

SOCIOLINGUISTIC STUDY OF ADVERTISEMENT HOARDINGS IN NAGPUR CITY

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ABSTRACT

Advertising hoardings are common in cities. Hoardings are put up at almost all squares and near all bus stops/stations/railway stations/airports, malls, multiplexes, etc. Thus, these hoardings are omnipresent. These hoardings attract public attention because of their textual message and visuals. The language employed in these hoardings is simple and shows an economy in the use of words. The main function is to convey the message about a product or service in an effective manner. This linguistic communication or advertisement discourse can be studied from various points of view. This paper is a humble effort to study advertising hoardings in Nagpur city from the point of view of Sociolinguistics.

KEYWORDS: *Advertisement Hoardings, Register, Culture, Bilinguals, Code Mixing, Culture, Sociolinguistics*