

DEDICATION

To my lovely daughter, SELMA

ACKNOWLEDGEMENTS

First of all, thanks are due to Allah the Almighty Who created us and destined us to be teachers.

I would like to express my thanks, profound gratitude and deep respect to Dr. Mohamoud Ali Ahmed for his kind supervision, continuous guidance and generous help from the very beginning to the end of this study. My unlimited thanks and regards to the family of "SUDAN VISION" who opened their hearts, their minds and their offices to me and gave me whatever I wanted and more. My sincere gratitude is especially expressed to Dr. Hassan Musa Mohammad of University of Kordofan for his kind help he made me love linguistics. Also thanks to Dr. Awad Omer of Omdurman Islamic University who provided with advice and support. Words can't express how I grateful to all those who did not scant with their time, efforts and encouragements to the fulfillment of this study.

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ABSTRACT ENGLISH VERSION

This study is an attempt to investigate the discourse of written advertisements to explore the role of linguistics and culture in shaping them. This study investigates the following objectives: in social context advertisements both are influenced and influence the social context where they occur, the function of advertisements is to convey information to persuade people to buy their products, and as such, it needs specific language, it reveals the complex relationship between textual and visual components of advertisements "coherence" and to know the meaning of advertisements is arise from the combination of multiple factors, language, paralanguage, picture, participants, co-text, and inter-text. The study adopted the content analysis methodology which dealt with the written documents and material and then analyze the written advertisements. Data was collected from Sudan Vision newspaper (2009), the samples were chosen randomly from the total number of ad, the data analyzing through textual analysis methodology. The study reached the following results: advertising is treated as ordinary communication, and that advertising language is treated as ordinary language. It is important to remember that the virtually unconscious act of getting the basic meaning of an advertisement is quite different from further issues of interpreting. Advertising language is not qualitatively different from ordinary language. Advertising language tends not to use clear markers of cohesion, but is interpreted as being coherent. The study recommends that; the advantage to confining study to one product is that the study can then be compared to other studies and different product categories in the future, influenced suddenly by economic crisis that with its consequences has changed many aspects of consumption of advertisements.

المستخلص

Abstract Arabic Version

تحقق هذه الدراسة فى تحليل الإعلان المكتوب كمنص خطابى لإظهار دور علم اللغة والثقافة فى تشكيله. من أهداف هذه الدراسة: يؤثر الإعلان ويتأثر فى السياق الاجتماعى حيثما ما ظهر، وظيفة الإعلان هى تقديم معلومات لإقناع الناس لشراء المنتجات، عليه تحتاج الى لغة خاصة، تظهر العلاقة المعقدة بين النص والمحتويات المرئية للإعلان "التماسك"، ولمعرفة معنى الإعلان الذى يعلو من امتزاج عدة عوامل: اللغة، ما وراء اللغة، الصورة، المشاركين، النص المشترك، النص المتداخل. إعتمدت الدراسة منهجية تحليل المحتوى الذى يتعامل مع النصوص المكتوبة ثم تحليل الإعلان المكتوب. جمعت البيانات من جريدة "سودان فيشن" للعام 2009 تم إختيار العينات عشوائياً من العدد الكلى للإعلانات فى هذه السنة، تم تحليل البيانات عن طريق تحليل المحتوى. توصلت الدراسة الى النتائج التالية: يعامل الإعلان كتواصل عادى عليه تعامل لغة الإعلان كلغة عادية، يعطى الفعل الغير مدرك المعنى الأساسى للإعلان يختلف فيما يتعلق بقضايا التفسير، لا تختلف لغة الإعلان نوعياً من اللغة العادية، لا تستخدم لغة الإعلان روابط واضحة ولكن تفسر على أنها متماسكة. أوصت الدراسة: من المحاسن حصر دراسة على منتج واحد ثم مقارنتها مع دراسات اخرى ومنتجات أخرى فى المستقبل، عما دراسة مرتبطة بتأثير الأزمات الإقتصادية وتتابعها غيرت مفاهيم إستهلاك الإعلان.

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