



## Role of English Language in Global Advertising

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### **Abstract:**

*The English language plays an important role in global advertising. It is a powerful tool that functions as a medium of communication, influencing and branding in the international marketplace. Due to globalization, the English language acts as a dominant lingua franca all over the globe in different sectors like business, technology and popular cultures. The English language is the bridge between multinational corporations and diverse audiences across geographical and having different cultural boundaries. The widespread recognition of English language advertising had enhanced brand visibility, fostered aspirational values and conveyed modernity, sophistication and global identity in the market. The English language is the primary language used in global advertising. It can be combined with the regional language to create hybrid messages that appeal to both global and local consumers. The English language is strategically used by the advertising companies. These companies create slogans, brand names and key phrases that help to standardise brand image while maintaining cross-cultural adaptability. Additionally, the psychological approach of the English language is linked to cosmopolitanism, innovation and prestige, which influence target groups' attitudes and purchase intentions among the non-English speaking nations. Hence, the article explores how the English language is used in international advertising and emphasizes creating universal themes while using local languages to accommodate regional diversity. The study emphasizes the importance of the English language linked with innovation, modernity and status. Consequently, the utilisation of the English language in worldwide advertising prompts inquiries regarding cultural homogenization, linguistic supremacy and the sidelining of the native language. In spite of these apprehensions, English remains an essential instrument in influencing worldwide consumer culture and enables transnational marketing communication. The function of English in intercontinental advertising illustrates the convergence of language, globalization, and consumer psychology within the modern world economy.*

**Keywords: Globalization, Lingua Franca, Advertising, Branding, Modernity, Identity, Hybrid, Cross-cultural, Cosmopolitanism, Psychological, Cultural Homogenization.**

### **Introduction:**

Advertising is the practice and techniques employed to bring attention to a product or service. According to the Cambridge Advanced Learner's Dictionary, "An advertisement is a picture, short film, song, etc. which tries to persuade people to buy a product or service (3<sup>rd</sup> ed). Advertising seeks to showcase a product or

service by highlighting its utility, benefits, and appealing qualities to Buyers. The history of advertising dates back to around 2000 BC, when the Ancient Egyptians pioneered the concept by inscribing public notices on stone. The journey from steel to digital advertising has undergone numerous transformations, leading to the current state. Advertisements are employed to promote

particular goods. The most prevalent type of advertising is the commercial advertisement, which aims to boost product consumption through effective branding. Additionally, various non-commercial entities, including political parties, interest groups, religious organisations, and government agencies, also engage in advertising. The fundamental components of advertising include attention, self-interest, desire, credibility, and action. The initial requirement is to capture the attention of the intended audience. The second aspect is to appeal to their self-interest. It is essential to understand the motivations that may drive them to respond to the intended outcome of the advertisement. Individuals consistently seek to identify what benefits them. The third element involves engaging customers in the 'how to' aspect of the advertisement. The opening sentence of the body copy must not only fulfil the promise of the advertisement but also entice the audience to absorb the remainder of the message and their desires. The fourth component is credibility, which is vital to the message; if your appeal falters, you risk losing your audience. It is imperative to be an integral part of the message to achieve success, as being as direct and transparent as possible enhances persuasiveness. This is crucial because your audience may not respond appropriately. You must establish a foundation of beliefs that can be reinforced by subsequent messages for greater success. The sixth element is action. Ultimately, you want buyers to take the action that the advertisement intends. Action serves as the primary measure of advertising effectiveness, even though most advertisers recognise that message repetition and a cumulative effect are what truly drive action. Advertising focuses on ensuring the new product details reach the targeted customers. The product needs to be promoted effectively for a stronger market presence both domestically and internationally. Various forms of multimedia can

be utilised to disseminate brand information to both nearby and distant markets. This can be achieved through platforms such as the Internet, Facebook, Newspapers, Radio, Messenger, Twitter, and Television. The advent of diverse media has simplified the process of delivering information to individuals across the globe.

Language plays an important role in persuading the buyer, irrespective of class, caste, creed and social status, to buy the products. It also helps to change the attitude of the target groups. The influence should create and convince a brand image and stimulate a positive outlook towards the brand. While persuading the End users, one has to be conscious of the choice of words to influence them. One has to be very clear and wise to communicate fascinatingly, revealing the truth while persuading consumers. If a business has to survive and flourish, then it should not make dishonest announcements. Advertisement and the brand quality must match so that the target groups' circle can be increased. The main aim of advertising is publicity. It reminds and reinforces the brand message to reassure the audience about the brand vision. It is the language that helps people to recognise the products and remember them. Advertising educates the buyers regarding the features and accessibility of different products in the market. It also makes buyers aware of choosing the product and choosing the best one. All these can be done through language and communication. The English language is known for its great vocabulary. Vocabulary should be related to the brand, which can easily attract consumers.

#### **Government Regulation:**

Worldwide spending on advertising was estimated to be over US\$, 1 trillion in 2025.

Advertising distribution for 2024 was 59.4% on digital, 24.9% on television, 5.2% on out of home, 4.5 on radio, 3.5 on newspapers,

2.2% on magazines and 0.4 on cinemas. Globalization of the market has increased the amount of Advertising and branding, which has to be regulated. Advertising is regulated by the Government through several advertising agencies – Advertising Practitioners Council of Nigeria (APCON) and NAFDAC. (Industry Insight. Abbey Mecca, June 6,2025).

### **Role of English Language in Global Advertising and Branding:**

In the current interconnected world economy, advertising has crossed national borders and is now seen by people on different continents via social media, print, television, and digital media. English is the language at the heart of this cross-border communication network. English, the most widely used language in the world, is essential for establishing brand identities, worldwide advertising strategies, and consumer perceptions.

### **English as a Global Lingua Franca:**

Worldwide globalization has increased the use of English all over the globe. The usage of English cuts across the continents, and has indeed spread in the light of some historical, political, cultural and economic reasons. The historical legacy of the British Empire, the United States of America's (USA) ascent to superpower status as a nation founded by English speakers, and the predominance of English-speaking media and entertainment are all factors in this. In terms of advertising language, English is a universal language and nothing compares to English's worldwide reach. English is the primary language of science, technology, business, and popular culture worldwide; no marketing firm could afford to ignore it when trying to reach a transnational audience. Further highlighting the importance of the English language is the proliferation of new digital media and the

internet, which make it simple for brands to cross national and cultural boundaries. English has developed into a universal language that facilitates communication between various linguistic and cultural groups. Advertising demonstrates its status as a language of modernity, prestige and global appeal. Corporations strategically deploy English to convey sophistication and cosmopolitanism, attitudes that are frequently associated with multinational citizenship.

### **Cross-Cultural Communication in Advertising:**

When it comes to target audiences, advertising requires effective communication. English is a neutral medium for overcoming the language barrier in this way. This is particularly evident in international campaigns where a consistent message is required to guarantee that brands have consistent messaging. However, the ability of English to localise the cultural context and values remains a determining factor in its ability to facilitate cross-cultural communication. The ability of English to serve as a bridge for intercultural communication is one of the benefits of using it in advertising. People from various linguistic and cultural backgrounds can understand and communicate with one another because English is a lingua franca. This is significant in advertising since the objective is to convey a compelling message to a wide range of audiences. Effective cross-cultural advertising communication, however, involves more than just translating into English. A sub is needed.

### **English's Symbolic Meaning in Advertisement:**

To a certain degree, the English language represents modernity, globalization, and economic dominance. This indicates that it does influence consumer behaviour, at least somewhat, due to its association with high-quality offerings.

Advertisements in non-English speaking nations, for instance, occasionally use English language or slogans to increase their appeal and perceived world-class status. It strongly correlates with advertising's symbolic value of modernity, prestige, and worldwide appeal. In the eyes of the consumer, it symbolises originality, style, and global community membership. Through these associations, products and services may become more appealing to customers, increasing their perceived value and appeal. Additionally, advertisements that use English convey a sense of exclusivity and aspiration. Through the use of language, brands frequently present themselves as upscale or premium, which appeals to consumers.

#### **English Integrated with Local Language:**

When creating content that is hybridized for regional audiences, local languages are frequently used alongside English, despite the fact that English is the primary language of the world's media for worldwide advertising. Thus, an advertiser can leverage the international language power of English while making sure that its message is accessible and culturally relevant by utilizing bilingual or multilingual communication. English and local languages can be integrated in several ways, such as code-switching, borrowing, and the development of new linguistic hybrids. For example, an advertisement may include words and phrases in the local language text or use English slogans with descriptions in the local languages. As a result, the content is easier to understand and reflects how language is dynamic and changing in today's globalised society.

#### **The “socio-psychological functions” of English in Advertising:**

Not only is the English language used in the linguistic construction of the advertising message a strategic decision to grab purchasing

communities' attention, but it is also a practical tool to increase linguistic creativity. According to Kuppens (2009), the English language in advertising carries several “socio-psychological features” that refer to all those concepts associated with a particular language, which are subsequently applied to the product being advertised.

#### **The phenomenon of code-mixing:**

Even in nations with low rates of English bilingualism, mixed-language code-mixing is becoming a more common linguistic choice in advertising, which is a precise location of linguistic contact. Code-mixing, which involves the intra-phrasal mixing of linguistic units of different languages, is the term used to describe any situation in which lexical items and grammatical features from two languages appear in a single sentence. According to Bhatia and Ritchie, “Language mixture in advertising adds new semantic and affective features that single-language advertising cannot render.” (Bhatia & Ritchie, 2008, p.10)

#### **English language as a creative tool:**

The goal of any commercial advertising is to convince buyers to purchase the product. For this purpose, various strategies of persuasion and creativity are used in the creation process of the advertising message. The use of the English language seems to respond perfectly to this creative need since the linguistic mixture, “can satisfy the deeper innovative and creative needs of advertisement writers to create the desired effects of persuasion and naturalness” (Bhatia & Ritchie 2004, p. 518).

#### **English as a Cosmopolitan Language:**

The use of a foreign language in an advertisement frequently leads to “an attempt to associate the advertised product with an

ethnocultural stereotype about the speakers of a given language” (Kelly-Holmes, 2005, p. 67). It might appear that the cultural associations formed are primarily connected to the advancement of American and British culture, since English “represents the Anglo-American cultural imperialism” (Kelly-Holmes, 2005) (Bhatia and Ritchie, 2004). Only a portion of the reasons for its usage can be attributed to its association with the particular cultural values of English-speaking nations. The English language, in contrast to other foreign languages, represents more neutral and international values and ideals and is frequently not connected to cultural values associated with particular nations. Consequently, it will be a unique case of its kind. English is used in advertising for more than just goods made in a particular English-speaking country.

#### **English as the language of Technical Reliability:**

There is a tendency to link the English language to the idea of modernity because of “the dominance of English in many technical and scientific domains” (Piller, 2001). Specifically, advertisements for automobiles, televisions, and IT and technology products are more likely to use English terms and expressions (Piller, 2001). Because the United States conducts the most cutting-edge technological research and because Italian frequently falls short of providing suitable alternatives, English's dominance in the scientific community is noticeably different. The idea that “products advertised in English are generally considered more reliable and of superior quality” is one of the reasons English is used in advertising messages (Ustinova, 2006). Words like-display, wireless, touch screen, and hybrid aid in associating the product with a dependable and effective image of quality, functionality, and scientific charm, and the message is frequently directed at students.

#### **English as the language of Success:**

English is used in advertisements to evoke associations with success and the future (Kelly-Holmes, 2005, p. 95) and to interact with success-oriented recipients. The use of catchy slogans that are challenging to translate into the reference country's language due to linguistic or stylistic choices is especially prevalent for big American multinational brands. The decision to keep the English language is made because these catchphrases are frequently original and used to promote products globally, and their meaning would be diminished by translation (Kelly-Holmes, 2005). Advertise of some companies like- Nike -Do it. Adidas-There is nothing impossible, The Apple-Think in a new way and Microsoft- Your potential and your enthusiasm. Advertisers employ English purely for evocative purposes in the cases given as examples; the sentences above contain no references to the product and provide no objective information about the advertised item; rather, they simply function as symbolic markers of aspiration and success.

#### **The Future of English in International Business:**

English is probably going to continue to be the most widely used language in global trade and business for some time to come. However, as the world keeps changing, we might see more culturally diverse and multilingual approaches to business communication. Businesses may continue to value local languages and cultural contexts while simultaneously adopting English as the global standard. The emergence of machine translation, artificial intelligence, and digital platforms will probably influence how companies interact internationally. New tools and technologies will allow more smooth communication between speakers of different

languages, further facilitating international trade and collaboration, even as English continues to play a central role. Finally, it should be noted that English has solidified its position as the foundation of global trade. Because it is the universal language of business, finance, and diplomacy, it helps people, governments, and corporations to communicate.

**Conclusion:**

A regional language or a state language has certain limitations. It can't be a universal language for communication or for business. English is a universal language, language of science, technology, business, education, politics, historic, culture and economic.

English language is been used in advertising not only for communicative value but also for their symbolic value. It is clear that English has firmly established itself as the cornerstone of international language of communication and business. Communication and business are not only the areas; English language also fits into the international advertising discourse. In addition to having been defined as the language of modernity and globalization and, consequently, the linguistic choice adopted by advertisers all over the world, the English language represents a special and unique case in the world advertising landscape. Being the language of supranational communication, the economy, trade, technology, and globalization, corporations deliberately use English terminology in their advertisements to project an image of internationality. The promotion of high-quality, contemporary, cutting-edge, and sophisticated products is one area where the use of English expressions is especially successful and effective. This is because, as we have seen, the symbolic value of this language is far more important in advertising than its connotative value.

However, the widespread use of English in advertising raises a number of ethical issues and challenges. Using the dominant language in the world in multicultural markets raises concerns about accessibility, cultural homogenization, and linguistic imperialism. The local language may suffer if the dominant English is given more weight, according to critics. In the end, this would not only exacerbate social and economic inequality but also impact and further erode the remaining cultural identities. Second, advertisements in this language must deal with linguistic and cultural issues, which could cause them to distance themselves from or offend target consumers more. English's association with innovation, exclusivity, and progress is reflected in its symbolic value. Although luxury and high-tech brands benefit from this perception, the same dynamics also serve to uphold the cultural hierarchies and aspirations associated with English-speaking societies. The way that globalization shapes consumer preferences has affected brands. Multilingual campaigns will soon be expected to blend English with regional languages in order to honour individual preferences but remain universally cohesive. Further, as global commerce advances, respect for cultural diversity and inclusion in ethical advertising practice will have to guide decision-making through these changing trends. In a nutshell, the duality of English as a medium of practical use and cultural symbol in advertising underscores its continued relevance in the globalized marketplace. While offering unprecedented opportunities for cross-cultural communication, it calls for a thoughtful and ethical approach to preserve linguistic and cultural diversity. The challenge here will be to attain such a balance between global appeal and local resonance that advertising works well for audiences everywhere by respecting and celebrating the broad tapestry of human culture.

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