

The Use of Hyperbole in Advertisements

By

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Abstract:

Hyperbole is a deliberate overstatement or exaggeration which is not intended to be taken literally ,it is used for emphasis or effect and it is used in a humorous way , to make a particular point is known as hyperbole .one example my eyes widened at the sight of the mile .There are many types of hyperbole : basic hyperbole and composite hyperbole which are clarified by various examples from the society.

While advertisement may be defined as a message printed in a newspaper ,or broadcast on TV or radio , and paid for either an individual or a business to buy a product or services or accept an idea .

The present paper deals with the problem of what is the relation between hyperbole and the advertisement and how can the advertisers use hyperbolic words in advertisement and why.

The use of hyperbole in advertisement is clarified by showing different examples of advertisements that are used on T.V and radio .

The research concludes that hyperbole is a phenomenon which is found in all languages and every day there is a new advertisement according to the things and objects that are invented or used as well as the advertisers use hyperbole to access the people's sense to create rich and beautiful images and pictures and may cause considerable changes in human minds and greatly increase the attractiveness of a specific product. As well as hyperbole is important and managed to add some emotional coloring to the advertisement .

إستخدام صيغة المبالغة في الاعلانات المدرس غفران عبد الحميد علي

المستخلص:

ان صيغة المبالغة هي غلو متعمد او مغالاة لايقصد الاخذ بها حرفياً وانما تستخدم للتأكيد او التأثير كذلك فأن صيغة المبالغة تعني لمغالاة والتي عادة ما تستخدم بطريقة روح الدعابة للتركيز على نقطة معينة والتي تعرف المبالغة . مثال على ذلك اتسعت عيناى على مرأى ميل .هناك العديد من انواع صيغ المبالغة وهي صيغ المبالغة الأساسية وصيغ المبالغة المركبة وهذه الانواع موضحة بالعديد من الامثلة.

في حين يمكن تعريف الاعلان على انه رسالة مطبوعة في صحيفة اوبثها على التلفاز او المذياع ودفع الثمن لكل من الفرد والشركة لشراء المنتج او الخدمات او قبول الفكرة .

تتناول هذه الورقة مشكلة ماهي العلاقة بين صيغة المبالغة والاعلان وكيف يمكن للمعلنين استخدام كلمات صيغ المبالغة ولماذا تستخدم .ان استخدام صيغ المبالغة في الاعلانات يوضح عن طريق أمثلة مختلفة من الاعلانات والتي تعرض في التلفاز او من خلال المذياع .

يخلص البحث الى ان صيغة المبالغة هي ظاهرة موجودة في جميع اللغات وفي كل يوم هناك اعلان جديد وفقاً للاشياء التي يتم اختراعها او استخدامها اضافة الى ذلك فأن المعلنين يستخدمون صيغة المبالغة للوصول الى

مشاعر الناس ولخلق صور ومخيلات كثيرة وجميلة بل وربما تسبب تغييرات كبيرة في العقول البشرية بالإضافة الى زيادة كبيرة في جاذبية منتج معين.

Introduction:

In linguistics the subject of stylistics can be outlined as the study of the nature, functions and structure of stylistic devices. Stylistics studies the style of language, its characteristic features and the effect it produces. Stylistic devices are the means by which a writer creates his or her own style, conveying the meaning of what they write in their individual manner and deciding upon what the effect they want to produce to the reader (Galperin ; 2010 : 1). Thus, there are stylistic functions which are used in figurative language which is very crucial for a comprehensive description and interpretation of the person's idiolect. Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. Hence, the writer uses literal language, he or she is simply stating the facts as they are. Figurative language in comparison, uses exaggerations or alliterations to make a particular linguistic points. Figurative language is very common in poetry, prose and nonfiction writing as well. (See: Galperin ; 2010 : 1, 2, 3 Love to knowb ,Corp (1996: 2-17)

There are many types of figurative language. For example, it often uses a specific type of word or word meaning, such as ;

- Metaphor
- Simile
- Personification
- Hyperbole
- Symbolism as well as the unusual constructions like :
- Onomatopoeia
- Idiom
- Synecdoche
- Cliché
- Assonance
- Metonymy (Ibid)

Hyperbole is a stylistic device which has the function of intensifying one certain property of the object. (Galperin ; 1981: 176). Besides, Hyperbole, derived from a Greek word meaning "over-casting" is a figure of speech, which involves an exaggeration of ideas for the sake of emphasis. It is a device that people employ in their day-to-day speech for instance, when one meets a friend after a long time, he will say 'ages have passed since I last see you'. He may not have met him for three or four hours or a day, but the use of the word "ages" exaggerates this statement to add emphasis to

his wait .Therefore ,a hyperbole is un real exaggeration to emphasize the real situation . (Yeibo ;٢٠١٧:١)

In Wikipedia free inc(٢٠١٧:١) Hyperbole is the use of exaggeration as a rhetorical device or figure of speech . In a rhetoric ,it is also sometimes known as auxesis (growth) . in poetry and oratory ,it emphasizes ,evokes strong feelings ,and creates strong impressions . as a figure of speech it is usually not meant to be taken literally .(See ,Definitions and examples of literary terms ٢٠١٦:٢).

Hyperbole is perhaps one of the most widely recognized forms of figurative language and one that permeates everyday life through the advertisement industries . It is the use of exaggeration for extra effect .The author uses it to add extra drama or comedy to the situation or even for the purpose of propaganda . Besides, Hyperbole is used to communicate ideas ,emotions and images in a more efficient way than through plain language . (Ibid)

Furthermore , Galperin(٢٠١٥ :١) defines hyperbole as a deliberate overstatement or exaggeration of a feature essential to the object or phenomenon .This exaggeration is carried to an illogical degree sometimes.

Along with, hyperbole is used as an overstatement of different situations including events ,actions and processes which led to the impossibility of desire fulfillment .It can be divided into simple and sustained. Hyperbole appears as a part of understanding of the apparent discrepancy between the normal flow of events and imaginary situation depicted in the text..The most typical circumstances for hyperbole in this material are those connected with the unreal character of events and situations, an exaggerated amount of conditions and the intentionally reduced time for certain actions to be completed . (Galperin;٢٠١٥ :٣) According to Galperin hyperbole is in the group of paradigmatic semasiology unit i.e. figures of quantity .

Hyperbole is an exaggeration , often in a humorous way , to make a particular point. For example, my eyes widened at the sight of the mile .

As well as in (Your dictionary:٢٠١٦:١) it can be defined as an outrageous exaggeration that emphasize a point ,and can be ridiculous or funny . Hyperboles can be added to fiction to add color and depth to a character .For example:

- You snore louder than a freight train . (ibid)

Eliopoulos &Scott (٢٠٠٥:٢١٣) state that Hyperbole is a figure of speech which is opposite to understatement .Hyperbole means exaggeration –going over the top. While understatement is toning down a situation ,both of them are opposite ends of the same scale.

Many people use hyperbole on purpose to make a point ,others use it unknowingly all the time .e.g. the use of expression "let's eat "- I 'm starving? here, one might use hyperbole more often than he thinks .

Scott(1901:134) also clarifies Greek hyperbole as overshooting from hyperballein to throw beyond to exceed ,hyper ,over ,ballein ,to throw . exaggeration ,for the purpose of emphasis.

Rishel (2002:160) stresses that hyperbole is for overstatement ,reclassifying something unimportant as important .

While Ullmam (1979:136) emphasizes that hyperbole is a kindred figure of speech ,whose chief function is to give vent to strong feelings , in a less extreme form ,the same tendency to overstatement is responsible for countless hyperbolic expressions in every day life : awful ,dreadful ,frightful ,deadly and many more. The unpleasant meaning of some of these words has been completely cancelled out by their emotional tone , such as to speak of " tremendous welcome ",or of something " awfully funny " , is really a contradiction in terms .(Ibid :137,233)

Brown & Levinson (1987:104-106) state that one of the mechanism of the strategies of positive politeness is exaggeration (hyperbole) .This is done with intonation ,stress, and other aspects of prosodic ,as well as with intensifying modifiers ,such as

-what a fantastic garden you have !

**- How absolutely..... Marvelous,
 extraordinary ,
 devastating
 incredible**

They name this kind of exaggeration as positive – politeness exaggeration .
That sari is very beautiful ;for you colouring it's outstanding !

The exaggerative use of words include expressions such as ' for sure " , really ,exactly ...(ibid :106) . In closing , hyperbole is used to emphasize a certain characteristics and to stir up emotion or a response in the reader ,whether it is happiness inspiration ,romance ,sadness or laughter .(Ibid) e.g. I said it a million times "

Leech (1983:140) emphasizes that hyperbole is one way of apparently violating the CP and he names this advice by its classical name which brings to mind its role in traditional rhetoric and pertinently recalls the continuity between rhetoric as it is understood in our time and rhetoric as it has been variously understood since the time of Aristotle. Hyperbole refers to a case where the speaker's description is stronger than is warranted by the state of affairs such as "it made my blood boil" constitutes a violation ,is some degree of the maxim of quality .(ibid)

Classifications of Hyperbole:

According to Abrams (1957:36) hyperbole is an exaggeration of fact, used either for serious or comic effect. Thus, there are two types of hyperbole, serious and comic types:

Her eyes opened wide as saucers "

Sert (2008: 11) follows McCarthy and Carter (2004) by adopting the five basic hyperbolic categories for identifying the hyperbole-proneness of lexical items:

- (1) Expressions of number
- (2) Words referring to large amounts/quantities
- (3) Adjective modification of amount(s) and number(s) (adjective+ amounts of, etc.)
- (4) Time expressions.
- (5) Size, degree and intensity

Claridge (2011: 41-42) categorizes hyperbole, as a whole, into two main branches: basic and composite hyperbole.

1-Basic hyperbole, also known as domain-preserving hyperbole, is defined as those hyperbolic expressions that stay within the limits of the domain of corresponding literal expression such as the domain of temperature (cold and freezing) or (minute and centuries or forever) as parts of time domain...etc.

2-Composite hyperbole is also known as domain-switching, i.e., metaphorical hyperbole. It is defined in opposition to basic hyperbole, that is to say those hyperbolic expressions that go beyond the usual limits of a specific domain or they may be located in different semantic/cognitive fields.

Claridge (2011: 42) lists the following types:

- (1) numerical hyperbole
- (2) Words of hyperbolic nature: a. nouns (ages) b. adjectives (colossal) c. adverbs (astronomically) d. verbs (die)
- (3) Simile and metaphor (cross as the devil)
- (4) Comparative and superlative degrees (in less than no time)
- (5) Emphatic genitive
- (6) Emphatic plural
- (7) Whole sentences

Claridge (2011: 49-50) discusses seven hyperbolic forms as following:

1. Single-word hyperbole
2. Phrasal hyperbole
3. Clausal hyperbole
4. Numerical hyperbole
5. The role of the superlative

٦. Comparison

٧. Repetition

-Functions of Hyperbole:

Mora (٢٠٠٦: ٢٠٣-٢٢٢) identifies and discusses nine hyperbolic functions as following:

١. Emphasis

٢. Evaluation

٣. Expression of surprise

٤. Simplification

٥. Interest intensification

٦. Contrast of differences

٧. Humour

٨. Clarification

٩. Polite de-emphasis .

Common Examples of Hyperbole :

١- I am so hungry I could eat a horse!

٢- She is as big as a house .

٣- This cat weight a ton !

٤- My grandmother is as old as the hills .

٥- Your suitcase weight a ton !

٦- She is as heavy as an elephant !

٧- I am dying of sham .

٨- I am trying to solve a million issues these days .

٩- She is going to die of embarrassment ! it is used to emphasize how embarrassing the situation is .

١٠- Spring break will not come . it serves to emphasize a length of time .

١١- If I can't get a smart phone ,I will die .

١٢- She is as thin as a toothpick.

١٣- He is got tons of video games .

١٤- Her brain is the size of a pea .

١٥- My mom is going to kill me.

١٦- My birthday will never come .

١٧- Old Mr. Smith has been teaching here since the stone age.

١٨- He knows everything about Math .

١٩- My dad is always working .

٢٠- My dress shoes are killing me.

٢١- My mom works her fingers to the bone .

٢٢- Her smile was a mile wide .

٢٣- The mall is large enough to have its own zip code .

٢٤- I am going to stay a wake all night and catch santa Clause .

- ٢٥- It is a slow burg . I spent a couple of weeks there one day .
 ٢٦- She is so dumb ,she thinks taco bell is a Mexican phone company.
 ٢٧- I had to walk ١٥ miles to school in the snow ,uphill.
 ٢٨- You could have knocked me over with a feather .

-How to Make Hyperbole ?

One can make hyperbole by:

- ١- Taking a few common actions, people ,or things and make them much more than they really are such as : a tall man ,a deep pool
- ٢- Increasing the size or number .e.g. if there are ٥ ants crawling in your kitchen ,one can exaggerate by saying there are ١٠٠٠ .increase the length of time ,quantities of items ,physical descriptions.(Eliopoulos & Scott ;٢٠٠٥:٢١٥)

The language of Advertisement:

Language has a powerful impact and influence over people and their behavior this is especially true in the fields of marketing and advertising . The choice of language to convey specific messages with the intention of influencing people is vitally important .In advertising visual content and design have a very great impact on the customer , but it is language that helps people to identify a product and remember it .It is important to understand the connotative meaning of speech . Connotation is the feeling or ideas that are suggested by a word ,rather than the actual meaning of the word ."Armchair" ,for example ,suggests comfort ,whereas chair arouses no particular feelings .Both the mass media ,when reporting news items ,and marketing and advertising personnel have to consider the emotive power of the words they use. Cook(٢٠٠٣:٩)

Advertisers adapt language according to their own use ,for example they use compound words as adjectives such as top- quality ,economy- size ,father -light .(Ibid)

The language of advertisement is of course normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be correct in the normal sense .for example the use of comparison and there is no comparison at all ,such as it gets clothes whiter .but whiter than what ? (ibid)

Hyperbole and Advertisement :

Hyperbole is a facet of advertising in every medium ,from print advertising and radio speech to TV. Commercials and promotional websites . Advertisements that promise to bestow upon the user super

strength ,building –white teeth and uncanny ability to attract the opposite sex have been around for decades . Marketers use such hyperbolic statements to attract customers with wild exaggerations not intended to reflect the truth and not with the facts about their products. (See : Cook(2003:12) and (Hanks 2016:3-4)

There are 4 types of hyperbole in advertising :

- 1- Visual hyperbole
- 2- Audio hyperbole
- 3- Verbal hyperbole
- 4- Negative hyperbole

1-Visual Hyperbole :

Advertisers are experts at displays of visual hyperbole .Such as show how user can gain tremendous ,super –human benefits from a product . The advertisement campaign for the red bull energy drink promises to give the consumer wings to fly above his lethargy the classic "Guinness for strength " ads show drinkers hoisting automobiles ,steel girders and blue whales over their heads ,implying that drinking the beer endows the user with the strength of superman. (Ibid)

2- Audio Hyperbole :

Some advertisers turn to audio cues to tout their products .A woman surrounded noise and stress from everyday life pleads ,"calgon ,take me .The advertisement replaces the noise and stress with soft music and a luxurious bath. A man takes sent in a Toyota ,corolla next to a sleeping mother badger and her pups while someone outside fires a cannon .The man's ringing cell phone makes the energy mother while The cannon fails to make the badgers. (Hanks 2016:3-4)

3-Verbal Hyperbole ;

Cues are used by advertisers to create hyperbole .The Joe Isuzu ads. of the 1980s touted that the car maker's sport utility vehicles had " more seats than the astrodome and could carry a 2000-pound cheeseburger . The advertisement for old spice deodorant ,featuring actor promise the ladies in the audience that the spokesman is " the man " your man could smell like ' if he used the product.(Ibid)

4-Negative Hyperbole :

Rather than tout the merits of their own products with hyperbole advertisers after resort to using negative hyperbole the attack the competition . Commercials for the DIRECTV Genie DVR service compares

inconvenience of cable –base DVR services to a bite from a turtle at the Zoo , a dentist sneezing into a patient 's open mouth or an electronic shock from a car battery political campaign ads are the benchmark for negative hyperbole ,as one side attempts to stain the reputation of the other with outlandish claims and exaggerations of the guilt by association .

(See: (Hanks ٢٠١٦:٣-٤), (Cook ;٢٠٠٣:١٣)

-Examples of hyperbole in advertisements

- ١- AT and T – reach out and touch someone
- ٢- Citgo – there at every turn.
- ٣- There are at every turn.
- ٤- Brilliant brunette shampoo – adds amazing luster for infinite ,mirror – like shine .
- ٥- I phone ^ – browse , download and stream content at blazing –fast speeds.
- ٦- Red bull- it gives you wings !
- ٧- Visa – it's everywhere you want to be .
- ٨- Citi –citi never sleeps
- ٩- Disney land – the happiest place on earth.
- ١٠- Esso –put a tiger in your tank .
- ١١- Energizer – keeps going and going and going .
- ١٢- Geico – it is so easy , a caveman can do it .
- ١٣- Oscar Meyer – it does not get better than this .
- ١٤- Sherwin Williams – cover the earth .
- ١٥- ٣٢١ East –how good is our steak?
- ١٦- Last week a man who was choking on a piece refused the Heimlich maneuver.
- ١٧- The new I pod is bigger than bigger .
- ١٨- Mints is---- so strong they come in a mental box. (Ibid)

Conclusion

Hyperbole is figure of speech and it is used in order to stir up a strong emotion or response in the reader . It is important to note ,though , that hyperbole should not be taken literally rather ,it is used to emphasize a certain statement or characteristic. Besides, Hyperbole is perhaps one of the most widely recognized forms of figurative language and one that permeates everyday life through the advertisement industries . It is the use of exaggeration for extra effect and speech .The author uses it to add extra drama or comedy to the situation or even for the purpose of propaganda. Hyperbole is for overstatement ,reclassifying something unimportant as important .It is often used in day –to-day speech to show emotion ,for example , upon seeing your friend after a long absence ,you may say , " I have not seen you in a million years ! This is not the case in reality

.Hyperbole is a stylistic device which has the function of intensifying one certain property of the object .(Galperin ; 1981: 176) .

Advertisement may be defined as a message printed in a newspaper ,or broadcast on TV or radio , and paid for either an individual or a business to buy a product or services or accept an idea .In advertising visual content and design have a very great impact on the costumer , but it is the language of exaggeration that helps people to identify a product and remember it .

The English language is known for its extensive vocabularies where many other languages have only one or two words which carry a particular meaning , English may have five or six and the meanings of these words may differ very slightly and in a very subtle way .It is important to understand the connotation of a word. Connotation is the feeling or ideas that are suggested by a word ,rather than the actual meaning of the word. It emphasizes certain quality of an object ,effort ,feeling or reaction. hyperbole is an effective way to color the speech. Hyperbole makes the work of advertisement more interesting and speech for humorous purpose.

Hyperbole is used to emphasize for amusing effect and it has very serious implications in advertisement , by hyperbole using , the advertiser makes common human feelings remarks and intense to such an extent words . The usage of hyperbole develops contrasts . When one described with an over-statement and the other thing is presented normally ,a striking contrast is developed . This technique is employed to catch the audience attention .

The advertisers seek their own interests, that is why they use hyperbole in their advertisements to make image and matters and things or objects bigger and more important on the part of buyers so as to convince and direct them to a particular aim (object) .

Finally ,from the researcher's point of view, that any word or expression can be considered as hyperbole when it is overstated or exaggerated for a particular purpose and because hyperbole is used to communicate ideas , emotions and feeling of people so the advertisers use hyperbole to attract the attention of people and to stress the fact that advertisements exploit the dynamics of the correlation between the text presenting new products , the music supporting them, and the intermittent changing of the pictures. Thus, the use of stylistic devices like hyperbole causes considerable changes in human minds and greatly increase the attractiveness of a specific product.

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