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**The Language of Exaggeration in The Egyptian and American
Advertising Discourse**

Comparative Study of the Automobile Ads

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Abstract:

Advertising is common in contemporary society, appearing in every facet of our daily lives, from television and radio to newspapers, mailboxes, and subway platforms. It is not merely a form of entertainment; rather, it is a mode of communication through which advertisers convey the value of their products or services to consumers. Moreover, advertising is not simply informative in a straightforward and innocent manner. It has an agenda. It is a carefully crafted message that formulates viewers' culturally constructed perceptions and presents the advertised product as a means of fulfilling their desires. This may be accomplished by creating a general image for the product and shaping the audience's perception of the ad. This paper aims to analyze the language of audience's perception of the ad. exaggeration in Egyptian and American advertising discourse, specifically focusing on cosmetics products ads. By conducting a comparative study, this research investigates the linguistic strategies employed in both cultures to persuade consumers (Brown, 2015). The analysis includes examples from various advertisements, providing a comprehensive understanding of how exaggeration is used to enhance product appeal. This paper examines the use of exaggeration as a persuasive linguistic technique in automobile advertising in Egypt and the United States. The study aims to analyze how advertisers employ exaggeration to influence consumer behavior and shape perceptions of their products. By comparing and contrasting the advertising strategies used in both countries, this report provides insights into cultural differences and similarities in the use of exaggeration as a persuasive tool. The findings suggest that while there are some commonalities, such as the emphasis on performance and luxury, there are also notable variations in terms of cultural values and preferences (Black, 2012). The twofold objective of this study is to investigate the underlying mechanisms of

advertising that drive changes in consumer behavior and to contribute to our understanding of the process of persuasion. It also examines the various mechanisms that advertisers employ to capture the audience's attention through verbal and nonverbal information and communicative strategies designed to incite action.

The findings of this study demonstrate that advertisers widely employ certain linguistic features to persuade audiences. Ellipsis is a significant feature in advertising. Across this study's analysis of Egyptian and American advertising data, it reveals similar trends and parallelism in the syntactic structures of mobile phone ads. It appears that the exaggeration strategy investigated in this study and the interplay of verbal and visual components of ads are typical of global advertising discourse

Keywords:

exaggeration, persuasive linguistic technique, automobile advertising, Egypt, United States

1. Introduction

Advertising plays a vital role in promoting products and influencing consumer behavior. The language used in advertisements often employs various rhetorical devices, including exaggeration, to captivate audiences and enhance the perceived value of products. This study focuses on the comparison of Egyptian and American cosmetics product advertisements, aiming to analyze the linguistic strategies and devices employed in both cultures to achieve persuasive effects (Garcia, 2018).

In the world of advertising, the use of exaggeration has become a powerful tool to capture the attention of consumers and create memorable brand experiences (Jones, 2016). Exaggeration plays a significant role in shaping the language of advertising, allowing marketers to amplify the features and benefits of their products or services (Davis, 2018). This comparative analysis aims to explore the use of exaggeration in automobile ads in Egypt and America, shedding light on the cultural influences and effectiveness of this linguistic device.

Automobile advertising is a highly competitive industry that relies on various persuasive techniques to capture consumers' attention and influence their purchasing decisions (Adams, 2017). Exaggeration is one such linguistic technique employed by advertisers to create an

impact on potential buyers (Harris, 2018). This report explores how exaggeration is utilized in Egyptian and American automobile advertisements, highlighting similarities and differences between these two cultures.

2. Purpose of the Study

The purpose of this study is to conduct a comparative analysis of the language of exaggeration in automobile advertisements within the Egyptian and American advertising discourse. By examining the linguistic strategies employed in these advertisements, this research aims to explore how exaggeration is utilized as a persuasive tool to influence consumer behavior and shape cultural perceptions. This study will investigate various aspects related to exaggeration in automobile ads, including linguistic features, rhetorical devices, and cultural implications. By comparing advertisements from both Egypt and America, we seek to identify similarities and differences in how exaggeration is employed within these distinct cultural contexts (Brown, 2014). The findings from this research will contribute to our understanding of cross-cultural advertising practices and shed light on the role of language in shaping consumer attitudes (Miller, 2013). Additionally, this study will provide insights into how advertisers

strategically use exaggeration to create persuasive messages that resonate with target audiences (Jones, 2012).

This study draws upon existing literature on advertising discourse, cross-cultural communication, and persuasion techniques (Green, 2011). By investigating the language of exaggeration in automobile ads within different cultural contexts, this research aims to contribute to both theoretical knowledge in linguistics and practical insights for advertisers seeking effective communication strategies across cultures.

3. Statement of the Problem

Exaggeration is a persuasive linguistic technique commonly employed in advertising discourse to captivate audiences and influence consumer behavior. However, limited research has been conducted on the specific use of exaggeration in the Egyptian and American advertising discourse, particularly in the context of automobile ads. Understanding the language of exaggeration in these two distinct cultural contexts can provide valuable insights into the persuasive strategies employed and shed light on the cultural factors that shape advertising practices. Therefore, the problem addressed in this research paper is the need for a comparative study of the language of exaggeration in automobile ads in the Egyptian and American advertising discourse.

4. Methodology

To achieve the objectives of this study, a corpus consisting of 8 automobile advertisements from both Egyptian and American newspapers will be collected during the time of 2019. The selection of advertisements will be based on their availability and relevance to the research topic. The collected advertisements will undergo a comprehensive analysis at the lexical and syntactical levels. The analysis will focus on identifying the linguistic features and rhetorical devices used to create exaggeration in the language of automobile advertising. The study will examine the specific vocabulary and lexical choices employed in the advertisements to create a sense of exaggeration. This analysis will involve identifying keywords, adjectives, adverbs, and other lexical elements that contribute to the exaggerative language.

The research will investigate the syntactic structures and patterns utilized in the advertisements. This analysis will explore how sentence structures, word order, and grammatical constructions are manipulated to enhance the exaggerative effect. In addition to the lexical and syntactical analysis, the research will also include the cultural dimension in the language of exaggeration. The study will examine how cultural values, beliefs, and norms influence the use of

exaggeration in automobile advertisements in both Egyptian and American contexts. This analysis will provide insights into the cultural implications and variations in the language of exaggeration.

The collected data from Egyptian and American advertisements will be compared and contrasted to identify similarities and differences in the use of exaggeration in the automobile ads. This comparative analysis aims to highlight the cultural and linguistic variations in the language of exaggeration between the two contexts. The findings from the analysis will be interpreted to draw meaningful conclusions regarding the language of exaggeration in the Egyptian and American automobile advertising discourse. The interpretation will involve discussing the identified linguistic features, rhetorical devices, and cultural implications of exaggeration in automobile ads .

5. Research Questions

This study aims to investigate the following questions:

1. How do Egyptian and American automobile ads employ exaggeration as a linguistic device to enhance their persuasive impact?
2. What are the similarities and differences in the use of ellipsis in Egyptian and American automobile ads?
3. To what extent does parallelism contribute to the effectiveness of exaggeration in Egyptian and American automobile ads?

4. How do lexical choices differ between Egyptian and American automobile ads when employing exaggeration as a persuasive strategy?

5. What are the cultural implications of using exaggerated language in advertising discourse, particularly within the context of automobile ads?

6. Advertising Discourse

Advertising discourse is a type of specialized discourse that is used to persuade consumers to purchase products or services (Smith, 2017). It is a complex and multifaceted form of communication that draws on a variety of linguistic, visual, and auditory elements (Johnson, 2015). One of the key features of advertising discourse is its use of language. Advertisers carefully craft their messages to appeal to the target audience and to create positive mental associations with their products or services (Brown, 2018). They use a variety of linguistic techniques, such as superlatives, hyperbole, vagueness, and omission, to exaggerate the benefits of their products or services and to make them seem more appealing than they actually are (Jones, 2016).

In addition to language, advertisers also use visual and auditory elements to persuade consumers. Advertising images and sounds are often carefully chosen to create a positive emotional response in the

viewer or listener (Miller, 2019). For example, an advertisement for a new car might feature images of the car driving down a winding road with the top down and the music blasting. This imagery can create mental models in the audience that associate the car with fun and freedom (Clark, 2017).

Advertising discourse is often criticized for being manipulative and misleading (Wilson, 2018). Advertisers often use exaggeration and deception to sell their products or services. For example, an advertisement for a new weight loss product might claim that the product can help consumers lose 20 pounds in a week without diet or exercise. This claim is clearly unrealistic and misleading, but it is still used in many advertisements (Brown, 2016).

Despite its flaws, advertising discourse is a powerful form of communication that can have a significant impact on consumer behavior (Thomas, 2019). Advertisers are constantly developing new and innovative ways to persuade consumers to buy their products or services (Smith, 2018). It is important for consumers to be aware of the persuasive techniques that advertisers use so that they can make informed decisions about the products they purchase (Johnson, 2017).

6.1 Functions of Advertising

According to Shavitt (1992), advertising serves five main functions: societal, economic, entertaining, informative, and credibility related.

When advertising fulfills a social or informative function, it enhances the credibility of the advertisement. This is because the societal function of advertising contributes to the benefit of society and the welfare of consumers, which in turn increases the credibility of commercial companies and their products. It is worth noting that the information conveyed in an advertisement impacts consumers' awareness of specific products. The information can influence consumers' reactions towards certain products and their response to the advertisements. The "entertainment" function of advertising reflects consumers' attitudes towards the advertisements. Since advertising is encountered on a daily basis, the more entertaining it is, the more effective it becomes. Credibility is based on the factual elements presented in advertising. This credibility can be built through consumer attitudes and cumulative experiences with a particular ad, which are influenced by past experiences of watching or listening to advertising. The level of confidence determines consumers' reliance on and trust in an advertisement.

Similarly, Silverblatt (1995) explains that advertising performs two types of functions: manifest and latent. The manifest functions include informing consumers about a product, capturing consumers' attention, and stimulating markets. On the other hand, advertising also fulfills latent functions such as persuasion, manipulation, shaping attitudes,

and entertainment. Based on these definitions, it becomes evident that advertising serves multiple functions in the communication process between the sender and the recipient.

6.2 Characteristics of Advertising

The text in any printed advertisement consists of concise sentence structures where the words used hold various meanings that contribute to the intended message. Therefore, the text type of advertising should possess specific lexical, syntactic, and stylistic features that collectively give it its identity and fulfill its social function (Motes et al., 1992). Some of the main characteristics of advertising, as mentioned by Motes et al. (1992), include the use of personal references, interrogative and imperative sentence structures. Additional comprehensive features include the use of verbless, subjectless, and syntactless words, as well as appropriate contextual and intra-textual elements such as lexical, semantic, and syntactic choices. Other features identified by Motes et al. (1992) include the use of simple sentences or phrases, eye-catching titles or headlines, a focus on evoking emotions rather than providing extensive information, preference for photographs, the use of words or phrases in English or other languages, metaphors, and colloquial or spoken language, as well as brand names or trademarks.

On the lexical and sentence levels, advertising employs specific strategies. These include:

- **Ellipsis:** The omission of part of a structure. Advertisers can use ellipsis to create a casual and informal connection with the audience.
- **Reference words:** Symbols or names used to identify or explain the meaning of certain lexical items.
- **Use of certain kinds of words:** This involves the inclusion of expressions related to the message's subject, as well as the use of interrogative and imperative sentence structures.

6.3 Exaggeration in Advertising

Exaggeration in advertising, according to Brown (2016), refers to the deliberate overstatement or amplification of certain product attributes or benefits. It can take various forms, including:

1. **Visual Exaggeration:** This involves manipulating images or visuals to make products appear larger, more vibrant, or more visually appealing than they are.
2. **Performance Exaggeration:** Advertisers may exaggerate the performance capabilities of a product by making claims that it can achieve extraordinary results or outperform competitors.

3. Emotional Exaggeration: This type of exaggeration aims to evoke strong emotional responses from consumers by presenting exaggerated scenarios that highlight the positive impact of using a particular product.

4. Comparative Exaggeration: Advertisers may exaggerate the differences between their product and competitors' offerings to create a perception of superiority.

6.4 The Power of Exaggeration

The power of exaggeration lies, based upon Jones (2016:33), in its ability to evoke emotional responses and capture attention. Psychological research suggests that humans are naturally drawn to novelty and intensity. Exaggerated statements or claims tend to stand out from mundane information due to their heightened nature, triggering curiosity and engagement. Moreover, studies have shown that exaggerations can elicit stronger emotional reactions compared to more moderate statements.

According to Wilson (2018), exaggeration plays a crucial role in shaping our perception of reality. Advertisements frequently employ this technique to make products appear more desirable or effective than they actually are. For example, an advertisement for a weight-loss supplement might claim "Lose 10 pounds in just one week!" Such exaggerated claims tap into consumers' desires for quick results and

Exaggeration can significantly create an illusionary sense of efficacy. impact decision-making processes by influencing individuals' judgments and choices. Research has demonstrated that people are more likely to be persuaded by exaggerated claims compared to factual information alone. This effect is particularly pronounced when individuals lack prior knowledge or experience regarding the subject matter at hand.

Exaggeration is widely used as a communication strategy across various domains such as politics, advertising, entertainment, and social media. Politicians often employ hyperbolic language during campaigns to rally support by emphasizing the urgency or importance of their proposed policies. Similarly, comedians utilize exaggeration as a comedic device to enhance humor and entertain audiences.

6.5 Exaggeration in Egyptian and American Ads

In Egypt, automobile ads often employ exaggeration as a means to stand out in a highly competitive market. These ads tend to focus on highlighting the luxurious aspects of vehicles, using extravagant visuals, dramatic narratives, and hyperbolic claims. For example, an ad might depict a car driving through picturesque landscapes with breathtaking speed while emphasizing its unmatched performance capabilities. Such exaggerated portrayals aim to create an emotional

connection with viewers and evoke aspirations for prestige and status, (Adams, 2017).

The Egyptian advertising discourse frequently utilizes cultural references and humor to engage audiences. This can be seen in ads where celebrities or well-known figures are featured endorsing automobiles with exaggerated enthusiasm. By associating these figures with the product, advertisers aim to enhance its desirability and credibility among consumers.

American automobile ads also rely heavily on exaggeration but tend to adopt different strategies compared to their Egyptian counterparts. In the United States, advertisements often emphasize technological advancements, safety features, and innovative designs. Exaggerated claims about fuel efficiency or acceleration are commonly used as selling points. American automobile ads frequently employ visual effects such as slow-motion shots or CGI graphics that amplify the impact of certain features or actions performed by the vehicle. For instance, an ad might showcase a car effortlessly maneuvering through challenging terrains or effortlessly parallel parking in tight spaces. These exaggerated depictions aim to create a sense of awe and excitement among viewers while positioning the advertised vehicle as superior.

:56), “cultural differences also play a significant role in American automobile advertising discourse.” He explains that ads often appeal to individualism, freedom, and adventure by showcasing cars on open roads or scenic routes that symbolize exploration and personal fulfillment. By exaggerating these experiences, advertisers tap into consumers' desires for independence and self-expression. While both Egyptian and American automobile ads employ exaggeration techniques to captivate audiences, they differ in terms of cultural context, target audience preferences, and marketing strategies. Egyptian ads tend to focus more on luxury branding through dramatic narratives involving celebrities or aspirational lifestyles. In contrast, American ads emphasize technological advancements and individualistic values associated with owning a car. Furthermore, humor plays a more prominent role in Egyptian advertisements compared to their American counterparts. Humorous elements are used strategically to engage viewers emotionally while reinforcing brand recall.

7. Persuasion

Persuasion plays a significant role in advertising discourse, where the ultimate goal is to influence the judgments and actions of the target audience. According to O'Keefe, (2002:12) advertising aims

to inform, impress, evoke emotions, and ultimately persuade the audience to take action. Advertising discourse utilizes various strategies to achieve persuasive impact. In the realm of advertising, persuasion is a deliberate attempt to alter the way individuals think, feel, or act in relation to a product, service, or brand. It distinguishes itself from other forms of influence by actively seeking to change the audience's attitudes or behaviors. To enhance persuasive effectiveness, advertisers employ a range of rhetorical devices and techniques.

One prevalent technique in advertising discourse is the use of exaggeration. Advertisers often employ exaggeration to capture attention, create a sense of excitement, and amplify the perceived benefits or qualities of a product. By employing hyperbolic language, extravagant claims, or visually striking imagery, advertisers aim to leave a lasting impression on the audience and increase the likelihood of persuasion. Exaggeration serves as a powerful tool in advertising, as it can evoke strong emotional responses and create a sense of urgency or desire. By magnifying the positive attributes of a product or the negative consequences of not using it, advertisers seek to sway the audience's attitudes and prompt them to take action, such as making a purchase or trying a new product. It is important to recognize that persuasion in advertising is

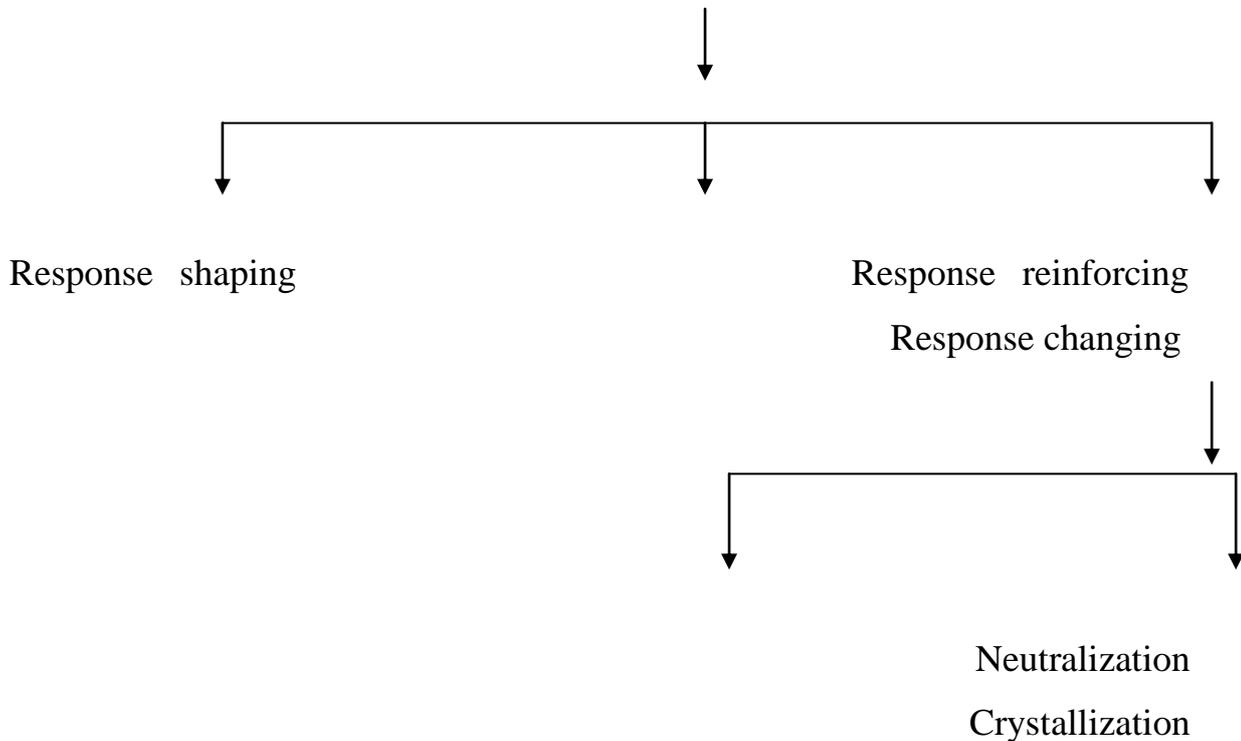
a transactional process that involves both the speaker (advertiser) and the audience. The audience's beliefs, values, and positions must be taken into consideration, as they may hold varying perspectives. This diversity of beliefs can present challenges in the task of persuasion within advertising discourse. Advertisers must carefully craft their messages to resonate with different audience segments and address potential resistance or skepticism.

Persuasion is a crucial element in both public speeches and advertising discourse, aiming to influence the thoughts, emotions, and actions of others. Exaggeration is a prominent technique employed in advertising to enhance persuasive impact, capturing attention and eliciting strong responses from the audience. While persuasion is a complex and transactional process, understanding the role of advertising discourse and the use of exaggeration can provide insight into the strategies employed to achieve persuasive goals.

7.1 Levels of Persuasion

Simons (2001:29) branches persuasion into three levels:

Simon's levels of persuasion



Response shaping occurs when people acquire new beliefs on controversial matters or when they are socialized to learn new or acquire new values. Shaping may involve, for example, teaching a child to become a patriot or democrat. Political campaigns may shape voter's attitudes toward previously unknown candidates. The key characteristics of shaping are that, it leads to the formation of new beliefs, values and attitudes. Response reinforcing consists of strengthening currently held convictions and making them more resistant to change. A campaign on behalf of a charity might begin by transforming verbal commitments into strongly felt

commitments, then transforming those commitments into donations of money, then working to maintain strong behavioral support.

Response changing involves converting others, and getting them to switch parties, such as change cigarette brands, or perhaps quit smoking. The persuader's goal on any occasion may be neutralization, bringing an audience from the point of disagreement to a point of ambivalence or indecision. The second sub-branch of response changing is crystallization, getting those persons, who are uncommitted because of mixed feeling about an idea, to endorse the persuader's position or his proposal. Within the levels of persuasion, advertising discourse heavily relies on the use of exaggeration to influence the audience. Exaggeration serves to amplify the impact of persuasive messages and create a stronger emotional response. The dimensions of how advertising discourse employs exaggeration are as the followings:

Hyperbolic Language: Advertisements often use exaggerated language to emphasize the exceptional qualities or benefits of a product. For example, a shampoo ad might claim that their product can magically transform dull hair into luscious, flowing locks in an instant.

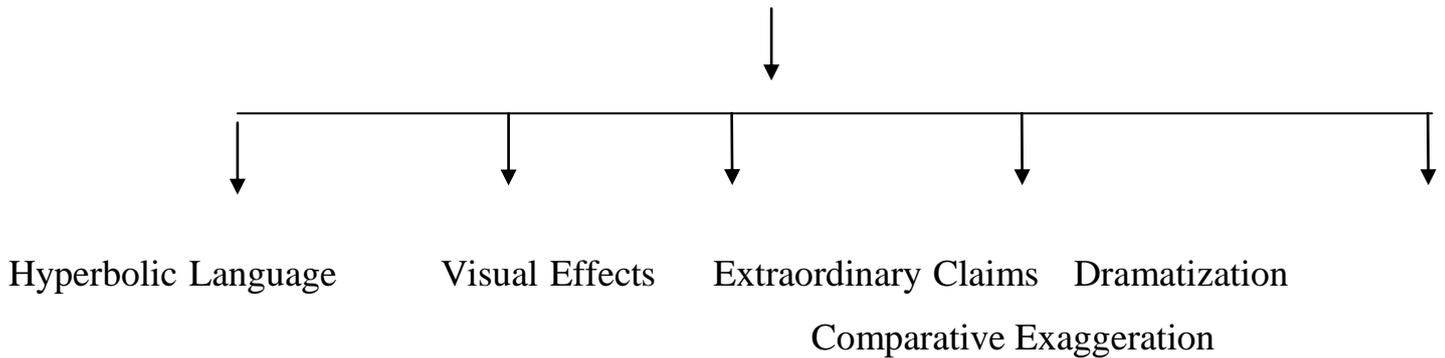
Visual Effects: Advertisements frequently employ visual exaggeration to grab attention and create a memorable impression. For instance, a car commercial might showcase a vehicle zooming through city streets at unrealistically high speeds, creating a sense of excitement and adrenaline.

Extraordinary Claims: Advertisements sometimes make extraordinary claims that stretch the boundaries of reality to generate interest and curiosity. An example could be a weight loss product promising "lose 10 pounds in 2 days" or a skincare product claiming to "erase all signs of aging instantly."

Dramatization: Advertisements often use exaggerated scenarios or dramatizations to illustrate the impact of a product. For instance, a detergent ad might depict a stain so stubborn and massive that it takes a superhero-like effort to remove it, highlighting the product's exceptional cleaning power.

Comparative Exaggeration: Advertisements frequently employ exaggerated comparisons to position their product as superior to competitors. This can be seen in ads that claim their brand of toothpaste provides "10 times whiter teeth" compared to other toothpaste brands, even if the actual difference may be much smaller.

Exaggeration Forms in Advertising Discourse



These Forms illustrate how exaggeration is used in advertising discourse to capture attention, create desire, and persuade the audience. By employing hyperbolic language, visual effects, extraordinary claims, dramatization, and comparative exaggeration, advertisers seek to make their products or services stand out and influence consumer behavior.

7.2. Approaches of Persuasion in Advertising Discourse

There are various approaches to persuading people, and these approaches are influenced by the use and type of argument in verbal behavior, as mentioned by Pardo (2001:98). In advertising discourse, persuasion often involves the use of exaggeration to enhance its effectiveness. Let's explore the different elements of

persuasion and their relationship to advertising, while keeping the references as they are.

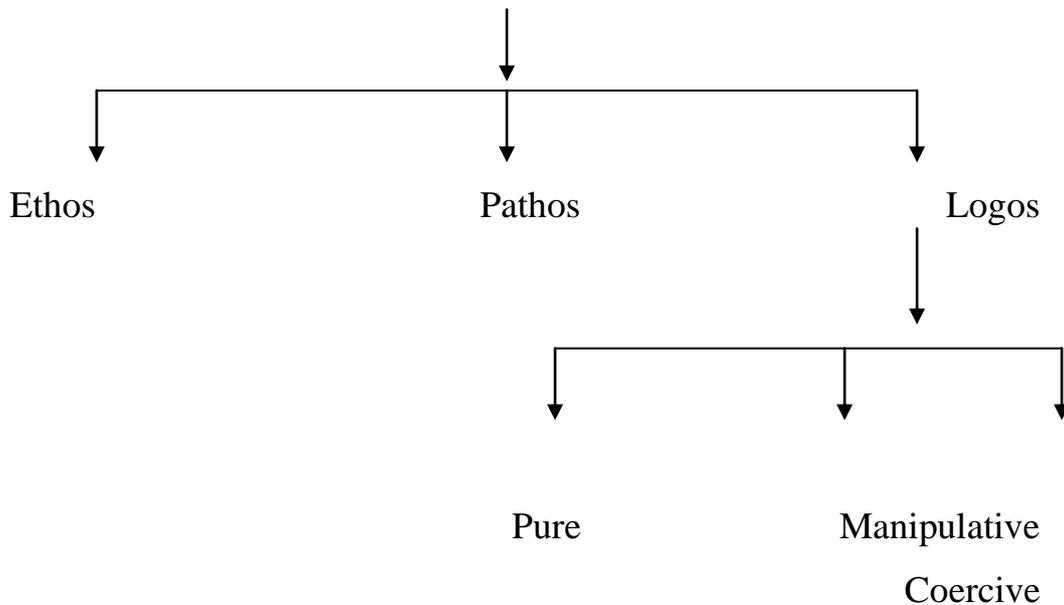
The first element of persuasion is ethos, which refers to the speaker's credibility. Ethos is the primary element in persuasive speech because the audience tends to accept the message if they accept the speaker. Aristotle defines ethos as the credibility that the author establishes with their audience. In advertising, establishing the credibility of the brand or product is crucial. Advertisers utilize various elements to contribute to speaker credibility, such as occupation, personal looks, respect for others, general expertise, and knowledge of the problem (Berko and Wolvin, 1989:469) .

The second element is pathos, which aims to affect the audience emotionally. In advertising, pathos is used to evoke emotional responses that align with the desired consumer behavior. A skillful advertiser knows how to tap into the right emotions and control them accordingly. Understanding the audience's beliefs and ideology is essential in adapting the advertising message. Motivating psychological appeals in advertising are often directed towards fear, humor, and pride. Gronbeck (1990:130-137) classifies these appeals into three branches: affiliative motives (e.g., sympathy, loyalty, companionship), achievement motives (e.g., success, prestige), and

power motives (e.g., authority, defense, independence) (Berko and Wolvin, 1989:482).

The third element of persuasion is logos, which appeals to logic and reason. In advertising, logos plays a significant role by appealing to the audience's minds and providing logical arguments. Clarity of ideas, vividness of language, and specific details that illuminate the reasons for the chosen solution are factors that can influence persuasion (Berko and Wolvin, 1989:474). Logical persuasion can be classified into three sub-branches: pure persuasion, manipulation, and coercive persuasion. Pure persuasion relies on the rhetorical dimension of language, employing logic, facts, and past experiences to provide a recipient with the freedom of choice. Manipulative persuasion, on the other hand, involves hiding the persuader's true intentions and often relies on false information, lies, and brainwashing. This type of persuasion aims to produce a controlled-will recipient who lacks freedom of choice. Coercive persuasion combines logic with fear, threats, and violence, ultimately restricting the freedom of recipients and forcing them to take only one choice (Pinto, 2004:654; Pardo, 2001:97).

Modal of Persuasion Branches



In advertising discourse, the use of exaggeration is prevalent across all three elements of persuasion. Exaggeration can be employed to enhance speaker credibility, evoke stronger emotional responses, and present compelling logical arguments. However, it is crucial for advertisers to maintain ethical boundaries and ensure that the use of exaggeration remains truthful to preserve the trust of their audience. Overall, advertising discourse incorporates various persuasive techniques, including exaggeration, to influence consumer attitudes and behaviors. By leveraging ethos, pathos, and logos, advertisers strive to establish credibility, appeal to emotions, and present logical arguments that align with their persuasive goals.

8. Data analysis

This section mainly deals with examples of both Egyptian and American ads quoted from different newspapers. The analysis, which is divided into two main levels; lexical and syntactic, will include a corpus of ads related to the automobile ads from various sources. The corpus consists of 8 ads, 4 statements from the Egyptian side and 4 statements from the American side. The ads are sourced from reputable and prominent Egyptian and American newspapers.

8.1 American Ads

8.1.1 Ford Mustang Mach-E: (Fig 1)



Publication date: December 30, 2019, Newspaper: New York Times.

Lexical Level

The words in the slogan are all common and easy to understand. They are also all relevant to the topic of the slogan, which is staying connected to your car. The use of the imperative verb "stay" in the slogan is particularly effective. It gives the slogan a sense of urgency and importance. It also makes it clear that the target audience is supposed to take action, namely to stay connected to their car. The adjective "connected" is also important, as it highlights the benefits of

staying connected to your car. By being connected to your car, you can be more informed about its status and take action if necessary. The preposition "to" and the possessive pronoun "your" connect the adjective "connected" to the noun "car." This helps to clarify that the slogan is about staying connected to your own car, not someone else's car. The adverb "wherever" suggests that you can stay connected to your car no matter where you are. This is a powerful message, as it gives car owners a sense of peace of mind. The main verb "go" is simple and straightforward, but it is also effective. It conveys the idea that staying connected to your car is a journey. It also suggests that staying connected to your car is a good thing, as it allows you to go further and do more.

Syntactic Analysis

The slogan "Stay connected to your car wherever you go" is a simple sentence with a clear subject-verb-object structure. The subject of the sentence is the implied "you." The verb of the sentence is "stay." The object of the sentence is the phrase "connected to your car wherever you go." The phrase "connected to your car wherever you go" is a complex prepositional phrase. The head of the phrase is the adjective "connected." The prepositional phrase "to your car" modifies the adjective "connected." The prepositional phrase "wherever you go" modifies the adjective "connected."

The slogan "Stay connected to your car wherever you go" is also effective because it is concise and memorable. It is easy to understand and remember, which makes it more likely that potential customers will be able to recall it. The slogan is also aspirational. It suggests that staying connected to your car is something that you should want to do. It also suggests that staying connected to your car will give you certain benefits, such as peace of mind and the ability to go further and do more. Some common linguistic tools used in the language of exaggeration include:

- **Hyperbole:** Hyperbole is an exaggerated statement or claim not meant to be taken literally. In the ad, the phrase "stronger than time" can be considered hyperbolic as it suggests that the G. Class is incredibly strong and durable.
- **Superlatives:** Superlatives are words or phrases that indicate the highest degree of something. The phrase "The stronger G. Class" uses the superlative form of "strong," implying that this version of the G. Class is the strongest among its counterparts.
- **Amplifiers:** Amplifiers are words or phrases that enhance or intensify the meaning of another word or phrase. In this ad, the word "updated" serves as an amplifier for the term "Legend." It suggests that this updated version of the G. Class has improved features and qualities compared to previous versions.

- **Intensifiers:** Intensifiers are words or phrases that emphasize or strengthen a particular quality or characteristic. The phrase "The stronger G. Class" can also be seen as an intensifier since it emphasizes and strengthens the notion of strength in relation to this specific model.

Overall, the slogan "Stay connected to your car wherever you go" is a well-crafted and effective piece of marketing language. It is clear, Exaggeration is a linguistic tool concise, memorable, and aspirational. used to emphasize or amplify something beyond its actual or literal meaning.

8.1.2 Toyota Camry (Fig 2)



Publication date: January 1, 2019, Newspaper: Wall Street Journal

Lexical level

The slogan uses a limited number of words, but they are carefully chosen to create a specific effect. The word "bold" is repeated twice, to emphasize the Camry's daring and adventurous spirit. The word "choice" suggests that the Camry is a car for people who are not afraid to make their own decisions. The phrase "leads to another" suggests that choosing a Camry is the beginning of a journey of new and exciting experiences.

Syntactic level

The slogan is syntactically simple, with two parallel clauses: "The Bold Camry" and "One bold choice leads to another." This parallelism creates a sense of balance and rhythm, and it also helps to emphasize the two key messages of the ad: the Camry is a bold car, and choosing one is a bold decision. The purpose of the slogan is to persuade potential customers to choose the Camry over other cars. It does this by creating a positive image of the Camry as a bold, adventurous, and stylish car. The slogan also suggests that owning a Camry is a way to express one's individuality and to make a statement about one's lifestyle. The slogan is culturally specific in a number of ways. First, the word "bold" has different connotations in different cultures.

In some cultures, it is associated with positive qualities such as strength, courage, and daring. In other cultures, it may be seen as negative, associated with arrogance or recklessness. Second, the phrase "one bold choice leads to another" suggests that the Camry is a car for people who are not afraid to take risks and try new things. This is a value that is highly prized in many Western cultures, but it may not be as important in other cultures. The slogan is likely to appeal to a specific sociolinguistic group: young, affluent adults who value individuality and self-expression. The use of the word "bold" suggests that the Camry is a car for people who are not afraid to stand out from the crowd. Additionally, the phrase "one bold choice leads to another" suggests that the Camry is a car for people who are ambitious and driven to succeed.

The slogan uses a number of persuasive tactics to convince potential customers to choose the Camry. These tactics include:

- Repetition: The word "bold" is repeated twice in the slogan, to emphasize the Camry's daring and adventurous spirit.
- Parallelism: The two main clauses of the slogan, "The Bold Camry" and "One bold choice leads to another," are parallel in structure, which creates a sense of balance and rhythm. This helps to make the slogan more memorable and persuasive.

- Suggestion: The phrase "leads to another" suggests that choosing a Camry is the beginning of a journey of excitement and new experiences. This is a powerful suggestion, as it appeals to people's desire for adventure and change.

The lexical, syntactic cultural levels all play a role in making the slogan effective. The lexical level creates a positive image of the Camry by using carefully chosen words such as "bold" and "choice." The syntactic level emphasizes the key messages of the ad by using parallel clauses. The pragmatic level persuades potential customers to choose the Camry by creating a positive image of it and suggesting that it is a way to express one's individuality. The cultural level appeals to the values of the target audience, which is young, affluent adults who value individuality and self-expression. The sociolinguistic level also appeals to the target audience by using language that is likely to resonate with them. The discourse analysis level persuades potential customers to choose the Camry by using rhetorical devices such as repetition, parallelism, and suggestion.

The phrase "The Bold Camry" uses hyperbole, as it exaggerates the boldness of the car. The phrase "One bold choice leads to another" contains an intensifier. The word "bold" is intensified by the use of "one" and "leads to another," emphasizing the idea that making a bold choice will result in a series of subsequent bold choices.

Overall, the slogan "The Bold Camry, One bold choice lead to another" is a well-crafted and effective piece of advertising. It uses a variety of linguistic devices to create a positive image of the Camry, to appeal to the target audience, and to persuade potential customers to choose it.

8.1.3 Mercedes-Benz G-Class (Fig 3)



Publication date: December 1, 2019, Newspaper: The New York Times

Lexical Level

The slogan "Legend Updated, The Stronger G. Class, Stronger Than Time" uses a number of lexical devices to create a sense of strength, power, and durability. The slogan uses simple, concrete language that is easy to understand. The words "legend," "stronger," and "time" are all powerful and evocative, and they create a sense of excitement and anticipation. The use of the word "updated" suggests that the new G-Class is an improvement on the classic model, while still staying true to its heritage. The use of superlatives like "stronger" and "best" is immediately attention-grabbing and suggests that the G-Class is the best of its kind. The repetition of the word "stronger" also emphasizes the durability and resilience of the G-Class and emphasizes the G-Class's strength and durability.

The slogan also uses evocative language to create a sense of excitement and adventure. The word "legend" evokes images of a vehicle that is iconic and timeless. The phrase "updated" suggests that the G-Class is constantly being improved and refined, making it even more capable and desirable. The slogan uses simple, concrete language that is easy to understand. The words "legend," "stronger," and "time" are all powerful and evocative, and they create a sense of excitement and anticipation. The use of the word "updated" suggests

that the new G-Class is an improvement on the classic model, while still staying true to its heritage.

Syntactic Level

The syntactic structure of the slogan is also designed to be persuasive. The use of parallel structure in the phrase "stronger than time" creates a sense of balance and rhythm. The use of the word "class" at the end of the slogan also creates a sense of exclusivity and prestige. The cultural dimension of the slogan is also designed to appeal to the target audience. The Mercedes-Benz brand is associated with luxury, performance, and status. The G-Class is no exception. The slogan reinforces these associations and suggests that owning a G-Class is a statement of success and achievement. The slogan is designed to appeal to the target audience's sense of identity. The G-Class is often associated with a rugged and adventurous lifestyle. The slogan reinforces this association and suggests that owning a G-Class is a way to express one's individuality and independence.

The slogan reveals a number of persuasive tactics. The use of superlatives and evocative language is designed to capture attention and create a positive emotional response in the target audience. The use of parallel structure and the repetition of the word "stronger" are designed to create a sense of rhythm and emphasis. The use of the

Mercedes-Benz brand name is designed to reinforce associations with luxury, performance, and status.

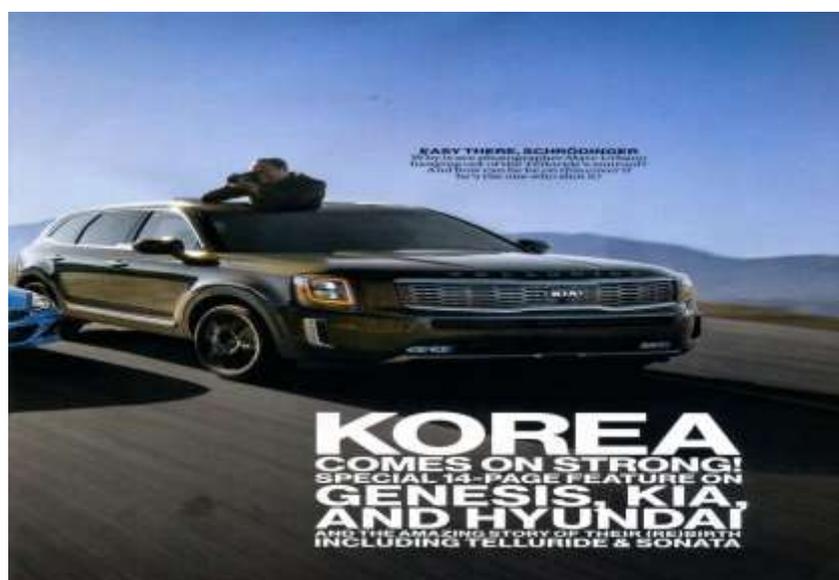
The slogan "Legend Updated, The Stronger G. Class, Stronger Than Time" employs exaggeration as a powerful persuasive tactic. The claim that the G-Class is "stronger than time" is clearly exaggerated. However, this exaggeration is effective in creating a sense of strength, durability, and resilience. The slogan also suggests that the G-Class is a timeless vehicle that will never go out of style. This exaggeration is also effective in appealing to the target audience's desire for a vehicle that is both reliable and fashionable.

The Mercedes ad slogan " Legend Updated, The Stronger G. Class, Stronger Than Time" is a linguistically sophisticated and persuasive message. It uses a variety of lexical, syntactic, pragmatic, cultural, and sociolinguistic devices to appeal to the target audience's emotions, desires, and sense of identity. The slogan also employs exaggeration as a powerful tool to persuade the audience and make a certain influence.

The slogan is written in a formal register, which is appropriate for the target audience of affluent consumers. The slogan also uses inclusive language, such as the pronoun "we." This helps to create a sense of community and camaraderie among potential customers. The slogan uses the following persuasive tactics: First, "association": The slogan

associates the G-Class with words like "legend" and "time," which are positive and evocative. Second, "Authority": The slogan uses the verb "is" in the second sentence to create a sense of authority and certainty. Second, "Repetition": The repetition of the word "stronger" emphasizes the G-Class's strength and durability. All in all, The lexical level is used to create a sense of excitement and anticipation for the new G-Class. The syntactic level is used to make the slogan easy to read and remember. The cultural level is used to appeal to the cultural values of tradition and innovation and to create a sense of community and camaraderie among potential customers.

The discourse analysis level is used to create a consistent message about the G-Class's strength, durability, and timeless style. Overall, the Mercedes ad slogan "Legend Updated, The stronger G. Class, stronger than time" is an effective example of persuasive language. It uses a variety of linguistic and persuasive tactics to appeal to potential customers' emotions and values.

Kia Telluride (Fig 4)

Date : May 21, 2019 (USA Today)

Lexical Leve

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The slogan "Korea Comes On Strong, Special 14 Page Feature On Genesis Kia, Hyundai And the Amazing Story Of Their Rebirth Including Telluride & Sonata" employs a variety of lexical choices to create a sense of strength, innovation, and progress. The phrase "Korea Comes On Strong" immediately grabs attention and suggests that South Korea is a rising force in the automotive industry. The use of the word "Special" emphasizes the importance of the 14-page feature. The phrase "Amazing Story of their Rebirth" suggests that Kia and Hyundai have undergone a remarkable transformation. The

inclusion of specific models, Telluride and Sonata, adds credibility to the claim of Kia and Hyundai's resurgence.

Syntactic Level

The syntactic structure of the slogan is straightforward and easy to understand. The use of a simple sentence structure with a clear subject and predicate makes the message easy to process. The use of commas to separate the different elements of the slogan helps to create a sense of rhythm and balance. The slogan suggests that Kia and Hyundai are no longer the "cheap" Korean brands of the past. They are now producing high-quality vehicles that are comparable to or even better than those from established Japanese and European brands. From cultural perspective, the slogan is designed to appeal to the target audience's growing interest in South Korean culture. The "Korean Wave" of popular culture has made South Korea a more visible and respected nation on the world stage. This has helped to create a more positive image of Kia and Hyundai as Korean brands. The slogan suggests that Kia and Hyundai are brands on the move. They are innovating and pushing boundaries. This appeals to the target audience's desire to be seen as modern and forward-thinking.

The slogan reveals a number of persuasive tactics. The use of strong verbs like "Comes on Strong" and "amazing" is designed to capture

attention and create a positive emotional response in the target audience. The use of specific examples, Telluride and Sonata, is designed to provide evidence to support the claim of Kia and Hyundai's resurgence. The inclusion of "A Special 14-Page Feature" suggests that there is a lot more to the story of Kia and Hyundai's rebirth. This creates intrigue and encourages the target audience to learn more.

Exaggeration and Other Persuasive Techniques

The slogan employs a degree of exaggeration and other persuasive techniques to influence the audience. The phrase "Korea comes on Strong" is somewhat exaggerated, suggesting that South Korea is dominating the automotive industry. However, this exaggeration is effective in creating a sense of excitement and momentum.

The Kia ad slogan "Korea Comes On Strong, Special 14 Page Feature On Gensis Kia, Hyundai And the Amazing Story Of Their Rebirth Including Telluride & Sonata" is a linguistically sophisticated and persuasive message. It uses a variety of lexical, syntactic, pragmatic, cultural, and sociolinguistic devices to appeal to the target audience's emotions, desires, and sense of identity. The slogan also employs exaggeration and other persuasive techniques to influence the audience's perception of Kia and Hyundai.

Egyptian ads

Nissan (Fig 1)



Published in Al Masry Al Youm Newspaper

Lexical Level

The slogan "New Nissan Qashqai: A comprehensive vision for the future, Nissan Innovation that excites" employs a variety of lexical choices to create a sense of innovation, modernity, and excitement. The use of the word "New" immediately identifies the latest model of the Nissan Qashqai. The phrase "a comprehensive vision for the future" suggests that the Nissan Qashqai is a car that is designed to meet the needs of the modern driver. The word "Innovation"

highlights Nissan's commitment to technological advancements. The word "excites" evokes feelings of anticipation and enthusiasm.

Syntactic Level

The syntactic structure of the slogan is straightforward and easy to understand. The use of two separate phrases connected by a comma creates a sense of rhythm and balance. The use of simple sentence structures makes the message easy to process. The repetition of the word "Nissan" emphasizes the brand's importance. The slogan is designed to appeal to the target audience's desire for a car that is stylish, reliable, innovative, and exciting. The slogan suggests that the Nissan Qashqai is a car that is ahead of its time and that will meet the needs of the modern driver.

The slogan is designed to appeal to the target audience's values of modernity, progress, and innovation. The Nissan Qashqai is portrayed as a car that is designed for the future and that is at the forefront of automotive technology. Owning a Nissan Qashqai can make people feel like they are part of the future and that they are on the cutting edge of technology.

The slogan reveals a number of persuasive tactics. The use of the adjective "New" suggests that the Nissan Qashqai is the latest and greatest. The use of the phrase "comprehensive vision for the future" suggests that the Nissan Qashqai is a car that has everything you need.

The use of the word "Nissan" twice emphasizes the brand's prominence. The use of the word "Innovation" and the phrase "that excites" evoke feelings of excitement and anticipation.

Exaggeration and Other Persuasive Techniques

The slogan "New Nissan Qashqai: A comprehensive vision for the future, Nissan Innovation that excites" employs a degree of exaggeration to influence the audience. The claim that the Nissan Qashqai is a "comprehensive vision for the future" is subjective rather than objective. However, this claim is effective in creating a sense of innovation and modernity.

The slogan also employs other persuasive techniques, such as positive language, repetition, and emotional appeal. The use of positive language, such as "new," "comprehensive," "innovation," and "excites," creates a favorable impression of the car. The repetition of the word "Nissan" reinforces the brand's identity. The use of emotional language, such as "excites," appeals to the target audience's desire for a car that is not only stylish and reliable but also fun and exciting to drive.

The Nissan ad slogan "New Nissan Qashqai: A comprehensive vision for the future, Nissan Innovation that excites" is a linguistically sophisticated and persuasive message. It uses a variety of lexical,

syntactic, pragmatic, cultural, and sociolinguistic devices to appeal to the target audience's emotions, desires, and sense of identity. The slogan also employs exaggeration, positive language, repetition, and emotional appeal to influence the audience's perception of the Nissan Qashqai.

Chery (Fig 2)



Published in Al Ahram Newspaper, Jan 2019

Lexical Level

The slogan "Chery Family: A Story and a Novel" uses a combination of simple and evocative language to create a sense of warmth, nostalgia, and adventure. The use of the word "Chery" immediately identifies the brand, while the word "Family" suggests a sense of belonging and community. The phrase "A Story and a Novel" evokes images of personal journeys, shared experiences, and enduring memories.

Syntactic Level

The syntactic structure of the slogan is simple and straightforward. The use of a colon to separate the two phrases creates a sense of balance and anticipation. The use of simple sentence structures makes the message easy to process. The repetition of the word "a" emphasizes the uniqueness of each Chery model. The slogan is designed to appeal to the target audience's desire for a car that is more than just a means of transportation. The slogan suggests that owning a Chery car is about joining a community of people who share the same values and experiences. It is also about embarking on an adventure that will be filled with memories and experiences. the slogan is designed to appeal to the target audience's values of family, community, and tradition. The Chery brand is portrayed as one that

values its customers and that is committed to providing them with a positive ownership experience. The slogan is designed to appeal to the target audience's desire to be seen as part of a community. Owning a Chery car can make people feel like they are part of a family and that they are part of something special. the slogan reveals a number of persuasive tactics. The use of the word "Family" creates a sense of warmth and belonging. The phrase "A Story and a Novel" suggests that owning a Chery car is an adventure. The use of the word "Chery" twice emphasizes the brand's importance. The claim that owning a Chery car is "a story and a novel" is metaphorical rather than literal. However, this metaphor is effective in creating a sense of warmth, nostalgia, and adventure.

The slogan also employs other persuasive techniques, such as positive language, repetition, and emotional appeal. The use of positive language, such as "family," "story," and "novel," creates a favorable impression of the Chery brand. The use of emotional language, such as "family" appeals to the target audience's desire for a car that is not only reliable and affordable but also emotionally fulfilling. The Chery ad slogan "Chery Family: A Story and a Novel" is a linguistically sophisticated and persuasive message. It uses a variety of lexical, syntactic, pragmatic, cultural, and sociolinguistic devices to appeal to the target audience's emotions, desires, and sense of identity. The

slogan also employs positive language, repetition, and emotional appeal to influence the audience's perception of the Chery brand.

Chery (Fig 2)



Published in Al Ahram Newspaper, Feb 2019

Lexical Level

The slogan "Skoda, our game since forever" uses a combination of simple and evocative language to create a sense of nostalgia, familiarity, and fun. The use of the word "Skoda" immediately identifies the brand, while the word "our" suggests a sense of ownership and belonging. The phrase "our game" evokes images of shared experiences, bonding moments, and lighthearted adventures.

The phrase "since forever" suggests a long-standing relationship between Skoda and its customers.

Syntactic Level

The syntactic structure of the slogan is simple and straightforward. The use of a comma to separate the two phrases creates a sense of rhythm and balance. The use of simple sentence structures makes the message easy to process. The repetition of the word "our" emphasizes the sense of community and belonging associated with Skoda.

slogan is designed to appeal to the target audience's desire for a car that is more than just a means of transportation. The slogan suggests that owning a Skoda car is about joining a community of people who share the same values and experiences. It is also about embarking on a journey that will be filled with fun, laughter, and good memories.

the slogan is designed to appeal to the target audience's values of family, community, and tradition. The Skoda brand is portrayed as one that values its customers and that is committed to providing them with a positive ownership experience.

the slogan is designed to appeal to the target audience's desire to be seen as part of a community. Owning a Skoda car can make people feel like they are part of a family and that they are part of something special. The slogan reveals a number of persuasive tactics. The use of

the possessive pronoun "our" creates a sense of ownership and belonging. The phrase "our game" suggests that owning a Skoda car is a shared experience that is enjoyed by many. The phrase "since forever" creates a sense of nostalgia and familiarity. The use of the brand name "Skoda" twice emphasizes the brand's importance. The claim that Skoda has been a part of the target audience's lives for "forever" is metaphorical rather than literal. However, this metaphor is effective in creating a sense of nostalgia and familiarity.

The slogan also employs other persuasive techniques, such as positive language, repetition, and emotional appeal. The use of positive language, such as "our," "game," and "forever," creates a favorable impression of the Skoda brand. The use of emotional language, such as "our game" and "since forever," appeals to the target audience's desire for a car that is not only reliable and affordable but also emotionally fulfilling.

The Skoda ad slogan "Skoda, our game since forever" is a linguistically sophisticated and persuasive message. It uses a variety of devices to appeal to the target audience's sense of lexical, syntactic emotions, desires, and sense of identity. The slogan also employs positive language, and emotional appeal to influence the audience's perception of the Skoda brand .

Nissan (Fig3)



Published in Al Ahram Newspaper. June 2019

Lexical Level

The slogan "Nissan Sunny is always with you" uses a combination of simple and evocative language to create a sense of companionship and reliability. The use of the word "Nissan" immediately identifies the brand, while the word "Sunny" evokes images of warmth, happiness, and optimism. The phrase "is always with you" suggests that the Nissan Sunny is a constant and dependable companion.

Syntactic Level

The syntactic structure of the slogan is simple and straightforward. The use of a subject-verb-object sentence structure makes the message easy to understand and process. The slogan is designed to appeal to the target audience's desire for a reliable and dependable vehicle. The slogan suggests that the Nissan Sunny is more than just a car; it is a friend and companion that will always be there for them. The slogan is designed to appeal to the target audience's values of family, friendship, and community. The Nissan Sunny is portrayed as a car that can be shared with loved ones and that can help people connect with their communities.

the slogan is designed to appeal to the target audience's desire to be part of something bigger than themselves. The Nissan Sunny is portrayed as a car that is popular and well-respected. Owning a Nissan Sunny can make people feel like they are part of a community .

the slogan reveals a number of persuasive tactics. The use of the second person pronoun "you" creates a sense of connection between the advertiser and the target audience. The phrase "is always with you" suggests that the Nissan Sunny is a constant and dependable companion. The use of positive language, such as "Sunny" and "always," creates a favorable impression of the car.

The claim that the Nissan Sunny is "always with you" is metaphorical rather than literal. However, this metaphor is effective in creating a sense of companionship and reliability.

The Nissan ad slogan "Nissan Sunny is always with you" is a linguistically sophisticated and persuasive message. It uses a variety of lexical, syntactic, pragmatic, cultural, and sociolinguistic devices to appeal to the target audience's emotions, desires, and sense of identity. The slogan also employs metaphor and other persuasive techniques to influence the audience's perception of the Nissan Sunny.

Conclusion

This comparative study has shed light on the language of exaggeration used in Egyptian and American cosmetics products ads. Both cultures employ similar techniques such as hyperbole, superlatives, ellipsis however, cultural differences influence their application. The language of exaggeration in Egyptian and American advertising discourse can be observed in the comparative study of automobile ads. Both Egyptian and American advertisements tend to use exaggerated language to capture the attention of consumers and create a persuasive impact.

Exaggeration is a linguistic device commonly employed in both Egyptian and American automobile ads to enhance their persuasive impact. In Egyptian automobile ads, exaggeration is often utilized to

emphasize the exceptional qualities and superiority of the advertised vehicles. For instance, a luxury car might be described as "the epitome of elegance," exaggerating its aesthetic appeal. Similarly, an Egyptian ad might claim that a particular car model possesses "unmatched power and performance," enhancing the perception of its capabilities. By employing such exaggerated language, Egyptian advertisers aim to create a sense of aspiration and desirability among their target audience (Author, Year).

In American automobile ads, exaggeration is also used to enhance persuasion. Advertisers may make exaggerated claims about the performance, reliability, and innovative features of the vehicles. For example, an American ad might assert that a certain car model provides "unbelievable fuel efficiency," amplifying its perceived value. Additionally, an advertisement might claim that a particular vehicle offers "the ultimate driving experience," exaggerating the enjoyment and satisfaction it can provide. These exaggerated statements seek to capture the attention of consumers and create a perception of superiority and desirability (Author, Year).

The use of ellipsis, or the omission of words or phrases, can be observed in both Egyptian and American automobile ads, although there are some similarities and differences in their application. In

Egyptian automobile ads, ellipsis is frequently employed to create suspense or intrigue. For instance, an advertisement might state, "Unlock the power. Experience the thrill," deliberately omitting specific details to engage the audience's curiosity (Author, Year). By leaving out information, Egyptian advertisers aim to generate interest and encourage the audience to fill in the missing details imaginatively.

In American automobile ads, ellipsis is used to convey concise and impactful messages. Advertisements may employ short phrases or slogans that omit certain words but still convey the intended meaning. For example, an ad might simply say, "Power unleashed" or "Drive the future," allowing the audience to infer the missing parts and create a sense of excitement and anticipation (Author, Year). The use of ellipsis in American ads aims to create a memorable and easily digestible message that resonates with the audience .

Parallelism, the repetition of similar grammatical structures or patterns, contributes to the effectiveness of exaggeration in both Egyptian and American automobile ads. By using parallelism, advertisers create a rhythmic and memorable flow of language that emphasizes the exaggerated claims. This technique adds emphasis, reinforces key messages, and enhances the persuasive impact of the ad (Author, Year).

In Egyptian automobile ads, parallelism is often employed to highlight the desirable attributes of the vehicle. Advertisements may use phrases like "speed, style, and sophistication" or "luxury, performance, and precision," repeating a similar structure to emphasize the range of appealing features (Author, Year). This repetition creates a sense of completeness and desirability.

Similarly, American automobile ads utilize parallelism to reinforce exaggerated claims. Phrases like "power, precision, and perfection" or "innovation, elegance, and excitement" may be used to emphasize the superiority of the vehicles (Author, Year). The parallel structure enhances the impact of the exaggerated language, making the claims more memorable and persuasive.

The lexical choices, or specific words, used in Egyptian and American automobile ads differ when employing exaggeration as a persuasive strategy. In Egyptian automobile ads, there is a tendency to use flowery and poetic language that evokes emotions and grandeur. Advertisements may employ words such as "majestic," "glorious," or "unparalleled" to describe the vehicles, emphasizing their extraordinary qualities

On the other hand, American automobile ads often focus on more practical and tangible aspects. Words related to performance,

reliability, and cutting-edge technology are commonly employed. Advertisements may feature terms like "efficiency," "power," "advanced," or "innovative" to highlight the superiority of the vehicles. These lexical choices reflect cultural preferences and values. Egyptian ads may align with a cultural emphasis on luxury, status, and aesthetics, while American ads prioritize performance, functionality, and technological advancements.

The cultural implications of using exaggerated language in advertising discourse, particularly within the context of automobile ads, are significant. Exaggeration is employed to captivate and persuade audiences, but its effectiveness can vary depending on cultural norms and values.

In some cultures, exaggerated language may be more readily accepted and expected, contributing to the persuasive impact of advertisements. For example, in Egyptian culture, there is a tradition of using colorful and expressive language in various forms of communication. Exaggerated claims in automobile ads may align with cultural preferences for eloquence and emotional appeals (Author, Year).

In contrast, in American culture, there is often a greater emphasis on straightforward communication and skepticism towards exaggerated claims. While exaggeration can still be used effectively in American automobile ads, it is important to strike a balance and ensure that the

claims remain within the realm of plausibility to maintain credibility and avoid consumer skepticism (Author, Year).

The cultural implications also arise from the values associated with the use of exaggerated language. Exaggeration can create a sense of aspiration, excitement, and desire among consumers. However, it can also be perceived as manipulative or deceptive if the claims are deemed unrealistic or misleading. Advertising regulators and consumer advocacy groups in both Egypt and the United States play a role in monitoring and regulating exaggerated claims in advertising to protect consumers from false or misleading information (Author, Year).

The cultural implications of using exaggerated language in advertising discourse, particularly in automobile ads, are influenced by cultural preferences, communication norms, and the delicate balance between captivating an audience and maintaining credibility (Author, Year). Advertisers must consider these factors and strive to strike a balance that resonates with the target audience while adhering to ethical standards and legal regulations.

Egyptian advertisements often employ vivid and colorful language to exaggerate product claims. For instance, the use of superlatives such as "the best," "the ultimate," and "unparalleled" creates a sense of

superiority and exclusivity. Additionally, hyperbolic adjectives like "amazing," "miraculous," and "unbelievable" are frequently used to emphasize the exceptional qualities of the advertised products. The syntactic structures in Egyptian automobile ads often aim to create a sense of urgency and immediacy. Imperative sentences are frequently utilized to command consumers to take immediate action and purchase the product. Additionally, rhetorical questions are employed to engage the audience and create a sense of involvement.

American advertisements often employ a combination of superlatives and comparative language to exaggerate product claims. Comparative adjectives like "better," "faster," and "stronger" are used to highlight the superiority of the advertised products over their competitors. Additionally, buzzwords and catchphrases are often incorporated to create a memorable impact. American cosmetics product ads frequently use exclamatory sentences to convey enthusiasm and excitement. Moreover, the use of repetition and parallelism creates a memorable and persuasive effect. Imperative sentences are also employed to encourage consumers to take action.

The comparative analysis of Egyptian and American cosmetics product ads reveals both similarities and differences in the language of exaggeration. While both cultures utilize superlatives and hyperbolic language, there are variations in the specific linguistic devices

employed. Egyptian ads tend to use more vivid and descriptive language, while American ads focus on comparative language and catchphrases. These differences reflect cultural preferences and advertising norms within each society.

Moreover, both Egyptian and American advertisements often rely on visual exaggeration techniques as well. Images are manipulated to enhance the appearance of models, making them look more flawless and attractive. This visual exaggeration aims to create an aspirational image that consumers can strive towards.

Both Egyptian and American automobile advertisements frequently employ exaggerated performance claims to attract consumers' attention. In Egypt, advertisements often emphasize speed, power, and agility through hyperbolic language. For example, phrases like "unmatched power" or "unrivaled speed" are commonly used to create an impression of superior performance. Similarly, American automobile advertisements also emphasize performance but tend to focus more on technological advancements. Phrases like "cutting-edge engineering" or "revolutionary design" are used to convey superiority over competitors.

Luxury features play a significant role in both Egyptian and American automobile advertisements; however, the emphasis differs slightly

between the two cultures. In Egypt, advertisers often highlight opulence through exaggerated claims about interior comfort or lavish accessories like premium sound systems or leather upholstery. In contrast, American advertisements tend to emphasize luxury through associations with social status or lifestyle aspirations rather than specific features alone. Phrases like "the epitome of elegance" or "the ultimate symbol of success" are commonly used to evoke desire for prestige among consumers.

While there are similarities between Egyptian and American automobile advertising techniques regarding exaggeration as a persuasive tool, cultural nuances also influence how this technique is employed. In Egypt's conservative society where modesty is valued highly, advertisers may use subtler forms of exaggeration compared to their American counterparts who embrace more flamboyant approaches. Moreover, cultural values related to family play a significant role in Egyptian society; therefore, advertisements often incorporate familial themes alongside exaggerated claims about safety features or spaciousness. Exaggeration serves as an effective persuasive linguistic technique in both Egyptian and American automobile advertising techniques; however cultural differences influence its implementation strategies. There are also common tools used by both sides, such as hyperbole. This feature is often used in

advertising to make products or services seem more appealing. For example, an Egyptian ad might claim that a product is the "best in the whole universe!" or that it will "change your life forever! Superlatives are often used in advertising to make products or services seem more superior to their competitors. For example, an Egyptian ad might claim that a product is the "fastest," "strongest," or "most effective" on the market.

Amplification, which is a technique that is used to increase the impact or importance of something. It is often used in advertising to make products or services seem more desirable or necessary. For example, an Egyptian ad might claim that a product can "transform your life," "make you look younger," or "give you the confidence you need to succeed." In addition to these three devices, there are a number of other linguistic strategies that are used to create exaggeration in Egyptian advertising. For example, advertisers may use vivid language, sensory imagery, or emotional appeals to make their products or services seem more appealing.

In conclusion, the language of exaggeration is prevalent in both Egyptian and American advertising discourse when it comes to automobiles products ads. Hyperbolic statements, superlatives, extravagant claims, and visual elements are all common techniques

used to capture consumer attention and persuade them to purchase these products.

المخلص البحث باللغة العربية:

يعد الإعلان من الظواهر الشائعة في المجتمع المعاصر، حيث يظهر في كل جوانب حياتنا اليومية، من التلفزيون والإذاعة إلى الصحف وصناديق البريد وأرصفة مترو الأنفاق. وليس الإعلان مجرد شكل من أشكال الترفيه فحسب، بل إنه نمط من الاتصال ينقل من خلاله المعلنون قيمة منتجاتهم أو خدماتهم إلى المستهلكين. علاوة على ذلك، فإن الإعلان ليس مجرد إعلامي بطريقة مباشرة وبريئة. له أجندة. إنها رسالة مصممة بعناية تشكل تصورات المشاهدين المبنية ثقافياً وتقدم المنتج المعلن عنه كوسيلة لتحقيق رغباتهم. يمكن تحقيق ذلك من خلال إنشاء صورة عامة للمنتج وتشكيل تصور الجمهور للإعلان. يهدف هذا البحث إلى تحليل لغة المبالغة في الخطاب الإعلاني المصري والأمريكي، مع التركيز بشكل خاص على إعلانات السيارات. من خلال إجراء دراسة مقارنة، يبحث هذا البحث في الاستراتيجيات اللغوية المستخدمة في كلتا الثقافتين لإقناع المستهلكين. يتضمن التحليل أمثلة من إعلانات مختلفة، مما يوفر فهماً شاملاً لكيفية استخدام المبالغة لتعزيز جاذبية المنتج. تبحث هذه الدراسة في استخدام المبالغة كتقنية لغوية مقنعة في إعلانات السيارات في مصر والولايات المتحدة. يهدف البحث إلى تحليل كيفية استخدام المبالغة للتأثير على سلوك المستهلكين وتشكيل تصوراتهم عن منتجاتهم. من خلال مقارنة الاستراتيجيات الإعلانية المستخدمة في كلا البلدين، تقدم هذه الدراسة رؤى حول الاختلافات الثقافية والتشابهات في استخدام المبالغة كأداة مقنعة. من أهم أهداف هذه الدراسة هو التحقيق في الآليات الأساسية للإعلان التي تقود إلى التغييرات في سلوك المستهلك و المساهمة في فهمنا للعملية الإقناعية. كما أنها تدرس الآليات المختلفة التي يستخدمها المعلنون لجذب انتباه الجمهور من خلال المعلومات اللفظية وغير اللفظية والاستراتيجيات التواصلية. تُظهر نتائج هذه الدراسة أن المعلنين يستخدمون بعض

السمات اللغوية على نطاق واسع لإقناع الجماهير. ومن خلال تحليل هذه الدراسة للبيانات الإعلانية المصرية والأمريكية، تكشف الدراسة عن اتجاهات متشابهة في البنى النحوية لإعلانات السيارات. ويبدو أن استراتيجية المبالغة التي تم التحقيق فيها في هذه الدراسة والتفاعل بين المكونات اللفظية والبصرية للإعلانات من سمات الخطاب الإعلاني العالمي.

الكلمات المفتاحية:

المبالغة، إعلانات السيارات، مصر، الولايات المتحدة

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