

(IN)EFFECTIVE LANGUAGE MEANS OF A SALES PITCH

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Research Purpose. In today's world the competition among businesses is extremely high. Even the smallest factor can make a difference between selling the product or not being able to sell it. Persuasive language of sales pitches is crucial to all businesses which seek to be successful. The aim of the current research is to reveal what linguistic means are applied to make the language of promotional messages more persuasive and effective.

Keywords: Linguistic means, Persuasiveness, Sales pitch

Research Methodology. The current research consists of the theoretical and practical parts. The theoretical part defines the concept of the sales pitch, describes its importance, main types and structures, as well as clarifies how various linguistic elements improve sales pitch. The practical analysis is based on the examples taken from the sales pitches presented on a British reality television business programme "Dragons' Den". The practical part focuses on the following principles: to determine the styles and patterns of speeches, texts, stylistic devices that have been used, reasons for choosing such techniques and structural elements of persuasive language and sales pitch. The two methods were applied: analysis of theoretical references and descriptive comparative linguistic analysis.

Results / Findings. The research reveals that a sales pitch is a presentation of a certain product or service in order to attract the customers and sell the aforementioned product or services. Persuasive language in sales pitch is characterised by certain linguistic means, such as: alliteration, appeal, hyperbole, rhetorical questions, use of adverbs, verbs, adjectives, nouns. Stylistic or rhetoric devices are widely used to make the promotional message catchier and more attractive.

Originality / Practical implications. The research is relevant to students and professionals of Business, Marketing, Public Relations, Languages and anyone involved in the world of sales.