

## A comparative study on advertising definitions in English and Arabic

Mounir A.S.

Education Establishment "Vitebsk State P.M. Masherov University", Vitebsk

*Advertising phenomenon becomes the dominant part in human's life. It has power to convince, persuade, and encourage consumer's desire to the product or the commodity. One may ask what is the accurate, precise definition of the term "advertising"? Alternatively, are there any similarities between the definitions of advertising in English and Arabic? I suppose in this study that there are some similarities in defining advertising in English and Arabic. Using two languages in defining advertising is highly useful for knowing practically the linguistics in foreign languages like English and Arabic, and learning from them to use captivating, risky, tricky, and smart slogans. The study, however, is not meant to give you a one definition. This study contains the presentation of some literature studies, theoretical part via the historical background of advertising and theories of linguistic analysis and some prior studies from two different destinations related to different languages. The analysis of definitions of ads in both languages confirms the similarity, and enhancing the social, cultural, and linguistic values of society.*

**Material and methods.** The study is based on publications by English and Arabic authors, which highlight on the definitions of advertising. General scientific, and special research methods were used in the course of the study.

**Findings and discussions.** After studying the scientific works presented in the article, the author identified the issues that are raised in these scientific studies, such as the variety and deviation of defining advertising in two languages and their various definitions and approaches.

**Conclusion.** To conclude, by reviewing the previous definitions, we can derive two basic elements whose availability in the advertisement is a criterion for differentiating it from other communication tools: 1. Advertising is a non-personal activity in the sense that there is no direct contact between the advertiser and the advertiser. 2. The message and the information it contains are transmitted indirectly through a specific means, and this differentiates between advertising and personal selling, which is based on direct contact between the seller and the buyer.

**Key words:** advertising, Persuasion, non-personal presentation, communication, addressee, consumers.

(Scientific notes. – 2022. – Vol. 36. – P. 148–152)

## Сравнительное исследование определений рекламы на английском и арабском языках

Мунир А.С.

Учреждение образования «Витебский государственный университет имени П.М. Машерова», Витебск

*Явление рекламы становится главенствующей частью жизни человека. У него есть сила убедить, убедить и поощрить стремление потребителя к продукту или товару. Можно спросить, каково точное определение термина «реклама»? А также есть ли сходство между определениями рекламы на английском и арабском языках? В этом исследовании мы предполагаем, что есть некоторое сходство в представлении рекламы в английском и арабском языках. Использование двух языков в определении рекламы очень полезно для практического знания лингвистики иностранных языков, таких как английский и арабский, и обучения на них использующую рекламных слоганов. Исследование, однако, не ставит целью дать вам одно определение. Статья содержит презентацию нескольких литературных исследований, теоретическую часть через исторический фон рекламы и теории лингвистического анализа, а также некоторые предыдущие исследования из двух разных направлений, связанных с разными языками. Анализ определений рекламы на обоих языках подтверждает сходство и усиление социальных, культурных и языковых ценностей общества.*

**Материал и методы.** Исследование основано на публикациях англоязычных и арабских авторов, в которых освещаются определения рекламы. В ходе исследования использовались общенаучные и специальные методы исследования.

**Результаты и их обсуждение.** После изучения научных работ, представленных в статье, автор выявил вопросы, которые поднимаются в этих научных исследованиях, такие как разнообразие и отклонение определения рекламы на двух языках и различные их определения и подходы.

**Заключение.** Проанализировав предыдущие определения, мы можем вывести два основных элемента, наличие которых в рекламе является критерием ее отличия от других средств коммуникации: 1. Реклама является неличной деятельностью в том смысле, что между рекламодателем и рекламодателем нет прямого контакта. 2. Сообщение и содержащаяся в нем информация передаются опосредованно с помощью определенных средств, что отличает рекламу от личной продажи, основанной на прямом контакте между продавцом и покупателем.

**Ключевые слова:** реклама, убеждение, неличное представление, коммуникация, адресат, потребители.

(Ученые записки. – 2022. – Том 36. – С. 148–152)

---

Reaching an accepted and recognized definition of advertising as an activity is necessary for two main reasons: Firstly, a specific definition enables the identification of the nature of the activity and its elements so that any student and practitioner can set goals, plans and programs that follow this activity. Secondly, the advertisement can be defined specifically to reduce confusion with other concepts and communication activities, which leads to the effective and appropriate use of each activity. By reviewing the different writings in the field of marketing and advertising, we find that there are different definitions of advertising, although most of them agree on content and content.

A comprehensive definition of advertising is elusive. Calling it "business imagination" is a cute way to describe it; it refers to the ability to envision opportunities in a product that can only be attained by reaching out to the public in novel ways to inspire desire where none previously existed. It is an omnibus word that means different things to different people and has a very broad meaning. With the exception of accepting the definition of this entire article, an advertisement definition is not possible in this context. Even the most recent dictionaries and encyclopedias, which attempted to define advertising, have become obsolete in light of the various changes that have occurred so quickly in the field of advertising. The commercials from yesterday are not the ones from today. Men who aren't that old have witnessed the entire transformation of business from an unreliable tool of charlatanism to its current position as the driving force behind operations and growth. Advertising using dictionary terms has existed since the dawn of time. Once there were sufficient individuals on the planet, a formal announcement had to be made. Only the archaeologist is interested in learning about the early development of these advertisements, from proclamations to the beginnings of pictorial and literary inscriptions, from these early posters to the invention of the printing press, and from the printing press to the emergence of royal advertising. For the business owner, it is useless. Understanding the principles of a modern bank would be no more helpful than understanding ancient Phoenician coins. Advertising is any action taken to promote the purchase of a good or service. Advertising is the display of the wares of the primitive merchant in front of his booth. Advertising is posting a wanted ad to find a job or an employee. An inscription on a wall, the town crier of a side show, the assurances of an internet marketer, the declaration of a cutting-edge online tool, participation in an affiliate program, wearing. All of this is advertising because it seeks to promote a product or a service that is available for purchase. Rich and poor, tall and short, men, women, and even children must be consulted for a good or service that is intended for everyone. It doesn't care about the weather outside, their personal health, or their environmental conditions, and you have to keep doing it, you have to feed it, you can't help it, you keep asking for every last bit of your bet if you expect any

visible return. This is at least one principle that we know endures, that it does not deteriorate with time or the use and/or abuse of men.

**Material and methods.** The study is based on publications by English and Arabic authors, which highlight on the definitions of advertising. General scientific, and special research methods were used in the course of the study.

**Findings and discussions.** The Oxford Advanced American Dictionary defined advertising as (/ˈædvər.taɪzɪŋ/ [uncountable]) the activity and industry of advertising things to people on television, in newspapers, on the Internet, etc. [1]. However, it is defined more generally in Collins English Dictionary, as "The promotion of goods or services for sale through impersonal media, such as radio or television." Similar to this definition we can find it in the Arabic language, according to the Contemporary Arabic Dictionary, advertising [singular]: What is published in the roads or the media, which the advertiser is interested in seeing and responding to (TV ad – page / billboard) or informing individuals of decisions through the administration "administrative announcement." Meanwhile in Al-Ghani Lexicon Dictionary it is defined more widely and broadly "Advertisement [in public]. (Suck. Announce) Announcing news: broadcasting it, publishing it, declaring war: waging it, igniting it, announcing the truth: speaking out loud... More". Advertising is defined in the Arabic language in the sense of: displaying and publishing, while there is no inclusive definition of advertising in the idiomatic sense and it was not mentioned in Arabic language dictionaries. Advertising in language: showing and publishing [2].

In the past, to "advertise" was simply to inform or make an announcement. Some advertisements, like those in classifieds, still do this today making announcement about births, deaths, and engagements with little to no attempt to persuade. Advertising gradually developed into a method of persuading the public.

In English the word advertising is derived from Latin root 'Adverto' meaning thereby 'to turn to advertising' i.e., anything employed to draw the attention of people towards any object or purpose. Definitions – It includes the whole process of promoting the sales. Personal selling and sales promotion get additional support only with pre-selling impact made by advertising.

It is the most common, deliberate and purposeful form of communication employed by an organization to inform, persuade and remind the target customers. A company's message is carried by advertising media to reach the unknown group. It is a mass but paid form of communication through certain media to motivate people to make up their mind to buy the product or service to a number of potential buyers at a time. It is aimed at a group of persons and not an individual [3].

According to Kotler's definition, advertising is "any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such

as newspapers, magazines, television or radio by an identified sponsor" [2, p. 58; 4]. Dr. M.J. Nasser, in his book (Advertising and Public Relations) defined advertising more broadly than Kotler. Advertising represents one of the main activities in the field of marketing goods and dispensing services, and that it is one of the most important types of economic activity in terms of being a major source of income for many projects: such as the role of the press, magazines, various publishing and media outlets, specialized advertising agencies, and so on. Considering that it is both ancient and modern is a means of identifying, promoting and disposing of goods and services, so we must get acquainted with its ancient history and the stages of its development until it reached what it is now. Meanwhile a similar definition of Kotler is found in Motaber, "Advertising is an attempt to influence the buying behavior of customers or customers with a persuasive selling message about products and/or services. In business, the goal of advertising is to attract new customers by identifying the target market, and reaching them with an effective advertising campaign" [5].

The idea that advertising should actively sell a product by influencing consumers' attitudes through the use of images, slogans, endorsements, and other sales techniques was one that Albert Lasker, known as "The Father of Modern Advertising," captured upon as it began to emerge [6]. Prof. Dr. M.A. Al- Sarafy, in his book (Advertising – its types, principles and methods of preparation), had a deeper definition than Lasker, asserting that advertising is a two-way form of communication. In the sense that the advertiser must ensure that information has been delivered to the various groups in a targeted and efficient manner in addition to their intended audiences. This is accomplished by gathering "feedback information," also known as consumer or party responses to the advertising message [7].

According to American Marketing Association, advertising is the placement of announcements and messages in time or space by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience regarding their products, services, organizations or ideas [6]. Thus, rather than defining advertising as a promotional activity, the AMA definition clarifies the typical attributes of an advertisement. An advertisement is a type of announcement that is paid for by a specific sponsor, sent through one or more mass media, and is targeted at a particular audience of people or organizations with the explicit goal of supporting the sale or purchase of a product, brand, or service. We typically come across advertisements while watching television, reading newspapers, or driving down the road. Simply, put advertisement differs from other types of announcements, and the message is the outcome of a series of decisions made in relation to advertising. Because it makes no mention whatsoever of the persuasive and creative aspects of advertising or its roles and responsibil-

ities, the AMA definition of the term advertising is thus restricted in its application. That is exactly what written in (Aldmour and Sheradah, 2007), in building positive impressions and positive trends. In the field of services, advertisements are of great importance in building positive impressions and positive trends that in turn lead to the formation of a good image and impression of the company. In one way or another, they are essential to the success of the company.

W.J. Stanton definition take the definition into another level, which is linking advertising with the idea of activities: "Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea, this message, called an advertisement is disseminated through one or more media and is paid for by the identified sponsor" [3].

We can see the similarity between Stanton's definition in the writing of Zaki, K. Al Mosaed, As for advertising as an activity, it means: "All efforts directed at studying the market and designing campaigns advertisement, selection of publication means, and allocating the necessary funds to cover the expenses of this activity his results" [8]. Meanwhile the most accurate modern definition I suppose the definition of Cohen, you can notice that his definition is contemporary and comprehension, imposing the idea of using digitalization is so clear here. "Advertising is a business activity, employing creative techniques to design persuasive communications in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfactions, and the development of social and economic welfare" [3]. However, in all the Arabic definitions, I couldn't see such this notion of linking advertising with digitalization. Most of all the Arabic definitions concentrate on the notion that advertising is a promotional and communication activity, a good example of that is the definition written in (Starshams), Commercial advertising is the most important promotional and communication means because it is not only characterized by a communicative nature, but also by a persuasive nature [9].

Persuasion is a component of advertising that goes beyond mere presentation and promotion. Any advertisement that doesn't attempt to persuade the audience is not considered to be advertising and is instead just a means of getting a message across to the general public. Advertising is a form of persuasion that centers on understanding the needs and desires of the customer in relation to the product and cultivating favorable predispositions in his mind. It is anticipated that consumer satisfaction will result from product use. In addition to recommendations and positive word-of-mouth, the immediate or upcoming increase in sales volume is likely to be the best indicator of consumer satisfaction. Advertising generally results in profitability for a company if the growth in sales volume is proportionate to the growth in advertising

---

spending. Therefore, the motivations for both consumers and manufacturers to use advertising information are mutually beneficial. In order to maximize profits and aid in maximizing consumer satisfaction, advertisers use advertising. Advertising communication process: Advertising plays a part in the pre- and post-purchase stages of the consumer decision-making process by assuring consumers after they have purchased or used the product. Advertising uses persuasion to communicate with consumers in order to inform, familiarize, evoke feelings of brand affinity, establish an image, or remind them to make a test purchase. According to the modern definition of advertising, it is a marketing strategy that involves buying space to advertise a good, service, or cause. Ads, as they are commonly known, are the actual promotional messages. Reaching the demographics most likely to be interested in purchasing a company's goods or services is the aim of advertising.

J. Thomas Russel and W. Roland Lane dug deep, they defined advertising as follows: "Advertising is a message paid for by an identified sponsor and delivered through some medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says – 'I am going to sell you a product or an idea' [3]. You can see that combine advertising as a persuasive interaction.

Muhammad, Jawdat Nasser, in their book (Publicity, Advertising and Public Relations), assured the role of a persuasive interaction between advertising and the addressee, (The set of means used to inform the public of a commercial or industrial establishment and convince them to its products and somehow instructing him about his need) [10]. Thus, we can see a kind of similarity between Russel & Roland and Muhammed & Nasser.

Russel H. Colley defined advertising from a commercial angle, the second-largest line item in our corporate budget is now advertising. Top management can no longer afford to be ignorant of, or naive about, advertising because the chips are turning so dark. So did Taher, Morsi Attia, in their book (The Art of Advertising and Sales Promotion Advertising) is the most persuasive sales message directed to the customer – the most likely – whether for a product or service, and at the lowest cost [11]. In addition, we can see this direction vivid in Wheeler opines perspectives about advertising, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy" [3].

Burt Manning and Prasoos Joshi, they did not only paid attention to products but to ideas as well, advertising is defined as the paid, impersonal form of communication about goods or concepts made available through the media by a specific sponsor in an effort to inform, persuade, or influence the behavior of the intended audience.

The late 19th century saw the emergence of modern advertising in Britain, which supported mass consumption in highly industrialized societies. In the latter half of the nineteenth century, advertising agents started offering their services, including buying and brokering real estate

in periodicals, newspapers, and other media, writing copy and eventually creating illustrations, and creating persuasive strategies for customers. These agents discovered steady demand for their services, and as a result, advertising agencies were born. These full-service businesses were able to draw talented writers and artists by charging exorbitant fees for their services. Soon, posters in train stations, billboards on the streets, and the pages of widely read magazines and newspapers were all covered in advertisements. In fact, there was a new patron of the arts.

The crux of advertising, according to Prasoos Joshi, McCann Erickson is effective communication. They indicated that People who have communication problems should not work in this industry. They saw that advertising is a kind of force, which serves the public interest. It is a technique for direct communication between buyers and sellers. Advertising has been referred to as "salesmanship in print" by John E. Kennedy of the Lord and Thomas Ad Agency. Prior to the invention of the term "salesmanship in print," advertising was thought of as the dissemination of knowledge. The persuasive abilities of a salesperson were a new dimension that salesmanship brought to the advertising process.

According to Bovée and Arens (1992: 7), advertising is "the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media" [12]. Let me explain how advertising is impersonal because it targets demographics rather than specific individuals. Regarding the purpose of advertising, Cook can be referenced even though the primary goal of commercial product advertising is to convince consumers to purchase the products being promoted. I am aware that advertising serves a variety of purposes, including "...also amuse, inform, misinform, worry, or warn" [13]. It is crucial to emphasize that these additional functions all serve the primary function.

**Conclusion.** Advertising as a means of communication is bidirectional. In the sense that the advertiser does not only aim to communicate information to the different groups, but must make sure that this information has been received in the targeted manner and manner. As we will see in the coming chapters, the feedback information enables the modification of advertising plans to achieve the desired benefit from the communication process. 3. The objective of advertising is multi-purpose. The goal may be to provide information and influence it indirectly, or the goal may be to persuade and entice the consumer to acquire the commodity and prefer it over other commodities. The advertisement may include the idea of promoting the organization itself and its products. 4. The information is communicated to the various parties through a known and specialized means. There are many means that can be used, whether visual (television – cinema), audio (radio), or read (such as newspapers, magazines, etc.). The use of these means is distinguished

by ensuring that the advertisement reaches the largest possible number of targeted consumers due to the spread of these means. The advertiser must choose the method (or means) that suits the different categories of consumers in order to achieve the required coverage and reach the message to its recipients. 5. Perhaps the most important thing that distinguishes the advertisement is the clarity of the advertiser's description in the advertisement, which enables us to know the nature of the advertising message and distinguish it from the rest of the other advertising messages. 6. Advertising is a paid effort. In other words, the advertiser pays advertising costs to the party that will deliver the information to the target sector, which distinguishes advertising from other activities such as publishing.

### References

1. Oxford Learner's Dictionaries [Electronic resource]. – Mode of access: [https://www.oxfordlearnersdictionaries.com/definition/american\\_english/advertising](https://www.oxfordlearnersdictionaries.com/definition/american_english/advertising). – Date of access: 12.11.2022.
2. Press advertisement (يفحص صلا نالعال) [Electronic resource]. – Mode of access: <https://view.officeapps.live.com/op/view.aspx?src=http%3A%2F%2Fsite.iugaza.edu.ps%2Fjelenein%2Ffiles%2F2014%2F04%2F%25D8%25A7%25D9%2584%25D8%25A5%25D8%25B9%25D9%2584%25D8%25A7%25D9%2586-%25D8%25A7%25D9%2584%25D8%25B5%25D8%25AD%25D9%2581%25D9%258A.doc&wdOrigin=BROWSELINK>. – Date of access: 14.11.2022.
3. Definitions of Advertising [Electronic resource]. – Mode of access: [https://www.economicdiscussion.net/advertising/definitions-of-advertising/31793#Definitions\\_of\\_Advertising\\_as\\_Provided\\_by\\_Different\\_Authors\\_and\\_Institutions](https://www.economicdiscussion.net/advertising/definitions-of-advertising/31793#Definitions_of_Advertising_as_Provided_by_Different_Authors_and_Institutions). – Date of access: 14.11.2022.
4. Kotler, P. Marketing Essentials / P. Kotler. – Northwestern University: Prentice-Hall, Inc, 1984. – 556 p.
5. What is advertising? Everything about advertising, its types and strategies (معاون ناو نالعال ن ع عيش لك نالعال وه ام) [Electronic resource]. – Mode of access: <https://motaber.com/what-is-advertising>. – Date of access: 14.11.2022.
6. Lasker, A. American businessman and philanthropist [Electronic resource] / A. Lasker. – Mode of access: <https://www.britannica.com/biography/Albert-Davis-Lasker>. – Date of access: 12.11.2022.
7. Advertising, its types, principles and methods of preparation (مدادعا قرطو هودابم معاون ناو نالعال) [Electronic resource]. – Mode of access: <https://eco.nahrainuniv.edu.iq/wp-content/uploads/2021/06/%D8%A7%D9%84%D8%A7%D8%B9%D9%84%D8%A7%D9%86-%D8%A7%D9%86%D9%88%D8%A7%D8%B9%D9%87-%D9%85%D8%A8%D8%A7%D8%AF%D8%A4%D9%87-%D9%88%D8%B7-%D8%B1%D9%82-%D8%A7%D8%B9%D8%AF%D8%A7%D8%AF%D9%87.pdf>. – Date of access: 14.11.2022.
8. Al Mosaed, Z.K. Marketing in the Comprehensive Concept / Z.K. Al Mosaed. – Amman: Zahran Publishing House. – 2001. – P. 335. – [موفصلما يف قيوستلا ، دعاسلما ليلخ يلفز] ، 335 ص ، 2001 ، رشنلل نارمز راد ، نامع ، لمائلما
9. Advertising, definition, objectives, types, characteristics (صئاصخ ، عونأ ، فادهأ ، فيرعت ، نالعال) [Electronic resource]. – Mode of access: <https://www.starshams.com/2021/06/blog-post.html>. – Date of access: 12.11.2022.
10. Nasser, M.J. Publicity, Advertising and Public Relations / M.J. Nasser. – Amman: Majdalawi Publishing House, 1999. – P. 103. [، راد يوالدجم رشنلل 1999 ص.103 ، نامع ، دمحم رصان تدوج فيا عودو نالعال اتا قالعو قماع ، نامع
11. Attia, T.M. The Art of Advertising and Sales Promotion / M.T. Attia. – Cairo: Dar Al-Nahda Al-Arabiya, P. 87. [رهلط راد ، فراهقلا ، تاع يبلما جيورتو نالعال ناف ، فيطع يسرم راد ، 87 ص ، فيبرعل ا قطنلما
12. Bovée, C.L. Contemporary Advertising. 4th edition / C.L. Bovée, W.F. Arens. – Homewood: Richard D. Irwin, 1992. – 718 p.
13. Cook, G. The Discourse of Advertising / G. Cook. – London: Routledge, 2001. – 272 p.

Поступила в редакцию 07.12.2022