

The Role of Multifaceted excellence of Web-Content in Transforming Business

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Abstract

This article studies the versatile aspect of the web-content of a website to discover the marketing techniques used for advertising and brand-building of the company. Website content comes with full-fledged marketing apparatus presently and it is incredibly potential to communicate with wider audience. It provides detailed information of brands, products and other related services to the audience. Websites of commercial organizations like Hero MotoCorp Ltd are the sites where one can find the best instances of linguistic persuasion. This paper presents an inclusive study of the type of language used in web-content of Hero MotoCorp Ltd using a multi-model approach which includes Discourse Historical Approach, Approach- Avoidance Model and Linguistic Investigation.

Keywords: DHA; stylistics studies; advertisement; persuasion; web-content analysis

Introduction

Advertising is a way of communication and a medium to share information with customers. The fundamental function of advertising is to persuade people for buying decision. Advertising is meant for seizing the attention of probable customers about the products and services. It has been an overriding apparatus to promote commodities and goods for masses of people. Companies use various technologies to reach out the customers. Digital media as a potential device like websites, SMNs, online communities, search engines etc are applied by marketers with assistance of internet and mobile technology. There are a number of tools available that supports companies to achieve their marketing aspirations proficiently. Websites are prevailing marketing tools, as it not only assists in providing information but also helps in improving business image of a company.

A company uses promotional activity through websites by displaying detailed descriptions of products and services. Customers are being educated by websites with product's expertise,

availability, and offers. Although there are various options available for advertising the product on digital platforms but not all of them are as effective as content marketing. People generally block the pop-up ads, spam and they often skip the ads when streaming an online show. So business bodies concentrate on content marketing for advertising purposes. By creating a good content for their website one can obtain accomplishment in business, increase sales, improve brand, and expand extra exposure to the company. With the use of Internet, digital marketing provides a modified and personalized communication between marketer and customers. In order to know the detailed information about the product people often visits the official websites, they want to make sure that they will get the best product and better deal. The aim of this paper is to research various strategies used in the web-content of a company. The researcher tries to find the answers of the following research questions:

1. How have various persuasive strategies been used in the web-content of the company?
2. What are the varied approaches a company implements for marketing and sales promotion through their websites.
3. What are the discourse features a company uses to persuade the customer?

The study humbly strives for the potential characteristics of websites in the field of marketing. The study will be advantageous in the field of persuasive content creation and digital advertisement.

Review of Literature:

A variety of work has been done in the field of advertisements, communication and digital marketing. Many researchers have analyzed web- content for different perspectives. While there has been much research on web-content, few researches have been taken ‘Persuasion’ into consideration. Many recent studies have focused on advertisement via digital platforms such as social media networks, twitter trending, and search engine optimization etc. But the limitation of all these reviews is that they unnoticed website as a full- fledged marketing apparatus.

Fang Liu (2012) *A Study of Principle of Conversation in Advertising Language* is based on Grice’s Cooperative Principle on the analyses of advertisements. The study suggests best way to creates excellent advertisement and also discusses the existing problems in the advertisement.

Verstraten, Romy (2015) “*The effect of advertising credibility: could it change consumers’ attitude and purchase intentions?*” analyzed 100 respondents on an online survey and concludes that brand oriented advertisements are more effective in creating the perception of a trustworthy, authentic and affirmable brand.

Nystrom Anna and Mickelsson Jacob (2019) *Digital Advertising as Service: Introducing Contextually Embedded selling* critically examines the interactive and persuasive nature of digital media. The paper puts emphasis on contextually embedded selling and shows how it is coherent with regard to theme, place, and time.

Phua, Joe. (2019) *E-Cigarette Marketing on Social Networking Sites: Effects on Attitudes, Behavioral Control, Intention to Quit and Self-Efficacy* studies three types of e- cigarette marketing: sponsored ads, brand pages, user- created groups. All three marketing ads are on social networking sites.

Centinurk, N. (2020) *The Concept and Strategy of “overmarketing” in the digital communication era* analyzes the goals of marketing professionals, their advertising campaign and effective media plan. The paper stresses the fact of overmarketing strategies and aggressive marketing campaigns.

With the above reviews we can understand that digital marketing gives amazing results for business as compared to the traditional way of marketing. Digital marketing tools assist in achieving greater results. Growth in this field has changed the market dynamics completely. But we cannot deny the fact that customers hardly believe random information available in the internet. Customers are more empowered and vigilant today, and they have apprehensions of these sources. When it comes to spend money, customers usually do their own research. For their queries, they want to rely on trustworthy source to get the information. Websites come as a strong reliable source to know about companies and products. So in this case, web- content of any organization serves the purpose of marketing, advertising and effective persuasion of masses of people.

My argument in this paper is that by creating persuasive web-content for websites, companies achieve phenomenal results. Through persuasive writing, companies influence the customers to believe in their opinion. So in this paper, I explore the web-content of Hero MotoCorp Pvt. Ltd. to enquire techniques of persuasion with other marketing techniques by applying a multi-model approach. The findings will be valuable in creating effective content for websites.

Methodology:

Discourse Historical Approach (DHA):

The DHA model is a problem oriented and interdisciplinary in nature which involves theory, methods, methodology, research practices, and its application. Wodak advocates five discursive strategies namely Nomination, Predication, Argumentation, Perspectivization, and Intensification/Mitigation which can be applied to create and analyze persuasive discourse. Various theories can be combined for better results as per the demands of the research objectives.

Nomination: This strategy helps in name and refers the content/ phenomena/object linguistically. A variety of noun phrases are used in the process of naming and identification of social actors.

Predication: Predication strategy assists us analyze the associated characteristics in named agent. Positive and negative traits can be recognized by analyzing how adjectives, relative clause, prepositional phrases, conjunctive clause, infinitive clause are pertaining in the content.

Argumentation: Through this strategy we can figure out whether claims in the content are morally right and justifiable. The texts of argumentation support the central idea, action and offers that a company provides to their customers.

Perspectivization: It reveals the motive behind the content. We could find the purpose of the content by analyzing devices like discourse marker, animating prosody, direct/indirect speech, etc.

Intensification/ Mitigation: As the name suggests, it explores whether text is intensified or mitigated by pondering about its deontic status (Reisigl and Wodak 2009).

Stylistics studies: By the help of stylistics studies graphological, syntactic, and lexico- semantic features are identified. A very common example of graphological feature is punctuation marks which are used to create stylistic effects. Sometimes, one may use certain words to bring power and prominence by placing it in the form of italics, capital letters, underlining, and so on. Syntactic feature are those which help in creating exceptional upshot with their highest or perceptible consistency. Style markers are considered being a prominent feature in the stylistic studies, such as pre and post modifiers are studied for phrases. Tenses, mood, and aspects are detectable things for the study. Specific features of stylistic use of words will give denotative, connotative, collocative, affective, thematic or stylistic meanings based on writer's thought are lexico- semantic features. These words are helpful in recognizing the context of a text, its genre, the purpose of communication and the social context.

Data: Analysis and Interpretation

Hero Motocorp Ltd. is an Indian motorcycle and two-wheeler company, the largest two-wheeler manufacturer in the world and also in India. The company has 46% of market share in two-wheeler category. Formerly Hero Motocorp was Hero Honda, achieved the rank 108th in Forbes list of 200 World's Most Respected brand in 2006. Hero Honda started in 1984 as a joint venture between Hero cycles of India and Honda of Japan. In 2010 the joint venture terminated and name of the company was changed in 2011 from Hero Honda Motors limited to Hero Moto Corp Limited. On 31 March 2013, the market capitalization of the company was 308 billion rupees ("Hero MotoCorp Pvt. Ltd.").

Analysis of Text-1 "About the Company":

By applying the five discursive strategies of DHA approach, we can examine the data. We examine the web-content of the company's 'About us' segment which specifically designed to enlighten the customers regarding the company. This segment is dedicated to manifest the vision, aims, and values of the company and by sharing these details a company establishes reliability and trustworthiness among customers.

Nomination: ‘Be the future of mobility’ this is a caption of *our vision* section of website. The company claims their inventions and prescience by make use of this caption. *Our mission* is represented in three parts – Create, Collaborate, and inspire followed by their illustrations. In this section verbs are used as nominative devices to explain the aims of the company in an effectual way. Each verb further explains its key features i.e. create stands for creating the best product establishes a standard example for the other. Collaborate highlights the strength of teamwork and cooperation of the company. Inspire verb accompanies with caption, ‘move forward with purpose’ which clears the meaning that the company is steps ahead from others and inspiring in many ways. *Our values* is expressed by five titles – ‘passion’ which shows bold and best features by using Hindi word JOSH. ‘Integrity’ is meant for ethical conduct, the company adopts ethical behavior. Respect implies the gratitude towards everyone. Courage stands for the confidence to take risk for new ventures. Responsible comply with liable conduct for everybody and environment. The website uses simple word yet intriguing meaning so that everyone can get the message easily.

Prediction: our vision shows quality of positive elements by mentioning *be the future of mobility*. Here word mobility is used as allusion to bike or two- wheeler, which works as indirect reference of the two- wheeler industry. *Re- define mobility through the creation of mobility roadmap* is an example of implicit comparison from the product of Hero Motors to the other by the claim of creating the better outcomes with foolproof strategy. The next sentence, *set best practice and benchmarks for the industry* supports the former sentence to set the touchstone for this field by creating excellent products. In collaborative, both sentences are simple and easy to understand with careful selection of word Leverage and Exhibit teamwork reveals that the company has investment partners and teamwork that can manifest easily. Inspire describes by unembellished sentence along with phrasal verb *thrive on* which means to do well in any stage whether its local or global, entails the former two sentences. Passion impart collocation of company’s zeal with its line *we have the JOSH*. The Hindi word JOSH connotes enthusiastic behavior and warmth of zeal. Other sort of data such as integrity, respect, courage, and responsible are very simple yet connotes effective meaning.

Argumentation: the data from this about us section of the website claims their mission, values, and aim by mentioning appealing but simple assertions. One can find it relatable and formal; transparency can be seen throughout the declaration that is written there in the website of Hero-MotoCorp.

Perspectivization: The data provide ample information through their web-content. The purpose behind this is to build a rapport towards the customers. The company wants their customers to believe and trust in it. In order to provide relevant information about the company, they share their aims, vision, and values to connect their customers. As we know people search websites to look for clear information which are authentic and transparent. The data shows in About us section is easy to understand which facilitates the viewers in acquiring the right content. To persuade the customers the company not only shares their vision, mission, and values but also demonstrates how they are doing it with conviction. Our mission is characterized with three

features- create, collaborate, and inspire. The three features showcase the company as customer-oriented body with easy to communicate facility. It is very important persuasive skill company uses to convince the customers to take purchase decision. Our values promise the superior product, Integrity-a good and ethical behavior, Respect for everyone. The content claims the friendly department of the company which is designed to get more attention of the customers therefore it may results in good customer review.

Mitigation/ Intensification: The whole data has been given in the website in About us section is open and without any concealment. The honest and simple attributes are the strength of the company that works as illocutionary force. The content intensifies the positive prospects by addressing itself the future of mobility. Collaborative, inspire also works as intensifier and motivates the customers to go for this brand. The features given in the value section such as passion, integrity, and respect mitigates the negative probability.

Stylistic studies:

Syntactic features – all the sentences are in simple present tense, showing the aspect of present indefinite. *Our vision* uses the imperative mood *Be* in the caption *Be the future of mobility* that works as a command or request, here company might use it as motto. *Our mission* is expressed with action verb creates, adjective collaborative which modifies the feature of collaboration, and again verb inspire. Our mission illustrates grammatical category of mood by the above three headings. Further each heading gives direct factual statements about the company's mission. Create is elaborated with the caption *re-defines* which is a present indicative mood basically used to indicate the efforts company attempts to do for the advancement of product. The second attribute of mission is expressed on the teamwork and cooperation as key-feature of the company. Here customer's importance is prioritized with placing the verb co-creates in the content. The company together with their customers made a contribution for the betterment of environment and sustainability. The company gives preference to the ideas and suggestions of the customers. Our values consist with noun passion, integrity, respect, and courage which further explain different levels of certainty about the company.

Lexico-Semantic features: the data shows some specific features. The very first line of vision connotes that the company have the most advanced technology and potential to be the future of this field. Our mission uses words which have collocative meaning, that generally embark in recurrent use such as create, collaborative, inspire, while our value uses affective words like passion, integrity, courage, and responsible to express the distinctive attitudes of the company.

Cohesion and coherence: cohesion is the linguistic features that lead the readers to the execution of certain cognitive actions (Aghdam and Hadidi: 2015). Cataphoric reference *we* used in the value section. Three sentences of this section start with cataphoric reference *we* in the text, denoting the company Hero MotoCorp. The data as a resource of communication between the

company and the customers is designed to influence the readers by arising the feeling of significance. After grammatical cohesion we can see lexical cohesion present in the data i.e. reiteration or synonymy and collocation. We can observe the use of synonymy and collocation in great abundance in the data. If we see our mission caption, there are words that describe things and occur in similar situations. The word re-defines and creates are collocative in nature. The company comes with an innovative plan and creates the best products; it changes the definition of mobility. Further best practice and benchmarks are also a fine example of collocation. Collaborative section uses the collocation Leverage partnership and teamwork. Apart from grammatical cohesion some phrases, clauses and phrasal verbs have greater effects in persuading the customers, such as the use of phrasal verb thrive on in inspire section.

Collocation: Create – redefine

Benchmark – best practice

Collaborative – leverage partnership – teamwork – co-create

Passion – JOSH – love – bold – fun

Synonymy: Integrity – ethical behavior – right thing

Respect – regard – appreciation – humility

Courage – risk taker – pioneers – unafraid

Responsible – accountable – caring

Analysis of text-2 “About the Product”:

The data of about the product section of website provides detailed information of products of Hero MotoCorp along with eye-catching images. Each product is shown with an appealing caption or riddles. There are other options available in the website that yields related information in one tap. In this paper researcher analyzes those part of the content which includes relevant caption of the product. By doing the text analysis of slogans of the product the researcher tries to find the techniques of persuasion being used in creating the text of the website. The five discursive strategies are as follows for text analysis:

Nomination: The first text of the data is of the product Xtreme 160 R and we can name the caption as trope because it is metaphorical. Other supportive lines of this part are written to enhance the key features of the bike. In the second caption, verb is used as nominative device that suggests taking a firm decision while choosing the best product. The caption, *make new tracks* followed by a narrative tale which is designed to influence the customers. *Dare to stand out! Dare to be different* is the slogan of Passion Pro bike which uses verb dare as nominative devices. Super Splendor and HF Delux expresses their caption in Hindi catchword. The captions

are transliterated into English and do not tell us the meaning in English. The products are introduced in the website with punch line just to make the product more appealing.

Predication: The slogan and related texts of the product are designed to create the positive impact upon the customers. In order to achieve their goals of persuasion, the content is created in such a manner to embellish phrases, metaphors, action verbs and so on. The first slogan is a metaphor explained further with some more lines that predicts out of the box performance of the product. As a result, some sentences such as *embrace the future* and *take the next big leap* seems overstatements or hyperboles while *experience the unknown* uplift the distinctiveness of the product. Other discursive qualifications of the product are use of Similes in the text. The text of XPulse 200 after *make new tracks* uses similes in it. The *world is now your playground* is a figure of speech by comparing the playground with the world just to make the description more ardent. The two remaining slogans are very suggestive and evocative, brings a strong feeling to mind.

Argumentation: The data of this section of products claims their product to be very strong, up-to-date and comparatively better than any other brand. The slogans are designed to justify the claims being made by the company. There are texts of argumentation to support the central idea, action and offers which company provides to their customers.

Perspectivization: This discursive strategy enquires about the motive or purpose of the writer/addresser. We have seen the type of data in nomination and predication. In this part of strategy we are examining the sole purpose in creating the text *Heads will turn. Heart will race* the slogan makes the reader curious about the brand and leads them to search for more information available in the website. The supportive sentence keeps the reader inquisitive about the product. The text works as illocutionary force which persuades the reader to act accordingly. The next slogan is *make new track* which have connotations that the product is different. The caption tries to catch the attention of the reader to strive something new. The product compares the world to the playground which clearly indicates the strong features of the brand. The brand is efficient enough to deal with any kind of road. The text also promises that after getting the product customers will explore new things they may not have experienced before. The Passion Pro slogan again repeats the distinctive features of this product by the sentence *Dare to stand out! Dare to be different*. The Super Splendor and HF Delux express itself with the slogan *nayi bulandiyon ko choone ka yug* and *mazbooti hai samjhaoua nahi* which is created for specific customers who wishes to buy a strong, smart and economical bike.

Intensification/ Mitigation: The web-content is created for a specific purpose of persuasion to buy/ explore the products of this company. If users find the web-content helpful, they will give good feedback about the brand. Content creation is the utmost salient thing in the field of marketing and communication. A company uses a variety of techniques to mitigate the negative facet and intensify the positive features. The text has verbs of saying basically used for intensification such as *embrace*, *take (big leap)*, and *experience*. The data includes the statements of command which is used for motivation of the readers. The content is carrying illocutionary

force by giving advice enthusiastically—*makes new tracks*. Promising definite features by simply puts *dare to stand out! Dare to be different*. Hindi slogans help in arising emotions in the form of touching the ladder of success by choosing the product. The last slogan *majbooti hai samjhauta nahi* intensifies very strong aspects—economical, strong, and convenient at the same time mitigating the limitations of this bike i.e. being middle range or having limited features. The slogan implies that one will give preference to tough and strong product and not compromising anyway.

Syntactic features: The first slogan refers to a verb category which indicates subjunctive mood—*heads will turn. Heart will race* occur in future tense having indefinite aspect. Other related line having imperative mood of command or request. The XPulse 200 slogan *make new tracks* shows command or request hence expressing the imperative mood. The other two Hindi slogans are of indicative mood stating the facts.

Lexico-Semantic features: *The caption heads will turn. Heart will race* has connotative meaning. The metaphor enhances the latest feature and stylish look of the bike. People will be astonished after watching someone riding the bike. *Embrace the future* has also connotative meaning, future refers to the brand. Words like embrace, experience, and take are thematic i.e. related to the characteristics of the product. There are words applied in the content which have collocative meaning such as words playground, city streets, outdoors, and terrain in the text of X Pulse 200. The caption of Passion Pro employs *Dare* which considers being an affective word. The slogan *Dare to stand out! Dare to be different* is a very influential sentence. It arise the emotions and stimulates the customers effectively to explore and choose the product of this brand.

Cohesion and coherence: At grammatical level of cohesion, the data uses very less amount of reference. In the slogan of XPulse 200, exophoric reference you is applied in the text. Beside this the text does not apply anaphoric or cataphoric references. The data in this section of products are determined to represent their product in short and crisp caption. The short captions are the major source of inspiration that a reader may feel to search further details about the product. By making the content more appealing a company strategically uses effective words which work as cohesive devices within a sentence. Collocation and synonymy are the two divisions of lexical cohesion. We can find words of synonymy and collocation present in the text-2. Embrace and experience, playground- outdoors- city streets are example of collocation being used in the text. We can see the example of synonymy in the text of Xtreme 160 R's caption future-unknown. Other remaining captions are simple metaphors create to grab the attention of the readers.

Discussion: After cautious interpretation of the data of Hero MotoCorp Ltd. we can give the answers of the research questions that we have raised initially. We have identified the grammatical and lexical features present there in the data. The diverse policies that the company implements and the major factors that makes the company a leading one are as follows:

- **Careful selection of words:** There are a variety of ways through which a company can show their perspective. Addressing the audience with appropriate words is very

important. After all it is the first thing that holds a communication bridge between an organization and their target audience. The company uses simple and effective words that better connect with the audience/ readers.

- **Company cares for their customers:** To persuade the customers the company uses a number of metaphors, which displays by captions. The captions are written in such a manner that customers may feel motivated and they may develop a feeling that the company cares about their customers.
- **Maximize the positive aspect:** This is the tried and tested formula of persuasion. A company gives you thousand reasons to choose their product, but a good content with good characteristic can appeal to the customers. It is not about the quantity of feature but it is quality that influences the customers.
- **Ethical consideration:** Persuasion can be possible ethically and unethically. One should always try to go with ethical approach. By choosing the ethical path the company builds trustworthiness and buoyancy among customers. We can see the ethical content in about us section, the company defines itself an ideal contender by sharing their aims, visions, and missions. They generate an honest appeal to the audience.
- **Know your customers:** To create persuasive content we have to gain some knowledge about the consumers, what is happening around us, in which environment we are living and so on. And after pondering the entire thing one should apply it for creating the content. For example by mentioning climatic conditions such as high altitude, intense heat, etc one can enhance their positive features. The data of Hero MotoCorp specifically in the product section has been created by keeping the types of customers in mind. The product of higher range are describe with content that enhance the behavior of JOSH, passion and similar words, while lower range product describes with captions like *majbooti hai samjhauta nahi* and *nayi buandiyon ko chhune ka yug*. These captions simply states that a person who buys an expensive bike just to fulfill their desire of fun, adventure, travel goals, etc at the same time a lower ranged bikes are designed for those customers who are dependent to strong, economical bike.

Conclusion

Web-content serves the purpose of communication between a company and their customers. The paper explores the web-content of Hero MotoCorp Ltd. and examines the text- internal structures, lexical and grammatical words in textual level. The internal structures are deviation, divisions, enigma which makes the text or discourse distinct from one another. The study uncovers the structures of web-content such as cohesion, presupposition, and explication in order to find the persuasiveness of the content. The DHA (Discourse Historical Approach) is applied to analyze the data in this paper. The DHA is interdisciplinary i.e. one approach is not enough, so stylistics studies too applied for the analysis.

With the help of these two approaches the study concludes that web-content of a commercial organization is designed to influence the audience/ readers. The study inquires about two main categories in which maximum numbers of users visits very often, whenever they want to buy the product. The category of about us and products are created to give maximum benefits to the company by providing greater amount of information to their customers. After careful investigation of the data we can conclude that about us segment is designed to highlight the company's vision by using brief anecdotes, narratives, and similar content. While products segment is created with comparatively shorter sentences. Small captions are there to advertise the product; selected words are used to make the slogans effective. The paper obtains the supportive discursive strategies of DHA and benevolent linguistic tools in the persuasive language of web-content.

Appendix- 1

Text 1.	Sentence No.	Data : About the Company	Discourse Historical Approach(DHA)	Stylistics
	1.	Our Vision: Be the future of Mobility	Nomination strategy	Tense: Present Aspect: Indefinite Mood: Imperative
	2.	Our Mission: 'Create': Re-defines mobility through the creation of a mobility roadmap.	Predication strategy	Tense: Present Aspect: Indefinite Mood: Indicative
	3.	Set best practice and benchmarks for the industry.		Collocation- Create: Redefine
	4.	'Collaborative': - Leverage partnership and exhibit teamwork.		Benchmark: Best practice
	5.	Co- creates solutions that benefit the community, while caring for both the internal and external environmental ecosystems and support		Collaborative:

		sustainability.		Leverage, Partnership, Teamwork, Co-create.
	6.	‘Inspire’: - Move forward with purpose.		
	7.	Inspire our colleagues, customers, and communities.		Passion: JOSH, love, bold, fun.
	8.	Thrive on the local and global stage.		
	9.	Our Values: ‘Passion’: We have the ‘JOSH’ – we are driven to deliver our best everyday; loving what we do, be bold and have fun.	Perspectivization strategy	Cataphoric reference: We
	10.	‘Integrity’: Our behavior is ethical and does the right thing when no one is watching.	Intensification/ Mitigation strategy	Synonymy- Integrity: Ethical behavior, right thing.
	11.	‘Respect’: We show regard and appreciations for everyone; celebrate diversity, act with confidence yet humility.		Respect: Regard, appreciation, humility.
	12.	‘Courage’: We are Risk-takers, pioneers, unafraid to question the status- quo.		Courage: Risk taker, pioneers, unafraid.
	13.	‘Responsible’: We are Accountable for our actions and performance; delivering outcomes as a team, caring for each other and the environment.		Responsible: Accountable, caring.

Text 2.	Sentence No.	Data: About the Product	DHA	Stylistics
	1.	Xtreme 160 R: Heads will turn hearts will race. Embrace the future. Take the next big leap. Experience the unknown	Nomination strategy	Mood: Subjunctive Metaphors Synonymy- future: unknown
	2.	Xpulse 200: Make new tracks. The world is now your playground. Be it the city streets or the great outdoors, you're now ready for any terrain. Set out on a journey of exploration.	Predication strategy Narrative tale	Mood: Imperative Collocations- Playground: City streets, outdoors, and terrain
	3.	Passion Pro: Dare to stand out! Dare to be different.	Nomination , predication, argumentation	Mood: Affective
	4.	Super Splendor: Nayi bulandiyon ko choone ka yug.	Perspectivization and Intensification/ Mitigation	
	5.	H F Delux: Mazbooti hai smjhauta nahi.	strategy. Connotations Similes	
			Transliteration	

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