



The Influence of the Low Variety in Advertisements: The Saudi Context

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ABSTRACT

This study aims to investigate the psychological impact of the Saudi low variety (henceforth, it will be referred to as "SLV") in enticing prospective customers to their commercial products or services. It proceeds from a premise that the marketing messages employed by business providers massively influences our opinions about a product or a business establishment. In order to validate such a view, 80 native speakers of SLV, representing 2 groups of simple (regular consumers) and stratified (advertisers) samplings, participated in the study. Each group consisted of 40 subjects. They were requested to fill out a questionnaire that included two questions; each question included 10 options, representing high (Modern Standard Arabic) and SLV. The findings from the data analysis reveal that the marketing message code conveyed in SLV influences customers' and business providers' selling and purchasing inclinations and preferences.

KEYWORDS

Low variety, high variety, marketing, code choice, psychology, language variation

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1. Introduction

Language in general is the most extraordinary tool by which human beings can communicate to achieve indefinite purposes. Hence, this distinctive capacity that we as humans possess is manifested in the various ways in which advertisers create their marketing promotions in a convincing language. Consequently, the creative use of language in advertising settings cannot be overlooked. Nowadays, advertisements are much more dominant and attached to our daily lives, and they seem to direct our individual habits in diverse ways. Advertisements are used to promote certain products of a company or an establishment and persuade a customer to buy the product or visit the provider. The primary objective of an advertisement is to entice the regular customers towards a specific product or business. In this sense, advertisers and business providers have to be much more mindful than in previous eras. As language is the main communicative method in use, its subtle power has become more conspicuous than ever. The process of choosing the appropriate code is undoubtedly both meticulous and complex, and it requires special attention in order for it to be more fruitful.

Generally speaking, every domain in the Arabic sociolinguistic arena has its exclusive and distinctive code that tends to converge or diverge from the norms of the standard variety in order to serve various purposes. In the Saudi Arabian context in particular, the advertising language code is no exception, as advertisers seem to deviate from the norms and rules of the standard variety by increasingly adopting colloquial Saudi Arabic that appeals to the Saudi consumers for marketing reasons. Noticeably, advertisers in Saudi Arabia have recently tended to excessively use colloquial forms in their marketing environments. Arguably, such an inclination appears to yield its desired results, as regular consumers seem to be more prone to its pivotal influence, which is the primary objective of this study.

1.1. Research Problem

As previously indicated, code choices in trade marketing texts play crucial roles in directing our purchasing selections and affecting others' preferences in various ways. In other words, it is hypothesized

that the use of SLV has a huge impact on customers' purchasing options, which in turn leads numerous business providers as well to adopt SLV in advertising in order to influence prospective customers' purchasing decisions. Therefore, the present study seeks to answer the following two questions:

- To what extent does SLV influence customers' purchasing preferences?
- To what extent do business providers commonly prefer to use SLV for advertising and marketing purposes?

1.2. Purpose and Significance of the Study

The present study aims to investigate the influence of SLV choices on our daily purchasing preferences. It attempts to shed light on how Arabic speakers manipulate their code selections for advertising and marketing purposes. Studies conducted on such a topic seem to have largely concentrated on the linguistic levels of the written forms of trade advertising. Its focus has been mainly directed to phonological, morphological, syntactical, and semantical features without sufficiently paying special attention to diverse socioeconomic considerations from a sociolinguistic perspective. Furthermore, previous studies have explored cross-cultural variances in advertising but have not concentrated on advertising in the Arab world. There is also a shortage of studies offering specific insights into the psychological influence of SLV on advertising. This study thus seeks to bridge the gap and further expand the existing body of literature by including such an under-researched arena that has not been investigated comprehensively. The significance of the study lies in the fact that it essentially tackles the impact of SLV use on our routine habits e.g., buying or selling a product. Furthermore, this study is intended to motivate other researchers to carry out more in-depth studies with other socioeconomic and sociolinguistic considerations, such as social class and gender.

2. Literature Review

2.1. Language and Advertisement

The concept of advertising has existed for a very long time. According to Hamade (2008), the first marks of advertising were discovered in the remnants of ancient Arabia in the shape of sales messages and

wall posters. The Ancient Egyptians began their advertising messages on papyrus, whereas Asian, African, and South American history all include signs of primitive advertising forms that were found on wall or rock paintings (Hamade, 2008). Ancient Greeks and Romans' first method of advertising was oral, as they utilized street cries by peddlers to sell their commodities or announcements for the sale of cattle and slaves along with appealing descriptions of them just like advertisements nowadays (Hamade, 2008).

The Committee of the American Marketing Association (CAMA) defines advertising as "non-personal communication of information usually paid for and usually persuasive in the nature of the product, services, or ideas by identified sponsors through the various media" (as cited by Jaashan, 2014). Its objective is to convince members of a specific market to purchase a certain product or service (Arens and Bovée, 1994). Further, Bolen (1984) defines advertising as paid, non-personal communication within diverse mass media by business establishments, nonprofit institutions, and individuals who are specified in the message to notify or persuade members of a particular community to purchase a certain product or service.

Xiao et al. (2004) also argue that advertisers use advertising messages in order to highlight the advantages that targeted consumers may obtain from buying a certain product and convey the company's expertise, capacity and marketing setting. Furthermore, Xiao et al. point out that advertising messages are used to reinforce the company's image and identity. Woods (2008) adds that it is a type of communication that appears in a piece of music or film, TV shows, serials, or programs that consumers most frequently follow. Cook (2001) asserts that it is employed to impact and possibly alter beliefs, feelings, and attitudes of the targeted customers. Tanaka (1994), in turn, regards advertising as a form of "concealed" communication that affects the targeted readers' beliefs about a specific product without disturbing them.

To sum up, advertising messages exemplify a particular form of mass media discourse. Verbal and non-verbal messages are used by business providers for marketing purposes. Their language, thus, has to be selected meticulously in order to achieve its marketing prospects. Recently, in the Arabic sociolinguistic arena in particular, a new code—namely, SLV—has been increasingly used by advertisers in print advertisements. Such an inclination has been observed by several researchers who have investigated it in greater detail from various perspectives. Among those Al-Qutob (2017) who observed such a tendency when describing the code of Arabic advertisements by arguing that: "... it does not abide to Arabic written norms, neither syntactically, nor morphologically.... This includes the use of colloquial language in writing, combining and shifting between [Modern Standard Arabic] MSA and colloquial Arabic..." (p. i).

Clearly, the high variety has been commonly replaced by the low variety in the marketing setting. It seems that the colloquial has proven its immediate effect on the targeted customers' opinions in various ways. This, arguably, represents another setback for the use of MSA, which appears to be put aside in a rather significant domain—the marketing domain—that has been long reserved for it in its entirety. Justifiably, advertisers have the absolute right to linguistically employ any legitimate means they have at their disposal to accomplish their prospective outcomes. Undeniably, English also has occupied a noticeable position in the advertising world that seems to challenge the linguistic status quo of the Arabic colloquial as a prominent mean of communicating. In the marketing setting, there is "the indisputable preference across cultures for English as a pair-language" (Martin 2002: 382). Seemingly, English has positive and effective characteristics manifested in its modernization, westernization, and internationalism (Bhatia 1992, 2000). According to Gerritsen et al. (2007) and Piller (2003), English is utilized

considerably in advertising in countries where it is not an official language. It is believed that advertisers tend to employ English because of the assumption that this language has a symbolic significance for consumers (Kelly-Holmes, 2000; 2005).

2.2. Language and Advertising in the Arabic Sociolinguistic Arena

Al-Qutob (2017) debates that "advertisements in the Arab world have the same objective of being interesting and appealing" (p. 1). Consequently, according to him, copywriters adopt diverse innovative means so as to achieve this goal in their print copy, "including the unconventional employment of colloquial Arabic in a domain that has been previously dominated by the use of Modern Standard Arabic (MSA)" (p. 1). Jaashan (2014) also gathered some planned linguistic divergences in the written form of Arabic trade advertising. These advertising messages have been examined at diverse linguistic levels, including the phonological, morphological, syntactical, and semantical. He determined that the language of advertising differs from standard language, as it carries a style characterized by being persuasive and attractive. Furthermore, Gully (1996) investigated the discourse of commercial consumer advertising in the written and visual media of Egypt. He primarily concentrated on the relationship between language and cultural representation within the discourse of advertising and placed special attention to the impact of intertextuality within the advertising context. In his study, he evaluated the value of employing various language levels in a particular advertisement and examined the utilization of rhetorical features to boost the advertising message.

In the Saudi Arabian context, Razzouk and Al-Khatib (1993) explored the nature of television advertising in Saudi Arabia. Their results revealed a strict obedience to Islamic principles and cultural standards, as well as an increasing tendency towards the Arabization of the medium and how it appeared to dictate thinking and acting locally. Luqmani et al. (1989) argued that the Saudi Arabian market was transformed substantially into one marked by more robust advertising. They asserted that as religion has such a widespread and abiding effect, it is essential that advertising ought to be consistent with religious principles, sensitive to other cultural standards, and responsive to varying governmental priorities. Moreover, Al-Siyami (2017) investigated the diverse ways in which intertextuality is featured in the advertising of a Saudi newspaper. He revealed that religious and registered expressions, symbols, and images within the local culture of the Saudi society were significantly employed as intertextual references. Products were promoted as being relevant to the identity of the society.

3. Methodology

As previously indicated, this study intends to investigate the impact of SLV on our personal purchasing decisions. To put it differently, the purpose of this study is to find out how SLV may practically affect and direct our regular choices for marketing purposes. The quantitative method has been employed in order to empirically examine such a prominent phenomenon in greater detail.

3.1. Participants and Data Collection

The population of the study was a simple and stratified random sampling of 80 male speakers of SLV who live in Abha city, located in the southern part of the Kingdom of Saudi Arabia. They were divided into two groups, each of which included 40 participants representing the simple and stratified samples. A questionnaire was comprised of two major questions. The first was directed to the simple one (general customers). Each participant was asked to select the presented advertising message that would persuade them to visit a business

establishment or buy a certain product. The second question was directed to the stratified group (advertisers), asking each participant to select the code they preferred to use among the selected trade advertising codes for marketing purposes. Each question encompassed 10 options, representing the high variety and SLV, i.e., five options represented the high variety, and five options represented SLV. It is worth noting that each pair of messages held the same meaning and was meticulousity chosen in order represent the two varieties. Furthermore, as for the selected written-text classifications belonging to high and low varieties, ten native speakers of Arabic have verified the researcher's judgment accordingly.

3.2. Procedure

The data for this study was collected by means of a questionnaire prepared and administered separately for the stratified sample (40 advertisers). The questionnaire consisted of two main questions, one of which was directed to the stratified sample (business providers) and the other targeting the simple one (40 customers). They were provided with an oral description to elaborate more on what they were requested to do and to explain more about the objectives of the study in order to obtain their cooperation. Upon the agreement of the subjects, the researcher gave further instructions about answering the questionnaire. The other question of the questionnaire was prepared and sent electronically to the other 40 participants of the randomly selected sample (customers) for the sake of time and simplification; all of them were provided with the necessary explanations and instructions. Once the data collection was completed, the questionnaires were scrutinized and classified, and the number of the high and low varieties, preferences, cases, and frequencies were counted in accordance with their respective code choices. The researcher then transformed the data into figures and numeric data, as will be explained in the next sections.

4. Study Tools

The study relied on the questionnaire as the principal tool for data collection. In light of the objectives of the study, the researcher built a questionnaire to measure how code choices may practically influence our routine purchasing preferences, and therefore followed the scientific steps to build this type of a questionnaire, as illustrated in the following sections. As previously indicated, the questionnaire consisted of two main questions followed by several options, each of which represent the high and low varieties.

4.1. Face Validity of the Tool

The tool was presented to a group of referees to judge the extent to which the elements and measurements represented and corresponded with the goal of this study. The total number of referees (five) were members of the faculty in Saudi universities, who were asked to study the tool and express their opinions in terms of appropriateness of the elements for the content of this research. Furthermore, they were also asked to examine the comprehensiveness of the tool and the diversity of its content and to evaluate the linguistic formulation and output. Any observations, amendments, changes, or deletions deemed appropriate or necessary by the referees were taken into consideration in order to validate the content for the study tool. Therefore, the researcher regards the tool as valid for measuring in this context.

Further, the researcher calculated the correlation coefficients between the score of each item and the total score of the questionnaire. The effect of the linguistic code and message in advertising and marketing was examined after deleting the item's score from the total score, as illustrated in Table 1.

Table 1: Pearson's correlation coefficients between the items of the study tool and the total score of the questionnaire (n = 40)

No.	Correlation Coefficients
1	**0.836
2	**0.629
3	**0.741
4	**0.623
5	**0.697

** Correlation coefficients at the level (0.01) * Correlation coefficients at the level (0.05)

It is apparent from Table 1 that the values of the correlation coefficients were high; significant is at the level of 0.01. This data indicates the validity of the items of the questionnaire and the impact of the linguistic code on customers and business owners' advertising and marketing perspectives.

4.2. Stability of the Tool

The stability of the questionnaire was verified by the Cronbach's alpha coefficient method. The half-segmentation method was used to investigate the impact of the linguistic code and message on customers and business owners' advertising and marketing choices. The stability coefficient was calculated to determine the impact of SLV on advertising and marketing, using the alpha-Cronbach coefficient, and the half-segmentation method was employed to examine the internal consistency of the questionnaire statements based on customers and business owners' selections, as shown in Table 2.

Table 2: Values of the stability coefficients by the Cronbach's Alpha method and the half-segmentation method to validate SLV influence on advertising and marketing (n = 40)

Variable	Cronbach's Alpha	Getman	Stability Level
The influence of language code on advertising and marketing	0.915	0.899	high

Cronbach's alpha ♦ weak < (0.5) ♦ medium between (0.5-0.7) ♦ high > (0.7)

Table 2 shows that all the values of the stability coefficients are greater than 0.85; the stability coefficient of the questionnaire in accordance with the Cronbach's alpha method is equal to 0.91, which is considered a high value. In addition, through the response of the exploratory sample of the study, the half-segmentation method of Getman equation was used to ensure the stability coefficient of the questionnaire, which obtained a score of 0.89, and is a relatively high value. This, in turn, makes us satisfied with the stability of the questionnaire as well as the impact of the linguistic code on advertising and marketing activities.

4.3. The Final Form of the Questionnaire

The statements of the questionnaire concerning the impact of the linguistic code on advertising and marketing from the perspectives of customers and business owners in Abha city may be characterized by honesty and stability, and therefore none of them have been excluded. Therefore, the questionnaire in its initial form remains the same. The purpose was to define the response procedure on the items of the questionnaire about the impact of the linguistic code in advertising and marketing from the customers and business owners' perspectives. Each participant was to choose from a score ranging from 1 to 2 for their response to each item. In other words, if they happened to choose a colloquial message, they would give a score of 1, whereas if they selected the high variety's statement, they would give a score of 2. Accordingly, the maximum score was 10, and the minimum score was 5. The high score indicates that customers and business owners preferred the formal messages, while the low score indicates a preference towards the vernacular messages by customers and business owners in their buying and selling processes.

5. Statistical Methods

- To calculate the psychometric properties of the questionnaire, the correlation coefficient, Cronbach's alpha, and half segmentation were used accordingly.
- Descriptive statistics were used by means of frequencies, means, standard deviations, relative weights, and the chi-

square test in order to verify the validity of the study's hypothesis.

6. Results

The first question was, "To what extent does the code of the messages influence customers' purchasing preferences?" The arithmetic mean, standard deviation, and percentage of the customers' answers were calculated in accordance with their selected message items (high variety vs. low variety). The results are shown in Table 3:

Table 3: Frequency, percentage, arithmetic mean, and standard deviation of customers' responses (High Variety vs. SLV)

F	Level of use		Weight (%)	Arithmetic Mean	Standard Deviation	Order
	H	L				
F	3	37	53.75	1.08	0.27	3
%	7.5	92.5				
F	3	37	53.75	1.08	0.27	3
%	7.5	92.5				
F	9	31	61.25	1.23	0.42	1
%	22.5	77.5				
F	7	33	58.75	1.18	0.38	2
%	17.5	82.5				
F	2	38	52.5	1.05	0.22	5
%	5	95				
General Arithmetic Mean			56	1.12	0.26	

(Note: high variety and SLV are abbreviated in the table as H & L, respectively)

Table 3 illustrates that the general arithmetic mean of the responses of the sample members was mean = 1.12, standard deviation = 0.26. This reflects the preference on the part of customers to choose the SLV messages to be the most likely ones to persuade them to visit a business establishment or buy a certain product. In addition, the table reveals that the third message (3) gained the highest average usage (mean = 1.23, standard deviation = 0.42). Also, the SLV message was more frequently chosen by the customers (77.5%), which states, "zi ma 'ant shayii!! yallah dabatnaha 'ashanik" or "As you can see, we have made it for you." The high variety version of the same message was only selected by 22.5% of the customers. Also, the fourth message's results are (mean = 1.18, standard deviation = 0.38) and SLV version of the same message, which states: "lak walla lighayriki? ya tilhaq ya taruh ealayk" was selected by 82.5%, whereas the high variety version of the same message was selected by only 17.5%. Moreover, the first and second statements had a mean of 1.08 and standard deviation of 0.27, and SLV scores of the same messages were 92%. The last statement had a mean of 1.05 and a standard deviation of 0.22, SLV versions of the same messages were selected by 95% of the customers; the use of the high variety for the same message was only 5%, which lower than the preceding one.

These outcomes indicate that the level of customer preference for high variety's messages was of low; they clearly preferred the colloquial messages for their purchasing activities. Furthermore, in order to find out the differences between the level of customers' purchasing preferences that were attributed to the messages codes (CSA), the researcher used the chi-square test. Table 4 shows the results.

Table 4: Results of the chi-square test used to determine the influence of SLV on customers' purchasing preferences

Messages	V	Freq	%	DF	Chi-square Test	Significance Level
"aysh tastannaal jibnaha lak bisier ya bilash"	L	37	92.5	1	40.000	0.000
"matha tantazir jalabnaha lak bisier rachis"	H	3	7.5			
"wadak tistanis bilhil? hinna rah nudlieuk"	L	37	92.5	1	40.000	0.000
"turid alibitahaj alhayil, nahn sawf nudaliluk"	H	3	7.5			
"zi ma 'ant shayii!! yallah dabatnaha eashanik"	L	31	77.5	1	40.000	0.000
"kama taraa 'aedidnaha li'ajlik"	H	9	22.5			
"lak walla lighayrik? ya tilhaq ya taruh ealayk"	L	33	82.5	1	40.000	0.000
"iimaa lak 'aw lighayrika, iimaa 'an talhaq 'aw tafutak"	H	7	17.5			
"hit rjuluk bas yimmina!! tawina ma badina lisah"	L	38	95.0	1	40.000	0.000
"aitajih nahwna, lammaa nabda baed"	H	2	5			

As evident from Table 4, there are statistically significant differences in the above-mentioned advertising messages in favor of SLV

(abbreviated in the table as L). Further, the value of the chi-square test reached a degree of freedom of (1) (X2) (1) = 40,000), which reveals the huge effect of SLV messages on the customers' purchasing decisions for those who clearly prefer SLV for purchasing purposes.

In order to answer the second question ("To what extent do business providers tend to use SLV messages in advertisements?"), the arithmetic mean, standard deviation, and percentage for the business providers' answers were calculated in accordance with their selected items (high vs. SLV). The results are as shown in Table 5.

Table 5: Frequency, percentage, arithmetic mean, and standard deviation of business providers' responses (High Variety vs. SLV)

F	Level of Use		Weight (%)	Arithmetic Mean	Standard Deviation	Order
	H	L				
F	2	38	52.5	1.050	0.221	4
%	5	95				
F	2	38	52.5	1.050	0.221	4
%	5	95				
F	5	35	56.25	1.125	0.335	1
%	12.5	87.5				
F	5	35	56.25	1.125	0.335	1
%	12.5	87.5				
F	5	35	56.25	1.125	0.335	1
%	12.5	87.5				
General Arithmetic Mean			54.75	1.095	0.235	

(Note: high variety and SLV are abbreviated in the table as H & L, respectively)

Table 5 shows that the arithmetic averages of the responses of the business providers was mean = 1.095, standard deviation = 1.095. Such findings indicate the preference of business owners to use SLV for their advertising purposes. It is also clear that the messages 3, 4, and 5 gained the highest scores (average = 1.125, standard deviation = 1.125). The SLV messages were largely chosen (87.5%), while the high variety's messages were much lower (12.5%). Moreover, the first and second messages had a mean = 1.050 and a standard deviation = 0.221 (95%) compared to the high variety messages (5%). These outcomes reveal that the level of business providers' preference for the high variety's messages reached its lowest level, which reflects the increasing tendency towards using the colloquial messages for their advertising exercises. Table 6 shows the results.

Table 6: Results of the chi-square test used to determine the influence of SLV on business providers' preferences

Messages	V	Freq	%	DF	Chi-square Test	Significance Level
"aysh tastannaal jibnaha lak bisier ya bilash"	L	38	95.0	1	40.000	0.01
"matha tantazir jalabnaha lak bisier rachis"	H	2	5.0			
"wadak tistanis bilhil? hinna rah nudlieuk"	L	38	95.0	1	40.000	0.01
"turid alibitahaj alhayil, nahn sawf nudaliluk"	H	2	5.0			
"zi ma 'ant shayii!! yallah dabatnaha eashanak"	L	35	87.5	1	40.000	0.01
"kama taraa 'aedidnaha li'ajlik"	H	5	12.5			
"lak walla lighayrik? ya talhaq ya taruh ealayk"	L	35	87.5	1	40.000	0.01
"iimaa lak 'aw lighayrika, iimaa 'an talhaq 'aw tafutak"	H	5	12.5			
"hit rjuluk bas yimmina!! tawina ma badina lisah"	L	35	87.5	1	40.000	0.01
"aitajih nahwna, lama nabda baed"	H	5	12.5			

As indicated in Table 6, there are statistically significant differences in the aforementioned advertising statements in favor of SLV (abbreviated in the table as L). Moreover, the value of the chi-square test gained a degree of freedom of (X2) (1) = 40,000), which reflects the huge influence of SLV messages on the business owners' selections, who noticeably tend to choose SLV for their advertising purposes.

7. Discussion and Conclusion

As previously indicated, a seemingly new code, namely, SLV, has been employed by advertisers in print advertisements in general. Such an inclination has been observed by several researchers who investigated it in greater details from various perspectives. This study, thus, aims to investigate the psychological influence of SLV in enticing prospective consumers into their commercial products or services. It hypothesizes that SLV utilized by advertisers impacts our perspective toward a

product or a business establishment in general. The results show that the preference of employing SLV in the advertising sphere is of a high degree, which has been illustrated statistically. The outcomes also demonstrate that there exist statistically significant differences in the degree of preference between H and L varieties. To put it differently, the tendency of selecting the vernacular messages among customers and business providers alike is proven excessive on the one hand, whereas the preference of the formal ones is of a low degree on the other. This, in turn, may validate the researcher's view that SLV usage is constantly and rapidly expanding at the expense of high variety, which appears to be dramatically dwindling. As previously indicated, such findings seem to correspond with the view that a new code has appeared in print advertisements caused by language evolution, which may be ascribed to many influences, including political, social, economic, cultural, technological advances and globalization (Al-Qutob, 2017). Such a code used in print advertisements in particular seems to violate Arabic written norms and standards at various levels; and advertisers in Saudi Arabian's context appear to take advantage of such a phenomenon to its full extent. Customers likewise are affected by SLV utilized in advertisements. As already stated, the high variety has been widely replaced by the low variety in the marketing sphere for various reasons. Noticeably, SLV has proven its immediate impact on the targeted customers' perspectives on diverse levels. This perhaps involves another retrogression for MSA, which seems to be somewhat isolated from a vital sphere, namely, advertising, which has been long reserved for it in its entirety.

The reason for such an inclination is, debatably, that customers who have been widely exposed to diverse, low varieties are susceptible to its influence when engaging in their purchasing activities. Undoubtedly, advertisements have played a crucial role in the process of language variations and change as the low varieties are being increasingly employed to achieve advertisers' purposes. Arguably, technology development and internet use have resulted in the broader use of various low varieties at multiple levels. The media, in general, and social media, in particular, have played vital roles in constructing subtle linguistic policies in print advertisement by having prospective consumers and advertisers adopt modern linguistic selections in the marketing domain. In summary, high variety's usage in print advertisements is seemingly in the process of fading away, which may pave the way for diverse low varieties to fill the gap left by the high variety's retreating function.

8. Recommendations

- Issue a policy by the Ministry of Commerce and Investment to encourage the use of high variety in the marketing sphere.
- Increase awareness of the importance of avoiding excessive employment of SLV in various domains including the advertising domain.
- Encourage business owners to use the standard language in advertising for their products.
- Educate prospect customers about the subtle and sometimes deceptive employment of SLV for marketing endeavors.

9. Suggestions

- Conduct a similar study to include other cities and governorates of the Kingdom of Saudi Arabia in order to make a comparison between its results and the results of the current study.
- Perform a sociolinguistic study to determine the degree of MSA and colloquial Arabic use within the public and private sectors in Saudi Arabia.
- Conduct a sociolinguistic study to find out the degree of the use of slang in various social media spheres.

Biography

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