

CHARACTERISTICS OF LANGUAGE IN SPORTS COMMERCIALS

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Abstract:

This paper analyzes the sample comprising 32 TV sports commercials in the English language - eight commercials which advertise a sports product and 24 commercials which advertise some other products and in which sports is the pictorial background of the commercial. The goal of the research was to analyze the usage of sentences types, tenses, mood, voice, parts of speech and figurative language both in the spoken and in the written texts of the commercials and to indicate the correlation between their application and the topics and goals of the commercials.

Some sentence types (primarily the one-member and the simple sentences, and statements in both the spoken and the written texts, as well as the commands and exclamations in the spoken texts), the tenses (present simple), the mood (imperative) and the voice (active), the parts of speech (primarily the nouns and the verbs to a lesser extent), and figurative language were used in order to create clear associations which are by their nature positive. In this way the commercial efficiently motivates the consumer to make a decision about buying a particular product, thus fulfilling the basic goal of the commercial.

Key words: commercials, sport, language

Zusammenfassung:

DIE CHARAKTERISTIKEN DER SPRACHE IN DER SPORT-WERBUNG

Dieser Artikel analysiert eine Stichprobe, die 32 Sportwerbungen in der englischen Sprache umfaßt - acht Werbungen, die für ein Sport-Produkt werben und 24 Werbungen, die für sportfremde Produkte werben und in denen der Sport als das Szenenbild verwendet wird. Das Ziel dieser Untersuchung war, die Prozente von verschiedenen Satzarten, Tempora, Modi, Genera und Wortarten zu berechnen und die Verwendung von einigen sprachlichen Ausdrucksmitteln zu beschreiben, sowohl in den gesprochenen als auch in den geschriebenen Texten der analysierten Werbungen, um die Korrelation zwischen ihrer Anwendung und die Werbeziele festzustellen.

Einige Satzarten (vor allem die eingliedrigen und die einfachen Sätze sowie die Aussagesätze, sowohl in den gesprochenen als auch in den geschriebenen Texten, und die Imperativ- und Ausrufesätze in den gesprochenen Texten), Tempora (Present Simple), Modi (Imperativ) und Genera (Aktiv), Wortarten (vor allem Substantive und, bis zu einem gewissen Grade, die Verben) und einige sprachlichen Ausdrucksmitteln wurden für die analysierten Werbungen ausgewählt, um klare Assoziationen hervorzurufen, die von ihrer Natur aus positiv sind. Folglich motiviert die Werbung einen Konsumenten, die Entscheidung zu treffen, das Produkt, für das geworben wurde, zu kaufen. Hiermit wird das Hauptziel der Werbung erreicht.

Schlüsselwörter: Werbungen, Sport, Sprache

Introduction

The development of electronic and printed media has opened up new ways of promoting a certain product on the market - television, radio, newspapers, magazines, jumbo-posters and catalogues earn a large portion of money thanks to the paid commercials. Further, the increasing number of specialized TV channels offers an even wider range for product promotion. Thus the TV sports channels like Sky Sports or Eurosport broadcast numerous commercials which advertise either a sports product or some other product. In the latter commercial type sport appears as the pictorial motif of the commercial, that is to say, sport is used as the pictorial background of the commercial.

Research goal

The goal of this research was to analyze the texts of TV sports commercials in the English language. The sample comprised both the commercials which advertised a sports product and such commercials in which sport was a pictorial background (Tables 1 and 2). The texts were analyzed with regard to the parts of speech, sentence types, tenses, mood and voice. The usage of figurative language was also analyzed.

Sample and methods

The sample comprised 32 TV sports commercials in the English language. The

commercials were divided into two groups - the first group was comprised of eight commercials advertising a sports product, whereas the second group was comprised of 24 commercials in which the product advertised was not directly connected with sport, but in which sport was used as the visual background of the commercial itself. All the commercials were taken from the TV sports channel Eurosport in the period from September 1997 to July 1998. The tables display both the spoken and the written texts of the commercials. The analysis of the aforementioned groups of commercials is displayed in the tables separately for each group, and then for both groups totally. Sentence types, tenses, mood, voice, parts of speech and the figurative language were analyzed.

Definition of terms

A commercial is one of the most important forms of promotional activities. Marketing of goods and services is the goal of every active subject whose survival as well as the survival of its product depends on its success on the market. One of the ways of how to present a new product to the prospective consumers/buyers is its promotion on the market. Commercials are the means of stimulating the demand for a certain product aimed at establishing a brand loyalty between a consumer/buyer and the product itself (Pass and Lowes, 1993) in such a way that both the product's attributes and its superiority over the other similar products produced by other manufacturers are emphasized. Various ways of persuading the prospective consumer/buyer that this particular product is better than the others with regard to its quality, design, new attributes, style or package (Pass and Lowe, 1993) are at the disposal of the producer. A commercial can appear on TV, on the radio or in the newspapers. Written advertising messages can be found on posters, advertising boards, on means of transportation or in the sports grounds on which various sporting games and contests are held. Further, a commercial can be visual, auditive, or it can be a combination of both.

The development and the increasing popularity of sports are accompanied by the activities which add a new dimension to the one which was originally exclusively competitive in the amateur meaning of the word. Sport has become a professional

activity, a business. The winners of sporting contests start receiving money for their achievement, radio and TV stations sell their exclusive rights to broadcast particular events to other radio and television channels or they start to sell the advertising space in their programmes to sponsors of various sporting contests thus giving the sponsors an opportunity to advertise themselves. The market value of some athletes rises, expensive and profitable transfers of some football, basketball or handball players from one club to another are made with the purpose of achieving both sporting and financial success. Sport, as already said, has become business and as such undergoes in its professional segment the rules that apply to the market. A new scientific discipline, the economics of sport, is created. It "tends to determine the type and the amount of resources that should be invested in various fields of activities connected with sports, together with the effects that will be achieved" (Bartoluci, 1997).

Therefore, sport has also become an economic category and aims at achieving various effects: social (humanistic) effects that relate to the sports results, medical, educational, sociocultural and political effects, economic effects of some sports organizations or athletes, effects of sport in tourism, effects of some sports industries, or macroeconomic effects such as the decrease of the amount of sick leave (through the medically programmed active rests), the increase of work productivity, etc. (Bartoluci, 1997).

Sport has started to follow, in some of its segments, the economic rules, thus acquiring the features of goods which must be sold on the market. All elements of *marketing-mix* - in this case the *sports marketing-mix* - are applied to achieve this goal: the production of sports products, pricing, distribution of products and their promotion.

Promotion of a particular product on the market is the sum total of various activities pursued by the companies, manufacturers, firms, etc. in order to present their products, which should become and stay well-known on the market, to the prospective consumers/buyers by means of various types of media thus promoting the sale and establishing a constant demand for their products (Bartoluci, 1997).

Advertising, as a part of the promotional scheme, is a paid form of presenting the goods or the service. It is transferred to the target

group through mass media: television, radio, newspapers, magazines, mail, Internet, on means of public transportation, in catalogues, etc., and is used in order to promote the sports products, events, services, ideas, contents and people. Contemporary advertising done by the mass-media frequently has planetary dimensions, especially the television, and is an inevitable means of communicating the large-scale industrial production with the market, which is more and more globalized (Džeba and Serdarušić, 1995). Sponsorship is one of the most important areas of marketing in sport. It represents the strongest bond between sport and economic activities, this bond being based on mutual interest. Sponsorship of some event or of a sports club, of an athlete or the like helps on the one hand to achieve particular sports results, and on the other to promote the goods and services of the sponsor on the market. Television as an advertising medium has some advantages before other media. These advantages are: the speed of action, sound and visual effects, suggestibility and opportunity for identification, creating an image of reality, dynamics of the pictures, etc. When making a TV commercial the following have to be taken into account: the information, which is to be transmitted, has to be clear and directed towards an accurately defined target group; the picture and the sound must be congruent; the text, either spoken or written, must be comprehensible and as short as possible, so that it will remain in the consciousness of the consumer for a long time (Sudar and Keller, 1991).

This paper will deal with the sports commercials as a type of promotional activities, with a special emphasis on the text of the commercial.

What is a sports commercial?

A sports commercial connects sports and economy. The term is somewhat confusing, because it is not the sport itself that is being advertised, but the products and services, which are either directly or indirectly connected with it. Famous athletes appear more and more often in the commercials, and they use their names and sporting results in order to advertise a product (Freyer, 1991).

It has already been said that a commercial can be visual, auditive, or the combination of both. The visual part of a commercial refers to

its pictorial background - the colours, landscapes, situations, people, and the associations evoked by them - success, good health, popularity (if some celebrities appear in the commercial), beauty, attraction, comfort, good mood, profit, etc.

The textual part of the commercial directs the prospective consumer/buyer towards the product, towards the manufacturer or the sponsor and represents the crucial part of the commercial - the condensed expression which through its structure leaves an imprint on the consciousness of a consumer, this imprint being necessary for making a decision to buy a particular product.

The auditive part of the commercial draws the attention of the consumer both to the choice of music which follows the main message of the commercial and to the textual part which is the subject of this analysis.

When talking about the sports commercial we shall imply two groups: 1) the first group will be comprised of commercials advertising a sports product (equipment, events, sports TV programmes, etc.); 2) the second group will be comprised of commercials which advertise some other products none of which belong to the previously mentioned ones - they will advertise cars, chocolate, coffee, or services rendered by airlines, etc. Still, sport will be the pictorial background of these commercials.

Both the spoken and the written texts of the commercials are analyzed according to the following elements:

1. sentence types (simple sentences, complex sentences, one-member sentences, statements, questions, commands and exclamations) and their frequency with regard to the total number of sentences used in the texts of commercials.
2. tenses and mood and their percentage with regard to the total number of sentences in which they can be identified (one-member sentences excluded), and voice, both explicit and implicit;
3. parts of speech used in the text (nouns, adjectives, verbs, etc.) and their number with regard to the total number of words used in the texts in order to determine the correlation between the number of some parts of speech used and the nature of the message, its dynamics, etc.;
4. the usage of figurative language.

Table 1: *Commercials advertising sports commercials*

COMPANY AND THE PRODUCT ADVERTISED	THE SPOKEN TEXT OF THE COMMERCIAL	THE WRITTEN TEXT OF THE COMMERCIAL
DIADORA (tennis shoes)	Light your fire.	
ADIDAS (football boots)		SOCCER re-invented
REEBOK (sporting equipment)	Is basketball an Olympic Sport? - Play with Eurosport and Reebok and win your own pair of Allen Iverson's "The Answer" basketball shoes! One of these winners will also receive a bag containing merchandise signed by the NBA rookie of the year Allen Iverson. Call now! Good luck!	Is basketball an Olympic Sport? PLAY AND WIN your own pair of Allen Iverson's "The Answer" basketball shoes.
EUROSPORT (TV channel)	The Great Car Circuits Competitions Which circuit is hosting the Italian Grand Prix of the Drivers World Championship? - Monza - Estoril - Imola Play and win a one day's introduction to Formula 1. The runners-up will receive a Eurosport T-shirt. Call now!	The Great Car Circuits Competitions Which circuit is hosting the Italian Grand Prix of the Drivers World Championship? - Monza - Estoril - Imola PLAY AND WIN! Play and win a one day's introduction to driving a single-seater racing car.
EUROSPORT (TV channel)	Which city does Bayern represent? - Madrid - Munich - Leverkusen Every week Eurosport gives you a chance to win the video game station along with a football game. And that's not all! You can also win Eurosport caps. Call now! Good luck!	Teams and their home cities competitions Which city does Bayern represent? - Madrid - Munich - Leverkusen
FILA (TV broadcast)	Sportscentre with FILA	FILA
EUROSPORT (TV channel)	Whose nickname is "Iron Mike"? - Michael Schumacher - Michael Chang - Mike Tyson You know the answer? Call now! Every week win a video game station. And that's not all! You could also win EUROSPORT T-shirts.	NICKNAMES COMPETITIONS Whose nickname is "Iron Mike"? - Michael Schumacher - Michael Chang - Mike Tyson
ARENA (sporting equipment)	The World Swimming Championships, action-packed, aquatic competition, swimming, diving, water polo, synchronized swimming, open-water swimming, synchronized diving even, with ARENA.	ARENA

Table 2: *Commercials advertising products which are not sports products; sport represents the pictorial background of the commercial*

COMPANY AND THE PRODUCT ADVERTISED	SPORT AS THE BACKGROUND OF THE COMMERCIAL	THE SPOKEN TEXT OF THE COMMERCIAL	THE WRITTEN TEXT OF THE COMMERCIAL
FIRELLI (tyres)	running	Power is nothing without control.	
JVC (equipment)	football		JVC
KONICA (cameras and films)	football	When you really, really, really know that something is right, snap it up!	KONICA
HYUNDAI (cars)	football	The whole world is celebrating the World Cup.	Football World Cup Legends - Tuesday 23.00 cet.
MICHELIN (tyres)	football	We've been around with Michelin.	Michelin - official 1998 World Cup Tire.
NOBERASCO (dried fruit)	motor racing, ski-bob, cycling	We are on the market with the highest quality products, the very best dried food. Recently we've launched two totally new products which became two winners today and for the future. So now that we've become a market leader in Italy we want to enter Europe and win again - to place our product on the European market. We are looking for a partner like us - a partner convinced that quality is the real secret of success.	QUALITY = THE SECRET OF SUCCESS
DURACELL (batteries)	boxing	Duracell is no ordinary battery because Duracell lasts longer. Why settle for anything less? Better make it Duracell!	DURACELL
HANKOOK (tyres)	mountaineering	Tenacious grip! Hankook tyres!	HANKOOK DRIVEN
VREDESTEIN (tyres)	motor racing, bobsleigh racing, various race types	Fast cars, fast bikes, fast women, fast everything! Fasten your seat-belts for Speedworld!	VREDESTEIN designed to protect you (Banden. Reifen. Tyres. Pneus)
K&N (car air filters)	motor racing, bobsleigh racing, various race types	Fast cars, fast bikes, fast women, fast everything! Fasten your seat-belts for Speedworld!	K&N Formula 1 air filters for your car
DAEWOO (cars)	football	News, action and analysis! Big games, big controversies! All the goals, the near misses and a couple of goes, too!	With DAEWOO
KONICA (films, cameras)	football	The Football World Cup was brought to you by KONICA.	Film & Cameras Office Equipment
OPEL (cars) JVC (equipment) MASTERCARDS (credit cards)	football	OPEL JVC MASTERCARDS	OPEL Vauxhall in the U.K. JVC Hi-fi, TV & Video Mastercards - The proud sponsors of the World Cup 98
VOLVO (cars) CAFÉ DE COLUMBIA (coffee) MILKA (chocolate)	alpine skiing	FIS World Cup Alpine Skiing FIS World Cup with VOLVO, Café de Columbia - it's the world's cup, MILKA - the alpine milk chocolate	FIS World Cup VOLVO Café de Columbia MILKA
VOLVO (cars)	cross-country skiing	Celebrate freedom with VOLVO V70. Cross-country all wheel drive.	VOLVO V70 XC
CATHAY PACIFIC (airline)	football	Isn't it so much easier to relax when you know you're in good hands? Fly Cathay Pacific	CATHAY PACIFIC The Heart of Asia

HYUNDAI (cars)	cross-country skiing	The Cross-Country Skiing FIS World Cup with HYUNDAI	Cross-Country Skiing FIS World Cup HYUNDAI
THOMSON (TV, multimedia) FISHERMAN'S FRIEND (sweets) ADIDAS (sporting equipment)	extreme sports	Extreme week, extreme sport, streetloose, street skateboard, sky-surfing and so much more! In line or out of line! It's extreme! This week, every day, all day with THOMSON TV, video, multimedia! Fisherman's Friend, Adidas	THOMSON TV, Video multimedia Fisherman's friend Adidas
RITTER-SPORT (chocolate)	diving, baseball	The full taste of chocolate, squared. Ritter-Sport, the handy chocolate square.	RITTER-SPORT
MERCEDES-BENZ (cars)	motor racing	They're testing whether it's also faster. (Becker:) Tomorrow - tennis! (Hakkinen:) Oh, no!	MERCEDES-BENZ
GILLETTE (razor blades) OPEL (cars)	football	Who would you select - as goalkeeper? - as central defender? - as playmaker? - as striker? You be the manager! Call the Eurosport line now and select one player for each position. Gillette and Opel give you a chance to win an Opel Corsa. Make the GILLETTE World Cup Challenge.	Play and win an Opel Corsa Gillette World Cup Dream Team Opel Vauxhall
SAMSUNG (equipment)	various sports	Sportscentre with SAMSUNG	SAMSUNG
SWATCH (watches)	various sports	Set your own rules! Be your own judge! Forget the stop-watch! There are no restraints. This is a free ride!	Tuesday Swatch freeride 17.00 cet
VOLVO (cars) CAFÉ DE COLUMBIA (coffee) MILKA (chocolate)	alpine skiing	The skis and the stop-watch, it's the story of the slalom. More twists and turns than Agatha Christie to find out 'who's done it!' The quickest follow the trail down the slippery slope. The Alpine Skiing FIS World Cup, the Men's Super-G from Schladming with VOLVO, Café de Columbia - it's the world's cup. And MILKA - the alpine milk chocolate.	VOLVO CAFÉ DE COLUMBIA

Analysis of texts of the sports commercials

The analysis was done according to the percentage of each of the listed elements used in the total textual part of the commercials. The usage of figurative language was also analyzed.

The types of sentences used were analyzed in two subgroups: the first subgroup displays the percentage of simple, complex and one-member sentences in the total textual part of the commercials (Tables 3, 4 and 5), whereas the second subgroup displays the percentage of statements, questions, commands and exclamations (Tables 6, 7 and 8).

Table 3 shows that the simple sentences and the one-member sentences are the most

frequent types of sentences used in the commercials (45% of simple sentences and 40% of one-member sentences in the spoken texts, whereas the one-member sentences are dominant in the written texts of the commercials - 83%). The basic reasoning behind this is that such sentences contribute to creating the image of dynamics of the message. The structure of one-member sentences also contributes to emphasizing the information that is of greater importance, without 'wasting time and words' on redundant data. The information is focused on:

WHAT IS?

WHAT IS IT LIKE?

Let's have a look at the following example:

Tenacious grip! Hankook tyres!

Table 3: Percentage of sentence types (the first subgroup) in both the spoken and the written texts of both types of commercials

SENTENCE TYPE	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
One-member sentences	40	83
Simple sentences	45	8.5
Complex sentences	15	8.5

WHAT IS? - (Hankook) tyres

WHAT IS IT LIKE? - tenacious

The message is clear: the tyres (AmE tires) produced by the firm Hankook cling firmly (= tenaciously) to the surface (road) and provide the necessary security of the vehicle - the security that is also necessary for the mountain climber whose hands must grasp the rock firmly (the visual background of the commercial is directed towards the associativity of the textual part of the commercial). The text contains four words altogether - these words suffice for transferring the desired message: WHAT? - tyres produced by the company Hankook, WHAT IS IT LIKE? - they cling tenaciously (and are therefore safe and reliable).

Simple sentences are rather frequently used (45%). Their structure is also aimed at achieving the same effect as is the case with one-member sentences: *We've been around with Michelin*. The commercial advertises Michelin's tyres, and the phrase 'to be around' / 'to have been around' which has several meanings tends to associate the product with the spreading and experience ('to have/to have had much worldly experience'), with importance, with prominence in business or with being present on the market (Cowie and Mackin, 1993).

Tables 6, 7 and 8 display the percentages of statements, questions, commands and exclamations used in commercials. Statements

are most frequently used in the spoken texts of commercials (46%), followed by the exclamatory sentences and commands (22.5%). Statements report on some information that describe the product (*Duracell is no ordinary battery, because Duracell lasts longer.*), whereas the commands lead the consumer directly towards purchasing the product (*Better make it Duracell!*). In exclamatory sentences the relations between the syntactic categories are not changed. The exclamatory intonation emphasizes the contents. Since every commercial tends to emphasize the quality of the advertised product or service, a relatively high percentage of such sentences in the texts of the commercials is not surprising (22.5%).

Statements are dominant in the written texts of the commercials (83%). These are predominantly short textual messages, whose frequent usage can be explained by the fact that they try to remain in the consciousness of a consumer, thus giving him/her more time to think and make a decision about buying the advertised product.

The usage of tenses in the texts of the commercials also leads to certain conclusions. Namely, the present simple tense, which is represented in the analyzed sample by 42.62% in the spoken and 25% in the written texts (Table 9), has several usages in the English language, out of which the following are important for the purpose of our analysis: a) to express the so-called 'timeless' actions (Quirk and Greenbaum, 1980), in other

Table 4: Percentage of sentence types (the first subgroup) in both the spoken and the written texts of commercials advertising a sports product

SENTENCE TYPE	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
One-member sentences	20	46
Simple sentences	64	31
Complex sentences	16	23

Table 5: Percentage of sentence types (the first subgroup) in both the spoken and the written texts of the commercials in which sport is a pictorial background

SENTENCE TYPE	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
One-member sentences	49	97
Simple sentences	22	0
Complex sentences	9	3

words, for habitual actions and situations in 'universal time' (past, present and future), and b) for dramatic narrative (Thomson and Martinet, 1986) particularly when reporting from sporting games, sporting contests, tournaments, matches (which is why this tense is very often used by sports commentators reporting live from various events). It can therefore be concluded that, taking the two given usages of the present simple tense into account, the texts of the analyzed commercials try to point out the constancy, universality and 'eternity' of the advertised product on the one hand, and on the other to evoke in the mind of the consumer the thoughts about dynamics and life energy which is inherent in sport and which is the driving force needed so much by every individual in his/her everyday life.

Both in the commercials advertising a sports product (Table 10) as well as in the commercials in which sport is only the pictorial background (Table 11) the present simple tense is the tense most frequently used.

The present continuous tense also belongs to the group of tenses that are most frequently used in the texts of the commercials. Everything said relates to tenses expressed in the indicative - the mood that is said to be unmarked as for modality, because it expresses an impartial attitude of a speaker towards what has been said. Therefore, the indicative will not be listed in Tables 9, 10 and 11 as the mood used in the texts of the commercials.

Further analysis shows that, apart from the indicative, the imperative is also very frequently used (Tables 9, 10 and 11), which leads to a conclusion that the consumer is faced with almost no opportunity to make an 'if-then' choice. The messages often express direct commands, as, for example, *Forget the stop-watch!*, in order to create an unconditioned decision about buying the advertised product.

The use of the active voice in the texts of commercials (Tables 12, 13 and 14) is justified as follows:

Table 6: Percentage of sentence types (the second subgroup) in both the spoken and the written texts of both types of commercials

SENTENCE TYPE	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
Statements	46	83
Questions	9	8.5
Exclamations	22.5	0
Commands	22.5	8.5

Table 7: Percentage of sentence types (the second subgroup) in both the spoken and the written texts of the commercials advertising a sports product

SENTENCE TYPE	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
Statements	32	46
Questions	20	31
Exclamations	20	0
Commands	28	23

Table 8: Percentage of sentence types (the second subgroup) in both the spoken and the written texts of the commercials in which sport is the pictorial background

SENTENCE TYPE	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
Statements	52	97
Questions	5	0
Exclamations	23	0
Commands	20	3

Table 9: Percentage of tenses and mood used both in the commercials advertising a sports product and in the commercials in which sport is the pictorial background of the commercial

TENSE AND MOOD	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
Present Simple	42.62	25
Present Continuous	6.55	8.33
Past Simple	3.27	0
Present Perfect	4.91	0
Future Simple	3.27	0
Present Conditional	1.63	0
Imperative	37.7	66.66

Table 10: Percentage of tenses and mood used in the commercials advertising a sports product

TENSE AND MOOD	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
Present Simple	38	30
Present Continuous	4.7	10
Past Simple	0	0
Present Perfect	0	0
Future Simple	9.5	0
Present Conditional	4.7	0
Imperative	47.61	60

Table 11: Percentage of tenses and mood used in the commercials in which sport is the pictorial background of the commercial

TENSE AND MOOD	PERCENTAGE IN THE SPOKEN TEXTS OF THE COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF THE COMMERCIALS
Present Simple	46	0
Present Continuous	7.69	0
Past Simple	5.12	0
Present Perfect	7.69	0
Future Simple	0	0
Present Conditional	2.5	0
Imperative	33.33	100

Table 12: Percentage of the type of voice used both in the commercials advertising a sports products and in the commercials in which sport is the pictorial background

VOICE	PERCENTAGE IN THE SPOKEN TEXTS OF COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF COMMERCIALS
Active	98.96	89.20
Passive	1.04	10.79

Table 13: Percentage of the type of voice used in the commercials advertising a sports products

VOICE	PERCENTAGE IN THE SPOKEN TEXTS OF COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF COMMERCIALS
Active	100	87.5
Passive	0	12.5

Table 14: Percentage of the type of voice used in the commercials in which sport is the pictorial background

VOICE	PERCENTAGE IN THE SPOKEN TEXTS OF COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF COMMERCIALS
Active	97.92	90.91
Passive	2.08	9.09

The use of active voice anticipates the active role of the subject of the sentence, that is to say its role of the doer of the action (*We've been around with Michelin! ; The whole world is celebrating the World Cup.*). The initial unit of the sentence, in this case the subject, is the theme of the sentence (Quirk and Greenbaum, 1980), and by occupying the initial place in the sentence, together with those sentence elements which are usually put at the end of the sentence in order to emphasize their role in a particular action, it represents the most important part of this sentence with regard to the order of significance of information expressed in the message. In other words, those elements that are put at the beginning of the sentence (theme), as well as those elements that are placed at the end of the sentence (focus) are emphasized to the largest extent. Therefore it is easy to understand the reasons which lead to the use of the active voice in the sentence, thus creating in the consciousness of a consumer the image of dynamics and of an active role either of the product itself or of the prospective consumer/buyer.

Even the superficial survey of the Tables 15, 16 and 17, which contain data on the percentages of parts of speech used in the texts of the commercials, leads to the conclusion that the selection of the parts of speech used is closely connected with the basic goal of a commercial, that is to say, with the information it tries to transmit: who?/what? (nouns), what do they do? (verbs), and what are they like? (adjectives).

The usage of figurative language is aimed at achieving a particular way of speech which to a larger or lesser extent deviates from the usual one. Since the goal of a commercial is to draw the attention of a consumer, therefore will the language used in it be 'different' from the ordinary one. The number of figures in figurative language is vast and so are the ways in which these figures are defined and understood. Therefore, this paper will not deal with such figures according to the possible groups into which they could be clustered. It will only describe some of the examples used in the texts of the commercials without going into a detailed analysis.

The figures of sound are used in order to achieve a desired intensity of expression by

Table 15: Percentage of parts of speech used both in the commercials advertising a sports product and in the commercials in which sport is the pictorial background

PARTS OF SPEECH	PERCENTAGE IN THE SPOKEN TEXTS OF COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF COMMERCIALS
Nouns	44.07	70.21
Verbs	14.98	9.04
Adjectives	10.27	5.31
Prepositions	6.09	5.31
Articles	9.05	5.85
Adverbs	4.00	0
Exclamations	0.17	0
Numbers	0.69	0.53
Conjunctions	2.96	2.65
Pronouns	6.79	2.12
Negations	0.69	0

repeating particular speech sounds, groups of speech sounds, whole words, or by imitating the sounds from nature. For example, the text of the commercial by the firm KONICA, which produces cameras, reads: *When you really, really, really know that something is right, snap it up!* By repeating the word 'really' a higher intensity of the expression is achieved. The phrase 'to snap something up' used in the same sentence means 'to take, buy, etc. (something) quickly and eagerly' (Cowie and Mackin, 1993). Taking into account the possible object that can follow the verb 'to snap up' this phrase can also be used in the meaning 'to take the picture/photo', that is to say 'to photograph; take a snapshot of' (Longman, 1978). Both meanings are important for the message of the commercial

in such a way that they associate the product (a camera) with the prospective consumer's wish to buy this product as soon as possible. The figure realized in the sound pattern, in this case onomatopoeia (imitation of a sound made by or associated with its referent), is the verb 'snap', which imitates a sudden, fast, sharp distinct sound, as when clicking a mechanism on the camera when taking a snapshot.

The second example of repetition is to be found in the commercial for the TV broadcast 'Speedworld', which deals with the sports results achieved in athletics, motor racing, cycling, skiing, etc. The sponsor of the commercial is the firm VREDESTEIN, which produces tyres. The text of the commercial reads: *Fast cars, fast bikes, fast women, fast*

Table 16: Percentage of parts of speech used in the commercials advertising a sports product

PARTS OF SPEECH	PERCENTAGE IN THE SPOKEN TEXTS OF COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF COMMERCIALS
Nouns	47.51	55.95
Verbs	18.90	15.47
Adjectives	6.09	9.52
Prepositions	5.48	2.38
Articles	9.14	8.33
Adverbs	4.26	0
Exclamations	0	0
Numbers	1.21	1.19
Conjunctions	3.04	3.57
Pronouns	6.09	3.57
Negations	1.21	0

Table 17: Percentage of parts of speech used in the commercials in which sport is the pictorial background

PARTS OF SPEECH	PERCENTAGE IN THE SPOKEN TEXTS OF COMMERCIALS	PERCENTAGE IN THE WRITTEN TEXTS OF COMMERCIALS
Nouns	40.90	81.73
Verbs	13.41	3.84
Adjectives	11.95	1.92
Prepositions	6.34	5.66
Articles	9.02	3.84
Adverbs	4.14	0
Exclamations	0.24	0
Numbers	0.48	0
Conjunctions	2.92	3.84
Pronouns	7.07	0.96
Negations	0.48	0

everything. Fasten your seat-belts for 'Speedworld'. The word 'fast' is repeated over and over again in the first sentence. The link between the first and the second sentence is the verb 'fasten', which contains in it the word 'fast', whereas the meaning of the sentence '*Fasten your seat-belts!*' is used as an association for flying on a plane, that is to say, for using one of the fastest means of transport on the one hand, and on the other to create an image in the consumer's mind about him/her as a TV viewer who is 'fastened' in his/her chair and who will watch the whole broadcast.

Epithets are also frequently used. An epithet could be defined, in the broadest meaning of the word, as any attribute, in other words as a characterizing word or phrase, added to a noun. Some of the examples are: *highest quality products, the very best dried fruit, two totally new products, no ordinary battery, tenacious grip*, then the example that has already been mentioned *fast cars, fast bikes, ..., big games, big controversies, extreme week, extreme sport*, etc. The epithets used can be described as words of high intensity: *highest quality, the very best, totally new, no ordinary, tenacious, fast, big, extreme*. Some of them: *highest, best, totally, extreme* express the maximal possible intensity level. Therefore, the message of the commercial is directed towards associating the expression with the quality of a product.

A *rhetorical question*, does not invite a reply. It is used to achieve an expressive force of a statement, as is the case in the

commercial of the airline Cathay Pacific: *Isn't it so much easier to relax when you know you're in good hands? Fly Cathay Pacific!*

The ellipsis (the omission from a sentence or other construction of one or more words understandable from the context that would complete or clarify the construction) has already been discussed in the paragraph dealing with one-member sentences. For example, the text of the commercial advertising the broadcast (under the sponsorship of the firm DAEWOO), which deals with the analysis of football games reads: *News, action and analysis. Big games, big controversies. All the goals, the near misses and a couple of goes, too.* The text clearly describes the contents of the broadcast. It will deal with news in the world of football, the actions during the games, the analysis of big, important games, discussions (connected probably with some decisions made by the referees), the scored goals will be shown, as well as all the misses and some attempts to score the goals. There is not a single verb in the whole text, and yet it still doesn't lack dynamics or intensity.

A figure relating to the broader meaning of what has been said is used in the text of the commercial advertising the World Championship in alpine skiing: *The skis and the stop-watch! It's the story of the slalom. More twists and turns than Agatha Christie to find out 'who's done it'.* A picturesque and imaginative effect is achieved by cunningly combining the description of motion during

one of the alpine skiing events, namely the slalom [to slalom = to move on or as if on a course with many twists and turns], and the flow of the plot in the novels by Agatha Christie - the plot has many twists and turns before finally finding out 'who's done it'. This effect almost certainly leads to the desired goal: that people would watch the World Championship in alpine skiing, and at the same time watch the commercials in which the names of the sponsors of this Championship, as well as the broadcast, will be mentioned over and over again.

Conclusion

The analysis of the textual part of the commercials has shown that the texts, both spoken and written, are of extreme importance for the efficacy of the commercial. The structure of texts significantly influences

both the quality and the intensity of the expression, thus influencing the quality and the intensity of the commercial as a whole. The selection of sentence types, tenses, mood, and voice, as well as the selection of the parts of speech and figurative language is made according to the principle of creating clear associations which are positive by their nature, thus motivating a prospective consumer to decide to buy a certain product. In this way the basic promotional goal of the commercial is achieved.

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