

15

**"The Ideal Usage of Language
Techniques in Supporting
Merchandise and Advertising"
Presented**

by

**Hussein Ahmed Hussein Adnan Wadei
Razouki**

Dept. of Accounting

Dept. of Finance and Banking

College of Administration and Economics

Faculty Law and Administration

University of Duhok

ABSTRACT

During the last years, the markets for services and trade changed drastically in their structures and competition situations. New information and communication technologies, globalization and the transformation of production companies to service production companies moved the excellent service industry into the focus of scientific research and standardized services and better merchandise selling using good language techniques through advertisements which resulted in a good product development and highly advanced economics and such advertisements and language techniques (at the level of semantics and logics) had become preconditions for efficiency in future competition.

Trade transactions need letters to accomplish them, since they are the principal means of communication for every business firm. Since language is the means of communication, then words that are used in writing such letters should be carefully chosen. Advertisements should carry well-chosen vocabularies. Those advertisements, through letters will go to firms, offices, banks suppliers, employees and many other establishments so they should achieve specific functions. They should give information, information and build good will. Those functions are guaranteed through good advertisements with good semantics and logics to ensure success and promotion.

المخلص:

يعد الاعلان في عالمنا اليوم احدى وسائل الترويج المتقدمة للبضائع وبشكل ملفت للنظر، حتى وأن توفرت وسائل أخرى للترويج وخاصة مندوبي المبيعات يبقى الاعلان أفضل وسيلة لترويج البضائع و ازدهار التجارة ذلك لأن جودة الترويج والدعاية والاعلام لأي بضاعة هو بحاجة ماسة للغة رصينة وسلسة، وهنا جاء دور علم المعاني لعمقه وشموليته وتجده ليلعب مثل ذلك الدور. ان استخدام المعاني الصحيحة والأسلوب اللغوي السليم لهما دور فعال وناجح وكذلك مريح في اخراج دعاية ملائمة وسديدة للبضائع وخاصة على المستوى العالمي فما من بضاعة حديثة ومتزايدة الطلب انتجت حتى تم دعمها باعلانات رنانة تضمن رواجها وخاصة على المستوى العالمي وقد لا نستثني من ذلك أيضا دور ذلك في إيجاد فرص عمل جديدة.

Introduction

Characteristics of the tone at the level of semantics

The language used in writing a message to achieve any company to a particular business, should consist of good wording that produces favorable action from the reader and receives greater attention than that with bad wording. The right worded letter of transaction whether being letter of an offer, enquiry, complaint, banking, application request, payment...etc. will build good will and trust between the two parties, the address and the addressee and favorably, reflect the both sides' efforts.

Wording the letter basically speaks of how to respect the reader's point of view interns of understanding his aims and also observes the principle of shared goals and the style of letter writing should also keep the reader in mind and considering him first and his personal interests and advantages. This is called the "you" attitude. An example that shows the difference in wording (Johnston& Omran, 1986:15):

I, we	You
Advertisements books for sale. I need to sell them to raise money for my vacation.	Advertisement books for sale. They have excellent variety and cultural value, you'll enjoy reading them.

Courtesy is largely used and badly needed through using language techniques using terms like "thank you" "we are sorry", "please accept our apologies"...etc.

The language used in conducting trade transactions (domestic, foreign) should be personalized rather than impersonalized, natural (plain and familiar) rather than being a language of technicality, for, instead of saying:

- At your earliest convenience, say:
- As soon as you can... or:
- Kindly advise... say:
- Please, let us know.

Also, be tactful in using friendly tone and associable words (avoid being antagonized. Words with positive meaning usually have pleasant connotation, and they're the best to be used, since, they will be more persuasive.

The phrases that are used should be reasonably short, with plain style, very well punctuated, tabulated and concentrate on one objective.

The Ideal usage of language techniques in supporting....

What is important is conciseness that means, sticking to essentials and avoiding wordiness by eliminating unnecessary words and expression.

logics: A magnificent channel for conducting business transactions

In trade there is a kind of business letter called an offer letter. Here, we need to explain the merits and benefits of the product to arouse the customer's interest. This is done through rational usage of words in trade transactions the following are examples of some of those usages :

- We are most anxious to serve you and hope to hear from you very soon.
- We fell sure you will find a ready sale for this excellent material and be well satisfied with it.
- Having made many special purchases, we are able to offer you very attractive prices in your next offers.

Sometimes there are some reasons for some claims in trade transactions such as those found in complaint and adjustment letters when the customer finds the goods unsatisfactory or may receive the wrong merchandised damaged products, delayed shipment..etc. at such occasions we need patience, courtesy, diplomacy in our dealing with such conditions. So again proper accurate, reasonable, rational and an eloquent language should be used in- terms of using the proper semantics and logics. Here are some options of replying:

- We regret to inform you that the goods supplied to you have been found to be substandard...or:
- We are sorry that we cannot accept your tenders right now...or:
- Unfortunately you have not sent us all the goods we ordered... or:
- We greatly regret the mistake in the number, which resulted in you receiving the wrong articles... or:
- We trust you will have no further cause to complain ... etc.

In the world of advertisement, as well, using proper linguistic usages is also widely needed. The importance of advertising is clearly shown in markets from their need to accentuate product differentiation in the absence of price differentiation.

Advertising assumes greater significance if the actual differences between the products of the competitors become less obvious. Firms initiate the successes of their rivals. Using good language tactics and techniques will definitely enable advertisements to show the actual differences and highlighting them to promote better trade transactions and good services.

Seeking a post means seeking good, appropriate words

If it was all about seeking a chance or a change of position, like say, selling career, it is so awkward not to be able to trace the skills that provide a good chance of being hired through a personal interview using, the problem of securing a position revolves itself into two phases (Attwood, 1978:180 -190):

- 1- The written letter of application.
- 2- The personal interview.

Still it is not that easy:

Too many applicants treat the matter as though it was of no more importance than dashing off asking a friend to meet him for a game of golf.

The applicant applying for a post as a salesman is hoping to gain a contract worth several thousands of pounds, the whole of which will fall into his hand. So, with such a prospect open to him, surely it behoves the salesman to make an effort commensurate with the rewards to be secured, especially when the odds may be heavily loaded against success with a dozen or more competitors in the running. Every detail demands the closest attention.

The crucial test of presenting yourself to ensure a successful interview:

The competition with other applicants, presumably the best of the branch, is the big problem. A salesman, however, is seeking a vastly different position. His work requires him to be able to present a case, in a logical, interesting and convincing manner. This interview is an opportunity for him to display his ability in this direction. He will gain the position on the basis of his performance as a salesman during the interview.

Devotion of time is important so he can decide beforehand the facts concerning him which should be brought forward during the interview, the sequence in which such facts should be presented, and finally, the form in which they should be put forward to create the most favorable impression. The applicant must make sure that at the end of his interview the sales manager will say to himself (Attwood, 1978:170 -173): "If this man can sell our products as effectively as he has "sold" himself to me, he will certainly be a winner".

Advertising as communication in mass media and the usage of other strategies:

- Most sophisticated advertising men know a truth in the world of advertising only to the degree that it is believed by the person at the other end of communication.
- The American Association of advertising shows that an ever-increasing proportion of the American public finds a large percentage of advertising hard to believe-particularly "When it contradicts their knowledge and belief about products and/or about themselves".

In our society we are "searching our information that reassures our wisdom of our behavior". With \$13 billion worth of advertising at stake in the united states and many more billions abroad, we should undertake even more stringent consideration of how we can improve our verbal and pictorial symbols to increase advertising's effectiveness" effective salesmen know that you have to sell yourself before you sell your product or service.

There exists a huge amount of non sense in advertising that in the long run cuts down its believability by inflating its intellectual currency (word and pictures) and ultimately makes it less effective than it should be.

One of the problems in producing believable advertising is that advertisers and copy writers are not aware of the limits of language. (Maynard, 1968, 98-99)

The mass media:

Mass media is used to help the orientation of banking services using them as means of publishing or propaganda in the newspapers, magazines, broadcasting... etc)

The information used should be completely true and sincere, since they will promote good relationship between the salesman and broadcasters and customers. Propaganda has many bases (Belch & Bolch, 1985 : 41):-

- 1- The text.
- 2- The event.

- 3- The goals and agreements.
- 4- Using audio-video instruments.

The public relations

Public relation and advertisement are two different things. Despite the fact that the public relation's efforts concentrates upon creating positive advertisement, the public relations is much wider and universal since it aims at the formation of a good image of the organization that any customer may see, whereas advertisement concentrates upon the efforts spent to achieve the communication and the orientation of the products or certain services. (Kotler 1997, 625)

The direct marketing:

Direct marketing is one of the orientation mix instruments that depends upon advertising in displaying investors and their investment and expects instant response that is measureable (Park and Zaltman,1996 : 410-411). This instrument can be used depending on a group of means/ direct marketing is characterized in the following diagram:

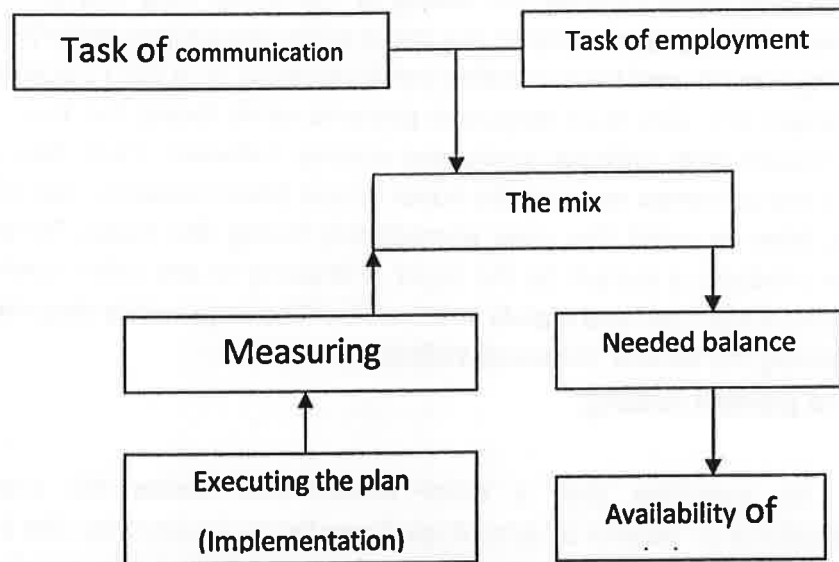


Figure -1

Orientation Mix and advertizing

Source: Park & Zaltman, Discourse rhetoric,1996, p.10.

Section One

Imparting Fitness to merchandise using language of reason

In such work there should be a kind of real art at work. Some salesmen who study their work in all its aspects have reached a particular height of artistry and also achieved a level of success which has produced outstanding results, starting as craftsmen and observing all the rules they reached success and were able to handle any type of buyer in any set of circumstances. To obtain this success salesmen should (Attwood,1985:46):

- 1- Thinking out all the ideas to strengthen the impact on the buyer.
- 2- Making favorable decisions more certain.
- 3- They should be aware of the existence of ample scope for individual initiatives within the framework of the rules.

Getting the buyer on your side:

It is so important that the salesmen must not create an atmosphere of opposition to the buyers, or facing them as if playing chess. At all times, they should avoid creating the feeling of friendship, help and service. So instead of facing up directly to the buyer takes the earliest opportunity of moving around until he is standing partly sideways or at right angles (body language) and also (sign language) gestures while facing the buyer. The two should meet without having any barrier between them. Moreover, when the salesman meets the buyer or any other customer, for the first time, tries to avoid the chair immediately facing the buyer. When the seller produces a sample to the buyer, a drawing or any other exhibit the salesperson moves from his chair and stands at the side of the buyer while describing or explaining the exhibit (Attwood,1985:148).

Third person selling:

An assertion that a seller makes that shows his product's particularity of quality or advantage (sometimes doubted by the buyer), especially without any possible support by a proof, the seller may be able to reduce the likelihood of doubt by attributing the statement to some knowledgeable third party.

Example: Telling the customer the following (Buckly,1998:236):-

The Ideal usage of language techniques in supporting....

"You may be interested to know that Mr. Brown, the works manager of "Black & White company who have now used several of these drills which he is still using in his factory, ours, was giving him the most satisfactory service with the least trouble or delay.

In fact, some of the men using the other drills had asked to have ours, because being quicker in operation; they could own more bonuses with them".

Maintain your enthusiasm:

Do you know what is fatal to success?

The answer is the constant repetition of the same sales presentation, that produces a staleness or indifference (to the viewer, the buyer or customer in general). This malady should be avoided by the salesman.

A brand of a good canned fish been sold with success for its well known brand, can't be a big failure in a second. An unusual decorations second marked on his table, the visitors would have time to visit his new place of selling and may make the great change of sales.

The salesmen should have a good dedication and respect towards the product they are selling day by day that they would refuse to allow their customers (as a result of encouraging) to buyer or eat any other brand else where, and if they did; "that would be an act of unforgivable unfaithfulness" and they really mean it (Buckly,1998:237).

The 100 percent positive mind:

Sometimes producers and also salesmen intend to do there best serving their. Customers and advertising for their products, but still that would not bring their desired results. They should not blame themselves for failure to secure any thing and bring. Every thing into control once such failure was due to circumstances beyond their own control. This attitude of mind is apt to affect not only what they say but also the manner in which they express themselves and this is so fatal in business and trade (Attwood,1985:145).

Breaking down final resistance:

Naturally, many buyers raise a barrier of resistance when approached by a salesman. They realize that he is about to employ his powers of persuasion to induce themselves to keep the salesman at bay. The salesman may find himself confronted with excuses and evasions making it obvious to avoid that the buyer, for some reason, is anxious to

The Ideal usage of language techniques in supporting....

avoid ordering if possible. Faced with such barriers the salesman may conclude that further effort to bring about a change of mind will probably result in antagonizing him, and thus, the seller would not be able to give forward. The salesman must find away out and reach a favorable decision: "making all signs to interview the buyer much closer", and making clear to him that there is no more sales pressures and the buyer has the choice to buy or not and that is over.

Then the seller may appear and leans toward the buyer and in a confidential tone asks: "you might do me a favor and tell me what is the real reason for not wanting this merchandise"?

The buyer may find himself unable to give any reasons to answer such a question and then the salesman returns to the attack:

"it is fairly clear that sooner or later you will be stocking and buying this product, so why to delay?" (Attwood,1985: 45).

Supporting your assertions with proofs:

It is surprising to know how many salesmen try to convince buyers of the virtues of their products by reeling off a series of an supported assertions, such as (Ashley,1992:182):-

"This product is the finest of its kind on the market", and adds:- manufactured under ideal conditions in a modern hygienic factory country. Al this could possibly by dismissed by the buyer since it lacks sincerity of proof.

No sensible buyer would accept the facial value of any product supported by series of merely statements. The salesman must examine every point he wishes to bring forward on behalf of his product or services and finds some means of providing acceptable proof which will carry conviction to the buyer.

This proof many take one of several forms, from simple demonstrations, the use of photographs, films, testimonials or other documentary evidence. The salesman who appreciates the importance of carrying conviction will develop some means of providing the necessary proof to ensure that his assertions are readily accepted at their full value.

Examples:

- 1- "The sale of this jam has increased three fold in the past 3 years and here is the proof.

- 2- This product undoubtedly enjoys a greater demand than any other of its kind, and I will tell you why.
- 3- "for any given thickness this wrapping paper is the toughest you can possibly use. Give me a small piece of yours for comparison and I will show you. So, the more conviction a salesman can bring to bear, the more readily will he secure the buyer's acceptance of his statements.

Salesman's human relationships and his ability to discover the hobbies:

Human relations can play a big part in further a salesman success. Every buyer is human being, with human weaknesses. A smart salesman, it happens, that he can penetrate the outward crust of the firmness presented by many buyers, then he will discover a soft heart unable to resist an appeal to his particular weaknesses.

In this connection, a buyer's hobbies may often provide the way through to the required soft spot. Any mention by the buyer of any such hobbies should be carefully noted and (if possibly) exploited. A buyer may be a keen golfer, a football club supporter, or a musician. A salesman is not an expert on every type of hobby, but he can gather sufficient information to be able to introduce the topic and say sufficient to suggest his interest in the subject. This way of behavior will definitely strengthen that may bring about further comings for more buying (Attwood,1985: 151).

Section Two

The linguistic dimensions of good merchandizing

This chapter aims at tackling the following dimensions (Johnston & Omran,1986: 19) (Ashley,1992:20):

The Criteria of perfect language:-

Taking into account the customer's point of view. For example: Majdi mall point of view says that his typing machines exhibited in his mall which are for sale are the best whatsoever, which is regarded as competitive patterns due to their efficiency and low costs.

The Ideal usage of language techniques in supporting....

If we wanted to take into account the customer's point of view and respect it, the Majdi mall would rather said that those machines could achieve good services and they as accessible and easy to use too.

Practicing "you" attitude;

This means that any organization should keep their customers in mind by using simply the proverb (you) in addressing customers and thus:

Using the proverb (I, we) like:

" we need to sell these books for raising money for the benefit of the organization" .. would be awkward and rather snobbish whereas when using "you" proverb, things would be much better: "books sale for excellent and valuable books with variety of topics and branches and having cultural value that worth reading you'll have great fun and amusement when reading them".

Courtesy: this mean respect and showing the good feelings and manners while practicing the linguistic skills for example: it is so preferred using the courtesy words like (thanks, we appreciate your efforts, sorry we are delayed, please accept our apology... etc. those words and expression will play an essential part and role towards acquiring good reputation, honorable reputation and then promote the sale's rates.

Personalization those whose the language of merchandising and business affairs should address their peers as far as their transactions are concerned in a precise way that guarantees their business the moving and working smoothly and accurately otherwise; there is going to be a kind of chose and unstable basis for different types of transaction which may lead to a sort of collapse to the while organization unless being treated rationally and scientifically.

Thus, in our trade we should address managers, clients, foreign organization with their adequate titles to whom the goods or contracts of different type may concern.

Example: if we wanted to send a letter of complaint due to a damage of certain commodity and the person in charge of that particular company was Mr. Ali, we must personize our letter to him and not to be addressed to Mrs. Fatima, if she was his secretary or to Mr. Ahmed the consecutive, or to Mss. Layla the head of the purchasing department or ... etc

Neutrality:- It is so important in any kind of transactions or business correspondence between different organizations whether local or foreign

The Ideal usage of language techniques in supporting....

to be natural and not complicated when using terms and expressions, jargon, or technicality in using terms. It is so preferable to use words and expressions that the customers used to hear, once complicated and technical will detest and annoy the customers and then might affect their moods and their tendency to purchase.

Using a friendly tone:

The world of business, especially that kind related to merchandising, trade and establishing agreements must obtain a sort of staff that secure a wide range of satisfaction, acceptability, trust to customers that make them buy and deal with this company rather than with a another. Such staff need to

acquire a wide horizons of linguistic traits, character, smartness, sociability and other features of qualification that make them fit for such a job in brief those personalities must always avoid being antagonists and always try to be so friendly such equation really counts in this field of work.

Conclusions

1. Using proper, adequate language in essential promoting good trade whether local or foreign and also ensure prosperity of economy without which many defects might emerge and result in many drawbacks in trade in general and the customer basic and daily needs in particular. The usage of good accurate semantics and good conversational mediums will results in good communication between the business organizational and their customers who own different preferences and options.
2. Not only the normal usage of any language helps to promote asuccessful trading, but also the body language and facial gestures and movements have vital role in making customers more willing to accept a particular product and become frequent visitors to a particular shop, exhibition or an organization.

The Ideal usage of language techniues in supporting....

3. Promoting good merchandise and sales necessitates establishing and conducting good educational courses to salesmen who should acquire the above-mentioned qualifications.

Recommendations

1.Using simple language in purchasing goods rather than technical language.

2.Opening new courses and training centers for those who plan to be salesmen.

3.Using more facilities and techniques as well as data show systems to increase students' information concerning the suitable language technique usages in big selling centers.

4.Opening new centers that teaches sellers the literature and backgrounds of trade selling centers and the best ways of attracting customers to those centers.

References

1. Johnston, Vera A. and Omran,FetooH,Isa,(1986),Business Correspondence and Management concepts, 1s ed, .
2. Ashley A.,(1992),Commercial Correspondence , Oxford university press , new edition.
3. Harry E. Maynard, (1968), semantic.
4. Belch and Bolch, (1979), marketing management.
5. Kotler, (1997), modern marketing, 1s. ed.
6. Park & Zaltaman,(1996), advertising and promotion, integrated marketing, PP. 410-411.
7. Attwood , Charles, (1978), The sales representative's hand book,Bell books .
8. Buckley,JR.,William F. , (1998), The right word, A harvest book.