

Hyperbole in English Advertisements

Lect. Hayat Hsasan Kadhim

University of Babylon, Iraq

ABSTRACT

This study examines the hyperbolic expressions in the advertisements that use several types of expressions to clarify what is actually being said. This is meant to clarify how many people the scent affects. Because single words are more economical than other forms, the current study discovered that advertising tend to use one word hyperbolic forms more frequently. The intended message of the commercial can be briefly conveyed with a single word of hyperbole. With one word of hyperbole, the commercial's desired message may be succinctly stated. because a commercial needs to be convincing, distinctive, and eye-catching. In order to remind buyers about the perfume and to provide a more thorough explanation of the perfume, hyperbolic expression is also used.

INTRODUCTION

Introductory Remark

The term *hyperbole* comes from the Greek word 'exceed', a common figure or trope in speech as well as literature and popularly known as exaggeration or overstatement expression .Hyperbole is different from telling lies to the others (Wales 2001, p. 190). This paper tries to answer the following questions:

What are the types of hyperbole used in cosmetic advertisements?

What are the most frequent forms of hyperbole that are utilized in cosmetic English advertisements?

1.2 The Aims

The study aims at:

Pinpointing the different types of hyperbole that are utilized in cosmetic English advertisements.

Finding out the most frequent types of hyperbole that appear in the English advertisements.

1.3 The Hypothesis

To achieve the aims mentioned above, it is hypothesized that:

Different types of hyperbole can be found in selected English advertisements.

Cosmetic English advertisements is used more than other types in the data under study.

1.4 The Value of the Study

It is hoped that the current study is useful to the linguists who are interested in studying stylistics and discourse analysis.

1.5 The Limits

The study is limited to investigating the different types of hyperbole in (18) cosmetic English advertisements that are available on net websites.

LITERATURE REVIEW

2.1 Definitions of Hyperbole

Claridge (2011, p. 5) states that hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expressing something.

Harris (2008) says that hyperbole explains an understatement which exaggerates condition and is purposed

to emphasize the meaning. It is also effective to gain others' attention by using hyperbole. Therefore, it is used frequently in society to deliver message either in spoken or written language.

Wales (2001: , p.190) defines *hyperbole* as a common figure or trope in speech as well as literature and popularly known as exaggeration or over-statement expression and hyperbole is different from telling lies to the others

2.2 The Hyperbole Forms

According to Claridge (2011), there are six types of hyperbole these are single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition. The next subsections present these types:

2.2.1 Single Word Hyperbole

Linghong (2006:p.75)stated that this form only occurs when there is only one exaggerated content in an utterance or sentence. If the word is omitted, the hyperbolic meaning will completely disappear. In advertisement, one word hyperbole is more effective and economic. There are also universal quantifiers referring for single word hyperbole referring to number. They are (all, every, everybody, nothing).

2.2.2 Phrasal Hyperbole

Phrasal hyperbole is a certain combination of words and senses that create hyperbolic meaning. Among the other forms, this form occurs frequently. Noun phrase is the most common, and adjective phrase is somewhat uncommon to occur. Verb phrase has more numbers than adjective phrase and preposition phrase is rare.(Linghong, 2006:p.71)

One of the examples of phrasal hyperbole is “This home costs *my entire money*.” (Noun phrasal hyperbole). *My entire money* literally means all of the speaker's money, until the debt remains. In fact, the speaker wants to emphasize that his house costs most of his money by saying *my entire money*. (Christodoulidou, 2011: p.12)

2.2.3 Clausal Hyperbole

When two or more clausal elements are combined, clausal exaggeration, a hyperbolic style, results. When compared to the others, this type is quite rare. The example of the form taken from Claridge (2011, p. 6) is “Nobody ever learns anything”

2.2.3 Numerical Hyperbole

Number can be one of the hyperbolic sign and they occur frequently. Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole or in clausal hyperbole. There are significant words to recognize numerical hyperbole, they are *hundreds*, *thousands*, *millions*, *billions*, etc. For example the sentence “There are still *thousands of works* waiting for me tonight.” By saying *thousands of works* the speaker intends to say that he has so many works to do, but the number is not literally in thousand.(Lee and Carla, 1986)

2.2.4 The Role of Superlative

If there is superlative, there must be comparison and superlative form that can indicate hyperbole. Superlative makes something that sounds so excessive and extreme. Therefore, it leads to overstatement. Example of superlative hyperbole is “It is *the cheesiest thing* that I've ever heard.” .”(Gorys, 2008)

2.2.5 Comparison

In comparison, there is something that is being compared, and it potentially contains hyperbole. However, not all comparative phrases that make sense to reach the goal. An example for a comparison hyperbole is “She misses more words out than she gets in” (Claridge, 2011, p. 65)

2.2.6. Repetition

Hyperbole repetition is a phenomenon in spoken language that typically happens in conversation. It becomes apparent by just stating "more X" after repeatedly saying "X." Here, repetition refers to doing the same thing repeatedly in a set combination without breaking it apart. Many repetitions are simply typical repetitions; not all repetitions are hyperbole. An illustration of repetition is "good today, sexy tomorrow, and good forever." (Gorys, 2008: p.54)

METHODOLOGY

3.1 Description of Data

The information is terminology used in many adverts. All of the words, phrases, and sentences used in cosmetic commercials make up the study's population. Their official website served as the data source.

3.2. The Method of Data collection

Data are gathered from the official product website. Then, the ad's words, phrases, and sentences are thoroughly scrutinized to spot any exaggerated language.

3.3 Method of Analyzing Data

The current study utilizes a description qualitative method of analysis.

3.4 Data Analysis

- Advert 1

- N5 "has cast a spell on millions of women -and men- around the world. (Calvin Klein)"

Millions is meant to imply that a large number of individuals are already utilizing the scent. Millions are categorized as one-word hyperbole. Because millions is a term that contains numbers, it is also included in the category of numerical exaggeration.-

Advert 2

"Gucci Premiere celebrates the star in every woman. (Gucci)"

Advert above represents the word very. Every is an exaggerated symbol. Each is utilized to highlight the quantity of clients and elements in the scent.

Advert 3

"A promise to make anything possible... (Nina Ricci)"

Anything appears in the advertisement above top as the hyperbolic word. The purpose of employing anything is to emphasize how readily things are encouraged for the clients by the perfume.

Advert 4

N5 "has cast a spell on billions of women -and men- around the world". (Calvin Klein)

The phrase "billions" was used to indicate the volume of users of the scent. One word exaggeration includes all, every, everyone, everything, and millions. Since millions is a numerical term, it is likewise included in the category of numerical exaggeration.

Advert 5

"A sparkling, juicy, irresistible, absolutely feminine and assertive fragrance is born. (Victoria's Secret)"

The adverb word *irresistible* which is an adjective form of *Irresistible* function as advertisement to persuade the customer that the perfumes are worth to be bought and hard to be neglected.

Advert 6

"The bright crystal bottle captures the absolute luxury of Versace. (Versace)"

Absolute is a bombastic term used in this advertisement. Absolute assures clients that the Versace-branded dazzling luxury is already there in the perfume's bottle as a way of explaining the brand's luxury to them. The single word hyperbolic version of absolute.

Advert 7

"Refined elegance and cultivated ease allow him to effortlessly master any given situation. (Dolce and Gabbana)"

Effortlessly was used in advert (7) to express impossible description, which is considered one of the strategies used in adverts in general.

Advert 8

"Gucci Guilty is the ultimate style statement. (Gucci)"

Living free without bounds is categorized as phrasal exaggeration, while the term ultimate in the ad (8) above is single word hyperbole.

Advert 9

"CK free is about the ultimate ideal of living free without boundaries. (Calvin Klein)"

The words *living free without boundarie* in advert (9) belong to are grouped as a phrasal hyperbole.

Advert 10

"Rose the one is a breath-taking realization a contemporary feminine floral, and a deftly sensual paeon to the eternal romance of the rose. (Dolce and Gabbana)"

The overused term in the advertisement (10) is everlasting. The word "eternal" gives the idea that the aroma might linger for a long time. The phrase "eternal" falls within the category of single-word exaggeration.

Advert 11

"Sport celebrates the deepest and the most genuine values of sport and life. (Gabbana)"

The phrase "the deepest and most genuine values" is used in Advert (11) as a hyperbolic signal to define the fragrance's philosophy and to convey the idea that the perfume is motivated by a high regard for human dignity. Example (11)'s advertising is regarded as a phrasal hyperbolic and superlative form. Because -est and is used as the comparative degree, it is superlative.

Advert 12

"Euphoria Men is about living your most intense desires, free at limits. (Clean Clear)"

Most powerful cravings and free at limits are two examples of hyperbolic terms in the advertisement (12) above. Both expressions convey the aim that the scent inspires wearers to act fervently on their strong convictions. The advertising is classified as having superlative and hyperbolic phrasing. Both phrases are noun phrases that use phrasal hyperbole. The superlative hyperbolic form is a byproduct of utilizing most in the sentence, in addition to its noun phrase hyperbolic form. **Advert 13**

"There is flawless craftsmanship in the bottle's marriage of high-tech and high style. (Lupus)"

Ad (13) uses the hyperbolic phrase "flawless." The term is used to describe the highly attractive perfume bottle design of the scent. Flawless belongs to the category of single-word exaggeration.

Advert 14

"BOSS BOTLED. NIGHT. is the seductive and supremely masculine scent from Boss that prepare the Boss man to conquer the night. (Locust)"

Advertisement in example (14) includes two hyperbolic markers, *supremely* and *to conquer the night*. The purpose of using these two hyperbolic expressions is to tell the excellence of the Customers are intended to feel more self-assured after using perfume because of its fragrance. Example (14) is classified as clausal exaggeration and single word hyperbole. The infinitive clause to conquer the night is the clausal form of the single word exaggeration, which corresponds to the word superbly.

Advert 15

"At the core of intense heart is a trio of ultra feminine floral. (Dolce)"

The term extreme serves as the advertisement (15)is hyperbole indication. It is employed to highlight the

ingredient's femininity. The single word exaggeration in the statement is called ultra.

Advert 16

"Perfectly tailored new fragrance. (Dunhill)"

Ad (16) utilizes the word "perfectly" to suggest that the perfume was created in the most optimal manner.

Advert 17

"Escada Born in Paradise is the perfect summer fragrance to transport you to paradise, beneath the stars. (Escada)"

The two hyperbolic indicators in example (17) describe the quality of the perfume and inform the consumers that the powder is appropriate for summer use. Under the stars is a phrasal exaggeration in the form of an infinitive phrase, and perfect and perfectly are combined into a single word hyperbole that will take you to paradise.

Advert 18

"Hivernal underlines these contrasts and prolongs the dialogue between icy crispiness and sensual breath, giving the fragrance an almost unlimited life. (Armani)"

The term "almost unlimited life" is used in advertisement (18) as a hyperbolic signal. It highlights the perfume's strong long-lasting fragrance characteristic. The phrase is categorized as a noun phrase and the sentence as phrasal exaggeration.

DISCUSSIONS OF RESULTS

Many of the advertisements are identified through the impossible description. This is due to the fact that most of them are explaining the quality of the products. The overstatement of numbers and quantities is used to explain how many people are affected by the products.

Below is the table of hyperbolic form listed from example (1) until (18).

Table (1) Hyperbolic Forms in Cosmetic Advertisements

Hyperbolic structure	The Data	Total
Single Word	(1) (2), (4), (5), (6), (10), (14), (15), (16), (17)	10
Phrasal	(8), (9) , (11), (12), (18)	4
Clausal	(14)	1
Numerical	(1), (4)	2
Superlative	(11), (12)	2
Total		19

One example can be divided into many hyperbolic forms while investigating hyperbolic form. There are two basic causes for this situation. One hyperbolic expression can be divided into two forms, and there are two or more hyperbolic markers in one example. Although there are eighteen examples, the amount of hyperbolic expressions is only nineteen. Additionally, certain words and phrases have similar meanings. All, every, and everyone refer to an amount that is entirely or fully present. Although they fall into separate grammatical categories, irresistible and irresistibly have the same meaning. The terms "absolute," "supreme," "ultimate," and "ultra" all roughly translate as "the greatest or most of something. The definitions of "timeless, immortal," and having a nearly endless existence are all synonymous with forever. "Perfect, flawless, and

perfectly" all refer to things that are without flaw or the greatest. The most common form happens in the advertisements is single word hyperbolic form. This related to the fact *that single word hyperbolic* form is more economic rather than the other forms.

CONCLUSIONS

The current study concludes that:

The advertising use a variety of terms to help readers understand the real text. These are used to describe how many individuals the scent affects.

Because single words are more economical than other forms, one word hyperbolic form is used most frequently in commercials.

Single word hyperbolic expression can briefly deliver the intended message of the advertisement.

Since an advertising needs to be persuading, conspicuous, and eye-catching, hyperbolic terms are utilized to draw the reader's attention.

Hyperbolic phrase is also employed to remind buyers about the scent and to explain the fragrance in greater depth.

REFERENCES

1. Christodoulidou, M. 2011."Hyperbole in everyday conversations". *Proceedings of the 19th International Symposium on Theoretical and Applied Linguistics*.
2. Claridge, C. 2011. *Hyperbole in English: A Corpus-based Study of Exaggeration*. Cambridge: Cambridge University Press.
3. Emzir. 2012. *Penelitian Kualitatif: Analisis Data*. Jakarta: Rajawali Press.
4. Gorys, K. 2008. *Diksidan Gaya Bahasa*. Jakarta: Gramedia Pustaka Utama.
5. Harris, R. 2008. *A Handbook of Rhetorical Device*. www.virtualsalt.com
6. Lee, M. and Carla J. 1986. *Prinsip-prinsip Pokok Periklanan dalam Perspektif Global*. Jakarta: Prenada.
7. Linghong, Z. 2006. "The Linguistic Feature of English Advertising". *CELEA Journal Bimonthly* 29.1: 71-77.