



## Linguistic Pattern in Bengali Advertisement

Anis Chattopadhyay<sup>1</sup> & Prof. (Dr.) Sujit Mukherjee<sup>2</sup>

1. Assistant Professor, Department of Hospital Management, Techno India
2. Professor and Head, School of Management Sciences, Maulana Abul Kalam Azad University of Technology, West Bengal

### Abstract:

*In advertising, language is often creatively modified to align with the nature of the product and the target audience. These deliberate adjustments help grab the attention of potential consumers and steer their perception of the product in a particular direction. By reshaping linguistic structures, advertisers prompt audiences to reframe their understanding of language in ways that align with advertising goals. Copywriters strategically craft language to fit the product's identity and appeal to its audience, setting advertising discourse apart from everyday speech. This approach allows for both clear, persuasive messaging and more nuanced, implicit communication. This paper outlines a framework for categorizing and analyzing common linguistic patterns in advertisements, laying the groundwork for an experimental study that aims to objectively evaluate how these patterns influence consumer behaviour.*

**Keywords:** Advertising, Language, Linguistic, Bengali, Copy writer.

### Introduction:

Language is a powerful tool in advertising, shaping perceptions and influencing consumer behavior. In Bengali advertisements, linguistic elements reflect both the cultural richness of the Bengali-speaking community and the evolving trends in consumer communication. The Bengali language, known for its literary heritage, offers a diverse linguistic palette that recent advertisements have harnessed creatively. This research explores how contemporary Bengali advertisements employ language patterns to resonate with audiences in West Bengal, Bangladesh, and Bengali-speaking communities worldwide.

This study focuses on identifying and analyzing these linguistic patterns, such as code-switching, colloquialism, puns, and emotional appeals that connect deeply with cultural values and modern lifestyles. The rise of digital media has also allowed advertisers to blend traditional expressions with globalized tones, making advertisements accessible yet intimately familiar. In addition to linguistic elements, visual components of language in advertisements, such as script styles and typography, also contribute to the overall impact and message.

The analysis of recent Bengali advertisements reveals a nuanced interplay between modern and traditional linguistic forms, showing how advertisers balance authenticity with innovation to engage a broader audience.

Through an examination of language patterns, this research aims to shed light on the strategies used by Bengali advertisers to effectively reach their audience, reflecting both linguistic trends and cultural values in the contemporary Bengali society.

For a comprehensive understanding of these linguistic patterns, the study will explore Print Advertisements, from newspapers, magazines and social media campaigns, providing insights into how language functions as a bridge between brand and audience in the Bengali advertising landscape.

### *Patterns of Advertising Text:*

**Depending upon the formal pattern, commercial advertising text has been broadly classified into six types:**

1. Message Reduction Ad-text
2. Discursive Ad-text
3. Allusive Ad-text
4. Prosodic Ad-text
5. Declarative/Assertive Ad-text
6. Didactic Ad-text

In the following sections the different types of patterns will be analysed through a study. Before going into the detail study the different types of texts are described for easy understanding.

#### **1. Message Reduction Ad-Text**

Since the primary goal of advertising is to grab the audience's attention, product messages are frequently condensed. Short phrases, resembling slogans, are commonly used to create an association with the product or brand.

Message Reduction Ad-Text refers to an advertising technique where the core message is expressed in a very brief, compressed, and minimal form — often using just a word, phrase, or visual cue instead of elaborate explanation. The aim is to maximize impact with minimal language, relying on the audience's ability to decode the meaning using cultural, visual, or emotional cues.

#### **Definition**

**Message Reduction Ad-Text** is a **minimalist, condensed** advertising message that delivers the **main idea quickly and powerfully** using **as few words as possible**. It often assumes that the audience can fill in the rest of the meaning based on **context, brand familiarity, or cultural cues**.

#### **Key Features:**

- Extremely **brief text** (often 1–5 words)
- **Implicit meaning** — assumes the reader understands the context
- Uses **brand familiarity, visual symbols, or emotional resonance**
- Often combined with **striking imagery or symbols**

- Encourages **quick recall and recognition**

### **Bengali Advertisements Using Message Reduction:**

#### **1. “রাঁধুন” – Spice Brand (Radhuni Masala)**

- **Year:** Ongoing (Popular in 2000s–2020s)
- Single word ad: “রাঁধুন” meaning “Cook”.
- **Message:** Direct, minimal, and powerful. The word is a verb and a brand name.  
 ➔ Double meaning: **Call to action** and **brand identity** in just one word.

#### **2. “ভরসা করুন” – Bandhan Bank**

- **Year:** 2015 Launch Year Campaign
- Just two words: “ভরসা করুন” (Have faith).
- **Message Reduction:** No detailed service info — only an emotional cue.  
 ➔ Builds trust with minimal words in a culturally resonant tone.

#### **3. “সোনার বাংলা” – Political & Commercial Usage**

- **Year:** Frequently used from 2011 onwards
- **Message:** “সোনার বাংলা” (Golden Bengal) — from Tagore’s nationalistic song.
- **Reduced message:** Suggests pride, prosperity, heritage— all packed into two words.  
 ➔ Highly **emotive**, **patriotic**, and **interpretable**.

#### **4. “চিরদিনই তুমি যে আমার” – Emami Boroplus**

- **Year:** 2011–2015
- **Message:** Line from a romantic song used without explanation.
- **Reduction:** No product description. The phrase triggers **romantic nostalgia**.  
 ➔ Consumers connect emotionally; the message is **implied**, not stated.

#### **5. “ভাল থাকুন” – COVID-era Ad by Medinova Hospitals**

- **Year:** 2020
- **Message:** Just: “ভাল থাকুন” (Stay well).
- Contextual message with **no marketing tone**.

➡Softly builds brand goodwill through a **universal wish**.

### Why Message Reduction Works in Bengali Advertising:

- Bengali audiences are often **emotionally intelligent and context-aware**.
- Works well in **visual media**: hoardings, TV ads, digital banners.
- Leverages **cultural depth**: a few words can evoke full stories or emotions.

### Academic Insight:

In **semiotics and advertising linguistics**, Message Reduction aligns with **high-context communication** — meaning much is left **unsaid**, but understood through **shared knowledge** and **symbols**. It reflects a postmodern advertising trend: **less is more**.

## 2. Discursive Ad-Text

Advertisements are often made in the form of a discourse where the desired response needs to be interpreted by the receiver. In these types of advertisements, diverse socio-cultural, socio-political, and socio-economic cues are woven into the overall discourse.

A Discursive Ad-Text uses a narrative or conversational style rather than just a slogan or jingle. It unfolds like a story, dialogue, monologue, or testimonial, often contextualized with characters, situations, emotions, and experiences. The aim is to engage the consumer cognitively and emotionally through realistic or relatable communication.

### Definition

Discursive Ad-Text is an advertisement that presents a storyline, dialogue, or real-life situation to narrate a message rather than using direct slogans or poetic elements. It uses longer text, spoken words, and everyday discourse to create a natural appeal.

### Key Features:

- Narrative-driven (with a beginning, middle, and end)
- Uses **conversational Bengali**, not stylized or poetic
- Often includes **characters, scenes, and emotions**
- May present a **problem-solution format**
- **Builds trust** and emotional connection through realism

### Bengali Discursive Advertisements

#### 1. “দিদা, তুমি কি আমায় চিনতে পারো?” – Senco Gold

- **Year:** 2020 (Durga Puja campaign)
- A short film-style ad where a granddaughter lovingly dresses her grandmother with Senco jewellery.

- **Discursive Element:** Realistic dialogue between characters. The story subtly conveys care, memory, and tradition.

➡ **Message:** Jewellery is not just fashion — it's emotion and connection across generations.

## 2. Anondoloke Magazine TV Ad – “আরে, তুমি এখনো পুজো সংখ্যাটা পড়েনি?”

- **Year:** 2016
- A group of friends discuss their Puja plans. One hasn't read the Pujo edition yet, and others express shock.
- **Discursive Element:** Casual, everyday conversational tone among friends.
- ➡ **Message:** Reading the Puja special is an inseparable part of the Bengali identity.

## 3. “দুর্গা পুজো মানে নতুন জামা – বড়দিনের গল্প শুরু” – Pantaloon

- **Year:** 2019
- A young girl talks to her parents about choosing her Puja outfit, narrating small moments of her Puja excitement.
- **Discursive Element:** Uses a child's **inner monologue** and natural dialogues with parents.
- ➡ Builds **cultural emotion** tied to Durga Puja and modern fashion.

## 4. “জীবনে যদি কিছু করার থাকে..... এখনই শুরু কর” – SBI Life Insurance

- **Year:** 2017
- Features a father writing a letter to his daughter narrating his dreams and concerns for her future.
- **Discursive Element:** Narrative structure, letter format, emotional realism.
- ➡ Message about **financial planning and parental care**.

### Why Discursive Ad-Texts Work in Bengali Advertising:

- Bengalis are **emotionally connected to stories and realism**.
- Builds **credibility and relatability**.
- Offers **deeper cognitive engagement** than slogans or jingles.
- Appeals to a more **informed and reflective** urban Bengali audience.

### Academic Insight:

From a **discourse analysis** perspective, Discursive Ad-Texts represent a **shift from transactional to relational communication** — the ad is not just selling, but **telling**. It mirrors **media realism** and plays a role in **cultural narrative building**.

### 3. Prosodic Ad-Text

Prosodic Ad-Text musical, rhythmic, and sound patterns rhyme, rhythm, alliteration, stress, intonation, and jingles catchy, memorable, and emotionally engaging ear and emotion, often using a poetic or song-like structure to stay in the minds of consumers.

#### Definition:

Prosodic Ad-Texts are advertisements that rely on sound patterns (prosody) such as rhyme, rhythm, and melody to create a memorable impact. Often used in jingles, taglines, or slogans, they are designed to be easily recalled and emotionally resonant.

#### Key Features of Prosodic Ad-Texts:

- Use of **rhyme** and **rhythmic meter**
- Often **musical** (e.g., jingles)
- Sometimes inspired by **folk tunes, children's rhymes, or songs**
- Easy to **remember, repeat, and associate** with the brand

#### Bengali Advertisements with Prosodic Elements

##### 1. “বোরোলিন বোরোলিন রাতে দিনে বোরোলিন”

- **Year:** Circa 1980s – Present
- **Message:** This jingle became iconic in Bengal.
- **Prosodic Features:** Repetition, rhythm, rhyme (“রাতে দিনে”), and melody.  
➡The sound structure made it easy for people to remember the name and use.

##### 2. “আনন্দমেলা, ধনেখালি শাড়ির খেলা” – Bengal Handloom Board

- **Year:** Late 1990s
- Promoting handloom sarees during Durga Puja.
- **Prosodic Feature:** Internal rhyme (“আনন্দ”, “মেলা”, “খেলা”) and rhythm.  
➡This caught the cultural pulse and built a lyrical connect.

##### 3. “চিরদিনই তুমি যে আমার, প্রাণের কাছে তুমি যে অপার” – Emami (Fair & Handsome)

- **Year:** Around 2012
- Modified lines from a Bengali romantic song.
- **Prosodic Feature:** Rhythmic and lyrical flow from the original melody.

➡ Emotional and poetic appeal, especially targeting middle-class consumers.

4. “TVC: “দুর্গাপূজোতে ফিরে আসে নতুন নতুন গল্প.... সিটি সেন্টারে” – Ambuja Neotia Group

- **Year:** 2015
- Used a poetic voiceover and soft background music with rhyme.
- **Prosodic Feature:** Soft meter, musical tone.
- ➡ Built a festive mood through rhythm and cadence.

5. “সুন্দর তোমার শাড়ি, সুন্দর তোমার ভাবনা” – প্রিয়গোপাল বিষয়ী

- **Year:** 2000s
- Local Bengali saree ad.
- **Prosodic Feature:** Rhyming and rhythmic slogan.
- ➡ Enhances **brand recall** through musicality.

6. “তোমায় আমায় মিলে, এমনি বহে ধারা”

[Gloss: Like this, the continuation flows by connecting you and me]

This is an advertisement of a renowned old jewellery house – P.C.Chandra Jewellers. Their business in Kolkata is for generations together. Thus the advertising lines being extracted from Rabindranath Tagore’s song, implies a traditional value which can be handed over from generation to generation, therefore equating the gold ornaments of the brand with that of eternal value system of the socio-cultural setting of Kolkata.

**Why Prosodic Ad-Texts Work in Bengali Advertising:**

- Bengali is a melodic language, rich in poetry, Tagore songs, and folk tradition.
- Bengali audiences are emotionally tuned to rhythm and music.
- Cultural memory: Musical slogans stick in people’s minds longer than plain text.

**Academic Insight:**

In linguistic advertising analysis, prosody is often studied under phonostylistics, and Bengali ads are excellent case studies for showing how sound shapes **consumer** perception.

**4. Allusive Ad-Text**

An **Allusive Ad-Text** is a type of advertising language that **indirectly refers to well-known cultural, religious, historical, literary, or mythological elements** to make a product more appealing. These **allusions** depend on the audience’s familiarity with the reference — it could be a figure like **Durga**, a phrase from **Rabindranath Tagore**, or a moment from Bengali **folk tales, festivals, or films**.

Allusion enhances emotional connection, creates deeper meaning, and builds **cultural relevance** without stating things directly.

## Definition:

**Allusive Ad-Text** uses cultural or literary references that **suggest a meaning indirectly**, allowing the consumer to **interpret and emotionally connect** with the message.

## Bengali Advertisements with Allusion

### 1. “ঘরে ঘরে এখন লক্ষ্মী পূজো” – Senco Gold & Diamonds

- **Allusion:** The ad was aired during **Lakshmi Puja**, comparing women who wear Senco’s jewellery to **Goddess Lakshmi**, the Hindu goddess of wealth.
- **Message:** Wearing gold = welcoming prosperity.  
➡ Emotionally reinforces tradition, devotion, and family values.

### 2. “দুর্গা তো ঘরেই আছেন” – Boroline (Durga Puja campaign)

- **Allusion:** Refers to **Durga**, the divine mother goddess, and suggests every Bengali woman (mother, wife, sister) is also a form of Durga.
- **Message:** Boroline, like Durga, is always there for protection and care.  
➡ Connects brand to **maternal care, strength, and tradition**.

### 3. “আবার অষ্টমী, আবার টেলিভিশনের সামনে” – Anandabazar Patrika

- **Allusion:** Refers to Maha Ashtami (major day of Durga Puja), invoking **nostalgia** around family time, rituals, and reading Puja editions of newspapers.
- **Message:** Anandabazar is as much a part of Puja as the rituals.  
➡ Creates cultural belonging and seasonal loyalty.

### 4. “তিন কামরার ফ্ল্যাট নয়, এটা আপনার ‘ঠাকুরদার বাড়ি’র স্মৃতি” – Shrachi Realty

- **Allusion:** Refers to the emotional memories of **ancestral homes**, using nostalgia from childhood and joint family culture.
- **Message:** Buying a flat isn’t just investment; it’s reclaiming roots.  
➡ Connects to **Bengali sentimentality and identity**.

## Why Allusive Ads Are Effective in Bengali Culture:

- **Bengalis are culturally rich and emotionally responsive.**
- Allusions tap into **shared values** like tradition, literature, festivals, and family.
- Viewers feel **emotionally intelligent** and **culturally proud** when they “get” the reference.



## 5. Declarative/Assertive Ad-Text

Advertising language often includes statements that declare or assert specific ideas, notions, or truths about a product or brand. Rhetorical devices such as metaphors, similes, oxymorons, and personification are frequently employed in these types of advertisements. This declarative style is commonly used in structuring advertising text. Below are examples of assertive or declarative advertisements.

**Declarative / Assertive Ad-Text** refer to advertisement language that *states a fact, claim, or assertion* about the product or service in a direct, confident manner. These sentences usually use a **subject + verb** structure and make a statement that doesn't ask, command, or exclaim — they are **matter-of-fact** and **persuasive**.

### Definition:

A **declarative/assertive ad-text** makes a clear **statement** about a product's features, benefits, or superiority, aiming to convince the consumer by providing information in a confident tone.

### Key Features of Declarative/Assertive Ad Texts:

- Use of present tense to express ongoing truth.
- Confident tone to influence trust.
- No question, command, or exclamation.
- Often contains benefit-driven or product-quality statements.

### Examples from Bengali Advertisements:

1. “দুধের স্বাদ হোলেই মেটে না – তাই আমুল দুধ” (*The taste of milk is unmatched – that's why Amul milk*) – This makes a factual-sounding claim.
2. “স্বস্তিক তেলের গুণে চুল পড়া কমে” (*Swastik oil reduces hair fall with its benefits*) – Direct statement about product efficacy.
3. “আনন্দে থাকুন – আনন্দবাজার পড়ুন” (*Stay joyful – Read Anandabazar*) – Assertive suggestion linking reading the paper with happiness.
4. “সানফেস্ট স্নান সাবান ত্বক রাখে কোমল ও সুগন্ধি” (*Sunfest bathing soap keeps the skin soft and fragrant*) – Factual tone to persuade through claim.
5. “এই দুর্গোৎসবে মিহিদানার সেরা স্বাদ – গিরিশচন্দ্র বোস” (*This Durga Puja, the finest Mihidana – Girish Chandra Bose*) – Statement combining fact and appeal.

### Conclusion:

When it comes to linguistic norms, advertisements often deviate from the standard structure of language, tailoring their expression based on the product being promoted and the target audience. This deliberate manipulation captures the attention of listeners or readers, guiding them toward a particular understanding of the product and prompting them to reinterpret language in a way that aligns with advertising goals. While analyzing the formal features of advertisements, one might avoid making ethically charged judgments.

However, recognizing the linguistic impact of advertisements within language research reveals how media ads contribute to shaping a new form of urban discourse.

## References:

- Bagchi, M., & Bairagya, S. (2021). *Concept and context of teacher education*. In **Teacher education: Contemporary issues, practices & prospects** (Vol. 1).
- Bairagya, S., Mete, J., & Ghosh, S. K. (n.d.). A study on the relative effectiveness between concept attainment model and traditional method of teaching in economics. *Journal of Education, R.B.U.*, 9(1), 109–114.
- Bal, M., & Maity, A. (2019). Impact of economy & sociability on educational development of tribal women. *International Journal of Research and Analytical Reviews*, 6(2).
- Barsha Bhattacharyya, & Maity, A. (2025). Employee performance in relation to motivation and job satisfaction: A survey on MSME. *International Journal of Trend in Scientific Research and Development*, 9(1), 987–992.
- Biswas, S., & Banerjee, R. (2024). Attitude towards integrating ICT in the teaching learning in the higher secondary level: A survey. *International Journal of Research Publication and Reviews (IJRPR)*, 5(6), 1–4.
- Biswas, S., & Biswas, S. (2024). Empowering Indian women: Sister Nivedita's enduring legacy in education and social reform. *International Journal of Research Publication and Reviews (IJRPR)*, 5(6), 1230–1235.
- Biswas, S., & Chatterjee, P. (2024). Students' attitudes towards E-learning from a socio-economic perspective. *Bharati International Journal of Multidisciplinary Research & Development (BIJMRD)*, 2(11), 1–12.
- Biswas, S., & Kumari, M. (2024). Integrating indigenous wisdom: Transforming higher education with Bhartiya knowledge systems. *American Journal of Social and Humanitarian Research*, 5(2), 132–142.
- Biswas, S., & Kumari, M. (2024). The burden of care: A systematic review of parental stress in families of children with intellectual disabilities. *International Journal of Trend in Scientific Research and Development (IJTSRD)*, 8(4), 842–849.
- Daripa, S., Khawas, K., Das, S., Dey, R. K., & Kuila, B. K. (2019). Aligned proton conducting graphene sheets via block copolymer supramolecular assembly and their application for highly transparent moisture sensing conductive coating. *Chemistry Select*, 4, 7523–7531.
- Dandapat, A. K., & Maity, A. (2022). Relationship between socio-economic status and academic performance of the B.Ed. students in Paschim Medinipur. *2 Day International Seminar on Swami Vivekananda College of Education*.
- Dattamajumdar, S. (2000). Language of advertisement of women's garments in Calcutta proper. *Indian Journal of Linguistics*, 20, 34–39.
- Dattamajumdar, S. (2005). Language of advertisement and gender stylistics: A discursive approach. *Journal of Literary and Cultural Studies, Croatia* (Forthcoming).

- Dasgupta, A., & Bairagya, S. (n.d.). Social values among school children through the teaching of value-based contents in Bengali. *Journal of Education and Development*, 7(14).
- Fathi, A. R. (1997). Psycho-communicative perspective of family planning advertisement. *Indian Linguistics*, 58(1-4), 113-118. Pune: Deccan College.
- Ghosh, S., & Bairagya, S. (2010). Attitude of secondary school teachers towards teaching profession in relation to some demographic variables. *Edusearch: Journal of Educational Research*, 1(1), 55-59.
- Keiko, T. (1994). *Advertising Language: A Pragmatic Approach to Advertisement in Britain and Japan*. London: Routledge Taylor & Francis Group. (Reprinted 1998)
- Khawas, K., & Mishra, P. K. (2023). Advantages and challenges of biodiesel producing microalgae. *Bharati International Journal of Multidisciplinary Research & Development (BIJMRD)*, 2(8), 160-163.
- Khawas, K., Daripa, S., Kumari, P., Bera, M. K., Malik, S., & Kuila, B. K. (2019). Simple synthesis of end-functionalized regioregular poly(3-hexyl thiophene) by catalytic-initiated Kumada catalyst transfer polymerization. *Journal of Polymer Science, Part A: Polymer Chemistry*, 57, 945-951.
- Kumar, S. (1978). *Hindi in advertising: A study in linguostylistic method*. Chandigarh: Bahri Publication.
- Leech, G. N. (1996). *English in advertising: A linguistic study of advertising in Great Britain*. London: Longmans.
- Maity, A. (2020). Collaborative active learning: An effective study at training colleges. In *Transition from traditional teaching methodology to online teaching* (ISBN: 978-81-946375-3-0). Redshine Publication.
- Maity, A. (2020). Investigating the benefits of project-based learning in science education. In *New trends of teaching, learning and technology* (Vol. 1). Redshine Publication.
- Maity, A. (2023). National curriculum framework for teacher education: A new horizon in teacher education as envisioned in NEP 2020. *Journal of Education, Ethics and Value*, 2(9), 45-50. <https://doi.org/10.5281/zenodo.15738450>
- Maity, A. (2025). Teacher effectiveness in relation to ICT acquaintance among secondary teachers of Medinipur District of West Bengal: A study on demographic variables. *American Journal of Social and Humanitarian Research*, 6(5), 1108-1118. <https://doi.org/10.5281/zenodo.15738399>
- Maity, A., & Maity, N. (2025). Disparity in political participation in the local bodies: A case study of Ranchi. *American Journal of Religious and Cultural Studies*, 3(6). <https://doi.org/10.5281/zenodo.15738399>
- Maity, A., et al. (2023). Correlation between study habit, test anxiety and academic achievement of the male and female B.Ed. college students. *Journal for ReAttach Therapy and Developmental Diversities*, 6(9s), 1872-1880. <https://doi.org/10.53555/jrtdd.v6i9s.2660>
- Maity, A., et al. (2023). Job satisfaction among secondary school teachers in Paschim Medinipur district in the present context. *Journal of Pharmaceutical Negative Results*, 14(3).

- Maity, A., Sanuar, S., & Ghosh, D. (2024). An assessment of the socio-economic status of the minority girls students at secondary level in Paschim Medinipur district of West Bengal. *Educational Administration: Theory and Practice*, **30**(5), 9123–9127. <https://doi.org/10.53555/kuey.v30i5.4522>
- Maity, A., & Sanuar, S. (2020). Women's access to higher education in West Bengal in open distance learning system. *Journal of Emerging Technologies and Innovative Research*, **7**(3).
- Mishra, P. R., & Khawas, K. (2024). Advantages and challenges of biodiesel producing microalgae. *Bharati International Journal of Multidisciplinary Research & Development (BIJMRD)*, **2**, 160–163.
- Pal, D., & Khawas, K. (2024). Potential sources and uses of chitin and its polymers: A review. *Journal of Discoveries in Applied and Natural Science*, **2**, 1–12.
- Pandya, I. H. (1977). *English language in advertising: A linguistic study in India press advertising*. Delhi: Ajanta Publication.
- Pradhan, S., Mahammad, S. R., Adhikari, A., Paria, M., & Maity, A. (2023). Job satisfaction among secondary school teachers in Paschim Medinipur district in the present context. *Journal of Pharmaceutical Negative Results*, **14**(3).
- Roy, S., & Bairagya, S. (2019). Conceptualisation of pedagogical content knowledge (PCK) of science from Shulman's notion to Refined Consensus Model (RCM): A journey. *Education India Journal*, **8**(2), 55–59.

**Citation:** Chattopadhyay. A. & Mukherjee. Prof. (Dr.) S., (2025) "Linguistic Pattern in Bengali Advertisement", *Bharati International Journal of Multidisciplinary Research & Development (BIJMRD)*, Vol-3, Issue-07, July-2025.