

SOCIAL STRATIFICATION

GROUP 3

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SAMPLE ADVERTISEMENT ANALYSIS

ADVERTISEMENT #1 RIN

Source: <https://www.youtube.com/watch?v=QAzzAmpagrc>

- The language used is hindi with english code mixed as well borrowing is present: like “Youtube”, “video”, “shine active crystals” and makes use of the dish name “*fusion paneer pasta*”, and such dishes are commonly made by the upper-middle class strata.
- More observations supporting the idea that it targets upper middle class are from the setting, Video calling, uploading a youtube video, the visuals, etc.
- The products like a smartphone, an iPad are typical of an upper middle class setting. Further, uploading these kinds of food-making videos is something that is rather common for the upper-middle class.

ADVERTISEMENT #2 RIN

Source: <https://www.youtube.com/watch?v=haDkVnXeT2Y> Rin

- The advertisement is from 1960s, and is black and white
- In the 1960s, Television was a luxury, and was limited to higher class people. Thus, Televised ads in that time could only be targeted towards higher class people.
- This targeting towards higher class people is evident from the use of pure English throughout the advertisement, with zero code mixing, even when the English speakers were fewer in number.
- While the setting of the people may not seem so-upper-class, considering the setting of 1960s, it is a typical upper class setting, as middle and lower class were rather rural in those times, but the people in the advertisement were not living in villages, but in a town/city setting with well-furnished bathrooms.

ADVERTISEMENT #3 TIDE

Source: <https://www.youtube.com/watch?v=CX1Zrk7XMHE>

- Targeting lower/lower middle class
- The setting is that of the shop of a typical small halwai in a town/city.
- The halwai has a particular variety(dialect) of Hindi.
- His accent is also something which is considered rural like he says “chashni” with alveolar fricative instead of the retroflex. “Paisha” -> with stretching the vowel ‘i’.
- He starts with “are bhaiya”, which is a common addressal term for starting sentences in rural areas.
- Minor code mixing in English. Like “white”, “Budget”,etc. Mostly it is in Hindi.
- The ad also talks about budget emphasizing to attract more lower middle class/lower class people

THANK YOU!!