers in R6 advertisements and how far they had served the main purpose of advertising or to what extent it could be improved.

1.4 Sources

The present study was carried out on some 30 of the advertisements aired on Radio Six. Advertisements (ads) aired on R6 throughout the second week in the month of June 2001 were chosen for this analysis. The selection was made based on frequent airing basis (at least 5 times a week). They were recorded and documented. As per result the following advertisements were taped and analysed for the present study:

- | | | | |
|-----|------------------|---|------------------------------------|
| 1. | Advertisement 1 | - | semparutti kuuntal valarcci tailam |
| 2. | Advertisement 2 | - | All fair(1) |
| 3. | Advertisement 3 | - | krishna tulasi soap |
| 4. | Advertisement 4 | - | French oil |
| 5. | Advertisement 5 | - | Litna parpacai |
| 6. | Advertisement 6 | - | tanga baspham |
| 7. | Advertisement 7 | - | Kia Car |
| 8. | Advertisement 8 | - | utayam caampiraani |
| 9. | Advertisement 9 | - | True beauty |
| 10. | Advertisement 10 | - | Sri Murugan trading |
| 11. | Advertisement 11 | - | Nile herbal shampoo |
| 12. | Advertisement 12 | - | Maya sattu maavu |
| 13. | Advertisement 13 | - | Fair ever |
| 14. | Advertisement 14 | - | Fair & lovely |
| 15. | Advertisement 15 | - | Sri Rasi silk center |
| 16. | Advertisement 16 | - | Priyanka sari center |
| 17. | Advertisement 17 | - | Sittar soap |
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18.	Advertisement 18	-	Slim tea
19.	Advertisement 19	-	Gastreen
20.	Advertisement 20	-	Raja's
21.	Advertisement 21	-	Tajmahal appalam
22.	Advertisement 22	-	Essencious slimming tea
23.	Advertisement 23	-	Junior promotil
24.	Advertisement 24	-	vasmol 33 hair dye
25.	Advertisement 25	-	Enrico's
26.	Advertisement 26	-	saanthaa's samaiyal
27.	Advertisement 27	-	A plus tonic
28.	Advertisement 28	-	Jayabakti- kuyil
29.	Advertisement 29	-	Meechan nakaikkadai
30.	Advertisement 30	-	All fair

Based on the different airing time, selected ads can be divided into two groups:

- i. 15 seconds aired advertisements, and
- ii. 30 seconds aired advertisements

The duration of airing depends on size of advertisement and the type of message to get the attention from the audiences.

Beside that, the present samples also consisting various types of ad, namely narrative, conversation and even some added with rhyme. This variation could be clearly noticed in the following table.

Table I - Type of Advertisements

Advertisement	Type of Advertisement		
	Narrative	Conversation	Added with Rhyme
Ad 1	x		
Ad 2	x	x	
Ad 3	x		

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Advertisement	Type of Advertisement		
	Narrative	Conversation	Added with Rhyme
Ad 4	x	x	
Ad 5	x		
Ad 6	x		
Ad 7	x		
Ad 8	x		
Ad 9	x		
Ad 10	x		
Ad 11	x	x	x
Ad 12	x		
Ad 13	x	x	x
Ad 14	x	x	
Ad 15	x		
Ad 16	x		
Ad 17	x	x	
Ad 18	x		
Ad 19	x	x	
Ad 20	x		
Ad 21	x	x	x
Ad 22	x		
Ad 23	x		
Ad 24	x	x	
Ad 25	x		
Ad 26	x	x	
Ad 27	x	x	
Ad 28	x		
Ad 29	x		
Ad 30	x	x	

Each set of ads comprises selected number of words and sentences. The sentences

range from six to three with 30 to 60 words in each.

1.5. Reasons for advertising

The present analysis shows that advertising on Radio 6 is predominated by the following reasons:

- i. introducing the arrival of a new product
- ii. introducing the producer or distributor of a product
- iii. introducing specially added formula/upgraded version of a product
- iv. introducing the goodness of a product
- v. introducing or informing the benefit for the consumer
- vi. informing special discounted promotion taking place

1.6. Classification of the advertisements

The credibility of Radio ads reaching millions of people at a shorter time made it become popular among the other electronic media in advertising. Many producers and distributors have faith in its efficiency and are willing to spend huge amount of money for this purpose. The wide range of ads on R6 is itself evident for its effectiveness.

The sample ads can be classified under 8 categories:

- I. Toiletries and beauty care products
 - i. Facial care product (ads:2,6,9,13,14 & 30)
 - ii. Hair care products (ads:1,3,11,17 & 24)
 - iii. Body skin care products (ad:4)
 - iv. Tooth care products (ad:5)
 - II. Health care products
 - i. multi-nutrient product (ads: 12 & 19)
 - ii. tonic (ads:23 & 27)
 - iii. body sliming product (ads:18 & 22)
 - III. Kitchen goodies
 - i. chili powders (ad:20 & 26)
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- ii. ghee (ad:25)
 - iii. others (ad:21)
- IV. Clothes
- i. Sari (ad:15)
 - ii. silk sari (ad:16)
- V. Prayer goodies (ads:8&10)
- VI. Gold Jewellery (ad:29)
- VII. Vehicle (ad: 7)
- VIII. Common news (ad:28)

1.7. Advertisement language (Ad-language)

Since the ads on radios are aimed at captivating attention from consumers and persuading them, proper language usage is highly required for this purpose. Sentences, words, and other parts of language properties should be carefully chosen in order to enhance the integrity of ads mainly to

- i. inform about a new product or upgraded version
- ii. inform about its distributors/ producers
- iii. captivate the interest of targeted group of people

As these criterions emphasize commercial interest in the most of the ads, language purity and grammatical rules are important. It is not amazing to notice such attempts towards language in the commercial world, which concerns about consumer and commercial benefits.

In fact, there are number of ways to analyse language usage in R6 advertisements besides the present approach. The following methods also may be applied to study their effectiveness:

- I. structural study
- i. narrative ads
 - ii. conversational ads
 - iii. narrative and conversational mixed ads
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- II. Style or dialectical study of the ads
 - i. colloquial style
 - ii. literary style
 - iii. colloquialism and Literary blended style
 - iv. literary and colloquialism blended style

- III. Syntax study of the ads
 - i. simple
 - ii. compound
 - iii. blended
 - iv. questioning
 - v. exclamation
 - vi. ordering
 - vii. optative
 - viii. negative

- IV. Type of word selection
 - i. colloquial terms
 - ii. literary terms

- V. Selection of word types : (c.f. 1.9-1.20)

- VI. Phonetic changes
 - i. changes in vowels
 - ii. changes in consonants

As discussed in the earlier part of this paper, the present paper is only shading some light on the classification of word selection in advertisements.

1.8. Words in Radio advertisements

It is interesting to note that some useful methods were properly deployed in the word selection exercise in many R6 ads to a considerable extend. However at the deeper level, the capacity of consumers functions as a controlling factor. Some common terms blended with literary and colloquial forms were widely applied to avoid ambiguity. Thus sophisticated forms of words that belong to literary and spoken forms were purposely avoided in ads. To fill in that vacuum, free flow of loan words, most of them from English have been allowed. This could be easily witnessed in pronunciation of trademarks of certain products. In those cases, the preferable methods ensured the success of message delivery in advertising.

The following table may prescribe the number and type of words that have been manipulated in the R6 ads.

Table II Form of Word Choices

Advertisement	Form of Words (in number)		
	Literary form	Colloquial form	Loan Words
Ad 1	30	21	4
Ad 2	29	-	5
Ad 3	23	21	5
Ad 4	26	9	5
Ad 5	19	12	5
Ad 6	38	-	3
Ad 7	13	8	5
Ad 8	10	8	2
Ad 9	32	25	2
Ad 10	30	-	4
Ad 11	35	-	7
Ad 12	34	4	1
Ad 13	23	-	9
Ad 14	45	20	10
Ad 15	22	-	2
Ad 16	17	-	4
Ad 17	27	2	1
Ad 18	13	10	3
Ad 19	20	9	2
Ad 20	6	9	2
Ad 21	30	10	-
Ad 22	13	23	8
Ad 23	23	9	4

Advertisement	Literary Form	Colloquial form	Loan Words
Ad 24	25	9	12
Ad 25	31	-	2
Ad 26	33	3	5
Ad 27	29	9	5
Ad 28	30	-	2
Ad 29	33	-	6
Ad 30	47	-	4

1.9. Classification of word types

Tamil has a wide range of word classes. Most of them were identified in Radio Ads. Parts of speech like nouns, verbs, and particles in the form of

- i. simple terms
- ii. compound terms
- iii. elliptical terms

are widely noticed in most of the samples.

The following table briefly portrays the parts of speech belonging to the above-mentioned category in number.

Table III

Advertisement	Type of terms (in number)		
	Nouns	Verbs	Particles
Ad 1	42	21	21
Ad 2	24	8	11
Ad 3	28	16	17
Ad 4	31	17	15
Ad 5	28	9	10

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Advertisement	Type of Terms (in number)		
	Nouns	Verbs	Particles
Ad 6	36	10	15
Ad 7	22	7	6
Ad 8	15	4	8
Ad 9	43	31	14
Ad 10	35	1	5
Ad 11	30	9	14
Ad 12	32	7	8
Ad 13	29	8	10
Ad 14	48	20	29
Ad 15	19	3	4
Ad 16	20	2	4
Ad 17	25	2	5
Ad 18	17	6	12
Ad 19	20	9	10
Ad 20	9	6	4
Ad 21	29	8	16
Ad 22	24	16	10
Ad 23	26	7	13
Ad 24	35	9	13
Ad 25	27	5	5
Ad 26	34	8	13
Ad 27	29	12	11
Ad 28	26	3	4
Ad 29	24	11	9
Ad 30	30	15	19

1.9.1. Nouns

Nouns and its variants have recorded the highest volume of usage compared to other parts of speech in the radio ads. They were widely applied to name things. However, the numbers shown in the table are accumulative, which also consist nouns belonging to its sub-categories. Examine the following list of examples that resemble some of those kinds of nouns and its variants: .

I. Abstract and concrete nouns

i. Abstract nouns

- e.g. *karumai* 'black'
velumai 'white'

ii. Spatial nouns

- e.g. *pinaang* 'Penang'
serempan 'Seremban',
saah aalaam 'Shah Alam'

iii. Nouns of parts of body

- e.g. *mudi* 'hair' *pal* 'teeth'
mukam 'face' *udal* 'body'

iv. Nouns of things

- e.g. *seempu* 'shampoo'
uutupatti 'incense stick'

v. Temporal nouns

- e.g. *njayirrukkilamaikalil* 'on Sundays'
canikkilamaitoorum 'every Saturday'

II. Conjugated nouns (*vinaiyaalanaiyum peyar*)

- e.g. *cuvaiyaanatu* 'the tasty one'
manamaanatu 'the fragment one'

III. Derived adjectives

- e.g. *payannaana angkam* 'the useful segment'
aarookkiyamaana kuuntal 'the healthier hair'
-

- IV. Simple adjectives (*kurippu peyareccam*)
e.g. *nalla* 'good' *tiiya* 'bad'
 kedda 'bad'

Among the listed terms, the spatial and object nouns were most frequently applied than others in these ads.

1.9.2. Verbs

Verbs are also known as action words, temporal blends and etc. As these synonyms imply, verbs have two main functions- to indicate action and time. In Tamil, verbs are also important as the nouns. Verbs have recorded second higher volume of usage after the nouns in these ads. Like the latter one, verbs may be divided into few categories as following:

- i. Simple verb (*kurippu vinai*) (limited number of terms found)
e.g. *ini* 'then'
 - ii. Finite verb (*terinilai vinai murru*)
e.g. *tayaarikkappaddatu* 'was made in'
 paatukaakkiratu 'protects'
 - iii. Infinitive verbs (underlined)
e.g. *keetka tavaaraatiirkal* 'don't miss to listen'
 - iv. Adverb (underlined)
e.g. *cirappaaka* 'excellently'
 oliyaay 'like a light'
 - v. Negative verbal form
e.g. *payanpaduttakkuudaatunnu* 'should not use'
 irukke mudiyale '(I) could not stand with?'
 - vi. Imperative verbs
e.g. *naan collarata keel!* 'you listen to me!'
 ita tadavu '(you) apply this!'
 - vii. Optative verbs
e.g. *keedka tavaaraatiingka!* 'don't miss to listen'
 Keeddu vaangkungal! 'ask for it/buy by demand'
-

viii. Relative verbal forms

kondumarum niruvanam ‘the sponsoring company’

ix. Intensifier

Those words which qualify as adjectives, adverbs, verbs and certain abstract nouns are also called intensifiers (Potko, 1997:81). The following intensifiers were widely noticed with special functions in selected ads:

e.g. *rompa* ‘very, very, much’
mikavum ‘very, very, much’
niraiya ‘very much’

Even though verbs can indicate three tenses i.e past, present and future, in these samples most of the verbs were used in simple present tense rather than past. Future tenses were occasionally applied. Their existence is witnessed in limited cases only.

1.9.3. Particles

Particles are considered as bounded morphemes in Tamil. They usually bound with nouns or verbs to induce some grammatical connotation for them. Though there are a few hundred of such particles, only a limited type of particles were frequently used in R6 ads. The following are some of the particles widely applied in these samples.

i. Case markers

There are eight case markers in Tamil, namely case 1,2,3,4,5,6,7,and 8. Each and every case has their special grammatical function to play whenever added with nouns. In the present analysis the following array of cases gained practical attention and repetitive applications:

Case 1 - nouns itself (subjects in a sentence)

e.g. *attai ata paarungka.*
‘Aunt, look at that.’

vanoli aaru padaikkiratu.
‘Radio six is presenting’

Case 2 - *ai* marker

e.g. *ceelayai* ‘the sari’
parpacaiyai ‘the toothpaste’

-
- | | | |
|---|---|---|
| 3 | - | <i>aaal, odu, oodu, udan</i> and <i>kondu</i> marker
e.g. <i>ennaal</i> ‘by me/myself’
<i>veempudan</i> ‘along with mariposa’ |
| 4 | - | <i>ku</i> marker
e.g. <i>alakukku</i> ‘for the beauty’
<i>veerkalukku</i> ‘for root of ’ |
| 5 | - | <i>iruntu</i> marker
e.g. <i>karumaiyiliruntu</i> ‘from the black stain’
<i>mukattiliruntu</i> ‘from the face’ |
| 6 | - | <i>atu</i> marker
*E.g. <i>mukattin(atu)</i> ‘face’s’ |
| 7 | - | <i>il</i> marker
e.g. <i>aataravil</i> ‘sponsored by’
<i>onril</i> ‘in the particular one’ |
| 8 | - | <i>vili</i> (changes imposed at the ending)
e.g. <i>kantee</i> ‘my deer!’
<i>alakee</i> ‘hi beauty’ |

It is interesting to note that in the cases where nouns taking 7th case marker *il*, *iruntu*, the 5th case marker is also added along. Notice the forthcoming example:

e.g. *mukattiliruntu akarrukiratu*
‘get rid off from the face’

According to Tamil grammar a noun could take one case marker at a time. Since *iruntu* (*collurupu*) substitutes the 5th case marker, insertion of *il* and *iruntu* does not bring in grammatical error in the selected word. While in other samples, the 6th case marker is easily dropped and then added with *caariyai in* (euphonic words) alone. These types of application are gaining gradual popularity in ad language.

ii. Locative pronouns

In Tamil *a*, *i*, and *u* are considered as *cuttu* ‘locative pronoun’. The present study shows that locative *a* is widely applied than the other two of its counterparts. However, non-of the present samples has utilised *u* as a pronoun.

e.g.	<i>atu</i>	'that'
	<i>itu</i>	'this'
	<i>anta</i>	'that'
	<i>inta</i>	'this'

iii. *um* particle

um particle is one of the mostly used particle that exists almost in every R6's advertisements. In literary Tamil, it has a few special functions to play. But in the present study, it is used wisely based on the following meaning only:

a. collective

- e.g. *seempuvum ennaiyum* 'shampoo and oil'
palavakai muulikaikalaiyum 'many type of herbals'

b. agreement

- e.g. *payanpaduttanum* 'must use'

c. exclamation/unbelief's

- e.g. *vaddikkum* 'lesser interest'

d. conjoining (particle)

- e.g. .. *pookkavum paliccenru irukkavum*
'to get rid off(something) and remain shining'

e. future tense

- e.g. *paatukaakkum* 'will protect'

iv. Particle *o*

Particle '*o*' is wisely used to render the following meaning in R6 ads.

a. embraced

- e.g. *oo!* 'O!'

b. demanding/persuading

- e.g. *vaangkungoo* 'buy'

c. temporal

- e.g. *edukkirapoo* 'when you buying'
-

d. euphonic usage

e.g. *oo! pennee*. 'Oo girl'

v. Particle *e*

Like *o*, particle '*e*' is also used in a proper way to render the following meaning:

a. doubt

e.g. *karumai niramaa irukke!* 'it is in total black'

b. entertaining

e.g. *niiyee colleen* 'why don't you say'

c. conformation

e.g. *dicainkaltaanee?* 'new designs?'

d. emphasising

e.g. *civaanantaa tayaaripputaanee?*
'It is a product of sivanantha!'

e. agreement

e.g. *paatukaakkumee* 'of course will protect'

f. urgency

e.g. *udanee* 'right now'

vi. Others

Besides the mentioned particles, there are some bound morphemes as detected in the ads:

piraku 'later'

uriya 'appropriate'

marrum 'and'

munnar 'ahead'

poola 'like'

These kinds of particles were frequently applied in appropriate manner to render intensified effect to the intended messages.

1.10. Colloquial and literary form of words

Like what has been discussed in the earlier part of this study, it is clearly evident that success of advertising solely depends on its remarkable word selection.

Any improperly asserted terms may deny the correct information for consumers and in return may cause loss in terms of money and time for advertisers. To prevent such hindrances in R6 ads, the advertisers have cultivated a new form of method in word selections. Most commonly known terms belonging to both literary and colloquial form plus loan words were blended together to form a new form of language for advertising. This was done to ensure proficiency and efficiency of message delivery.

Based on the forms of word selection these ads could be divided into four main groups consisting of :

- i. purely literary words
- ii. colloquial words
- iii. literary and colloquial blended words
- iv. insertion of loan words

i. Literary word

The style used in formal writing is termed as literary form and the words are called literary words. These kinds of terms are used in same form both in speaking and writing. The most interesting part in these assertions is the duality value which governs most of the Tamil terms does not exist here and they always abide to grammatical rules. Most of the terms taken for the present study belong to this type of words.

E.g.	<i>kalivu</i>	'discount'
	<i>paiyan</i>	'boy'
	<i>pooocu</i>	'apply'
	<i>valimuraikal</i>	'the methods'

ii. Colloquial words

Words used in spoken language are termed as colloquial form of words and they are subjected for changes. Either vowel or consonant, at the end of those kinds of terms may undergo some phonological changes. They might be modified for the convenience of the native speaker. These types of changes were vastly witnessed in almost 2/3 of the selected ads. They usually do not abide with grammatical rules and widely witnessed in the conversational type of ads. In conversation, they are preferably chosen to light up the original

essence of the situation. Since most of the ads emphasize on transmitting facts and data, hindrance of the grammatical rules were not much bothered. Notice the following examples:

- E.g. *irukka mudiyala* 'cannot stand'
(*irukka mudiyavillai*)
cirappaaka tayaarikkiraangka '(they are) producing it excellently'
(*cirappaakat tayaarikkiraarkal*)
alakaakvum iruppe 'you will look even prettier'
(*alakaakavum iruppaay*)
vaangkanumunnu 'wanted to buy'
(*vangga veendum enru*)

In such way, selection of very commonly applied terms and 'informal' terms were mingled to life up conversation and persuade listeners to a great extent.

1.11. Terminology

The process of forming terminology has a great role in language usage and language development. Word that is hardly found in one language is transformed/ interpreted directly or indirectly into another language. Those terms might be transformed either semantically or phonetically into the recipient language.

According to K.Karunakaran, forming terminology for any purpose must rely on the following rules:

- 1.11.i. efficiency
- 1.11.ii. adaptability
- 1.11.iii. simplicity
- 1.11.iv. uniformity
- 1.11.v. interdisciplinary approach
- 1.11.vi. language purity

(*ariviyal uruvaakkattamil*, 1986 : 4-5)

1.11.1. Efficiency

The present analysis shows that efficiency in forming terminology becomes simply irresistible in advertising field. Most of the R6's ads have many phonologically translated terms compared with semantically translated ones to ensure efficiency in

message delivery. This was purposely done to avoid misinterpretation of the trademark or special formula found within. As far as the advertisements are concerned this move could not be heavily criticised. It is because most of the trademarks are derived from English. For sure these names could not be transformed into Tamil with the same meaning.

e.g.	Tamil	English
	<i>aal feer</i>	All fair
	<i>pirenh aail</i>	French oil
	<i>kia kaar</i>	kia Car
	<i>litna</i>	Litna

1.11.2. Adaptability

In Tamil there are some common terms widely used in social context without much problem. Though there are pure Tamil terms/literary forms for them (like those in the brackets in the forthcoming examples) people prefer to adopt such kind of terms. Even in ads this tendency is well preserved. The following can be cited as examples:

Colloquial Tamil	Literary form /written Tamil
<i>seempoo</i> 'shampoo'	(<i>tailam</i>)
<i>sooppu</i> 'soap'	(<i>savarkaaram</i>)
<i>aail</i> 'oil'	(<i>enney</i>)
<i>daacdar</i> 'doctor'	(<i>maruttuvar</i>)
<i>caikkil</i> 'bicycle'	(<i>mitivandi</i>)

1.11.3. Simplicity

Simplicity in terminology generating is another feature given preference in R6's advertisements. This is not restricted to terminology alone. It gained a prominent attention beyond that. Insertion of such carefully selected simple terms enable better understanding about the advertised items. Examine the words in the following sentences:

- i. *enta onrilum illaata onru intha onril undu*
"This (product) has something that does not exist in anything (product)."

- ii. *alakee nii nadantaay! oliyaay enaai kadantaay!*
“Beauty you crossed me! Passed by me like light!”

In short, it is evident that all the suggested rules for forming terminology and should be applied were not fully practised. Except for efficiency, adaptability and simplicity, other features were denied in these ads.

1.12. Loan words in ads

A term loaned from a language into others is termed loan word. These terms might be written or spoken as what they are or transformed according to phonetic system of the recipient language. Such loan word application is evident in most of the ads, except one. In some cases, even more than five loan words were applied in single ads to render the necessary information about the product. The following are some of those kinds of examples:

- e.g *daakdarungka* ‘doctors’
**aal feer* ‘all fair’
seempoo ‘shampoo’
**pirech aayil* ‘French oil’
oke ‘ok’
**peeciyal powder* ‘facial powder’
kia kaar ‘KIA car’
**kamala vaanis tiring* ‘Kamala Vani’s Trading’

Those marked with asterisks are indicating trademarks alone. But the rest are indicating the usage of loan words at substantial amount even for common Tamil words for better understanding (like those unmarked in the example). These kinds of word choices create more rooms for upsurge of language impurity in ads.

1.13. Invention of new terms

Development of a language is always measured based on its capacity to function as an effective communication tool. For this cause, formation of new terms are always allowed in a language to safeguard its ride against challenging demands in a community. Inventing new terms might be practised in many ways. R6’ ads preferred a different way. The translated terms or phonologically tamilised loans words were simply added with particles such as case marker (like the italicised

one in the forthcoming example), like a Tamil word to retrieve some exact grammatical connotation. Note the following examples:

e.g.: Vasmool 33 hair *dyyai*
Tanga pasbham facial powder*ai*
Litna saiva *parpacai*
Sittaaar *sooppaa?*

Even though to some extent they have resulted in proper message retrieving, such improper word formation acts do not bring any advancement of the Tamil, except negative consequences.

1.14. Similes

Using a commonly known thing to indicate something that we don't know is termed as similes. A very well selected set of such similes may help to transform some implicit or abstract meaning into the imaginary capacity of a listener. Unfortunately, in most of the ads, it has been manipulated within minimal scale only. To note a few, the following may be cited:

E.g. *teyviika manattula* 'the ultimate fragment'
civappalaku 'the red beauty'

Despite of that, in some other cases less appropriate similes also have been inserted. Such faulty or improper examples in some cases failed to enlighten the exact hidden messages. Observe the following examples that belong to this category of selections:

e.g. *kama.. kama.. kuliya* '— — bath'
camaiyal enraalee kamaa.. kamaa 'cooking means -- —'
nail penne 'Nile girl'

Obviously some of these terms were simply applied to magnify the benefit of a product in order to impress and persuade the consumers. The truth is such improper selection not only fails to portray necessary messages but also the actual benefits that might be experienced by consumers.

1.15. Parallelism (*today corkal*)

Parallel words in sentences may render smooth reading flow. In few ads, some parallel terms (*today corkal*) were applied in strict manner to produce harmony connotations. They have been utilised well in some ads having insertion of rhymes
