

A STYLISTIC READING OF SELECTED AMUL ADVERTISEMENTS



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DECLARATION

I hereby declare that this dissertation entitled “A Stylistic Reading of Selected Amul Advertisements”, is the record of bona fide work done by me under the guidance and supervision of Ms.Athira Babu , Assistant Professor, Department of English, and that no part of this dissertation has been presented earlier for the award of any degree, diploma or any other similar title of recognition.

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CERTIFICATE

I hereby certify that this project entitled “A Stylistic Reading of Selected Amul Advertisements” is a record of bona fide work carried out by Nikitha S Mankesh under my supervision and guidance.

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Introduction

Advertising is an art that could persuade people through effective communication methods. This study titled “A Stylistic Reading of Selected Amul Advertisements” explores the linguistic and stylistic elements in Amul advertisements through the selected advertisements. It also gives an overview about Amul and its origin.

This project analyses stylistic elements used in Amul advertisements and attempts to explore how they are distinct in comparison with the advertisements of other dairy companies. Through a stylistic reading, it gives an account on the advertising pattern and techniques used by Amul. Amul not only tries to promote its brand but also create social awareness. Amul accommodates alluring phrases and puns in their advertisements and this made them unique. The evolution of Amul from its nascence to extant state with reference to the problems it addresses can also be traced in this study.

The introductory chapter commences the statement, significance of the topic, aims and objectives, hypothesis to be proved, research methodology, a review of literature and scope and limitations of the study. The core chapter deals with the origin of Amul and Amul advertisements and also analyses the stylistic elements in various print advertisements of Amul released in regard with particular events. The concluding chapter put forwards the findings of the study conducted in the core chapter and suggestions regarding the topic.

The study is relevant and imparts novelty as it is an exploration of stylistic elements present in advertisements. The close reading of Amul advertisements gives an insight into the innovative writing in the field of advertising.

Advertising is a powerful method of propagation. Nobody can sustain in field of marketing without advertisements. Advertisements feature the peculiarities of a particular product or enterprise in order to persuade people. Today, people invest a large amount of money for the purpose of advertising. We can't escape from advertisements as we are living in a consumerist society.

This project follows analytical method in order to study the stylistic elements used in Amul advertisements. The methods used to conduct this study is by the Analysis of ten print advertisements of Amul that published in different eras and identifying the stylistic elements used in Amul advertisements. The general comparison of Amul advertisements with the advertisements of other dairy brands to state that it is unique in its language and theme also helped for the same.

Chapter-1

Advertisement: Language and Creativity

Seema Hasan in her book titled '*Mass Communication: Principles and concepts*' defines advertising as "any paid for nonpersonal communication used with persuasive intent by identified sponsors through various media to promote goods, services and idea" (412).

Advertising needs creativity. An advertisement consists of different elements. It should incorporate every element in one frame with equal balance. In the case of print advertisements, one should creatively use words and images in order to create impact up on the people. One should know about the linguistic techniques and stylistic elements in order to make the advertisement attractive.

"Stylistics is a systematic way of exploring a literary text especially the language of a text and tries to explain how language creates meaning, style and certain effect".
(Ramtirth, 1)

Every language follows a distinctive style. The branch of linguistics which studies the style in language is called stylistics. Stylistics studies a text closely giving importance to certain stylistic elements which helps us to determine the layers of meaning concealed in it.

Elements of stylistics can make one's writing extraordinary. Under lexicalisation, collocation, foregrounding, diction, tone, point of view, syntax, foreshadowing, neologism,

rhyme, symbolism and theme are some major elements of stylistics. Let's trace out the definition of these stylistic elements.

'Under lexicalization' is when a single word or morpheme can give meaning to a construction. Rather than the grammatical construction the readers can realize the meaning of the text in terms of a morpheme or through a particular word. 'Collocation' is the juxtaposition of one word with another word which can even belong to various languages. This juxtaposition of words results in the creation of new meanings. There are seven types of collocation combining different form class words. In a text sometime it tries to keep one particular word or element dominant which can create a psychological effect in the mind of readers. This is called 'foregrounding'. The proper use phrases and choice of words by the writer contributes to a proper 'diction'. The arrangement of words should be appropriate in order to create a perfect sentence. Thus the 'syntax' must be proper. Diction and syntax are the two important stylistic elements in which one can't exclude while writing. 'Tone' is described as whether the text is formal or informal or tells what emotion does the writer has. Sometimes the tone can create the same emotion of writer to that in the mind of reader. Certain elements in a text can be a clear cut indication of future events. This is called foreshadowing. Foreshadowing certain ideas through advertisements make the people think. Foreshadowing drops a hint, indicating certain future events. 'Neologism' can be defined as the coinage new words. It can be created from any existing words or it can be an entirely new word. The use of rhyme in a text can make it attractive and interesting to read. The repetition of words or sounds at the end of sentences is

called a 'rhyme'. 'Theme' and 'symbols' contribute to the meaning of a language. Theme can be imparted through symbols.

Thus these elements play a decisive role in creating different levels of meaning. As advertisements need to persuade and attract people they use these elements innovatively. Amul is a most famous and celebrated diary brand in India. While considering their print advertisements, the proper use of these stylistic elements can be traced. This study reads the stylistic elements used in Amul advertisements.

Stylistics is an interesting branch of study and it is significant in this era. The language used in advertisements seems to be a better material for understanding the stylistic elements. As the advertisements are rich in word plays and new ideological innovations in language, one can explore new elements of stylistics through it. Of all other print advertisements, Amul's advertising method is unique. Amul addresses current issues through their advertising campaign. Amul creates alluring phrases and coinages which seem to be an interesting area of study. One can study stylistic elements by analysing the language used in Amul advertisements. The unique style of Amul advertisements can be one reason for the success of Amul. This study is significant as it provides the knowledge about style in language and one can apply it while writing.

The objectives of this study is to examine the stylistic elements and their application by analysing the print advertisements of Amul. This study also helps to prove that Amul advertisements are unique in their language and themes and to state that Amul advertising creates

social awareness and addresses current issues. The study also gives ideas to learn how advertisements can persuade people through language.

Amul advertisements are rich in word plays and stylistic elements. The proper employment of words, images and symbols and a unique language style made them popular in the field of advertising. Amul creates social awareness through their advertisements. Amul advertisements address relevant and controversial issues in the society through their advertisements.

There are different kinds of advertisements that we are familiar with, but Amul advertisements are relevant and significant for a linguistic study. Amul advertisements arrange the elements of advertising in an aesthetic manner and it has the capacity to attract the people. This study explores how advertisements can persuade people through innovative word play. This study gives an insight into the innovative and creative writing in the field of advertising. As there were time constraints, this study included the analysis of only ten print advertisements of Amul.

People conducted many researches and studies regarding themes, context, humour and language of Amul advertisement. But there are no studies available based on the elements of

stylistics used in Amul advertisements. The part other than the stylistic analysis, took information from various sources. Some of the relevant articles and studies that were encountered while studying in this topic are mentioned below:

The book titled '*Stylistics*' which was authored by Peter Verdonk gives a detailed account on the aspects of stylistics. Radhika Mamidi, a research scholar in IIIT Hyderabad conducted a study titled *Context and Humour: Understanding Amul advertisements of India*. It includes general detailing and study of language and themes used in Amul advertisements. *Mass Communication: Principles and Concepts* authored by Seema Hasan gives a detailed knowledge on advertising and its principles. It is useful to know about different aspects of advertising. *Transformational Journey of Amul: A Case Study* conducted by Srirang K Jha and Tanya Gupta explores the detail history and journey of Amul as a popular dairy brand. *The Story of the Amul Girl, India's Ad Icon Who Was Ahead of Her Time*, an article published by Tim Nudd explores the story of Amul girl.

Amul's website provides great details about their origin and development at every phase. Amul Hits: Amul –The Taste of India, which is available in Amul's website provides images of all Amul advertisements that has been published.

Chapter-2

The Story of Amul and the Stylistic Analysis of its Advertisements

Anand Milk Union Limited (AMUL) was established on 14th December 1946 as a retort to the exploitation of marginalized milk producers by the traders and agents in small cities. Amul incited the White Revolution in India. The establishment of Amul can be considered as a counter blast to the monopoly created by the Polson Dairy with the support of government. Polson Dairy collected milk from Kaira for cheap rates and supplied it for higher prices in Mumbai. Milk contractors also hauled a large portion of profit. Polson Dairy began to flourish. This unfair trade practices raged the farmers of Kaira. Under the leadership a local farmer named ‘Tribhuvandas K .Patel’, the farmers made conversation with Sardar Vallabhai Patel, the Iron Man of India. Under his directions they formed a cooperative named Kaira District Cooperative Milk Producer’s Union. Thus the farmers supplied milk directly to the Bombay Milk Scheme and halted the exploitation made by Polson. Other than Tribhuvanas K Patel, Dr Varghese Kurien with H.M.Dalaya also created and headed the cooperative. Dr Varghese Kurien, the father of White Revolution in India is regarded as the true architect of Amul. The objective of the cooperative was to provide an efficient marketing environment and facilities for the milk producers of the district.

“Amul has epitomized how a cooperative society can transform the quality of life of its core stakeholders while staying highly profitable and ahead of competitors including some of the top MNCs operating in the country”.(Jha and Gupta,10)

Amul was introduced as a brand by the Kaira Union in order to market their products. Since then, Amul as a cooperative brand began its journey as the 'Taste of India'. Amul is managed by a cooperative body named Gujarat Co-operative Milk

Marketing Federation Limited (GCMMF). Amul has its headquarters at Anand, Gujarat.

R.S.Sodhi is the CEO of Amul since June 30, 2010. Amul directly connected the milk producers with consumers and protected the farmers from the scams of middlemen.

Every enterprise needs promotion to reach out to the public. Advertising is the one and only method to make people aware of the availability of the product in the market. Amul's ad campaign began in the year 1966. Amul gave the task of their advertising to an agency named Advertising and Sales Promotion Agency. Amul appointed Sylvester Da Cunha, the managing director of the advertising agency to sketch an ad campaign for Amul butter. Relating to the everyday issues, Da Cunha designed the campaign with topical ads. It has also earned a Guinness World Record for longest running ad campaign in the world.

Amul- 'The Taste of India', this tagline has an overwhelming power. This came into being in 1994 and was created by Shri Kanon Krishna of Advertising and Sales Promotion Agency. We behold the phrase 'Utterly Butterly Delicious' with some sort of scepticism because it is ungrammatical. But it has drawn the attention of a large population. The new coinages gave Amul an alluring strength in their advertising. Da Cunha's wife Nisha DaCunha coined this phrase.

India's most significant ad icon Amul girl was created in the year 1966. Amul girl was created to backlash Polson's butter-girl. The ad agency was not satisfied with the 712 photos of babies that they photographed for the purpose of advertising. They took an instant interest in Tharoor's (Chandran Tharoor a journalist and also father of Shashi Tharoor) baby girl Shoba. Thus she suited the face of Amul girl. The managing and art director of DaCunha communications, Eustace Fernandes designed the Amul girl. The red polka dress, blue hair and chubby cheeks are the features of Amul girl. Eustace Fernandes also designed the logo for Amul including the Amul girl in it. Amul girl has been doing her unique job since 1966. Amul began to spread social awareness through the perspectives of Amul girl. Amul girl became a beloved icon in the minds of a large population. The issues addressed by Amul girl created a huge impact in the minds of people. Amul girl became representative of strong women in society as she addresses serious events through advertisements.

Priya Shirali, a branding and communication professional, in her article titled "International Women's Day: What Amul Girl taught me" states about Amul girl that;

"As a representative of the female gender, she embodies qualities I would wish for every woman: an everlasting and timeless appeal that transcends age, cultures and boundaries; an innate intelligence to look beneath the glitter and the obvious for some empathetic truths; the courage to speak your mind, and the ability to move with the times while retaining your core characteristics".

A Stylistic Reading of Selected Amul Advertisements can be explained as “Style is indeed a distinctive way of using language for some purpose and some effect.....In making a stylistic analysis we are not so much focused on every form and structure in a text, as on those which stand out in it.” (Verdonk , 5)

Stylistics deals with the study of style in language. The twentieth century witnessed the development of stylistics. Stylistics can be applied equally in literature, prose, speeches and advertisements to analyse how certain elements of stylistics contribute to the overall meaning. Amul advertisements follow a distinctive language style. This study is an attempt to read the Amul advertisements through the lens of stylistics. Regarding the important social events that Amul addressed, eight Amul advertisements have been selected for the analysis.

The creation of Amul girl was a turning point in the history of Amul. Amul girl is considered as an ad-mascot. The presentation of advertisements through the perspective of that little girl persuaded a large number of people. The first billboard of Amul pictured the cute little Amul girl praying to God. Amul girl in pink frock and blue hair that tied half pony, kneeling and praying to god with her one eye closed, seized the mind of people. Her first advertisement set out the product as ‘Utterly Butterly Delicious’. ‘Give us this day our daily bread: with Amul Butter’- this earnest plea to God by Amul girl could be the strongest persuasion that made people buy the product.

The tone of the advertisement is imperative. It takes the point of view of a child. There is also an image of Amul butter. The structure of the phrase 'Utterly Butterly Delicious' can be studied in terms of the stylistic element called under lexicalization. The word Butterly is actually an inaccurate usage. But the meaning of the word can be realized in terms of the morpheme ' -ly' rather than its grammatical construction. The word play in this phrase attracted a wide range of people.

Thus Amul's first advertisement was a hit. Later on, there was a confusion regarding the theme and content for advertisement thus the agency began to refer current events and social issues. Amul's ad campaign with topical ads thus became a success.

In 1979, the government under the Prime Minister Morarji Desai established the Mandal Commission Report or Socially and Educationally Backward Classes Commission (SEBC). Through this they intended to identify the socially and educationally backward classes of India. It was headed by B.P.Mandal. Thus Other Backward Classes which constitute 52% of India's population was identified. In 1980 the commission's report recommended to grant reservations up to 27% of jobs under public sector for OBC or Other Backward Classes. In 1980 it submitted its report regarding their findings, observations and strategies used to identify the backward classes. After the fall of government under Morarji Desai, followings Congress governments were not willing to implement the

Report. After 10 years it was accepted by the government under V.P.Singh. But unfortunately the Supreme Court issued a stay on this Report. At last it was implemented in 1992.

Amul picked up the issue and used in its upcoming advertisement with its slogan “Caste no bar, Class no bar, Amul bar bar”. This Advertisement too came out in the year 1992. Their slogan that reads “Caste no bar, Class no bar, Amul bar bar” depicts the idea that neither castes nor social classes are the markers of any superiority or inferiority. It hints that this advertisement stands for all and Amul butter is the most demanded food product consumed by all people without any discrimination. This ideology is evident from the text on the bottom right of the advertisement which reads

“Amul Butter Every Mandla’s Choice”. This simply states that neither caste nor class is a barrier for enjoying the taste of food.

The advertisement pictures seven people indicating different castes standing together and having bread toasted with Amul butter. The first one is a man who dressed in a suite which symbolizes the elite class or high class person. Next to him is a Brahmin whose caste is symbolized by the string he worn across his body. Next to him is a lady probably his wife. Then there is a poor man and his wife. There are also two more women behind these people. The tone of advertisement is assertive as it asserts that there is no discrimination to have tasty food and everyone without any regards to caste and class prefers Amul. The advertisement used rhyme in the slogan by repeating the word ‘bar’. The word ‘bar’ can be considered as a foregrounding

element. The theme of unity is propagated through this advertisement. It addressed the people of India.

Leaded fuels can cause harm to the people and the environment. The World Health Organization regarded lead as a toxic substance which is harmful to young children. The smoke from the vehicles which use leaded petrol creates pollution. The United Nations Environment Programme (UNEP) also made a global estimate regarding the benefits of unleaded petrol. India took an early initiative to use unleaded petrol in 1994. Low-leaded petrol was introduced initially in cities like Madras, Delhi, Calcutta and Mumbai in 1994 and unleaded petrol was introduced in 1995. Thus, entire country began to use unleaded petrol and leaded petrol was banned in Delhi in 1997.

Amul released an advertising to address this event in the year 1994. It highlighted the importance of preserving earthly resources and maintaining a healthy life free from pollution and harmful gases. The symbolic representation of the Amul girl who stands in favor of using unleaded petrol can be seen in this advertisement. The harmful effects that can be caused by the release of poisonous gases to our atmosphere by the overuse of leaded petrol can be foreshadowed in this advertisement. The syntax seems to be twisted with the usage of phrase "Less Harm Fuel" but it can easily convey the message. The advertisement follows a formal tone as it is addressing a serious issue. 'You can't 'lead' it be', the word 'lead' in this sentence is a

homonym as it creates two meaning. Thus through this advertisement Amul created social awareness as well as the promotion of their product.

Ashutosh Gowariker's movie 'Swades: We, the people' which was released on 17th December 2004 received many critical acclaims. This was a Bollywood drama film which starred Shah Rukh Khan, Gayatri Joshi and Kishori Ballal. Swades was an experiment movie with 'grassroots realism' (involves local problems through addressing a community). Though this film was a commercial failure at the box-office, it received many awards.

This movie had been an influence for Amul to promote their products using advertisement based on film. Amul had already started using popular Indian movies for promotion of their brand. They have used more than 50 movies in the promotion process including movies like PK, Swades and Pushpa. The movie Swades tells the story of an Indian NRI who is settled in U.S, who returns to India to take his nanny with him. But, he stays back to help the people of his nanny's village to uplift themselves.

In this advertisement there is one slogan and one phrase. The slogan 'Amul Eaten by We the People' as it is ambiguous here comes two interpretations. First of all the term 'We the People' is taken from the movie in which the hero uses the term for uniting the people of the village. Thus it made a reference to the movie. Second one is that the people in India prefer Amul over all other dairy brands, proving Amul a place of prominence among the entire dairy

industry of India. 'We the People' may have been used to show the unity among Indian people who consume Amul products. That idea has been foregrounded in the slogan.

The phrase 'Swad Dish' at the top-right side in the advertisement is most attractive element. Collocation can be found in the term 'Swad Dish' used in the advertisement. 'Swadish' is a Hindi word which means 'tasty'. In connection with the title of the movie, they just divided the word into two separate words and juxtaposed in order create new meanings. The title of the movie 'Swades' means 'Homeland' and the word 'Swadish' means 'tasty'. By the new coinage 'Swad Dish' Amul meant 'Taste of their homeland'. It implies the meaning that the product manufactured from one's own land is the most delicious one. Amul through their use of alluring coinages promoted their tasty and delicious products. The entire text in the advertisement, when we read together 'Swad Dish Amul Eaten by We the people' gives the sense that tasty and delicious Amul is preferred and eaten people of India.

The advertisement also shows a picture of three men riding on a bike, each having a slice of bread in their hand probably toasted with Amul butter. This put forth the idea of preference over Amul products. The tone used by Amul in this advertisement when they say 'Amul Eaten by We the People' is assertive in which the brand conveys the message or idea that Amul is the most preferred dairy brand in India.

Chapter 3

Amul: Influenced Incidents

On 16th December 2012, India witnessed a heartbreaking incident, commonly known as Nirbhaya Case. This case involved gang rape and murder of a 22 year old girl. She was brutally raped by 6 members while she was travelling in a private bus with her friend. No medicine saved her from death. She died on 29th December.

This incident brought about massive national and International coverage. People held strikes and protests against the government for not providing enough protection for women. This incident deeply plunged into the minds of people. Nirbhaya was the name given to the girl since the Indian law does not allow the publication of the name of victims. Nirbhaya means 'fearless'. All the criminals were arrested.

Amul addressed this incident through their advertisement with the wordings "Please remember, Its Mother India!" This advertisement consist the images of Amul girl and two other women by her in Indian clothes. This advertisement was eye opener to Indian society and the words in it contain strong meaning and tone. The brilliant use of punctuation marks such as comma and exclamation mark adds an extra effect to the meaning of the sentence. The sentence ends with an exclamation mark which suggests that it is a warning. The tone of the advertisement is formal and strong as it is addressing the most serious issue. The diction of the sentence suggests multiple tones of warning, request and fear. At the bottom of this advertisement there is a phrase in Hindi that reads "Nirbhaya bano". It means 'Be fearless'. Amul girl and other two

ladies in the advertisement represent strong fearless women. This advertisement is presented through the point of view of Amul girl, this adds more strength to advertisement.

‘ Paks A Punch!’ Amul released a striking advertisement on 30th September 2016. Pakistani terrorists were preparing to set their foot in India through Pakistan occupied Kashmir. India set forth surgical strikes across the Line of Control (India-Pakistan military control line located in Kashmir) on the infiltrating night of September 28 and 29. The strike was a counterblast to Uri attack made by Pakistan. Amul celebrated this event and launched an advertisement. The advertisement titled ‘Surigical Strikes’ is in green font highlighting the word Uri in blue color. The word ‘Surigical’ was their new coinage through ‘neologism’. The letter ‘i’ is added in the word ‘surgical’ and lengthened the word to create new meanings. This coinage was to highlight the word Uri and to impart that the Uri attack made by Pakistan was avenged through India’s surgical strikes. Neologism can also be found in the expression ‘Paks A Punch’. The syntax in terms of cohesion in this expression makes the sense that Pakistan received a rebuff through surgical strikes. The Amul girl’s point of view is presented through the advertisement. The images of Amul girl wearing the army uniform and holding gun adds strength to advertisement. The advertisement sustains a heroic tone and generates a sense of nationalism in the mind of people.

Amul released an advertisement emphasizing the mesmerizing achievement in constructing India's monumental statue of Sardar Vallabhai Patel. This construction reinstated the glory of India to an extent. The advertisement was released in the year 2018, the year in which the statue was inaugurated by Prime Minister Narendra Modi. This statue is considered as the world's highest statue. This advertisement disseminates about the great achievement of India all over the world.

The tone of the advertisement is formal. The title Monumentall Achievement gives multiple meaning. The word 'Monumentall' is a new coinage by blending the words 'Monument' and 'Tall'. This is called 'portmanteau neologism'. Two words are blended together to form a new word. Amul's new coinage 'Monumentall' gives the meaning, 'tall monument' that is world's highest monument of Sardar Vallabhai Patel. It also gives the sense that it is a great achievement for India. Amul thus supported and propagated each and every achievement of India.

Amul- "For towering personalities" this line at the bottom right corner of the advertisement gives a sense of inspiration and strength. It is a metaphor of aspiring personalities who strive hard to attain their goals. It also gives the sense that Amul provides strength for towering personalities. The image of Amul girl appreciating the engineer can also be seen in the advertisement.

Raghav Chadha a member of parliament put forth a statement in his tweet; “In reply to my question in Rajya Sabha, Central Government conceded that the prices of petrol and diesel have been hiked 78 times and 76 times respectively in the last year. This is a clear cut confession by the Government of looting the common man”.

The Indian Government increased the price of petrol and diesel in the year 2021. For majority of the Indian people it is not an affordable price. The price of petrol was increased to Rs. 94.49/-. The price of diesel was hiked up to Rs.86.67/-.

Amul released an advertisement regarding this issue. The advertisement titles ‘Painfuel Increase!’ attracted the people. It ends with an exclamation indicating the seriousness of the issue. The word ‘painfuel’ is a neologism from the words ‘pain’ and ‘fuel’. Thus the title ‘Painfuel Increase’ gives the sense of deplorable condition of the people who can’t afford the price. For the people of India it is a painful situation. There is also a sub text which reads ‘Amul-Affordable taste!’. Through this they promoted their brand. This exclamatory remark urges the people to buy the product. The products of Amul are affordable to all people. It is the one which every people prefer.

The advertisement is presented in the point of view of Amul girl. Amul girl charging her car with a sorrowful face has been shown in the advertisement. There is a piece of bread toasted with Amul butter in the hands of Amul girl. The tone of the advertisement is informal and sad. Amul created awareness regarding current issues as well they brilliantly promoted their brand.

Covid-19 locked the people in their homes. It is hard to forget the lockdown days. Corona virus (Covid-19) which is caused by the SARS-CoV-2 virus infected people worldwide. It was a herculean task for medical experts to invent vaccine for this pandemic. Social distancing, Mask, Sanitizer became an important concern. Day by day the death rate increased. The people across the globe struggled a lot. The economy of many countries went down due to this deplorable condition. The people hesitated to step outside even to buy things for their basic needs.

Amul addressed this condition through their advertisement when the government announced the nationwide lockdown for 21 days from 25th March 2019. 'Stay healthy. Not hungry' this was the slogan put forwarded by Amul. It conveys the message to people that to stay safe at home and not hungry. Amul is ready to initiate and provide their food services even during the pandemic. Amul gave the assurance of healthy food products even at rough times. 'Lockdown in bread!' the text at the bottom right corner suggests the preference of low cost healthy food. Though the phrase is not acceptable grammatically, it is able to understand the essence of the text. This Covid special Amul advertisement features Amul girl holding bread toasted with Amul butter. She stands as a representative of covid society who is strictly warned to stay at home in order to safeguard their lives from the wide spreading fatal pandemic. Amul girl is standing in the balcony and observing the calm world. The tone of the advertisement is quiet and serious.

Many medical institutions began their research and developed vaccination for the monstrous virus. Amul launched an advertisement supporting the invention of vaccine. The advertisement titled 'Vaxteenation Drive!' intended to disseminate awareness among the people about the vaccine. Covaxin was available for the children of 15-18 years. Amul derived the word 'Vaxteenation' in order to impart the information that vaccination is available for teenage children. The word Vaxteenation can be understood in terms of morphemes. Thus under lexicalization can be found in this derivation. There is also another text at bottom which writes 'Amul- For All Ages!'. Amul is for all ages, everybody can afford Amul. There is also an image of amul girl in medical suite, wearing mask giving vaccination to a boy. Thus they propagated their products through unique means.

Amul selects suitable contexts and uses excellent word play in their advertisements. Through their advertisements they try to create social awareness as well to promote their product. Every Amul advertisements are presented through the point of view of the Amul girl. The promotion of their product through the vision a little girl represents strength of a girl child. In a society where female feticides were encouraged, choosing a girl child as an ad icon is truly an inspiration. Amul blends words and create new ones according the context. In many contexts Amul blends words from Hindi and English. Amul derive new words and phrases in order impart the information in an attractive manner. This technique helps promotion in many ways. There is a piece of bread toasted with Amul butter in every advertisement. Amul tries to foreground many

aspects through their alluring phrases and symbols. As a company which was established to protect the farmers, Amul always sold their products at affordable price.

Since 1946, Amul has been doing its unique job. It reflects Indian society and events through its advertisements. Amul propagated specific topics in different eras. The billboards of 1960s and 1970s picked up hartals, emergency and monsoon. The billboards of 1980s mid 90s picked up topics such as liberalization and the shift in politics. The first advertisement of Amul was just like that of other advertisements. But later we saw shift in their use of their language and themes. It brought out success to company. They began to address many relevant issues. One can easily find out the chain of events happened in the Indian society. Amul advertisements contain a specific demarcation regarding its theme, style, point of view and other sociolinguistic factors. The simplicity, readability and social transparency mark the uniqueness of Amul advertisement.

The Amulian advertising language is different or is much more evolved as compared to other companies in the same industry. As opposed to others, Amulian advertising employs catchy phrases which they derive from those topics that have a social relevance at that period of time. The themes chosen by Amul are such that they can employ them to market their products.

For example; The rise in fuel prices was such a theme that Amul used to market their products which was a socially relevant theme and one that helped Amul to criticize the government norm or the bill that was passed to increase the prices of fuels and to promote their brand using that theme.

Compared to other advertisements of any other brands, Amul advertisements always try to make keep in touch with the local touch. It is trusted by all levels of society, which has been built over decades based on quality and a local focus. Pithy lines and catchy phrases are the trademark of Amul advertisements. To understand why advertisements are written in a particular way, it is essential to apply the concepts of sociolinguistics. Sociolinguistics is concerned with the relationship between the language and the society which explains why different discourse patterns are used in different social contexts. The language used in Amul advertisements is really connected with the society and a tone of advice can be seen here. Interactive tone used in Amul advertisements signifies its social commitment towards the society.

Conclusion

Amul has become wildly popular iconic brand through their advertisements. There was a social concern other than business intentions, present in Amul advertisements. This study 'A Stylistic Reading of Selected Amul Advertisements' has been conducted by analysing the stylistic elements in certain Amul advertisements that were released in different years by the company to show the different aspects of their advertising and how Amul stands unique in the field of advertising. This also unfolds some facts about advertising and its persuasive effect. One can know about the elements that an advertisement incorporates and how it is aesthetically arranged.

“Advertising is itself a ‘multiplexing’ form that absorbs and fuses a variety of symbolic practices and discourses. The substance and images woven into advertising messages are appropriated and distilled from an unbounded range of cultural references. Advertising borrows its ideas, its language and its visual representations from literature and design, from other media content and forms, from history and the future, and from its own experience; then it artfully recombines them around the theme of consumption. (qtd.in Sinha, et.al. 129)

As mentioned above in the statement, advertising not only impart the information about their product but also absorbs and fuses the elements of culture and variety of discourses. Advertisements try to borrow the ideas and language from literature. Amul advertisements are best example in the context of multiplexing. In the case of Amul advertisements one can trace

the linguistic, stylistic elements and cultural references. It is evident from this study that Amul advertisements follow a unique language and theme. Amul is able to draw the attention of people through innovative wordplays or pun. A brand which was popular only in Gujarat initially, gained fame all over the country mainly due to its differentiated style of advertising. It shows that how advertisements play an important role in the development of a brand or a company.

Through this study one can analyse the common elements in every Amul advertisements and the changes in presentation and language from first to the latest. This study finds that Amul advertisements won't keep Amul girl apart from their advertisements. They present each advertisement in the point of view of Amul girl by giving her different characters according to the theme they address. It is found that the abundant word plays and incorporation of different stylistic elements contributed to the overall success of Amul advertisements. This study also observes that Amul combines Hindi and English and forms a new language which can be called 'Hinglish'. Amulian language is attractive and easily understandable for the Indian people as it reflects and addresses Indian society. It is also observed that, rather than existing as an ordinary advertisement Amul structured its content to criticize the evils in the society and to aware people about the current events.

Moreover this study suggests that while studying the stylistic elements in Amul advertisements one can also analyse different elements and aspects regarding advertisements. An advertisement consists of seven major elements. Headline, slogan, image, logo, body text, call to

action and illustration – these are the elements incorporated in an advertisement. It is evident that the Amul advertisements are the best of all in incorporating these elements in a balanced manner. Usually Amul does not include body text in their advertisements. Body text elaborates or gives a note upon the headline in two or three sentences. Instead of using body texts Amul tried to add strength to their advertisements through catchy phrases and headlines. There is no need for a body text. Every advertisement is meant to persuade people. As in the case of Amul it is more alluring. Seema Hasan in her book titled '*Mass Communication – Principles and Concepts*' states about formula followed by advertisements in order to persuade people.

“Advertising works largely through appeal of emotions of envy, fear, anxiety, about one’s appearance and lack of status. It is widely assumed that advertising works if the AIDCA formulas are followed. The formula sums up the principles of advertising. The name of the formula is derived from the initial letters of the words; Attention, Interest, Desire, Conviction, and Action.” (476)

An advertisement must grab the *attention* of the people. It should arouse *interest* in the minds of people. That interest should later become the *desire* to buy the product. That desire to buy the product make creates belief in the minds of the people and they are *convinced* to buy it. At last they ‘buy the product’. This is the major principle followed by every advertising company. Amul advertisements successfully confiscated the minds of people through this principle. One can also understand how Amul make this principle practical. Amul girl is the most persuasive tool that Amul use in their advertisements. The innocent face of little Amul girl is

coercive enough to persuade the people. This study reveals presentation of Amul girl in various discourses. Amul girl take various faces according to the theme and concept. Amul girl with her witty and humorous one liner, comments on all relevant issues and has become a powerful voice on commenting on all issues such as politics, consumers, sports, film and current affairs. Moreover, the tagline of Amul, 'The Taste of India' touches the minds of Indians. The tagline shows the authority of Amul in India. Every Amul advertisement leaves a minute for the people to think. The pun in Amul ads is not complicated but interesting and it enables one to think on the theme that it is presenting.

This project analyses ten print advertisements of Amul. It tried to involve earlier advertisements to the latest of Amul. It also provides essential details about each stylistic element and their usages in Amul advertisements. The introductory chapter gives a detailed definition on each stylistic element. Thus it is easy to understand the use of elements of stylistics present in the selected Amul advertisements.

It is evident from this study that the first advertisement of didn't use any word plays or coinages other than the slogan 'Utterly Butterly Delicious'. The initial advertisement was like a prayer to God by Amul girl. Later on Amul decided to move on with adding social issues in their advertisements. It was a turning point in their way to success. Then considering the other advertisements that are chosen for this study it is evident that there is something new to find regarding the stylistic aspects of advertisements. For the purpose of stylistic analysis, the selection of advertisements is specific. It has been chosen according to the specialty, seriousness

and on the basis of stylistic elements they used. The rhythm and rhyme used in the advertisements of Amul creates an appealing effect to a great extent. Through these selected advertisements that are analysed, it shows the progress of Amul advertisements over the years and what exactly has led to its grand success in today's context. This project also identifies that the type of problems that Amul advertisements addressed has been changing according to the era. It finds how Amul created portmanteaus or blends using two different languages.

“Advertisers in India, including Amul, use bilingual techniques to relate to the modern Indian. The advertisement expects the audience to be up-to-date with the latest happening in the world. The relation between its popularity and the complex processing needs are indirectly linked”. (Mamidi,13)

Nobody can find any advertisements that are up-to-date concerning the society and addressing the social issue. As the hypothesis suggests, Amul advertisements are rich in word plays and stylistic elements. Amul creates social awareness and it addresses relevant and controversial issues in the society through their advertisements. The proper employment of words, images, and symbols and a unique language style made them popular in the field of advertising. Amul advertisements do not confuse the people with their coinages. It will make the people think creatively. Amul advertisements add on to creativity. It is unique in a way that this method of advertising is rare. The comparison study on the language of Amul advertisements with the advertisements of other dairy companies suggests that Amulian language and Amulian style is different and unique.

This project concerned the stylistic aspects of Amul advertisements and its aesthetic arrangement. Amul incorporates certain elements of stylistic in a balanced way. The contextual knowledge used in Amul advertisements acts as link between the text and the event that can be seen in the advertisements. The adoption of relevant social themes has been Amul's language of conversing with the consumers over these years.

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