



# An Analysis of the Linguistic Features of English Advertisements: A Case Study of Inclusion & Diversity-Open by Apple Inc.

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### ABSTRACT

Advertisements permeate various aspects of our daily lives, and people often employ them to achieve a range of objectives, such as marketing and appeal. This article will examine an advertisement *Inclusion & Diversity-Open*, released by Apple, Inc, as the subject of this study, aims to analyze its linguistic features from four perspectives: writing techniques, lexical features, syntactic features, and rhetorical devices. Additionally, based on this ad, the author gives a profound reflection, urging each individual to work together to achieve diversity and inclusivity.

**Key Words:** English advertisements; linguistic features; openness; diversity; inclusiveness

### 1. Introduction

The term "advertising" in English originated in the mid-17th century in Britain during the emergence of large-scale commercial activities. Its original meaning was "commercial notices." The word "advertising" has its roots in the Latin word "Adventus," which conveys the ideas of shouting, attention, and inducement. It later evolved into "advertise," which means "to draw attention to something," "to attract someone's notice," or "to inform others about something" (Wu Jian, 2003). Today, advertising has permeated every aspect of people's lives, utilizing various promotional methods and media. However, regardless of its changing forms and modes of communication, language remains the most expressive means of advertising. A successful advertisement should strive to create a stunning audiovisual impact. The language of advertising is not just a commercial language but an artistic language that integrates disciplines such as literature, aesthetics, and psychology (Chen Meilian, 2006).

The language of advertising, with its unique style, immense appeal, and persuasiveness, has sparked interest among English learners and researchers. In this regard, Leech can be considered a pioneer in the study of advertising language. In his work "Advertising in English," he conducted a detailed study of the characteristics of advertising in English, inspiring subsequent researchers in the field. Schudson (1984) analyzed advertising English from a psychological perspective, while Gold (1987) studied it from a cultural angle. Qian Yuan (1991) explored advertising English from a rhetorical perspective. Wang Xiaoshi (2001) explored commercial advertising English from the aspects of writing techniques, vocabulary skills, syntactic skills, and rhetorical skills. Zhang Qiong (2002) analyzed the linguistic characteristics of advertising English from the lexical features, syntactic features, and rhetorical devices, using a large number of examples. Sun Yi (2003) conducted a systematic study on the syntactic features and functional aspects of English advertisements. Through the research conducted by these scholars, people have gained a certain understanding of advertising in English.

The purpose of studying advertising in English is to better understand the linguistic and structural characteristics of English advertisements. This is not only beneficial for English learners but also highly useful for professionals working in advertising-related fields. In addition to the immense commercial value embedded in advertising, it also carries rich artistic charm in language. Considering the economic strength and cultural characteristics of Western developed countries, we can learn from their artistic language in advertising. Therefore, this article selects the commercial advertisement *Inclusion & Diversity--Open* released by Apple Inc. as the research subject. Following the research conducted by Wang Xiaoshi (2001), the analysis will primarily focus on four aspects: writing techniques, lexical features, syntactic features, and rhetorical devices. Furthermore, the author will offer their own reflections and perspectives on this advertisement, aiming to explore the inspirations it brings from a deeper perspective.

## 2. Advertisement

### 2.1 Introduction to the Advertisement

Commercial advertising is a profit-oriented form of communication that mainly involves the dissemination of information about goods, services, markets, ideas, and more through various media channels. As a crucial aspect of product sales, commercial advertising has its own target market and audience, which are determined by the intended market for a company's goods or services (Liu Jianming, Wang Taixuan, et al., 1993). On November 10, 2017, Apple Inc. released an advertisement called *Inclusion & Diversity--Open* (referred to as *Open* hereafter)<sup>1</sup>. "Inclusion & Diversity" represents the core values cherished by Apple and attempts to establish them as distinctive corporate culture, with *Open* being a prominent characteristic of it. It's worth noting that Apple has even dedicated a section on its official website called "Inclusion & Diversity," which provides insights into the company's commitment to inclusivity and its specific initiatives to build a better society. The page highlights that Apple has been ceaselessly working to foster an inclusive corporate culture. For example, in recent years, the number of female employees in the company has increased by 89%, the representation of employees from underrepresented communities in the United States has grown by 74%, and there has been a respective increase of 71% and 104% in the employment of Black and Hispanic individuals. It is the diverse contributions of these individuals that have enabled Apple to maintain its innovation and vitality.

In this advertisement, *Open* can be seen as the central theme and the core message that the ad aims to convey. It showcases 68 employees from different countries, with diverse skin colours, physical conditions, genders, religious beliefs, personalities, and cultures, who

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<sup>1</sup><https://youtu.be/cvb49-Csq1o>

present their values to the world. It states, "Humanity is plural, not singular. It is essential to be open. No matter where you're from, what you believe, your race, age, gender, physical condition, or personality, you can find respect and opportunities for growth at Apple. Here, everyone has equal employment opportunities, fair compensation for their efforts, and the freedom to express their thoughts and opinions. Apple believes that diversity is a great strength for social progress, and it has been striving to create a diverse work environment. Apple also commits to undertaking its responsibility to build a better society."

By presenting its values of inclusivity and diversity, Apple aims to resonate with the current zeitgeist and gain support and praise. This not only attracts outstanding talents from around the world to join the Apple family, allowing them to fully utilize their talents and contribute to the company's innovative designs and ideas, but it also helps establish a positive corporate image. Moreover, it creates a favourable impression and trust in the minds of consumers, leading them to choose Apple when purchasing related products or services.

## *2.2 Analysis of the Advertisement*

In this section, we will analyze the "Open" advertisement from four aspects: writing techniques, lexical features, syntactic features, and rhetorical devices.

### *2.2.1 Writing Techniques*

Advertisements often use various writing techniques to grab attention and create an impressive impact. For example, intentional misspellings of words can create a visually striking effect. Furthermore, instead of using commas, exclamation marks, periods, dashes, or ellipses are often used to increase pauses in sentences, stimulating the imagination and reflection of readers (Wang Xiaoshi, 2001). *Open* exemplifies the latter technique.

#### *2.2.1.1 Use of Punctuation*

*68 employees revealing who we are. And what we believe.*

In this advertisement, the comma that should have connected the two short phrases is replaced by a period. This deliberate pause aims to emphasize the questions "who we are" and "what we believe," capturing the audience's interest and attention, and creating a desire to continue watching. It also provides room for imagination. Additionally, the video utilizes special animation effects, highlighting the core content of the sentences with the text appearing and fading out in succession. This not only enhances the visual impact but also leaves a lasting impression on the viewers.

### 2.2.2 Lexical Features

To ensure that the advertising message is easily and effectively understood by consumers, English advertisements often consider both the linguistic features of language and the psychological characteristics of the target audience (Chen Meilian, 2006). Therefore, its language uses verbs, adjectives, personal pronouns, negative words, etc., in a concise, vivid, and emotionally appealing manner. We can analyze the lexical features of Apple's advertisement from the following aspects:

#### 2.2.2.1 Use of Monosyllabic or Short-letter Verbs

The *Open* employs a significant number of monosyllabic or short-letter verbs. These words are commonly used and straightforward in daily life. Considering the diverse educational backgrounds of the target audience, advertisers often use these types of verbs to make the advertisement concise, accessible, and widely understood. Examples include "open," "leave," "made," "come," "work," "see," and more.

#### 2.2.2.2 Use of Personal Pronouns

By using personal pronouns, the advertisement can create a sense of closeness, fostering a connection with the target audience and establishing a positive corporate image. The ad repeatedly uses "we" to emphasize that Apple sees the company and its employees as inseparable entities. Moreover, it shows that job opportunities within Apple are open to everyone, aligning well with the theme of "Inclusion & Diversity" and showcasing Apple's commitment to inclusivity and diversity. For example,

1. *It happens when we leave our comfort zone and come together.*
2. *So who we're made of is everyone.*
3. *Open is not just who we are but what we believe as a company.*

#### 2.2.2.3 Use of Evaluative Adjectives

Evaluative adjectives are primarily used to depict and modify nouns, imbuing them with emotional colouring and persuasive power. By using these adjectives, advertisements can enhance their allure and appeal, such as:

*No great thing, no beautiful invention was created in a vacuum.*

The adjectives "great" and "beautiful" are used here to describe the characteristics of "thing"

and "invention" respectively. They highlight the notion that wonderful and meaningful things cannot be achieved without doing anything. This adds a compelling and persuasive tone to the sentence.

1. *Humanity is **plural**, not **singular**.*
2. *Because humanity isn't **singular**. It's **plural**.*

Using the word "singular" and "plural" to modify "humanity" serves the purpose of creating contrast and emphasizing that humanity is a unified entity that should work together in unity. Therefore, society will have better and more meaningful development.

*Differences not just **celebrated** but **essential**.*

Using two adjectives to modify "Differences" emphasizes the importance of differences. It underscores the significance and value of diversity, highlighting that differences bring about unique perspectives, ideas, and contributions.

*A **new** generation of Apple, more **diverse** than the one that came before.*

The use of the adjective "new" highlights the changes within Apple Inc. Coupled with the adjective "diverse" that follows, it implies that the company has become more diverse than before.

#### *2.2.2.4 Use of Comparative and Superlative Forms of Adjectives*

It is often seen in advertising language. The purpose is to strengthen the tone, persuade the audience effectively, and enhance credibility. Specific examples of such advertisements are as follows:

*The **best** way the world works is everybody in, nobody out.*

The usage of "best" indicates that the best way for the world to function is by ensuring everyone's participation. It emphasizes that every individual should be treated equally and not excluded based on various factors.

*Many **more** women in charge.*

In this sentence, the use of the comparative form "more" emphasizes that there is an increasing number of women taking leadership positions at Apple Inc, which is a result of inclusivity. The use of the comparative form also serves to blur the specific number and instead conveys the fact directly to the audience, allowing them to imagine the extent of this change.

*A new generation of Apple, **more** diverse than the one that came before.*

The use of "more" in this sentence specifically emphasizes that Apple is now more diverse than before, indicating that they have been consistently making efforts to achieve inclusivity.

#### *2.2.2.5 Use of Negative Words*

Using negative words can highlight the quality of things and typically includes words like no, not, never, nothing, and so on. Here are specific examples of such words in Open.

***No** great thing, **no** beautiful invention was created in a vacuum.*

The use of two consecutive "no" words underscores that great things and wonderful inventions are not mere imagination; they require effort. This serves to intensify the tone.

*Creating a tool or device **nobody** saw coming.*

The use of "nobody" here highlights that Apple can create unprecedented things by pursuing inclusivity and diversity, emphasizing its significant importance.

*1. Humanity is plural, **not** singular.*

*2. Because humanity **isn't** singular.*

The use of "not" here indicates that humans should not be seen as separate, but rather as part of a collective whole.

*1. Differences **not** just celebrated but essential.*

*2. Open is **not** just who we are but what we believe as a company.*

The use of "not" in these two sentences primarily serves to emphasize the information that

follows “but.”

*The best way the world works is everybody in, **nobody** out.*

This sentence uses “nobody” to convey the message that no one should be overlooked or excluded. Everyone deserves equal treatment and should have the opportunity to develop. Only then will the world become better.

*The truth is we **don't** see things the same. The power is we **don't** see things the same.*

The use of the negation word “not” in this sentence implies that as different individuals, we cannot see things in the same way.

#### 2.2.2.6 Use of Words Like “All” and “Everybody”

The use of words like “all” and “everybody” generally indicates the universality of things.

*Open, open a door and it opens **all** the others.*

This sentence uses “all” to give a completely affirmative feeling, emphasizing the importance and significance of “open.” It suggests that by opening one door, all other things can be opened as well.

1. *The best way the world works is **everybody** in, nobody out.*

2. *So who we're made of is **everyone**.*

Here, “everybody” and “everyone” can both be understood as all of humanity. Apple believes that every individual should be provided with equal opportunities. It emphasizes diversity and inclusivity.

*Equal pay for equal work **everywhere**.*

The use of “everywhere” indicates that at Apple, as long as you put in the effort, you will receive equal value for your work.

#### 2.2.3 Syntactic Features



Compared to other English genres, English advertisements require simple, clear sentence structures that are attractive and imaginative. Therefore, English advertisements often use simple sentences or compound sentences, and fewer complex sentences. In addition, they tend to use active constructions more than passive constructions; make use of imperative sentences and present tenses to create a sense of conciseness, clarity, affirmation, and authenticity (Chen, 2006). This advertisement includes the following specific features:

#### *2.2.3.1 Use of Simple Sentences*

Due to the strict limitations on space or time, advertising language must effectively convey information and arouse enthusiasm using as few pages or time as possible. Concise and eye-catching language immediately catches people's attention and piques their interest. Therefore, advertising language tends to use shorter sentences (Zhang, 2002). *Open* also uses simple sentences.

- 1. Open, open a door and it opens all the others.*
- 2. Open a mind, and see what happens next.*

#### *2.2.3.2 Use of Imperative Sentence*

In advertising language, imperative sentences play a very important role. The purpose of advertising is to persuade and urge readers or listeners to act, and this is exactly the function of imperative sentences (Zhang Qiong, 2002). The use of imperative sentences in this advertisement is mainly to persuade and guide the audience to take action towards diversity. At the same time, imperative sentences are rhythmic, catchy, and seamless.

- 1. Open, open a door.*
- 2. Open a mind, and see what happens next.*
- 3. Embrace faiths, cultures, disabilities, differences.*
- 4. Embrace races, ages, ideologies, personalities.*

#### *2.2.3.3 Use of Present Tense*

The present tense dominates most of *Open*. By using this tense, universal truths are conveyed

to the audience in a straightforward manner. This method of straightforward narration gives a sense of reliability, enhancing the credibility of the information and gaining support and admiration from the audience for the concept of diversity. Examples are as follows:

1. *Open, open a door and it opens all the others.*
2. *It happens when we leave our comfort zone and come together.*
3. *The best way the world works is everybody in, nobody out.*
4. *So who we're made of is everyone.*
5. *Because humanity isn't singular. It's plural.*

#### 2.2.3.4 Use of Ellipsis

Advertisements need to achieve optimal promotional effects within a limited time, space, and cost. Therefore, ellipsis is extensively used in advertising language to highlight key points and make them stand out. In English advertisements, ellipsis can be the omission of subject, predicate, or other components, and sometimes even a single-word sentence, known as a one-word sentence (Zhang Qiong, 2002). In *Open*, an ellipsis is used as shown below.

1. *Differences not just celebrated but essential.*
2. *Many more women in charge.*
3. *Equal pay for equal work everywhere.*
4. *A new generation of Apple, more diverse than the one that came before.*

These sentences omit the predicate verb, but it does not influence understanding because the verb is not the focus here and can be directly omitted.

#### 2.2.3.5 Use of Clauses

Clauses can be explored from a deeper perspective and often convey more profound and captivating meanings. They also possess strong literary and aesthetic qualities. For example:

1. *Humanity is plural, not singular.*
2. *Because humanity isn't singular. It's plural.*

At first glance, these two sentences may seem like simple statements, with simple words. However, the real meaning they want to convey is not about the plural form of humans but

rather that humans should be seen as a whole, united together and contribute to the social development. Individual efforts alone cannot drive social progress. Although this clause is concise, it leaves a deep impression like a slogan, causing the audience to engage in deeper reflection.

#### 2.2.4 Rhetorical devices

English advertisements extensively employ rhetorical devices to enhance the expressive ability and effectiveness of language, making the language vivid and evocative. They not only convey specific information but also imbue most advertisements with a literary tone, greatly increasing their appeal and strengthening their communicative function (Chen Meilian, 2006). Therefore, in addition to focusing on the use of vocabulary and sentence structures, it is also important to pay attention to the application of rhetorical devices in English advertisements. The following are some rhetorical devices used in this English advertisement:

##### 2.2.4.1 Rhyme

Rhyme is a rhetorical device commonly used in poetry, and it is often transplanted into advertising language to give the advertising words a sense of rhythm. When read aloud, they sound strong, catchy, and unforgettable (Zhang Qiong, 2002).

In a sentence, the use of two or more words with the same initial letter is called alliteration. In *Open*:

*The truth is we don't see things the same. The power is we don't see things  
the same.*

The words “see” and “same” both have the /s/ sound, leaving a profound impression on the audience.

In a sentence, the use of two or more words with the same ending is called end rhyme. The advertisement includes the following examples:

*Embrace faiths, cultures, disabilities, differences.  
Embrace races, ages, ideologies, personalities.*

The four nouns in the above sentences each have the /s/ and /is/ sounds, creating a rhythmic

effect that easily captures the audience's attention and deepens their impression. It not only emphasizes the connotation of diversity but also establishes a positive corporate image effectively.

*Creating a tool or device nobody saw coming.*

The two words, "creating" and "coming" have the same sounds / ɪŋ /, deepening the impression.

*The best way the world works is everybody in, nobody out.*

Apparently, "everybody" enjoys the same sound / bɒdɪ / with "nobody". There are strong comparisons between the two words, having a contagious effect on targeted audience.

#### 2.2.4.2 Repetition

Word repetition is a common technique that can play a role in emphasizing and rendering, which is precisely the effect pursued by advertising language (Zhang Qiong, 2002). The use of this technique can be found in the Open ad, for example:

***Open, open** a door and it **opens** all the others. **Open** a mind, and see what happens next.*

The use of the word "open" four times in a row to emphasize the importance of openness is very eye-catching, which is easy to attract the attention of the audience, arouses their desire to continue watching, and also directly and clearly presents the core content of the advertisement so that they can understand the entire ad.

***Embrace** faiths, cultures, disabilities, differences.*

***Embrace** races, ages, ideologies, personalities.*

The repeated use of "embrace" here not only increases the sense of rhythm, but also highlights the specific connotation of the company's open concept, deepens people's understanding of it, and thus leaves a good impression in the minds of consumers.

***Equal** pay for **equal** work everywhere.*

The “equal” of the sentence forms a symmetrical structure, highlighting the great feature of equal pay for equal work, attracting the attention of the audience and establishing a good image.

Another form of repetition is sentence repetition. The repetition of the same sentence structure can not only emphasize the semantic meaning, but also give people a relaxed and bright feeling, which looks eye-catching and pleasant to the ear (Zhang Qiong, 2002). The specific examples are as follows:

*The truth is we don't see things the same. The power is we don't see things the same.*

These two advertising slogans emphasize the fact that each of us cannot see things from the same perspective, but it is precisely because of this that the world will become more diverse and will continue to innovate, so we call on everyone to respect differences and support the concept of openness. This kind of sentence repetition can have a rendering and shocking effect.

#### 2.2.4.3 Antithesis

The juxtaposition of two sets of words and sentences with the same structure, related meaning, and consistent tone is called antithesis. The use of dual rhetoric can highlight the emphasis and enhance the momentum of the language and the beauty of the rhythm (Liao Ying, 2000). This rhetoric is also used in this advertisement released by Apple, and the specific analysis is as follows:

*The best way the world works is everybody in, nobody out.*

This sentence obviously uses words with opposite or contradictory meanings, which can achieve the effect of strengthening the impression, so that the audience is clearly aware of the meaning and value of openness. It achieves the effect of publicity.

*The truth is we don't see things the same. The power is we don't see things the same.*

This sentence is the ending of the advertisement. It wants to highlight the theme of the ad

again in this dual way, telling the audience to play the advantages of diversity, let the audience realize the power of diversity. In this way, *Open* not only well conveys the core concept of openness, but also establishes a good corporate image, attracts more talents to join Apple, and obtains consumer support and praise.

### **3. Reflection Based on the *Open***

The advertisement released by Apple not only showcases its values of diversity and inclusivity to the public, but also conveys the idea that openness is an essential key to driving progress in the world. Indeed, the development of the world relies on the collective efforts of all humanity, rather than individual power. Individuals contribute to the advancement of fields such as literature, technology, and medicine, forming diverse groups within their respective domains and constantly exploring progress. Taking a deeper perspective, these individuals mostly come from different backgrounds, age groups, beliefs, ethnicities, physical conditions, genders, and personalities. They exhibit significant differences, observe the world from different perspectives, have unique ideas about things, and take diverse actions. They contribute to making the world more diverse. Apple has recognized this and understands that diversity and inclusivity can drive development. It is through their open attitude that they can produce new products and services. Therefore, Apple has been striving to establish a work environment that embraces diversity and inclusivity, attempting to break gender barriers, age biases, racial discrimination, and other phenomena. They respect and properly handle these differences, and as a result, they have achieved significant success.

In recent years, an increasing number of women, Black individuals, and Latin American people have joined Apple. Data shows that by 2022, Asians accounted for 41.2% of technical positions. Women are also being seen in leadership positions, and initiatives for equal pay for equal work have been implemented. These changes have led to the constant introduction of new products, the continuous rise in the company's market value, and the ongoing progress of society. Therefore, the significance of diversity and inclusivity cannot be underestimated. They play a crucial role in the development of the world, and people should strive towards achieving this goal.

To achieve the development of diversity and inclusivity in the world, openness is an indispensable factor. If all humans are not accepted with an open mindset, how many individuals will be directly excluded? We need to truly realize that the world's development requires the collective efforts of everyone, and every person should have the opportunity to contribute their value. Excluding a large portion of people based on their skin colour or gender not only exacerbates social conflicts but also hinders societal progress. Openness can be seen as a call of the times, a current trend, and a necessary path towards diversity and

inclusivity. As the advertisement states, opening one "door" opens up everything else. We need to learn to embrace differences because differences often bring new ideas, and new discoveries, and add brighter colours to the world. Let us embrace this world with a more open mindset.

In order to achieve the development of diversity and inclusivity in the world, it is essential to foster an environment that is open and accepting. By doing so, individuals are given the opportunity to participate and contribute regardless of their skin colour or gender. It is important to acknowledge that the progress of society depends on the collective efforts of all individuals, and each person should have the chance to showcase their unique talents and perspectives. Exclusion based on superficial factors not only exacerbates social conflicts but also hinders overall societal advancement. Embracing openness reflects the current times and is a necessary step towards achieving diversity and inclusivity. Just as the advertisement suggests, opening one "door" can lead to countless other possibilities. We must learn to embrace and appreciate differences, as they often bring forth new ideas and discoveries that can enrich the world. Let us approach this world with an open mind.

#### **4. Conclusion**

Advertising, as an important means of communication, directly relies on the effectiveness of its language. In addition to organizing and structuring the language, understanding relevant language techniques can make the advertising language more persuasive. This article primarily analyzes the characteristics of Apple's *Open* advertisement from four aspects: writing techniques, lexical features, syntactic features, and rhetorical devices. It delves deeper into the connotations conveyed by the advertisement. The author then reflects on and discusses the importance of diversity and inclusivity. The positive impact of inclusivity and diversity on the world is evident, and that is why all of us need to take action and contribute to building a beautiful world.

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