

LINGUISTIC STRATEGIES AND IDEOLOGIES OF THE THAI ENERGY DRINK ADVERTISEMENTS

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ABSTRACT

Abstract—The purposes of this research were to examine linguistic strategies in Thai energy drink advertisements and to investigate ideologies in discourse of Thai energy drink advertisement. Critical discourse analysis was adopted in this research. The data were collected from two main energy drink companies total 9 brands. The results revealed that there are 3 types of linguistic strategies including lexicalization, rhetorical strategies and meaning strategies. As can be seen from the data, there are 2 ideologies Thai energy drink advertisements which are labor ideology and business ideology.

Keywords— Advertisement, Energy Drink, Ideologies, Linguistic Strategies.

INTRODUCTION

Energy drink products are widely popular and also play an important role in Thai society. Most of energy drinks contain sugar and stimulant compounds which boost up energy and alertness. In the past, they are produced for laborers who need a quick energy boost throughout the day. However, nowadays they have become increasingly popular in a new generation of consumers who are attracted by marketing communication particularly, an advertisement. An advertisement is an announcement online or communication through mass media such as broadcast media, outdoor media and print media. It has an influence on consumer beliefs and attitudes. In addition, an advertisement uses linguistic strategies to convince and persuade consumers. According to Sasiwimon [1], it was found that an advertisement has reflected consumers' decisions on the purchase of products.

This study attempted (1) to examine linguistic strategies in Thai energy drink advertisements and (2) to investigate ideologies in discourse of Thai energy drink advertisements.

METHODS

This study was conducted by collecting nine brands from two main energy drink companies which are Osotspa Public Company Limited and Red Bull Company Limited: five brands from Osotspa and four brands from Red Bull (in Table 1). According to MGR Online [2], two main energy drink companies manufacture a variety of energy drink products. The data were collected from Thailand Television Commercial (TVC) channel on Youtube.

This channel is a source of Thai broadcast advertising released on television. Each advertisement is composed of a video and an audio which show consumers a story. A data transcription is a method for retrieving advertised statements from January to October 2013. A verbal language that appears in each statement was analyzed. Besides, some illustrations will be provided for more explicit explanation. A critical discourse analysis approach [3] was also adopted in this research.

Table 1
List of energy drinks

Osotspa Public Company Limited	Red Bull Company Limited
1. M150	1. Red Bull
2. M150 Storm	2. Red Bull Extra
3. Shark	3. Luk Thung
4. Lipo	4. Ready
5. Sassy	

RESULTS

1.1. Linguistic Strategies

The findings from the study revealed that two main energy drink companies used three types of linguistic strategies including lexicalization, rhetorical strategies and meaning strategies.

1.1.1. Lexicalization

The lexicalization can be divided into three sub-types: pronoun, loan word and modification.

A. Pronoun

The use of 'I' and 'you' was found most in the data. They showed the close relationship between advertisers and consumers. [4]

B. Loan Word

The examples of loan words appeared in energy drink advertisements are 'refresh' and 'show'. This technic is interesting and expresses modernization. A prestigious language is the reason for using loan words. [5] The examples are as follows:

/sɨŋ dii-dii rəm màỳ dâỳ sàmmǎə kòt pùm rɨ' frɛʃ/
 สิ่งดีๆ เริ่มใหม่ได้เสมอ กดปุ่ม *refresh* (M150 Storm)

/naaŋ èek nay chii-wít cɨŋ khun kǔw tham dâỳ maa ʃou/
 khwaam pen phǔu yǨŋ khǔwŋ khun hâỳ lók rúu/
 นางเอกในชีวิตจริงคุณก็ทำได้ มา *show* ความเป็นผู้หญิงของคุณให้โลกรู้ (Sassy)

C. Modification

Positive meaning modifications are also used in energy drink advertisements. The purpose of using this technic is to persuade consumers to be 'good', 'confident', 'ambitious' and 'happy'. [6] The examples are as follows:

/phrǔwm tham dii kǔw duu dii yàak hâỳ thúk khon duu dii khrẽaŋ dèum 'redi/
 พร้อมทำดีก็ดูดี อยากให้ทุกคนดูดี เครื่องดื่ม 'เร็ดดี้' (Ready)

/yàak hâỳ khon thay thǔwŋ kin aa-hǎan dii-dii tham ɲaan yàaŋ khúk-khák lé
 mii khwaam sùk/
 อยากให้คนไทยต้องกินอาหารดีๆ ทำงานอย่างคึกคักและมีความสุข (Red Bull)

1.1.2. Rhetorical Strategies

Slogan, a short message, is a type of rhetorical strategies. It is used for convincing the consumers to feel impressed with the advertisements. The examples are as follows:

/mân chay khun tham dâỳ lí poo/
 มั่นใจ คุณทำได้ 'ลิโพ' (Lipo)

/phró chii-wít pen khǔwŋ raw laɪf həz nou 'lim.it/
 พรอ่ชี่-วี่ต เปน คุ่วง ราว ล่าฟ แฮซ นอู 'ลิม.ิต'

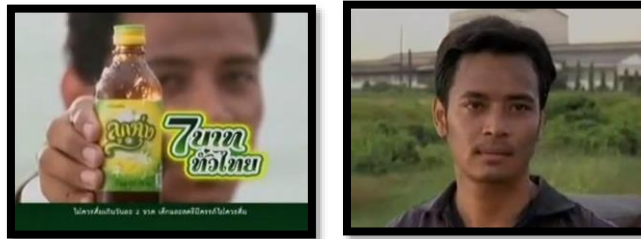
เพราะชีวิตเป็นของเรา ‘Life has no limit’ (M150)
 /prà-yat nən tɛɛ mây khəəy prà-yat nám cay
 khon thay hũa cay lủuk thủng/
 ประหยัดเงินแต่ไม่เคยประหยัดน้ำใจ คนไทยหัวใจ ‘ลูกทุ่ง’ (Luk Thung)

1.1.3. Meaning Strategies

According to nine brands of energy drink, the study found that advertisers used pun and metaphor to clarify the meaning of a word. [7]

First, pun is a humorous use of a word or phrase that has several meanings or that sounds like another word. [8] The example found in this study is from Luk Thung: /khon thay hũa cay lủuk thủng/ “คนไทยหัวใจ ‘ลูกทุ่ง’”. The first meaning indicated the name of energy drink product, /lủuk thủng/ ลูกทุ่ง. The second meaning expressed the image of the protagonist drinking Luk Thung in this advertisement who is kind and generous. (in Figure 1)

Figure 1
Some illustrations from Luk Thung advertisement [9]



Moreover, metaphor is a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them. [10] The example presented in Lipo advertisement was smiling which was used to convince the consumers that they will be happy and always in good mood when drinking it. (in Figure 2)

Figure 2
Some illustrations from Lipo advertisement [11]



1.2. Ideologies

There are two types of ideologies strategies found in this study: labor ideology and business ideology.

1.2.1. Labor Ideology

It was found that the companies must concern about strength when they named the brand because the target of energy drink is the labor. For one thing, we usually found the name of powerful animals such as red bull and shark in the names of energy drink.

1.2.2. Business Ideology

It was also found that advertisers focused on marketing. They did not explain the details of product directly but presented the information in another way and let the consumers interpret the meanings of products by themselves.

It can clearly be seen that linguistic strategies of energy drink mostly used colloquial language and pronoun for expressing intimacy. The use of positive meaning and loan words made consumers more attractive and interesting.

In addition, the result showed that there is no denotation appearing in the statement of energy drink advertisements. There is also no connotation appearing in this study in order to avoid misinterpretation because energy drink advertisements are usually simple and frank that is different from alcohol advertisements. [12]

CONCLUSION AND FUTURE WORK

According to the results, there are three types of linguistic strategies including lexicalization, rhetorical strategies and meaning strategies. Two types of ideology were found in Thai energy drink advertisements which are labor ideology and business ideology. It can be concluded that energy drink advertisements used linguistic strategies for convincing and persuading consumers. Also, there are some hidden ideologies underneath the statements of these energy drink advertisements.

It is possible to expand and do further research in the area of the ability of second year English language major students in translating garden-path sentences. [13]

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