

STRUCTURAL ANALYSIS OF HYBRIDIZATION AS A MORPHOLOGICAL PROCESS OF SINHALA ENGLISH CODE-MIXED ADVERTISEMENTS IN SRI LANKA

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Advertising is a creative art and it is used as a tool to connect a brand with a consumer. The attributes such as the target audience, product, services and the image the advertiser wishes to create in the mind of the consumer should be taken into consideration in using the language when designing any advertisement. Most importantly, the consumer needs to understand the message that is communicated. The language used should persuade and motivate the consumer. Hence, the advertisement needs to talk the language of the customer if it wants to attract a group of consumers. In this context, creative writers use hybridization as a trick to persuade the target audience. Hybridization can be identified as a productive morphological process followed by creative writers. This particular research intends to present a structural analysis of hybridization. 75 advertisements, which were telecasted in Hiru TV and Derana TV since 1st of July to 31st July during 8pm to 9pm were chosen as the sample of the research. The structural patterns of hybrid phrases can be recognized through this research study. The structure of hybrid phrases as a morphological process in TV advertisements will be discussed in this study.

Key words: Advertising, Hybridization, Morphological process, Structural analysis

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