

CHAPTER II

LITERATURE REVIEW

2.1 Pragmatics

Pragmatics is a study to analyze the language usage which relates the linguistic forms and the user of the language. It is in line with Levinson, Stephen (1985, p.5) who say that pragmatics is the study of language usage. While Yule (1996, p.4) claims that pragmatics is the study of the relationships between linguistic forms and the users of those forms. Furthermore, pragmatics is the study that analyzes the use of language based on its user of language.

Pragmatics is concerned with how people use language within a context, in real-life situations. While semantics (and virtually all units one has covered before) was concerned with words, phrases and sentences, the unit of analysis in pragmatics (and in the units one will cover later) is the utterance. In pragmatics one studies how factors such as time, place and the social relationship between speaker and hearer affect the ways in which language is used to perform different functions. Language is action, in the words of J.L. Austin, and much of the interaction between human beings is based on verbal action, for example when one requests, promises, swears, apologizes etc.

Pragmatics is the study of meaning based on the context. It is defined by Yule (1996, p.3) that pragmatics is the study of contextual meaning. This definition is supported by Mey (1993, p.6) who states that a truly pragmatic consideration has to deal with the users in their social context. From both of the definitions above, it can be said that pragmatic has correlation with the context while using the language.

The language usage contextually in pragmatics is intertwined with the meaning of utterances. It is explained by Perry (2011, p.1) that pragmatics deals with the utterances, by which one will mean specific events, the intentional acts of speakers at times and places, typically involving language. It means that pragmatics is identical with the utterances in which can be drawn the meaning

based on the specific event consisting of time, place and language. It is clear that language is not meant by the basic language structure, but by the application of language. It is supported by Levinson (1985, p.5) states that pragmatics is the study of language usage. Generally, pragmatics can be defined as the study of meaning of utterances based on its context and usage.

2.2 Semantics

Semantics is concerned with meaning: what meanings are, how meanings are assigned to words, phrases and sentences of natural and formal languages, and how meanings can be combined and used for inference and reasoning. Semantics, while often paired with pragmatics, is nominally distinct. On a traditional view, semantics concerns itself with the compositional buildup of meaning from the lexicon to the sentence level whereas pragmatics concerns the way in which contextual factors and speaker intentions affect meaning and inference according to Potts pear in Beaver (2008, p.1). Although the semantics-pragmatics distinction is historically important, and continues to be widely adopted, in practice it is not clearcut. Work in semantics inevitably involves pragmatics and vice versa. Furthermore, it is not a distinction which is of much relevance for applications in computational linguistics.

Based on Livina N (2013, p.316), semantics is the study of meaning system of a language and its approaches vary widely. In one view, meaning is the relationship between language and the external world (referential or denotative meaning), between a word and the concept it stands for. In another, it involves the mental state of the speaker, as reflected in a range of personal, emotive overtones (affective or connotative meaning).

According to Kanu (1996, p. 39), semantic is one of the linguistic forms that propel advertising to the desired height. The uniqueness of the word choice and association makes the language of advertising a specialized field of study. A close examination is made of the various word manipulations and arrangements, the choice of words, word order, denotative and connotative meanings of advertisement slots, and other deviations fore grounded on established English

language code. The idea is to find out how writers create awareness and to provide fuller understanding and appreciation of the texture, meaning and comprehension of the language employed. In advertisement, the choice of diction involves exceptional skills. This will surely help in finding the right words combination for a given situation. The advertisements manipulate their language to suit their aims which are to inform, communicate and persuade.

2.3 Implicature

Conversational implicature that arises from the addressee's assumption that the speaker is being cooperative by directly observing the conversational maxims. Unlike many other topics in pragmatics, implicature does not have an extended history in Western culture.

Levinson (1983) states that the notion of implicature provides some explicit account of how it is possible to mean more than what is literally expressed in the conventional sense of the linguistic expression uttered. For example the sentence 'It is hot' can have various pragmatic meanings. It may have the meaning that the speaker wants the listener to open the window for a fresh air. Levinson asserts this phenomenon of saying and understanding by saying the gap between what is literally said and what is conveyed is so substantial that we cannot expect a semantic theory to provide more than a small part of an account of how we communicate using language. The notion of implicature he thinks promises to bridge the gap.

Yeh (2002, p.16) mentions that when expressing propositions in discourse, we are performing illocutionary acts. That is, to enable a reader to make sense of a discourse by inferring the covert propositional constructions from the interpretation of illocutionary act. Thore (2006) defines the notions of inference, presupposing, premises and implicature as notions of what sort of information texts carry between the lines.

Grice (1967) discusses two kind of implicature. The first is conversational implicature which arises when the producer of an utterance violates one of his four maxims. These four maxims are the quantity maxim (do not provide more or

less information than is required for the current purpose of exchange); the quality maxim (speak the truth); the relation maxim (be relevant); and the manner maxim (be clear). The second type is conventional implicature which arises from the conventional meanings of words and the discourse they occur in. Grice provides the example "She was poor but she was honest," which implicates some contrast between poverty and honesty. He argues that the word "but" has the same truth – conditional content as the word "and" with an additional conventional implicature to the effect that there is some contrast between the conjuncts. If someone deviates from the natural flow of these maxims or the Cooperative Principle (CP) as Grice names it, s/he will be implicating for other meanings. Pratt (1966, p.159) argues that implicature has been used a great deal by writers of literature and also by politicians, press agents, advertisers and other speakers interested in multiple meanings.

2.4 Nonverbal Communication

Nonverbal communication is the process of using wordless messages to generate meaning. Nonverbal communication includes word vocalizations such as inflection and word sounds such as “ah” and “hmm.” Communication is complex. We cannot quantify the relative contribution of nonverbal communication to verbal communication, but nonverbal communication often provides much more meaning than people realize (Lapakko: 1997, p.64). Interpersonal communication not only involves the *explicit* meaning of words, the information or message conveyed, but also refers to *implicit* messages, whether intentional or not, which are expressed through non-verbal behaviours.

According to Arni (2002: p.131) nonverbal communication is substitution message which not use words such as uses body language, body position, eye contact, facial expression and soon. Non-verbal communications include facial expressions, the tone and pitch of the voice, gestures displayed through body language (kinesics) and the physical distance between the communicators (proxemics). These non-verbal signals can give clues and additional information and meaning over and above spoken (verbal) communication.

Yuliana (1998, p.87) state that, the most basic communication is nonverbal communication. All the cues, gestures, facial expressions, spatial relations, and attitudes toward time that enable people to communicate without word. Anthropologists theorize that long before human being used words to talk thing over, our ancestors communicated with one another by using their bodies. They gritted their teeth to show anger, they smiled and touched one another to indicate affection. Although we have came a long way since those primitive times, we still use nonverbal cues to express superiority, dependence, dislike, respect, love, and other feelings. Based on definition above the writer conclude that nonverbal communication is a communication without word just uses gesture, facial expressions and so on to sent message to the receiver.

According to Patricia (2003, p.9), nonverbal communication is the behavior that is different from spoken or written communication, which creates or presents meaning. In other words, it includes facial expressions, body movements, and gesture. Nonverbal communication is talking without speaking a word. It is very effective, maybe even more so than speech. Remember the saying, “Action speak louder than words.” From this statement, it can be said that nonverbal communication is the communication that uses cues, body movement and geture to express the idea or mind.

Nonverbal communication differs from verbal communication in fundamental ways. For one thing, it is less structured, so it is more difficult to study. We cannot pick up a book on nonverbal language and master the vocabulary of gesture, expressions, and inflections that are common in our culture. Even experts do not really know how people learn nonverbal behavior. No one teaches a baby to cry or smile, yet these forms of self expression are almost universal. Other types of nonverbal communication, such as the meaning of colors and certain gestures, vary from culture to culture (Patricia: 2003, p.12) based on definition above the writer conclude that nonverbal communication is difficult to studied by book but can learn through observation continually.

Simply stated, nonverbal communication includes “all communication other than language” (Andersen: 1999, p.2). Inherent in this definition is that language

is solely a human endeavor and that arbitrary symbols are used to convey meaning. DeVito and Hecht (1990, p.4) describe nonverbal communication as “all of the messages other than words that people exchange.” In this definition, messages are seen as symbolic and therefore their use is intentional.

According to Arndt and Janney (1987, p.92), the idea that there are clear boundaries between verbal and nonverbal communication and that it is possible to distinguish sharply between linguistic and nonlinguistic features of conversational events is rooted more in our own logical and methodological assumptions than in the psychological realities of face-to-face communication. They suggest that people create meaning from the entirety of the communicative event, including the verbal, paraverbal and body language, rather than adding them up as isolated signs. The verbal modality, therefore, is only one means of human expression used in face-to-face conversation at any given moment.

Discuss several ways that nonverbal messages function in conjunction with the verbal ones. Nonverbal behavior substitutes, complements, accents, regulates, and contradicts the spoken message (Knapp and Hall, 2006). Substitution of a nonverbal message occurs when we use a nonverbal cue instead of a verbal one as when a language teacher gives the thumbs up signal to a student for using the correct verb tense. A nonverbal message complements the spoken word when it completes or supplements it as is the case when the words, “good job” are accompanied by the teacher’s smile in praising students’ group work. Accenting occurs.

One study done in the United State showed that in the communication of attitudes, 93 percent of the messages was transmitted by the tone of the voice and by facial expression, whereas only 7 percent of the speaker’s attitudes more non verbally than verbally (Levine and Adelman: 1952, p.43)

2.4.1 Type of Nonverbal Communication

According to Patricia (2000, p.72), there are two main type of nonverbal communication. Body language is the first. Body language is body movements that depend on a person’s attitude or feeling. Body language includes the way

people walk, how they stand, and their facial features. In other words, any kind of meaning that is shown by a person's body attitude or movements. For example, when a boy is sad he may drop his head and walk slowly. Or, if a girl is happy, she might run and jump or stand up straight and put her hands in the air. People don't have to say anything to show how they feel about things. The color of people's skin may even show how they feel. For example, if a guest with light colored skin get embarrassed, their skin may turn red, or if they are worried, they might get pale. Body language can be voluntary (on purpose) or involuntary (a person can't help it). An interesting fact is that blind people will smile when happy even though they have never seen a smile.

The next main type of nonverbal communication is gestures. Gestures are communications like facial expressions, hand signals, eye gazing, and body posture. Examples include smiles, handshakes, waving, and raising certain fingers to say something. For instance, if you saw a guest at a noisy condition, you might smile and wave at your guest. You might also point at the Ferris wheel if you wanted to meet your friend there. You could do all of these things without saying a word. Another great example is in baseball when the catcher signals to the pitcher the kind of pitch to use for the batter that is up.

2.4.2 Kinds of Nonverbal Communication

According to experts, a substantial portion of our communication is nonverbal. Every day, human beings respond to thousands on nonverbal cues and behaviors including postures, facial expression, eye gaze, gestures, and tone of voice. From our handshakes to our hairstyles, nonverbal details reveal who we are and impact how we relate to other people.

Based on Samovar (2001, p.90), that nonverbal communication has ten kinds, they are: facial expression, gaze, posture and position, proximity, gesture, physical appearance, paralinguistic, eye gaze, haptics, and proxemics.

1. Facial Expression

Facial expressions are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger and fear are similar throughout the world. Facial expressions are perhaps the most important nonverbal way in which emotions are manifested. A number of studies have indicated that the facial expressions of certain primary emotions can be judged accurately by people from diverse culture. Facial expression is an indicator of emotions and attitudes as well as stress makers. For example, to change the statement into a question, you might raise your eyebrows as you raise the pitch of your voice at the end of a sentence. Facial expression and voice tone are the most important channels that indicate emotions and attitudes. Emotions should be compatible with desired intentions. If one appears angry while trying to convey a friendly attitude, one is not likely to be successful. Norms define the standards regarding what can and should be expressed where. The norms related to expression of emotions vary according to culture.

2. Gaze

The term gaze refers to a person's behavior while "looking". Gaze is an important function to the gathering of information. Although gaze avoidance deprives us of valuable information about how others respond, this may be normative in some cultures and in situations. Gaze avoidance may occur because of deference to the speaker, fear of revealing feelings, or fear of negative feedback. We use gaze to express feelings, intentions, and attitudes.

3. Body Language and Posture

Body language is an important part of communication which can constitute 50% or more of what we are communicating. If you wish to communicate well, then it makes sense to understand how you can (and

cannot) use your body to say what you mean. Posture and movement can also convey a great deal of information. Research on body language has grown significantly since the 1970's, but popular media have focused on the over-interpretation of defensive postures, arm-crossing, and leg-crossing, especially after the publication of Julius Fast's book *Body Language*. While these nonverbal behaviors can indicate feelings and attitudes, research suggests that body language is far more subtle and less definitive than previously believed.

We indicate our attitudes and emotions not only by gaze and facial expressions but also by our posture and body language. The objective is to convey a relaxed and confident posture while maintaining a socially appropriate posture and position. Tightly crossing your arms over your chest may give the impression of anger or tension. A lean forwards (leaning toward rather than away from others) with separated arms and legs (rather than tightly crossed) communicates warmth and friendliness.

4. Proximity

Rules for proximity vary in different countries and ethnic groups. There are, however, established distance zones ranging from intimate, personal, social and public that can be generally applied to situations. An intimate distance can range from love making and comforting to the far phase of 6 to 18 inches. A personal distance ranges from 18 inches to 4 feet and a social setting can range from 4 to 7 feet at the near phase and 7 to 12 feet at the far phase. In public distances are typically greater due to unfamiliarity from 12 to 25 feet or more. Preferences for spacing will influence where the people sit or stand. If you remain distant from others when you speak to them, you may unintentionally communicate indifference or disinterest. If you approach people too closely, they may feel uncomfortable. People who like each other tend to stand closer together than people who do not like each other.

5. Gesture

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Other gestures are arbitrary and related to culture.

Human beings use gesture such as head and hand movements to reveal or conceal feelings. We can use them to add emphasis, to illustrate points, and to manage turn taking. You can encourage others to continue talking by nodding periodically, whereas some gestures such as scratching your head or face indicate impatience or disinterest. Different gestures can be observed throughout societies like a social or polite touch, such as handshake or helping someone on with a coat. People also make gestures using friendly touch, for example, putting an arm around a friend's shoulder when you say goodbye and loving or intimate touch, such as kissing or holding hands. What kind of touch is appropriate depends on the situation and the relationship between the people involved. Norms for touching vary from culture to culture. Touching plays a role in communicating status or dominance. High-status or confident people engage in more touching than do lower-status people.

People tend to touch each other namely: First giving information or advice rather than receiving it. Second giving an order rather than responding to one. Third requesting a favor rather than reacting to it. Fourth attempting to persuade someone rather than being persuaded. Fifth engaging in deep rather than casual conversation. Sixth attending social events such as parties rather than being at work. Seventh conveying excitement rather than receiving it from someone else. Eighth receiving reactions of concern rather than communicating them. Misunderstanding can arise over a touch, which can lead to a variety of undesired results. One can avoid misinterpretations by complementing touches with other cues that match your intentions. For example, to get someone's attention, one could touch him or her on the arm while saying, "Excuse me". You could avoid the misinterpretation of a touch as being aggressive by accompanying it with a smile and appropriate comments.

6. Physical Appearance

Our choice of color, clothing, hairstyles and other factors affecting appearance are also considered a means of nonverbal communication. Research on color psychology has demonstrated that different colors can evoke different moods. Appearance can also alter physiological reactions, judgments and interpretations. Just think of all the subtle judgements you quickly make about someone based on his or her appearance. These first impressions are important, which is why experts suggest that job seekers dress appropriately for interviews with potential employers.

One can influence how others respond by offering a physical appearance that complements intended outcomes. Components of physical appearance include facial feature, hygiene, neatness, hairstyle, skin, jewelry, cosmetics, posture and style of clothing with accessories such as hat. These characteristics convey impressions to other about. Attractiveness, social class, and status, degree of conformity, intelligence, personality, style, taste, sexuality, and age. Many studied document the importance of physical attractiveness in initial social contacts. A person's skills, the extent to which people view him or her as similar or compatible with themselves, and their confidence in the person's ability to get things done efficiently affect how credible and attractive he or she appears to others.

7. Paraliguistics

Paralinguistics refers to vocal communication that is separate from actual language. This includes factors such as tone of voice, loudness, inflection and pitch. Consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest.

8. Eye Gaze

Looking, staring and blinking can also be important nonverbal behaviors. When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a range of emotions, including hostility, interest and attraction.

9. Haptics

Communicating through touch is another important nonverbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood. Harry Harlow's classic monkey study demonstrated how the deprivation of touch and contact impedes development. Baby monkeys raised by wire mothers experienced permanent deficits in behavior and social interaction. Touch can be used to communicate affection, familiarity, sympathy and other emotions.

10. Proxemics

People often refer to their need for "personal space," which is also an important type of nonverbal communication. The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including social norms, situational factors, personality characteristics and level of familiarity. For example, the amount of personal space needed when having a casual conversation with another person usually varies between 18 inches to four feet. On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.

2.4.3 Functions of Non Verbal Communication

Nonverbal communication serves an array of communicative functions that can work both independently of and in conjunction with verbal messages to clarify meaning. Knapp and Hall (2000, p.245) identify a number of these function, they are:

1. Message Reinforcement or Complementation

Nonverbal cues reinforce the verbal by adding redundancy, e.g. the woman who says, “I love you” to her fiancé and covers her partner’s face with kisses. Message reinforcement occurs when the nonverbal message complement each other.

2. Message Negation

Nonverbal cues can also contradict or negate a verbal message. A man who says to his lover, “I need us to spend more time apart” as he moves closer with each word spoken. The message is contradiction represents a double message – the nonverbal cues and the words spoken are at odds with each other.

3. Message Substitution

Nonverbal cues can replace or substitute for verbal cues. Pointing at the person can single someone out. Another hand gesture lets everyone know you’re OK. A shrug or the shoulder lets others know when someone doesn’t care about something.

4. Message Accentuation or Intensification

Nonverbal cues also can be used to underscore or intensify parts of verbal message. The slowing down of speech to stress the meaning and importance of key word: smiling when you say, “it’s nice to meet you” nonverbal cues that accent or emphasize the verbal message sent.

5. Message Regulation

Finally, nonverbal cues help regulate the back-and-forth flow of the person-to-person interaction. Nonverbal cues help us manage and control communication, if we are going to use nonverbal cues effectively, we must understand them.

2.4.4 The Categories of Non Verbal Communication

Porter (2000, p.13) divides nonverbal communication into four broad categories, there are physical, aesthetic, signs, and symbolic. Physical have refers to the personal type of communication including facial expressions, tone of voice, sense of touch, sense of smell, and body motions. Aesthetic is the type of communication that takes place through creative expressions: playing instrumental music, dancing, painting and sculpturing. Signs is the mechanical type of communication, which includes the use of signal flags, the 21 –gun salute, horns, and sirens. And symbolic is the type of communication that makes use of religious, status or ego-building symbols.

2.4.5 The Uses of Nonverbal Communication

According to Keegan (2000, p.12), there are three main uses of nonverbal communication. People often use all of them everyday. The first use is for greeting. Greeting include waves, handshakes, hugs and salutes. For example, when you see your friends in the morning on the way to school, you may wave to them. A more formal greeting would be shaking hands with your boss at work. The salute is used in the armed forces when you see a person of a higher rank than you.

The second use is for specific communication. For example, workers may use signals at their jobs. One important use is construction when a worker signals to a crane operator to keep everyone safe. These signals are very specific and tell the operator to move left, right, or raise and lower the hook. Another very important use is sign language. This form of communication is used for people who have hearing problems. They use hand signals and lip reading to communicate very specific things.

The last use is involuntary nonverbal communication. These are movements and attitudes that show how people feel. Most times, people don't even know they're communicating when they make these actions. Because these actions are automatic. For example, a slumped posture may mean that the person is sad. A

stern look may show that the person is in a serious mood. When people rub their eyes, it can show they are tired. All of these examples show how people feel.

Expressions and gestures are not the same around the world. Some gestures, like the “thumbs up” which is a positive gesture in the United State, may mean something very different in other cultures. In Nigeria, the thumb up gesture is a rude insult! In Australia it is an obscene insult. Another funny example is spinning your finger around you ear. This is known as the “you’re crazy” sign in America and in some other nations. But in Argentina, it means “you have a phone call!”

Another gesture that can be taken completely differently depending upon where one lives is nodding the head. In most parts of the world, it is a positive or “yes” gesture. Other examples of involuntary communication are rubbing hands together to show anticipation, tapping or drumming fingers when impatient, biting nails if nervous, and putting a hand or fingers to one’s cheek if thinking deeply.

Body language and gesture meanings do not always stay the same. Sometimes meanings change over time, or meanings change when cultures mix together. One example might be the “hang loose” sign from Hawaii. This sign is the pinkie pointed up, and the thumb pointed out. It loosely means “everything is ok” originally, and is now becoming part of the rest of American culture.

Not all gestures and body language are for positive communication. One example of this is gang symbols. These are nonverbal communications that may tell something about whether or not someone is in a gang or lives in a certain area where some gangs are. For example, the way a person wears their shirt or how a cap is worn (like to the left or right side) may tell other that the person is in a certain gang. The color of their clothes may mean something as well. Another communication that is used by gangs is special hand signs. These signs are used by one person to show another person that they are in a certain gang. These signs can be a threat sign to someone in a different or enemy gang.

2.4.6 The Reasons of Using Non Verbal Communication

According to Druckman (2001, p.24) there are five reasons why nonverbal communication is used.

- 1) Words have limitation; there are numerous areas where nonverbal communication is more effected than verbal (when explain the shape, direction, personalities, are expressed nonverbally).
- 2) Nonverbal signal are powerful: Nonverbal cues primary express inner feeling (verbal messages deal basically with outside world).
- 3) Nonverbal message are likely to be more genuine: because nonverbal behaviors cannot be controlled as easily as spoken word).
- 4) Nonverbal signals can express feeling inappropriate to state: Social etiquette limit what can be said, but nonverbal cues can communicate thoughts.
- 5) A separate communication channel is necessary to help send complex messages: A speaker can add enormously to the complexity of the verbal message through simple nonverbal signals.

In addition according to Blake (2003, p.45) in fact of research has shown that 80% human communications do nonverbally. It can support the Druckman's statement.

2.5 Advertising

According to Janallapsorka (2006, p.17), communication is the process between at least two sides the addresser (transmitter speaker or writer) and the addressee (receiver-listener or reader) between three to participants, the code meaning formation is proceedsgiven context of situation. From this graphic representation we clearly see that in case of advertising the addresser is the copywriter, and the addressee is the reader, the code (in the case of press advertising) is long and some sort of visual code.

Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Although advertising is all around us, we do not often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers "fleeting conversations" with the writers of countless texts (Goddard: 1998, p.5). The term 'advertising' comes down to us from the medieval Latin verb "advertere" to direct one's attention to. It is any type or form of public announcement intended to direct people's attention to the availability, qualities, and/or cost of specific commodities or services. Advertising can be seen to fall into three main categories: (1) consumer advertising, which is directed towards the promotion of some product or service to the general public; (2) trade advertising, which is directed to dealers and professionals through appropriate trade publications and media, and (3) public relations advertising, which is directed towards society by citizens or community groups, or by politicians, in order to promote some issue of social concern or political agenda. The focus of this paper is on the first category; namely, consumer advertising.

Successful communication in advertisement involves focusing on a certain audience with information that meet the group's needs. There are three main reactions that a good advertisement can trigger from these intended viewers. The first response is emotion, getting the target audience to feel something because of your message secondly, you can't potential customer to think about what you have to say. And the third objective to encourage them to take action, such as purchasing your product.

2.5.1 Verbal and Non - Verbal Communication in Advertising

On advertisement, there one many verbal communication and non-verbal communication used. Verbal communication is communication which uses word orally. It can conclude that verbal communication is a type of communication which in application use words to deliver a message to the receiver. Body language and non-verbal communication is an interesting lens to apply to the advertising world. Many people have no idea that there even are there non-verbal

cues in advertising. Hidden non-verbal cues are often the secret sauce to successful campaigns. Additionally, the right advertising is all about finding the right body language cues to put the right brand messaging into every aspect of your campaign.

In the various media communication for example television cinema, radio, billboards and electronic media like internet, also print media which covered skywriting, press (magazine, newspapers, printed leaflet), advertising in public transport, floating advertising in blips and balloons and many other possibilities to product in public, so verbal language I concerned with words. It I not a synonyms for oral or spokenlanguage.

Nonverbal language (wordless) message can be sent or received through any sensory channel. Visualperception, sound, mill, touc hé, taste through gesture,boy language or posture, facial expressions and eye gaze. Objective communication such as clothing, hairstyle or even architecture.

