

## Repetition Patterns of Rhetoric Features in English and Chinese Advertisements: A corpus-based contrastive study

Niu Guiling, Hong Huaqing  
National Institute of Education, Nanyang Technological University

Aristotle (Cooper 1960) defined rhetoric as "the faculty of discovering all the available means of persuasion in any given situation." The use of rhetoric in advertisements is universal just because of its strongly persuasive strengths. The use of rhetoric in a monolingual advertising context has been investigated by some researchers (Angela Goddard 1998; Phillips 2002; McQuarrie 1996; Leigh 1994; Lagerwerf 2005) while the contrast of rhetoric use in a bilingual/multilingual context has received relatively less attention (Villalobos 2004), and the comparative analysis regarding the use of repetition of sound, word and phrase is rarely seen.

To probe into this issue with a corpus linguistics approach, based on the data from our on-going project of a parallel corpus of English and Chinese advertisements in Singapore print media, this paper adopts McQuarrie and Mick's taxonomy (McQuarrie 1996) to investigate how different types of rhetorical figures are used in this corpus of advertisements. Among the four rhetorical operations that underlie individual figures (repetition, reversal, substitution, and destabilization), we are mainly concerned with repetition patterns (e.g. rhyme, chime, alliteration, etc), and intend to find the distributive properties of their uses in the corpus. The properties are demonstrated with corpus annotation, and quantitative analysis is employed to justify their similarity and difference with statistical measurement. In so doing, this study is expected to shed light on how a corpus-based investigation can contribute to contrastive linguistic study of such a kind.

### References:

- Angela Goddard. (1998). *The Language of Advertising*. London: Routledge.
- Bolls, P. (2006). It's Just Your Imagination: The Effect of Imagery on Recognition of Product-Versus Non-Product-Related Information in Radio Advertisements. *Journal of Radio Studies*, 13(2), 201-213.
- Cooper, Lane. (1960). *The Rhetoric of Aristotle*. New York: Appleton-Century-Crofts, Inc.
- Lagerwerf, L., & Meijers, A. (2005). Inferred Metaphors or Inappropriateness? Effects of Trope and Openness. *Conference Papers -- International Communication Association*, Retrieved April 17, 2008, from Communication & Mass Media Complete database.
- Leigh, J. (1994). The Use of Figures of Speech in Print Ad Headlines. *Journal of Advertising*, 23(2), 17-33. Retrieved April 17, 2008, from Communication & Mass Media Complete database.
- McQuarrie, E., & Mick, D. (1996). Figures of Rhetoric in Advertising Language. *Journal of Consumer Research*, 22(4), 424-438.
- Phillips, B., & McQuarrie, E. (2002). The Development, Change, and Transformation of Rhetorical Style in Magazine Advertisements 1954-1999. *Journal of Advertising*, 31(4), 1-13.
- Richardson, John E. (2007). *Analysing Newspapers: an approach from critical discourse analysis*. New York: Palgrave.
- Stockdale, S. (2006). RESPONSE SIDE SEMANTICS.. *ETC: A Review of General Semantics*, 63(1), 91-105.
- Toncar, M., & Munch, J. (2001). Consumer Responses to Tropes in Print Advertising. *Journal of Advertising*, 30(1), 55-65.
- Villalobos, J., Kessler, S., & Espino, R. (2004). Cantando Las Mananitas: The Latino Effect on Political Campaign Advertising & Rhetoric. *Conference Papers -- Western Political Science Association*.