

Morphological Creativity and Persuasive Functions of Adjectives in Selected Advertising Texts: A Linguistic-Marketing Integration**Prisca Boniphace Makulilo^{a*}, Kalugaba S. Rugaimukamu^b**^aCollege of Business Education, Department of Business Administration, Tanzania.^bCollege of Business Education, Department of Marketing

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E-mail address: prisca.makulilo@cbe.ac.tz**Abstract**

This study investigates the morphological creativity and persuasive functions of adjectives in selected advertising texts drawn from seven peer-reviewed journal articles published between 2018 and 2022. Instead of analysing primary advertisements directly, it uses advertising extracts reported in the articles as a qualitative dataset. The study examines how adjectives are structurally formed and strategically used to influence consumer perceptions and responses. A qualitative desk review and content analysis approach were adopted, with Taguette software used to code, retrieve and organise adjective-related data thematically. Descriptive frequencies and percentages were generated from coded adjective occurrences to identify dominant patterns rather than make statistical generalisations. The study integrates Chomsky's Standard Theory of Generative Grammar with the AIDA model to explain how adjective forms support advertising persuasion. Adjectives were classified into base, suffix-derived, comparative and superlative, and phrasal or compound forms. The findings identify five persuasive dimensions: time, quality, quantity, colour and comparison. Frequently occurring adjectives, including long, best, safe and comfortable, conveyed durability, superiority, trust and emotional satisfaction. Morphologically creative forms presented complex product qualities as long-lasting, responsive, flawless and consumer-oriented. The study contributes to applied linguistics and marketing communication by demonstrating how adjective morphology serves as a persuasive strategy in advertising texts.

Keywords: Advertising Language, Persuasive Adjectives, Morphology in Marketing, Linguistic Strategies, Consumer Engagement

1.0 Introduction

In today's advertising landscape, an extremely high level of competition coupled with the abundance of information exists. To compete, language should be used as a strategic means extending beyond its usual informative functions. Advertising communication informs consumers about available products but also influences their perceptions, decisions, and resource allocation (Kotler & Keller, 2016; Belch & Belch, 2018). Adjectives serve as one of the linguistic devices in this context because they summarise qualities of the products by creating emotional and evaluative statements (Biber et al., 2002; Feng & O'Halloran, 2021). In the context of digital communication, adjectives become even more effective by heightening salience and memorability of the message (Patel & Kumar, 2023).

Consequently, modern advertising requires the message to be succinct, effective and emotional, especially in a digital and social media environment. After all, modern consumer market works via many channels and automatic systems which need brief and convincing messages attracting attention and causing engagement (Chen & Rodriguez, 2022; Lou, 2022). In such cases, adjectives do not just inform about the product qualities but also trigger the emotional reaction of the audience and create awareness, building the consumers' confidence. For example, adverts that use emotionally-charged adjectives such as safe, new and best tend to cause stronger reactions because of the trust, novelty, superiority and speed (Helal & Ozuem, 2018; Elling et al., 2020).

Previous studies have underlined the importance of adjectives in advertising because of their rhetorical, emotional, evaluative and persuasive meanings. Specifically, research showed that adjectives help present product qualities, create brand attractiveness, and influence consumer reactions (Biber et

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al., 2002; Feng & O'Halloran, 2021; Patel & Kumar, 2023). Other studies analysed emotionally attractive adjectives like safe, new, and best, showing their role in consumer confidence, attention, and positive evaluation of the product (Helal & Ozuem, 2018; Elling et al., 2020). These studies highlight the functions of adjectives in advertising discourse; however, they pay too little attention to the morphological structure of such adjectives and how it supports persuasion.

Morphological studies show that word-formation processes like derivation, suffixation, compounding, and phrasal formation allow words to take on broader meanings (Pinker, 2007; Singh, 2021). In advertising, these processes produce brief and memorable way. Although Pinker (2007) and Singh (2021) point to the productivity and meaning-making abilities of morphology, little attention is paid to the persuasive role of adjective morphology in advertising discourse. It is not entirely understood how the connection between adjective morphology and advertising function works.

Similarly, research on advertising discourse shows the persuasive meanings related to time, quality, quantity, colour, and comparison, but there is not enough connection made between these functions and the morphological structure of adjectives (Torto, 2019; Ojwang', 2022). For example, adjectives such as fast and new can refer to time; safe and comfortable to quality; colourful and reddish-brown to visual attraction; and best and stronger to comparisons of superiority. But what is not known yet is how different adjective forms like base adjectives, derivational adjectives, comparative and superlative forms, phrasal and compound adjectives are systematically used in enacting these persuasive functions.

Against this backdrop, this study attempts to fill this gap by analysing how adjective morphological forms are created and how they help perform persuasive functions in selected advertising texts. This study explores the connection between patterns of adjective formation and persuasive dimensions such as time, quality, quantity, colour, and comparison. This study uses qualitative content analysis, with the help of Taguette, to analyse, code, and interpret adjective forms and their persuasive functions.

1.1 Research Questions

- i. How do students in Tanzania's secondary schools experience GBV, and how does this experience influence their reporting of such incidents?
- ii. How do students in Tanzania's secondary schools perceive reporting mechanisms and school response pathways to GBV?

2.0 Literature Review

Generally, a large body of studies has been devoted to the examination of the role of advertising language in creating perceptions about products, brands, and purchases. Within the advertising discourse framework, adjectives encode evaluative, emotional, comparative, and descriptive meanings in linguistic units (Ebaid, 2018; Feng & O'Halloran, 2021), hence their indisputable importance. Specifically, they refer to various product properties: Quality, size, color, origin, durability, and value; however, in advertisements, adjectives also play a role of persuading the consumer since they affect his/her trust, attention, desire, and preferences (Betti, 2022; Singh, 2021).

Studies in advertising linguistics share the perspective that adjectives have a significant impact on the persuasive power of advertising messages. According to Biber, Conrad, and Leech (2002), adjectives allow encoding meaning in a condensed way, providing the speaker or writer with an opportunity to concisely and efficiently communicate product properties. Similarly, Ebaid (2018), Feng and O'Halloran (2021), and Helal and Ozuem (2018) have affirmed that adjectives make the advertising message appealing by adding evaluative and emotional connotations to the advertised product. Under the functional approach, Lukin and Simpson (2020) have shown that the evaluation accomplished with the help of evaluative adjectives contributes to appraisal as the consumer assigns the value to the product. All these findings suggest that adjectives perform persuasive functions as they are non-neutral descriptors but linguistic means of persuasion.

However, much of the extant literature highlights the semantic, rhetorical, emotional, and evaluative functions of adjectives without necessarily giving enough attention to how adjectives are morphologically constructed before exercising their persuasive effect. As a result, even though previous studies explain how words such as safe, new, best, durable, or comfortable can persuade the consumer,

they cannot clarify how different types of adjectives (base, suffix-derived, compound, and phrasal) contribute to advertising persuasion.

Digital and contemporary advertising also stresses the value of concise and memorable wording in media environments. In this regard, Chen and Rodriguez (2022) and Patel and Kumar (2023) contend that digital advertising requires brief but powerful language that captures the attention of the recipient and makes him/her memorize the advertisement. Moreover, Gao and Zhang (2023) show that the adjective-based contents can affect consumer attention and emotion at the stages of Awareness and Desire of the AIDA model. Even though these findings reveal how adjectives affect the persuading power of advertising messages, they also do not give much attention to the way in which adjective structures contribute to persuasion in advertising.

Subsequently, morphological studies provide another perspective. Pinker (2007), Singh (2021), and Lou (2022) demonstrate that suffixation, derivation, compounding, and phrasal construction—as through word formation—enable the creation of new and meaningful words. Within advertising context, the processes lead to such adjective forms as silky, flawless, responsive, innovative, long-lasting, heavy-duty, and ultra-fast. Such persuasive forms also represent concise and memorable linguistic expressions of complex product qualities. However, even though these analyses describe the process of word formation, they frequently fail to link the resulting forms to concrete marketing functions such as establishing trust, indicating speed, positioning the product as the best one, or intensifying desire.

Other researches also consider adjectives in terms of brand personality, multilingualism of advertising, and consumer appeal. De Barnier et al. (2019) argue that adjectives help to construct brand personality and build emotional relationships with the consumer. Yong and Teo (2022) demonstrate that adjectives used in bilingual and code-mixed advertisements can reach out to multilingual audiences. Additionally, Torto (2019) and Ojwang (2022), who studied how adjectives contribute to meaning in product advertisements through colour, comparison, and quality aspects, revealed diverse persuasive functions of adjectives but fell short in linking them to morphological structures.

From the literature review, three main findings emerge. First, all scholars contend that adjectives are important sources of persuasion in advertising due to their emotional, evaluative, and comparative meanings (Ebaid, 2018; Feng & O'Halloran, 2021; Helal & Ozuem, 2018). Second, morphological studies state that adjectives can be morphologically formed using productive processes such as suffixation, derivation, compounding, and phrasal construction (Pinker, 2007; Singh, 2021; Lou, 2022). Finally, research in advertising identifies persuasive functions related to quality, time, quantity, colour, and comparison (Torto, 2019; Ojwang, 2022). Nevertheless, the relationship between the form and function of adjectives in advertising has not been studied sufficiently.

This study, therefore, attempts to fill this gap by investigating how the adjective forms are structured and how they fulfil the persuasion function in selected advertising texts. Instead of focusing only on meaning or affective appeal, the study aims to analyse how different adjective forms contribute to the persuasive dimensions such as time, quality, quantity, colour, and comparison. Thus, the study combines linguistic and marketing aspects of the adjective structure to explore how morphological structure of adjectives facilitates and enables persuasion in advertising.

2.1 Research Problem

Even though research on advertising language has developed substantially, most of the extant literature tends to concentrate on rhetorical strategies, semantic meanings, emotional appeal, and consumer response. Indeed, previous studies have proven that adjectives impact product evaluation, brand perception, and consumer attention (Ebaid, 2018; Feng & O'Halloran, 2021; Patel & Kumar, 2023). Other studies also demonstrated that word-formation processes such as suffixation, derivation, compounding, and phrasal construction can create new meanings and increase the lexicon (Pinker, 2007; Singh, 2021; Lou, 2022).

These issues have generally been widely discussed in the existing literature; nevertheless, a systematic investigation of how adjective morphological forms perform particular persuasive functions in advertising has been lacking to a large extent. Particularly, there is no sufficient description of how base adjectives, suffix-derived adjectives, compound adjectives, phrasal adjectives, comparatives, and

superlatives function in terms of time, quality, quantity, colour, and comparison. As a result, the connection between linguistic form and marketing function has not been investigated well enough. Accordingly, this study aims to investigate how creative adjective forms are constructed and how they contribute to persuasive functions in selected advertising texts.

2.2 Theoretical Framework

This study uses an integrated theoretical framework comprising the Standard Theory of Generative Grammar (Chomsky, 1965) and the AIDA model of advertising communication (Lewis, 1898; Kotler & Keller, 2016). These frameworks allowed the study to analyse both morphological formation of adjectives and their function in the selected advertising texts. On the one hand, the Standard Theory is useful in morphological analysis of adjectives. On the other hand, the AIDA model shows how adjective forms contribute to advertising persuasion by attracting attention, increasing interest, arousing desire, and encouraging action.

2.2.1 Standard Theory of Generative Grammar (Chomsky, 1965)

Under the Standard Theory, language is a rule-governed system where the linguistic expressions are generated from underlying structures. In this study, the theory informs the analysis of the morphological formation of adjectives in the advertising texts and understanding of how the advertisers use various adjective forms to generate concise and memorable product descriptions. Operationally, the theory firstly helps to identify base adjectives (safe, long, new, smooth, and pure). Secondly, it facilitates the analysis of morphological formation of suffix-derived adjectives (silky, responsive, innovative, and flawless). Finally, the theory supports the analysis of morphological formation of compound or phrasal adjective forms (long-lasting, heavy-duty, ultra-fast, and extreme comfort).

2.2.2 AIDA Model of Advertising Communication (Lewis, 1898; Kotler & Keller, 2016)

Under the AIDA model, the process of advertisement influences the consumer through four stages: Attention, Interest, Desire, and Action. Within this study, the AIDA model is used in order to analyse the functions of adjectives in selected advertising texts. It also reveals how the adjective selection is helpful for capturing attention, increasing interest, generating desire, and causing favourable consumer response.

Operationally, the AIDA model helps link adjective functions with particular stages of consumer response. For example, time-related adjectives such as fast, ultra-fast, new, and long can help the advertisement to catch attention and increase interest as they refer to speed, novelty, or durability. Quality adjectives such as safe, smooth, comfortable, durable, and flawless can cause the generation of desire as they convey trust, satisfaction, and reliability. Comparative and superlative adjectives such as best, stronger, lower, and last longer can cause action as they make the advertised product stand out among alternatives.

2.2.3 Integration and Operationalization of the Two Theories

The integration of the Standard Theory of Chomsky and the AIDA model connects the linguistic form and marketing function. Whereas Chomsky's theory explains how adjectives are morphologically formed, the AIDA model explains how the adjective forms are used persuasively in advertising discourse. In other words, the study analyses morphological form of adjectives first and then explains how they perform persuasive functions in advertising discourse. For instance, the morphological analysis shows that the adjective form *long-lasting* is phrasal or compound as it combines duration and the property of being *long-lasting*. From the AIDA perspective, this form helps to increase interest and desire by presenting the product as durable and reliable. Also, the form *responsive* is analysed as a suffix-derived adjective that is formed on the verbal base and contribute to desire by signifying efficiency and consumer satisfaction. The adjective *best* is interpreted as a superlative form that promotes action as it positions the product as superior to others. Thus, the two theories are used as follows: the Standard Theory categorises adjective forms and the AIDA model interprets the persuasive functions of these forms in advertising discourse.

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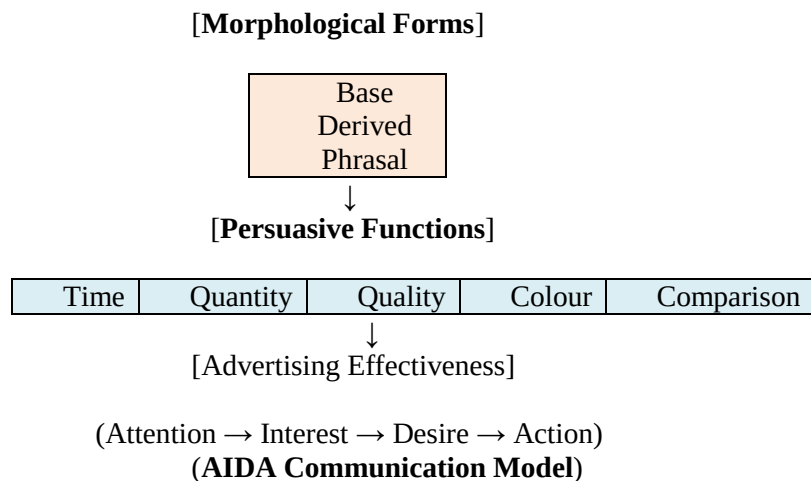


Figure 1. Conceptual Framework Linking Morphological Forms of Adjectives with Persuasive Functions and Consumer Response (AIDA Model)

The conceptual framework in Figure 1 identifies three elements: morphological forms, persuasive functions, and consumer response. The first level contains the forms of adjectives that are morphological: base, derived, and phrasal adjectives. The second level consists of persuasive functions (time, quantity, quality, colour, and comparison), which are the roles of adjectives in advertising discourse. The third level represents the consumer response, which the AIDA model explains. Thus, the study investigates how the adjective forms are positioned in the advertising text in order to accomplish such stages of consumer response as Attention, Interest, Desire, and Action and not the consumer behaviour itself through surveys or experiments.

3.0 Research Methodology

3.1 Design of the Study

With recourse to a qualitative desk review, the study investigated the morphological structures and functions of adjectives within the language of advertisements. The research was based on seven articles with a qualitative controlled dataset. Such a research design was appropriate as the main purpose was the investigation of linguistic structures and functions of adjectives rather than testing any statistical relationship.

Although descriptive frequency indicators were calculated as the result of coding of adjectives, the main purpose of this research was interpretative. Therefore, the percentages provided in the results section should be understood as a way of illustration of dominant forms and functions of adjectives within the selected texts rather than the means of generalization. Hence, a qualitative desk review allowed investigating morphological forms and functions of adjectives in advertising discourse. Seven articles were selected and analysed as they were published in the period of 2018-2022 and contained relevant authentic excerpts of advertisement where it was possible to identify and analyse adjectives.

3.2 Data Collection

Data were gathered by conducting an advanced literature search on Google Scholar. Keywords used for data search were “adjectives in advertising”, “language in advertisements”, “morphology in marketing language”, “persuasive adjectives in advertising”, and “advertising discourse adjectives”. This search method yielded twenty-six (26) articles.

Inclusion criteria which were applied for selecting relevant articles include: (1) the article is peer-reviewed; (2) it was published between 2018 and 2022; (3) it is related to advertising language, advertising discourse, marketing communication, or persuasive language in advertisements; (4) it

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contains authentic advertising extracts or examples where it is possible to find adjectives; and (5) provides methodological information that allows understanding how the advertisement data were collected.

Exclusion criteria include such articles that do not relate to the topic of advertising language; lack of authentic examples of advertisements; are focused on visual or multimodal advertising and lack of textual data; do not provide methodological clarity of data collection; are not peer-reviewed; and are not published within the specified period. The articles relating to marketing in general, rather than to language use, are also excluded.

The inclusion and exclusion criteria left seven (7) articles eligible for further qualitative analysis. The selection of such articles ensured the presence of relevant advertisement examples, use of adjectives in them, and their connection with the topic of morphological creativity and persuasion. It increased the validity and reproducibility of data gathering.

Table 1. Screening Procedure for Selecting Articles Included in the Qualitative Desk Review

Screening stage	Number of articles	Reason
Initial articles identified through Google Scholar search	26	Articles identified using search terms related to adjectives, advertising language, and morphology in marketing language
Articles removed after title and abstract screening	9	Not directly focused on advertising language or adjective use
Articles removed after full-text screening	6	Lacked authentic advertising extracts or analysable textual examples
Articles removed due to weak methodological clarity or limited relevance	4	Did not provide sufficient basis for qualitative linguistic analysis
Final articles retained for analysis	7	Met all inclusion criteria and contained relevant advertising extracts

3.3 Data Analysis Using Taguette Software

Taguette software was used to perform a qualitative content analysis of advertisement excerpts obtained from seven peer-reviewed articles. The unit of analysis comprised adjectives or adjective phrases identified in the advertisements. Examples include single-word adjectives like *safe*, *long*, *new*, and *best* and compound adjectives/phrases like *long-lasting*, *heavy-duty*, *ultra-fast*, and *extreme comfort*.

Codes were created to classify the adjectives based on two main dimensions which were morphological form and persuasive function. Codes for morphological form included the following: base adjectives, derived adjectives using a suffix, comparative forms and superlative forms of adjectives and compound/adjective phrases. The codes for persuasive function dimension included: time, quantity, colour, quality, and comparison. Coding was done using both deductive and inductive reasoning. Deductive reasoning was based on the theoretical framework whereas inductive reasoning enabled identification of emerging patterns from the dataset.

Despite being qualitative, the study also tallied frequencies of each adjective type. These frequencies entailed counting the frequency of occurrence of each adjective. Percentages were calculated by dividing the frequency of occurrence of each adjective by the total number of adjective occurrences and multiplying by one hundred. The percentages were only used to demonstrate dominant trends in the qualitative dataset and not for statistical purposes. In order to increase the rigor of the study, a subset of coded data was re-coded by another reviewer. Differences in codes between the reviewers were identified, discussed and solved through consensus. Moreover, the codebook was revised in order to enhance proper classification of adjective forms and functions. Then, the data were exported from Taguette and categorized based on study objectives.

Table 2. Codebook for Morphological Forms and Persuasive Functions of Adjectives

Code	Definition	Example
Base Adjective	Simple, non-derived adjective with no affixation	“safe”, “long”, “new”
Suffixation	Adjective formed by adding a suffix to a noun/verb	“silky”, “responsive”, “innovative”
Adjective Phrase	A multi-word expression functioning as an adjective	“long-lasting”, “extreme comfort”
Quality	Adjectives indicating product reliability or standard	“durable”, “comfortable”
Comparison	Adjectives comparing products or emphasizing superiority	“best”, “stronger”, “last longer”
Time	Adjectives indicating product speed, longevity, or recency	“fast”, “new”, “long”

Note: Frequencies and percentages were generated from coded adjective occurrences retrieved from Taguette. They are used descriptively to indicate dominant adjective patterns within the selected qualitative dataset.

4.0 Findings

The data provided in this section were collected using qualitative content analysis of seven peer-reviewed journal articles performed using the Taguette software. The research applied discourse analysis to detect typical adjectives in advertisements and also to examine their grammatical constructions and the persuasiveness of these constructions. The results’ interpretation is based on the Standard Theory of Generative Grammar by Noam Chomsky and the AIDA advertising communication model. The connection between the morphological form of the adjectives and their persuasive function illustrates that structural linguistic decisions have direct effects on consumer perception and passage through the AIDA stages (Attention, Interest, Desire, and Action). Notably, the communication in advertisements is multimodal, since textual, visual and auditory components are included in the majority of advertisements. The present research pays more attention to the textual component and, therefore, does not take into account the possible contribution of visual and paralinguistic components to persuasive power.

Moreover, the results are based on qualitative content analysis of advertising extracts from seven peer-reviewed journal articles and coded with the help of the Taguette software. In this study, a combination of deductive and inductive approaches to the analysis was used. Persuasive categories of time, quantity, colour, quality and comparison were defined deductively based on the literature review and theoretical framework of the study. On the contrary, the adjectives which are included in each of these categories were defined inductively during the coding of the advertisements. Thus, the analysis was led by the categories, whereas the actual adjective occurrences were extracted from the data.

3.4 Use Consists of Adjective as Primary Advertising Tool

Thematic coding of advertisements indicated that there are certain adjectives which are often used in advertisements in order to create the product image and make consumers interested in it. The following adjectives were detected as the most frequent in advertisements:

- i. Long (7.2%): often used to emphasize durability or longevity of the product;
- ii. Best (6.1%): this adjective is used in its comparative and superlative form to highlight the superiority of the product compared to other products;
- iii. Last (4.8%): the adjective which contributes to the prolonged effect; and
- iv. Safe, smooth, comfortable, new, thin ($\approx 3.6\%$): the words which are used in advertisements related to healthcare, cosmetic and technology products.

These words serve as linguistic signals which cause immediate associations, matching the Awareness and Interest stages of the AIDA model. Table 3 presents the list of the most common adjectives and their frequency in analysed advertisements:

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Table 3. Adjective Used in Advertisement

Adjectives	Rates%	Adjectives	Rates%	Adjectives	Rates%
Long	7.2	Colourful	1.2	Robust	2.4
Best	6.1	Extreme comfort	1.2	Heavy	2.4
Last	4.8	Egg-city	1.2	Fresh	2.4
Safe	3.6	last longer	1.2	Quality	2.4
Smooth	3.6	Advanced features	1.2	Normal	1.2
Comfortable	3.6	Flawless	1.2	Durable	1.2
New	3.6	Punkish	1.2	Responsive	1.2
Thin	3.6	Friendly	1.2	Compleitive	1.2
Clear	2.4	Stronger	1.2	Stylist	1.2
Fast	2.4	Accessible	1.2	Full	1.2
Beautiful	2.4	Soft	1.2	Innovative	1.2
Pure	2.4	Silky	1.2	Impressive	1.2
Long-lasting	1.2	next-level	1.2	Close	1.2
Heavy duty	1.2	ultra-fast	1.2	Dynamic	1.2
Reddish brown	1.2	Two	1.2	Bold	1.2
Tiny	1.2	Lower	1.2	Lower	1.2
one of	1.2	one of	1.2	Dense	1.2
Small	1.2	Open	1.2		
Later	1.2	Famous	1.2		

3.5 Morphological Structures of Adjectives in Advertisements

The Taguette software enabled the study to determine that adverts used a significant number of different adjective forms. Consistent with the idea of Chomsky about word formation, there are five morphological types of adjectives:

- i. Base adjectives – There are some inflected forms of adjectives, such as long, safe, new and pure, which can be treated as base adjectives.
- ii. Derived suffix adjectives (derived from nouns) – Such adjectives as silky, friendly, tiny and flawless serve as adjectives that add emotions and evaluations to nouns.
- iii. Product attribute adjectives derived from verbs – There are some adjectives like responsive, innovative and compleitive, which denote dynamic characteristic.
- iv. Comparative and superlative forms used by the company – Such adjectives as best, stronger, lower and last longer show that the company tries to establish its competitive advantage on the market.
- v. Adjective phrases and compounds – Such combinations of several words as long-lasting, extreme comfort, heavy-duty, safe and friendly include several meanings.

The variety of different forms of advertising language gives the opportunity for marketers to represent product functions and consumers' experience in one way through morphological variation. Table 2 presents the morphological classification of adjectives used by researchers in the process of research:

Table 4. Morphology Variations in Adjectives and Adjective Phrases used in Advertisements

Morphology	Adjectives
Base adjectives	Long, safe, smooth, new, thin, clear, pure, robust, heavy, fresh, normal, full, small, open, famous, dense, close, dynamic, bold
Suffix-derived adjectives from nouns	Silky, tiny, punkish, flawless, friendly
Suffix-derived adjectives from verbs	Responsive, innovative, completive
Comparative and superlative adjectives	Lower, stronger, best
Compound and phrasal adjectives	Extreme comfort, long-lasting, heavy-duty, reddish-brown, safe and friendly, ultra-fast, next-level

3.6 Persuasive Functions of Adjectives in Advertising

The adjectives were categorized according to their potential role in performing one of the five persuasive functions: time, quantity, colour, quality, and comparison. These categories were deduced from previous literature on persuasive language of advertisements and AIDA framework, used as a conceptual framework for understanding what persuasive role adjectives can play in attracting attention, generating interest, creating desire, and inciting action. However, the specific examples of adjectives in the selected categories were obtained inductively during coding of advertisement excerpts using Taguette.

Thus, the analysis has affirmed that most of the coded adjectives fit into the five persuasive function categories. Adjectives related to time (fast, ultra-fast, new, long) stressed either speed, novelty, or endurance of the product. Quantity-related adjectives (thin, small, full, heavy) enabled rational evaluation of size, volume, or quantity of a product. Colour adjectives (colourful, reddish-brown) created visual images of ads and aesthetic appeal. Adjectives pertaining to quality (durable, safe, smooth, comfortable, clear) indicated trustworthiness and reliability of the product. Comparative and superlative adjectives (best, stronger, lower) were meant to show the superiority of a product compared to its competitors.

Moreover, these categories were interpreted in connection to AIDA framework. For example, time and colour adjectives attract attention and interest; quality adjectives create desire through instilling trust and security; and comparative and superlative adjectives prompt action by highlighting the superiority of the product. In this sense, the proposed categorisation is treated as theoretically-based coding categories, supported by adjective patterns in the ads.

Table 5. A Breakdown of Adjectives' Persuasive Roles in Adverts

Description	Adjective
Time	fast, ultra-fast, last, long, new
Quantity	thin, large, two, one of, full, heavy, small
Colour	bright, colourful, reddish-brown
Quality	durable, safe, clear, pure, comfortable, impressive, smooth, bold
Comparison	best, lower, stronger, last-longer, later

Note: The persuasive categories were developed deductively from the literature and theoretical framework, while the adjectives listed under each category were identified inductively from the coded advertising extracts. Non-adjectival items such as numerals and quantifiers were excluded from the final classification.

3.7 Summary of Findings

The results suggest that the advertising discourse comprises specifically chosen adjectives that serve as linguistic means enabling advertisers to develop by means of their advertising goals and language practices. How the advertisers organise their language and communicate the message within it reveals how linguistic organization affects the approach to marketing, thus affecting consumers' understanding and decision-making. The next section places these results into the broader scope of relevant literature.

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5.0 Discussion

The current study investigated the role of morphological creativity of adjectives in performing persuasive function within selected advertisements. Adjectives such as long, best, safe, comfortable, and new occur frequently because they represent the concepts of durability, superiority, trust, satisfaction, and novelty. The results support previous studies which argued that adjectives play a crucial role in advertisement persuasion as they contain evaluative and emotional meanings (Ebaid, 2018; Feng & O'Halloran, 2021). Besides, the results confirm the idea provided by Biber et al. (2002) according to which adjectives are filled with descriptive and evaluative meanings. Nevertheless, this study adds that persuasion does not depend only on adjective meaning but also on its morphological construction.

To begin with, the frequency of occurrence of such adjectives as long and best means that advertisements are based on meanings of durability and superiority. It concurs with Belch and Belch (2018), who argued that persuasive advertising affects the way the consumers perceive products and positions them accordingly. Moreover, the findings are consistent with Kotler and Keller (2016) on the influence of advertising messages on consumer awareness, interest, desire, and action are also supported by the results of the study. Long refers to the concept of durability and extended value, and best shows the superiority of the product compared to similar products. However, due to the focus of the study on the textual material rather than consumer-response experiments, it is better to consider adjectives as textual elements supporting persuasion and not evidence of consumer behaviour.

Furthermore, the results of the study are consistent with those of previous studies which showed that the use of adjectives affects emotions and cognition of consumers. Patel and Kumar (2023) state that adjectives improve salience and memorability of brand communication. Similarly, the use of such emotionally-loaded adjectives as safe, new, and best helps consumers build confidence and positively appraise products (Helal & Ozuem, 2018; Elling et al., 2020). Significantly, the current study further provides evidence for this statement by proving that such adjectives as safe, comfortable, smooth, and new are used to communicate the meanings of trust, reassurance, ease of use, and emotional satisfaction. The study's contribution consists in the fact that the meanings are organised using morphological categories including base adjectives, suffix-derived adjectives, and compound or phrasal adjectives.

Regarding morphological creativity, the results demonstrate that advertisers use adjective forms other than simple base adjectives. Forms like silky, responsive, innovative, and flawless and compound or phrasal adjectives like long-lasting, heavy-duty, ultra-fast, and extreme comfort provide compressed representation of complicated product features. The results of the study support the theories proposed by Pinker (2007), Singh (2021), and Lou (2022) according to which morphological processes (derivation, suffixation, and compounding) expand meaning and make language productive. The contribution of the study is in the fact that morphological productivity is shown not only as a grammatical process but also as a tool for persuasion. Morphological creativity makes it possible to present technical, emotional, and functional product qualities in a condensed and noticeable way.

The research results also correspond to the studies focusing on brand personality and consumer appeal. De Barnier et al. (2019) maintain that adjectives help construct brand personality and establish an emotional connection with the consumers. As a result, this study finds out that adjectives such as friendly, flawless, smooth, beautiful, and impressive not only describe products but generate positive associations with the concepts of comfort, beauty, reliability, and satisfaction. Thus, the use of adjective morphology allows positioning brands and transforming product characteristics into consumer benefits.

The persuasive functions of time, quantity, colour, quality, and comparison provide further evidence for previous studies on advertising discourse. Torto (2019) and Ojwang' (2022) prove that adjectives in advertisements perform persuasive roles in such categories as colour, comparison, and quality. Similarly, this study agrees with this idea but provides a more systematic relationship between persuasive functions and morphological forms. Time-related adjectives such as fast, ultra-fast, new, and long convey the meanings of speed, novelty, and durability. Quality adjectives such as safe, smooth, comfortable, and durable convey the meanings of trust and reliability. Comparative and superlative forms such as best, stronger, and lower position are used to relate the products to the competitors. Therefore, persuasive functions are not only separate meanings but structural formations and uses of adjectives.

Integration of Chomsky's Standard Theory of Generative Grammar and the AIDA model helps interpret the results at two levels. Chomsky's theory supports the analysis of adjective formation such as base form, derived form, comparative and superlative form, and compound or phrasal expression. At the same time, the AIDA model provides information on how the forms are used for advertising persuasion by attracting attention, generating interest, stimulating desire, and taking actions. Therefore, this approach proves a relationship between the linguistic structure and marketing function: adjective forms provide the structural resources, and persuasive functions elucidate the marketing function.

Nonetheless, the results should be interpreted with consideration of the limitations of the study. Firstly, the analysis was conducted using advertising extracts taken from seven peer-reviewed journal articles and thus, the study showed patterns of selected textual dataset and not universal patterns of all advertisements. Additionally, there was no investigation of consumers' responses to the advertisements by conducting surveys or experiments or analysing consumer behaviour. As a consequence, conclusions about the persuasive functions of adjective forms are made based on textual material and AIDA model but not on consumer-response data.

Ultimately, the study contributes to the fields of applied linguistics and marketing communication by demonstrating that adjectives in advertising are persuasive not only because of their meanings but also due to their morphological construction. The previous research proved that adjectives affect the persuasive appeal, emotions, and perceptions of consumers. This study provides further proof of this idea showing that base adjectives, suffix-derived adjectives, comparative and superlative forms, and compound or phrasal adjectives have their own functions associated with time, quantity, colour, quality, and comparison.

6.0 Conclusion and Implications

6.1 Conclusion

The current study explores the issues of morphological creativity and persuasive functions of adjectives in selected advertisements taken from seven peer-reviewed scientific articles published from 2018 to 2022. Based on qualitative content analysis and Taguette, the study examines how the structural formation of adjectives is performed and how these adjectives perform the functions of persuasion within the context of advertisement. The conceptual framework of the current research encompasses Chomsky's Standard Theory of Generative Grammar and the AIDA model of advertisement communication.

It has established that adjectives in the selected texts of advertisements do not confine their role to description only. Base adjectives such as safe, long, new, and smooth represent the clear meanings of products, while derived, comparative, superlative, compound, and phrasal adjectives (for example, responsive, flawless, best, stronger, long-lasting, heavy-duty) represent the complex qualities of the product in one phrase. Thus, these adjective forms correspond to functions of persuasion in the context of time, quantity, quality, colour, and comparison. Accordingly, the study shows that adjective morphology contributes to advertising persuasion via linking language form with marketing function. Nonetheless, in virtue of the use of selected texts of advertisement and lack of data about consumer response, the results can be considered as an indication of potential persuasive strategies in advertising texts. Generally, the study shows that morphological creativity is a substantial linguistic resource in the process of advertising communication.

6.2 Implications and Limitations

6.2.1 Theoretical Implications

The current study contributes to the development of applied linguistics in terms of showing the possibilities of the morphological analysis of persuasive discourse. The Standard Theory of Chomsky provides an explanation for the structural formation of adjectives based on base forms, affixation, comparison, compounding, and phrasal structure. At the same time, the AIDA model can help to interpret how these forms could support the functions of advertising associated with attention, interest, desire, and action. Moreover, the current research proves that the issue of adjective morphology should not be considered as purely grammatical one. In the process of advertising, morphological forms could

Cite paper: Makulilo, P.B., & Rugaikamu, K.S. (2026). Morphological Creativity and Persuasive Functions of Adjectives in Selected Advertising Texts: A Linguistic-Marketing Integration, *vol* (12), Issue 2: 13 pages.

have a strategic function of making the qualities of products clear and persuasive.

6.2.2 *Practical Implications for Advertisers and Marketers*

The findings mean that advertisers and marketers need to consider adjectives as a tool of strategic language choice, which should not be considered just as descriptive words. Base adjectives are helpful for communicating clear meanings, while derived, compound, and phrasal adjectives are able to communicate complex product qualities in brief phrases. For example, adjectives safe, comfortable, and smooth can show the trust and customer satisfaction, while forms like long-lasting, ultra-fast, responsive, and flawless can stand for the durability, speed, efficiency, and reliability of the product. Thus, practitioners should choose adjectives corresponding to the product category, target audience, and functions of persuasion.

6.2.3 *Limitations and Implications for Future Research*

The current study faces several limitations that offer avenues for future research. First, the analysis is based on the secondary data from seven peer-reviewed journal articles, which makes it possible to conduct the focused qualitative desk review of the selected ads but limits the ability to work with the original advertisements. Secondly, the selected advertisements have been filtered and introduced by the preceding researchers, thus introducing double-sampling bias because the analysed extracts were not collected directly from the original sources. Thirdly, the research concentrates mainly on textual elements and does not consider visual, auditory, layout, colour design, typography, images, and other multimodal elements that participate in advertising persuasion. Fourthly, the research presents the descriptive frequencies and percentages of adjective occurrences to show the dominating tendencies within the qualitative data set. Fifthly, the consumer response has been assessed using the AIDA model, however, no actual measurements of consumer behaviour via surveys, interviews, experiments, and sales have been made.

Future research could employ the original data of advertising, including TV advertisements, promotion posts in social networks, billboards, product packages, and campaigns in the Internet. In addition, future research could employ the mixed or experimental approach to the assessment of the actual consumer response to different adjective forms. Comparative studies in different languages, cultures, product categories, and digital platforms could add value to the comprehension of morphological creativity in advertising persuasion.

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