

The Role of Language and AIDA Formula in the Advertisement

Ankitkumar Patel

PhD Research Scholar, HM Patel Institute of English Training and Research, Sardar Patel University, Gujarat (India)

ARTICLE DETAILS

Article History

Published Online: 13 March 2019

Keywords

Advertisement, AIDA, Language

*Corresponding Author

Email: ankitrp92[at]gmail.com

ABSTRACT

According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."

If we glance at the present world, we come across different types of advertisement. There are various types of model for the advertisement. One of them is AIDA formula which stands for A-Attention, I-Interest, D-Desire and A-Action. It is considered that the formula of AIDA is a soul of preset advertisement. The function of advertisement is to inform about the product and marketing the product (selling).

Here, the present paper titled, 'The Role of Language and AIDA Formula in the Advertisement' focuses on a) how the formula AIDA helps while advertising new product, b) how the formula AIDA helps to grab the attention of people to new product to till action, C) Effectiveness of the formula AIDA in advertising, d) how the formula AIDA in advertisement manipulate people to purchase new things, e) how the language of AIDA formula grabs the attention of the customer to purchase product.

Jean Baudrillard (n.d.) stated that, "There is nothing more mysterious than TV set left on in empty room. It is even stranger than a man talking to himself or a woman standing dreaming at her stove. It is as if another planet is communicating with you."

1. Introduction

Today, the word advertisement is very common and we all are aware about it. Advanced English Dictionary defines, "Advertising is the business of drawing public attention to goods and services". Further it defines as, "a public promotion of some product or service". According to Richard Buskirk, (cited in Kotur, 2017) "Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor."

Nowadays, the sponsor of advertisement is using various types of formula to sell his product. They advertise their product by using visual or oral messages in magazines,

newspapers, movies and letters, over radio and televisions and on transportation vehicles and outdoor signs.

Hence, AIDA is the simplest formula and also the most powerful yet. It would be effective only if the audience accepts the message of advertising and is motivated or to pursue to take the action. Advertisement aims to pursue the audience, and to attract the audience till to take an action. Advertisement is a business therefore it does only advertise the product or goods but also the company. For that If once advertisement fails to motivate to the audience then there is no chance for the company to stay in the Bazaar. Therefore advertisement must be effective and plays a negative and positive role.

2. Introduction to AIDA Model of Advertising

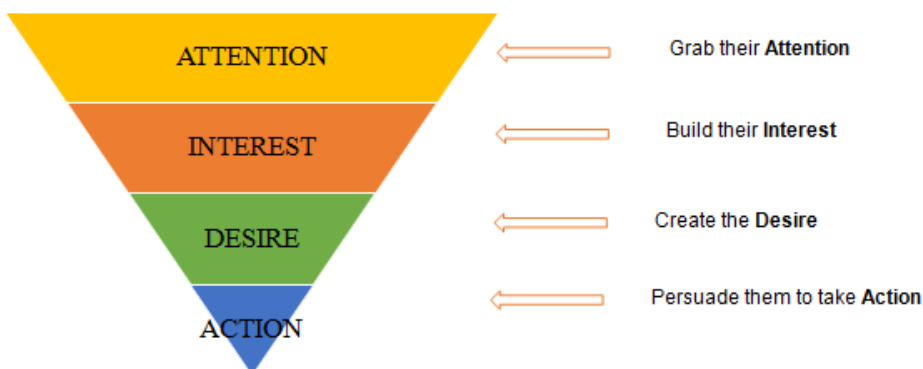


Figure 1 The AIDA marketing formula in the context of advertisement

AIDA is an abbreviation which stands for **A**ttention, **I**nterest, **D**esire and **A**ction ("AIDA", n.d.) Attention is the first step of advertising which plays an important role in it. Advertisement is presented in such a way that you cannot close your eyes till you do not look at the whole advertisement. Advertisement is presented by using well known person/s,

funny words, code mixing word, code switching word, funny images, confusing numeric, offers, logos, etc.

Grab the Attention

The purchase process begins from the moment when a consumer does not know about a certain brand, so attention is

very important to tempt people (Ghiru, 2013). So here the first thing you need to do for the advertisement of your product is to grab the attention of the viewer. If you don't grab the attention of the viewer, then immediately you will lose your impression/contact with the viewer. Here there is no point to

start with logo or name as no one cares of it. Nowadays in the advertisement, there is a craze of the using of celebrities or couples. Hence most of the brands use highly popular celebrities in their advertisement.



Figure 1 : Amitabh Bachchan promotes the advertisement of Khushbu Gujarat Ki

Retrieved from: <http://image.slidesharecdn.com/gujarat-140428043204-phpapp02/95/destination-marketing-gujarat-1-638.jpg?cb=1398677885>

Here a very good example of add is 'Khushbu Gujarat Ki' which is advertised by the bollywood star Amitabh Bachchan. Hence this add used highly celebraty who tries to grab the attention of the viwer. Another thing which add used

to grab the attention of the viewer is the culture of the Gujarat. So these type of things in your advertisement immediately grab the attention of the viewer and offer a clear benefit for seeing the rest of the advertisement.

Interest:



Figure 2: Juhi Chawla promotes the advertisement of Kurkure

Retrieved from: <https://nidhivarshneya.files.wordpress.com/2013/01/kurkure-juhi-796998.jpg> on 31/03/2015

After grabbing the attention of the viewer, you need to create an interest in your product or service or we must focus on bulding their interest. Hence they can get their interest in the product. The interest can be poured by adding certain slogans, tag lines, jingles, cartoons, and such objects.

After pouring the interest, you need to convert your viewer's interest into a strong desire for what you are offering. Hence there is huge difference between being interested and desiring it. Therefore desire is created in viewers by adding exciting offers, price, discount, scheme, loan, etc.

Here a good example of add is Kurkure, is advertised by the bollywood star heroin Juhi Chawla. The add used slogan as 'TEDHA hai par MERA hai'.

Action

Desire

When desire is created in the mind of consumer, an advertisement will be able to create a strong impact only if it is able to highlight the benefits its target market will get with using

the product only then action towards a purchase will take place as consumers will always purchase your product when they see the benefits attached with using it.

3. Conclusion

It can be concluded that advertisement gains its place in all types of areas or devices, can advertised not only by daily

newspaper or magazine but also by technological tools or devices such as mobile, computer, internet, tablet etc. to pursue and to sell a product to the customer. Here language plays an effective and vital role in convincing and selling the product online and offline.

References

1. AIDA. (n.d.). In Wikipedia. Retrieved March 09, 2019, from <http://columbiacollege-ca.libguides.com/apa/encyclopedias>
2. Baudrillard, J. (n.d.). Quotes. Retrieved from <https://www.goodreads.com/quotes/27923-there-is-nothing-more-mysterious-than-a-tv-set-left>
3. Ghiru, A. I. (2013). The AIDA model for Advergaming, Journal for the USV Annals of Economics and Public Administration, Volume 13, Issue 1 (17). Retrieved from <http://www.publishyourarticles.net/knowledge-hub/business-studies/advertising.html>
4. Kotur, A. S. (2017). Creative advertising and media planning – introduction [PowerPoint slides]. Retrieved from <https://www.slideshare.net/DrAnupamaSKoturKaddi/creative-advertising-and-media-planning-introduction>