

A Pragmalinguistic Study of the Spoken Advertisement Expressions of Street Vendors in Mosul

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ABSTRACT :

This study attempts to shed light on linguistic analysis of advertisement, using pragmatics in a new combined way called pragmalinguistic. There are many studies that have studied television advertisements, commercial advertisements, face book advertisements, and written advertisements in general. While this study investigates the discursual structure of spoken advertisements by street vendors. The study focuses on analyzing these advertisements through shedding light on the linguistic and pragmatic aspects and the linguistic tactics used in these advertisements by street vendors to promote their goods and these tactics attract, persuade and influence people.

Keywords: (linguistic pragmatics, spoken advertising expressions).

دراسة براغماتية لغوية للتعبير الاعلانية المنطوقة للباعة المتجولين في الموصل

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المخلص:

هنالك دراسات عديدة توخّت دراسة الإعلانات التلفزيونية والإعلانات التجارية، والإعلانات في الفيس بوك، والإعلانات المكتوبة بشكل عام، في حين تبحث دراستنا التركيبية الخطابية عن الإعلانات المنطوقة للباعة المتجولين، إذ تركز الدراسة على تحليل هذه الإعلانات بتسليط الضوء على الجوانب اللغوية والبرغماتية والاستراتيجيات اللغوية

المستعملة في هذه الإعلانات من الباعة المتجولين للترويج عن بضاعتهم، وبهذه الاستراتيجيات والتكتيكات اللغوية يتمكن هؤلاء الباعة من جذب وإقناع الناس والتأثير في نفوسهم.
الكلمات المفتاحية: (براغماتية لغوية، التعابير الاعلانية المنطوقة).

1-Introduction:

Advertising has become part of our everyday life and effects different parts of it. Thus, it owns a controlling encouragement on individuals besides their activities. It regards as a process of commercial communication. The purpose of it is to provide the consumer with information about a certain product (Mebarki, 2006: 11) .

Uttered dialect represents a central characteristic for social daily speaking. However, connect besides create a normal association among them, the human habit the phonological speech like a device in their frequent announcement (Wardhaugh ,2009:29).Conversation considers as an important characteristics to the people lifespan then, message among persons. This connection manipulated over the custom of verbal words. (Advertising is a procedure for messaging besides, it regards as the oldest occupations in the world). As well as, we can say it is so old like humanity. Moreover, it seems to be the bazaar tool so, sellers use it to inspire and raise the performance of buyers to purchase their goods (Akinbode, 2012:26).

Language has an influential effect on individuals in addition their practical reactions. This fact is found in bazars "particularly and precise in the fields of selling as well as advertising". The advertising forms the profit-making through it dialectal shows the greatest significant role to convince public in

order to make something, for instance purchasing many goods. Thus, the selecting of verbal in order to transfer exact communication "through the purpose of manipulating persons, predominantly the buyers, is absolutely significant". The advertisement strategy has a actual prodigious power on the customers' (desirability on the product otherwise service), nevertheless verbal words holds the chief impression since it benefits persons towards recognize the manufactured goods before service besides, remember it. The phonological of announcement is obviously dissimilar as of the verbal rummage-sale in everyday life (Muthmainnah , 2016:22).

2- Purposes of this Study:

- 1- Analyzing spoken advertisements -expressions by street vendors in Mosul linguistically.
- 2- Pinpointing the pragmatic aspects to have a better understanding of the spoken advertisements.
- 3- Giving a general understanding of the spoken advertisements and showing the strategies and tactics used by street vendors to achieve their advertisements in order to persuade customers to buy their products.

3-Hypotheses:

It is hypothesized that

- 1- The influence of street vendors on their audience depends on the degree of their interest in selecting their words and the consistency of their expressions in expressing their desire to promote their products.

- 2- Street vendors verbalize linguistic structures to advertise and promote the products in an easy language that everyone can comprehend it in spite of its pragmatic dimension and the diverse educational levels of customers' language.
- 3- We cannot actually appreciate the nature of the language of street vendors- advertisements unless we understand pragmatics.

4-Data Collection and Procedure:

The data collected consists of over (50) vocalized advertisements used by street vendors recorded immediately by us during our presence in different markets and diverse bazars in Mosul.

5-Limits of the Study:

- 1- Current study is restricted to investigate and analysis of the spoken advertisements used by street vendors linguistically and pragmatically.
- 2- The study emphasizes on analyzing and showing the linguistic strategies and tactics used by street vendors in formulating their spoken advertisements to attract and entice people.

6-Value of the Study:

This study is hoped to be valuable to :

- 1- Those interested in the language of advertisements
- 2- Researchers , pragmatists ,linguists and sociolinguists.

7- Street Vendors:

A vendor is a hawker of products which can be simply conveyed. "This term is approximately identical with costermonger or dealer". wherever the word mentioned, a dealer vends low-cost stuffs, handiworks, or else food. Whether motionless otherwise movable, vendors frequently announce by means of noisy street shouts or songs, in addition comportment joking with customers, to entice courtesy as well as enhance sales. They sell different things such "as fish, fruits, vegetables, clothes and books". In residential zones, they move from house to house also, in additional profitable parts, they regularly require stands otherwise lay their belongings un tidy on the ground. Several of them trade profitable possessions in the extra full parts of the towns in the afternoon, then at night, they vend drinks like "orange juice, tea and snacks". The values are inferior than in shops besides consequently appeal persons on little earnings. (<https://en.wikipedia.org/wiki/Hawker>). A street vendor can likewise be distinct by way of an individual that proposals properties for trade to the community regardless requiring an "stable built up building after which in order to sell things. (Bhatt and Jariwala,2018:2).

Vendors are categorized as:

- 1- Sitting Vendors: Dealers who customarily peddle their merchandises sedentary on the ground for a long period of time.
- 2- Dealers who fundamentally movable: Sellers who sell objects like "vegetables, fruits and a lot of other things". In expressions of movement hawkers can be categorized as:

- a- Movable that transfer "from one place to another on the same day. Younger men and women are complicated in this sort". Movable sales persons contract with together quasi as well as non-perishable goods. They sell to other sellers or minor shops and customers. They are small-scale wholesalers.
- b- Vendors who use semi-static parts: The hawkers straight a construction that is lift at the termination of the daytime.
- c- Vendors who habit immobile components: Fixed things that is additional alike a compartment which is recycled to sell supplies or so long as those services in addition motionless in a specific place.(Bhatt and Jariwala , 2018: 2).

8- Advertisements:

The expression advertising originates after the Latin term "advert ere" connotation to "turn the minds towards". Advertising" contains of altogether the actions elaborate in giving the hearers a "non-individual, communication approximately a merchandise or society. "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". However, it is used for cooperating commercial data to the contemporary then potential clients. It generally offers evidence around the marketing fixed, its goods features, residence of obtainability of its merchandises, etc. (Hermerén,1999:122).

Advertising has attained countless significance in the contemporary world wherever rough rivalry in the market besides fast variations in technology, the

style and sensitivity in the customers. "Advertising has developed crucial to uphold sales to familiarize fresh product," in order to generate decent community, in a huge rule of manufacturing, to inform society etc. Advertising is the essential portion of every day's lifespan. lacking of promotion current civilization cannot continue".

Advertising is valuable to civilization equally it hopeful individuals to acquisition properties and services, so it bonds the gap amongst persons by connecting diverse ethos over presenting communication, "it donates to transmit adjacent all round development of the economy" by cumulative request, it delivers chances to persons to advance their revenue (Weilbacher,1979:56-57).

Advertisers faith to brand the audience pay consideration to the advertisement throughout using spoken and non-spoken strategies. These strategies challenge to encourage the consumer (Al-Sa'ati, 2007: 9). Furthermore, in any announcement, there is an introduction, which gives an idea about the product, a development, which gives some details, and conclusion(ibid.).

Rusu (2000:7) trusts that the systems of advertisement are significant values in many countries. In addition, Dirksen (1977cited in Al-Nasiri, 2000: 67) argues that there are approximately features that can be measured to be practical and objective foundations for the advertisement. The advertisers current their properties and thoughts fleetingly then this resolve assistance to be unspoken effortlessly and to be remembered well.

Al-Nasiri (2002: 68-72) believes that no one reads and listens to long advertisements, consequently they must be simple besides clear. The message ought be simple, well- structured in addition to the thoughts would be organized reasonably as well as the arguments should be prudently chosen. In this sense, the advertiser should mark his message include no extra effort on the part of the spectators. Moreover, the advertising message should be suitable in together method and content. The sounds must be accustomed to native utterers of a language in a precise condition.

In an advertisement, equally impartial and personal types of language are operated on the way to grow certain quantity of conclusion. Individual language expresses the customers actual little around belongings then events with which it contracts. The advertiser exemplifies the objective features by insertion stress on the neutral sides of what he/she has to tell. The advertiser claims that he is telling the truth, he highlights his objective sides trying to persuade the listeners to be certain of his message (Al-Sa ati, 2007:17).

For Kaufman (1980:145-158), advertisers frequently express to encourage the watchers to trust the message. In this sense, the verbal of the communication would stimulate reliability of what is being transported. Furthermore, enjoyable message is able to fascinate the courtesy. It is more satisfactory than unpleasant one. The sentences ought vary in extent and uttered loudly. Illustrations, cartoons, and any other attractive strategies need to be used. These plans are used to persuade the consumer.

9- The Language of Advertisement:

Language is an energetic statement earnings that is used by people to interrelate with others. Over phonological, "somebody makes authenticity besides, arranges it". Dialectal encouragement unseen objects to become real. It is similarly used to portray knowledge of someone. The talking about an event, processes, people, objects, abstractions, quality, situation, and social relations around. In language, we do not solitary chat about character scheme in principles of human whom in the form of transcribed language and or spoken language. Nevertheless, it dialogues nearly communal phenomena of larger culture in society, comparable clothes, food menu, ritual, and others. It is used to stretch data to others round an object, guarantee others around a certainty as well as affects others' performance and others attitude. It is similarly used to describe or state in what way the present of goods or objects (Widyahening , 2015 :70).

The "advertisement verbal obligates an essential part". It is deliberated as intercession tools in advertisement manufacture development(ibid.). The language advertiser is a resources of community regulator, that is, a device of persuasion (Al-Nasiri , 2002: 66) .

Wells (1995:435) "claims that language in advertisement owns an original notion to current a communication to the listeners'. In totaling, an announcement as an instrument of vending a merchandise must proposal an item to the humanity by means of numerous charms of semantic to catch efficacious in professional aspect. The stylishness denotes to the method in

which the dialectal is pronounced in a certain situation, by a assumed individual for a particular determination and so on.

١٠-Pragmalinguistics:

Inside a comprehensive definition of pragmatics as the reading of denotation as transferred by a utterer besides understood by a listener. Pragmatics defines as the study of talker denotation (Yule ,1996:3). The benefit of learning "language via pragmatics is that the person can chat nearly people's proposed connotations, their expectations, their drives or goals" (ibid.:5).

In other words, Saeed (1997 cited in Hamdan and Abu Rumman ,2020: 329) posited that pragmatics highlights how hearers make inferences which go beyond the literal meaning of what was said. Leech (1983) and Thomas (1983) distribute pragmatics into two constituents: "pragmalinguistics and sociopragmatics" . Pragmalinguistics is a division of pragmatics in linguistic study as well as it states to the possessions for transmission talkative performances besides interpersonal or interactive implications. Such properties contain pragmatic approaches like truthfulness and roundaboutness, customs also an enormous variety of verbal arrangements those can strengthen or "soften communicative acts"(Leech, 1983:11).

Verschueren (1999:1) explains that pragmalinguistics emphases on the education of linguistic marvels "from the point of view of their usage". It

focuses on the talent to use suitable phonological resources to achieve a agreed speech act.

Pragmalinguistics examines the followings: (a) the pragmatic belongings of dialogue words(i.e. 'the use of arguments, manufactures, words') "in addition the elements of the language classification at different stages of "morphemes", arguments, word mixtures, sentences", (b) the directions and symmetries of the pragmatic effective of language elements in speaking,(c) the extralinguistic circumstances, (d) the community aims plus responsibilities, (e) the societal and bodily sorts of subject "utterers in addition receivers" (Suwandi, 2013:7).

1\ - Data Analysis:

In this study, a triadic model of analysis has been adopted. The model adopted in analyzing the data will be of three dimensions, the pragmatic model, the linguistic model and the strategies and tactics used by street vendors in spoken advertising. The framework of this an eclectic model can be within the following steps:

1\.1. The Analysis of Pragmatic Features:

Yule's model provides an important survey of pragmatic aspects in language. Agreeing to Yule (1996) , the benefit of learning "verbal via pragmatics" is that single can dialog around public's intentional senses , their norms, their resolutions or goalmouths also, the varieties of activities that they are accomplishment when they express . Pragmatics is round by what means

individuals mark intelligence of each other linguistically, nevertheless it can be a annoying zone of study since it necessitates us to create "sense of persons and what they have in mind". This model is based on many pragmatic notions of language use, like speech acts, references, deixis, presupposition, entailment, politeness, intention, ambiguity, conversational implicature and metaphor. The pragmatic analysis of this study will be based on two notions, namely: metaphor and reference.

11.1.1. Metaphor:

تعال عل الجزر يخلي نظرك حديد

Come and buy carrots, your sight will be sharp.

The peddler began his spoken advertisement by the common verb (come), which has a power and effect on the listeners. He also used a metaphorical expression to promote the sale of carrots, which has the benefit of strengthening the sight. As if, the advertiser said that carrots make the buyer's view as iron strength.

11.1.2. Reference:

Arabic eggs
Come to Diyala's oranges
cucumber of Tigris

بيض عرب
تعال على برتقال ديالى
خيار دجلة

In this advertisement, the vendor used a pragmatic style of promotion in a loud voice, as returned his goods to the place and /or the original product that is famous for producing this product.

1\2. The Analysis of Linguistic Features:

As for the linguistic model, we are going to focus on the linguistic features that are mostly found in the spoken advertisements such as: deletion, special vocabulary, special use of tenses, the use of adjectives, the use of acronyms and abbreviations, premodification, simile, deletion, the use of compound words, the use of imperative verbs, and punctuation. The linguistic analysis of this study will be based on three notions, namely: the use of imperative verbs, the use of adjectives, and simile.

11.2.1. The use of imperative verbs:

Come to the fresh تعال على التازة

Come to the cheap تعال على البلاش

اشترى لجهالك قبل ما يخلص وتندم لك

Buy for your kids before the goods will be depleted . Hurry up.

In this type of advertisements, street vendors use the imperative verb (come and buy) because it has a strong effect on the customers and attracts them to buy.

11.2.2. The use of Adjectives:

The water's cold, you're thirsty بارد يا عطشان

Hot and delicious حار وطيب

Come to the fresh تعال على التازة

Adjectives are strongly used to show the best in the product. Adjectives like cold, hot, fresh, etc. are usually used in this advertisement. Adjectives are important in advertising; they are used to add prestige and desirability for the consumer. They also usually use evaluative adjectives like: fresh, sweet, red natural, wonderful, improved and beneficial.

11.2.3. Simile:

Cucumber like pen قلم يا خيار
Come to almonds تعال عل اللوز

Simile is an explicit comparison between two things which has different reality. Using simile in the spoken advertising by vendors gives the receiver a good image about products. In this way, when simile is used a comparison of something with another is involved like comparing cucumbers with a pen and cucumbers with almonds, etc. In addition, simile is used to show preference. Finally, we can conclude that the usage of simile is a way to attract and persuade the receiver.

11.3. The Analysis of Advertising Strategies and Tactics used by Street Vendors

As for the third axis adopted in the analysis is to explain and show some background information about the strategies and tactics used by street vendors in spoken advertising such as :

11.3.1. Repetition:

Egg Egg بيض بيض
Aleppo soap Aleppo soap صابون حلب صابون حلب
Watermelon Watermelon ركي ركي

Advertisements have a tendency to repeat words or ideas in order to be more easily remembered by the consumers. In these advertisements, street vendors use repetition strategies as it is one of the main advertising tactics to attract customers. The repetition in this study was at the level of a phrase. This

means that this type of product cannot be promoted without repeating the same phrase.

11.3.2. Comparison:

Come to the Iraqi tomatoes تعال على الطماطة العراقية

Comparison is the way of advertisement which conveys the ideas or messages by comparing certain products with other products. The comparison can be direct, in which the competitor mentioned, or indirect way, which is just a reference to other leading brands. In this audio advertisement, "Come to the Iraqi tomatoes," the street vendor attracts the customer to the product as a better local product, comparing indirectly with the imported product. As there are some Iraqi cities that are distinguished by the quality of tomatoes, the vendor used these expressions.

11.3.3. Offer:

Come to the fresh تعال على التازة

Come to the new تعال على الجديد

In this type of advertising, the advertiser used the strategy and tactics of offer the product in a way using the adjectives fresh, clean, new, and so on to refer to the product. The use of this technique of presentation makes the audience more persuasive and satisfied, then it attracts them to purchase.

11.3.4. Pressure:

Just today hurry up بس اليوم الحك

Hurry up boy لحك يا ولد

Street vendors use the method of pressure on people through the use of expressions that make them attracted to the product and buy quickly without

thinking long and without hesitation, by convincing them that the product will be offered only today and use expressions like (just today and hurry up boy).

11.3.5. Using the method of explanation and classification:

Tomatoes, potatoes, onions, cucumbers خيار، بطاطة، بصل، خيار
مشتري الاثاث العتيقة قانلا: ثلاجات، طبخات، غسالات العندو عتيك للبيع

The buyer of antique furniture says: refrigerators, cookers, washing machines, and who has antique things can sell.

In this type of advertisement, the advertiser presents the product by classifying types of products he is promoting for sale and/or buying.

With this classification and clarification, the customer has a complete perception and conviction about the products of this advertiser. For example, the vegetable seller who advertises the products says tomatoes, potatoes, onions, cucumbers, etc.

11.3.6. Borrowing:

Come to Vitamin C (lemon) تعال عل فيتامين سي (الليمون)
Come to fingers (potatoes) تعال عل الفينكرز (البطاطس)

Street vendors usually use the borrowing strategy as a method to attract the customer. In promoting the sale of lemons, the advertiser calls people to come to buy C. In other words, the street vendor attracts people to buy lemons because they contain vitamin "C". The advertiser also promotes the potatoes as "fingers". The borrowing in these two ads is "C" as a reference to "**lemon**" and "fingers" as a reference to "**potatoes**". This type of advertisement for the product is considered as a kind of cosmetic for the product by the advertiser.

11.3.7. Rhyme:

taeal **jay** washarb **jay** تعال جاي وشرب جاي
Come here and drink tea
laki bidak mahad yefidak لكي بيدك محد يفيدك

Choose with your hand no one will benefit you

In this ad, the advertiser uses the rhyming strategy as a way to attract customers, as he repeats the same vowels regularly or repeats a word in the middle and end of the utterance with the same letters and rhymes, but with different meanings.

11.3.8. Proverbs:

Choose with your hand no one will benefit you لكي بيدك محد يفيدك

Street vendors usually call their products with loud voices, and sometimes they embellish their calls with popular proverbs to encourage customers. They use proverbs because the proverbs have a lot of meaning with few words. This advertisement means that the customer is the one who has to choose the product with his own hands as the advertiser promoted, because if someone else chooses the product for him, he will be responsible for the bad quality of the chosen product, and then no one will benefit him according to the advertisement and the proverb.

11.3.9. Feeling guilty

عمت عين المايشتري ويفرح ابنة

His eyes were blinded who did not buy and make his children happy

During our presence in one of the street vendors' places, we noticed a strange advertisement by one of the street vendors. The advertiser used a tactic to attract customers in a pragmatic way. He accused them, they will be

guilty if they would not buy for their children and make them happy. Because if they do not buy, the sin of their children will fall upon them.

11.3.10. Condition and guarantee:

احمر وحلو ركي وشرط على السجين

Red and sweet watermelons and on the condition, it will be cut by a knife

إذا مو احمر وحلو يرجع

If it isn't red and sweet, it will be returned back

In this type of advertisement, the advertiser offers the products The peddler shouts the strategy of guarantee the product quality. To loudly to sell watermelons. He says that if the watermelon is not red and sweet, it will be returned to the street vendor again. In this woven linguistic formulation to advertise the product, he is able to attract people. The vender attracts the buyers by making them confident of the thing they will buy like watermelon and the vender gives them the choice of test the watermelon by cutting it with a knife.

11.3.11. Emotive words:

احمر يا ريان Red and fresh

اشتري لجهالك قبل مايخلص وتندم لحك

Buy for your kids before the goods will be exhausted and you will regret.

Hurry up

عسل اصلي Pure honey

رحم الله والدين اليشتري

May Allah have mercy upon the parents of the one who will buy

In the advertisements above, the advertiser used emotive words, and emotive language in order to have a greater emotional impact upon their audience.

11.3.12. Scientific evidence

Beetroot is the cure for the chest (diseases) مستوى مستوى درمان الصدر يا شلغم
Come to Vitamin C (lemon) تعال على فيتامين سي (الليمون)
Come to immunity (lemon) تعال على المناعة(الليمون)
حار وحلو مايع دوه النشلة درمان الصدر يا شلغم

Hot and sweet beetroots treat the flu. Beetroots are chest treatment

Advertisers also establish a strong relationship between the product and medicine by adding scientific evidence for their products and present them in such a way that it always establishes positive discourse in the society about that product.

11.3.13. Use of numerals:

The price is a quarter (two hundred and fifty dinars) (Price) حاجة بربع
What used to cost ten has become five (Price) ابو العشرة صار بخمسة
Four things cost a thousand (Number) اربعة بألف
شكل اربعة بألفين فواكه

Make an assortment of fruits. Four kilos with two thousand dinars (Price and number)

"Numerals "are what some buyers look for in the ads because they give some important information about the product. Street vendors announce the price of their goods to encourage people to buy, and they begin announcing the prices of their goods by saying: Four (kilos) in a thousand. Come on cucumbers, ten for five. Four for five, apples. Two kilograms by three, peaches. Five cans, Sardines for ten. Seven soaps for a thousand, and so on. It is noticeable that street vendors do not advertise for the price of one kilo of goods, or for one unit of boxes, cans or pieces, but they do so in order to make people purchase wholesale. Announcing the number of kilograms and

the number of pieces with the price is another strategy by the advertiser to mean that the product is cheap.

11.3.14. Price discount:

Discounts

تنزيلات

Come for free(products)

تعال على البلاش

The product that costs ten thousand has become five

ابو العشرة صار بخمسة

Usually when you pass by the street vendors, you hear their own bright words to promote their products, and among these phrases are "tanzilaat , discounts" and "تعال على البلاش , come for free" (without money). "Albalash" is a word that indicates the product's cheapness and not as it is known without money. Sometimes the street vendor advertises by mentioning the old price of the product with the new price in which there is a discount in the price to motivate people to buy. The advertiser repeats these words so many times to be able to attract people's attention.

11.3.15. Collocation:

Sour and sweet plum

حامض حلو آلو

Cold water

ماي بارد

Hot tea

جاي حار

In this type of audible advertisements by street vendors, the vendors use various linguistic means to attract the customer. He uses rhyme once and makes the advertisement in the form of a song another time. In this advertisement, the advertiser used collocation strategy. Collocation is a combination of words in a language, that happens very often and more frequently. The collocation is used by the advertiser because it is simple, easily understood and has strong power and effect on the audience.

11.3.16. Making charity

Free water. Come for free water **ماي سبيل وبلاش تعال عل السبيل**

Usually in summer, there is a street vendor who sells cold water in the markets and streets. Within the Iraqi social and cultural heritage, the street vendor asks people to make charity, that is, by paying the whole amount of the cold water who sells. When someone pays the total amount of water as a charity from him and the advertiser receives the water fee from the person. Then, the street vendor uses a special, loud, socially recognized advertisement. In this advertisement, the advertiser is calling people to drink the free water and he uses this call and advertisement (**maay sabil wa balash taeal 'al alsabil / free water come drink free water**) to gather people to come and drink water.

1٢- Conclusions

The following are the main conclusions of the present study:

1. We concluded that advertising promotion of the goods is a kind of vocative.
2. Through our analysis of the spoken and audible advertising discourses, we see that the advertisers use simple structures, most of which are presented in an imperative form as well as phrases .
3. Advertisers use very simple diction that appeals to the emotion of the audience. The tone is also exaggerated and creates an attractive picture.
4. It can be said that advertisers use linguistic creativity as major techniques to form a successful advertisement.

5. It has been observed that the repetition strategy is one of the most used strategies by street vendors' advertisements in order to attract people's attention.
6. We have also concluded that advertisers beautify and formulate their advertisements by making them in the form of songs or by comparing the product to another product that they have no relationship between them or by making the advertisement in the form of a joke or linking it to a socio-cultural heritage or scientific evidence.
7. From the data analyzed by the researchers, the results reveal that the most frequently used in the linguistic structure of the advertisements are nouns and adjectives. Which implies that advertisers try to attract the clients by using nouns and adjectives, because nouns and adjectives more appealing to the audience.
8. The language used in street vendors' advertisements is Mosul's vernacular, which is informal and it has a persuasive nature.
9. Street vendors' advertisements are characterized by using borrowing words and code mixing. They use English words such as fingers mean potatoes, and the letter C means vitamin C, and so on.

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