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# Sub-stratum Strategies in Internet Advertising

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## Abstract

New developments in the Internet have made it an effective media and source for advertising that can reach the global market quickly. As a result, websites have mushroomed globally overnight to tap the overseas markets for the products advertised. Most webpages in the Internet are in English because it is regarded as an International language. In addition, English is widely used in Business Communication. However, not all websites undergo meticulous translation, editing and proofreading in presenting clear information and content. As a result, many webpages have badly presented language and content. This study analyzes the use of non-standard English Language or errors in Internet advertising. It identifies errors in discourse, grammar and lexis. Errors made in advertisements, especially as a result of cross-linguistic influence, should be looked into seriously as they would affect the confidence of the potential customers or clients towards a particular product or service.

## Introduction

The usual access route to the most ubiquitous form of computer-mediated communication is the modem. In 1970, there were just 25,000 modems in operation in the world. By 1987, there were an estimated 10 million (Rosch, 1987). By mid-1992, Internet, the largest computer network in the world, linked millions of people through more than 750,000 'host' connections. By the end of 1992, Cukier (1993) reported that the number of computers connected to the Internet had increased from 30,000 in 1987 to 1.3 million in 170 countries. As of February 1996, the most frequently-cited estimates of number of Internet users were in the 20 – 30 million range according to the *Globe and Mail*, with some estimating as many as 100 million users (Collot and Belmore, 1996). A report by market research firm *comScore Networks* found that 747 million people aged 15 and over used the Internet worldwide

in January 2007, a 10 per cent increase from January 2006. Thus, it is undeniable the number of Internet users increases everyday.

This new form of communication has naturally attracted the interest of companies and organizations around the world. The combination of the computer and the Internet has created an incredible marketplace. The Internet is seen as a source or tool for advertising. It is undeniable that advertising is a powerful tool especially in the business world. It acts as a form of marketing strategy to increase a company's business. With new developments in information and communication technology, the Internet is now a very quick and effective source and media of advertising that can reach the global market almost immediately. As a result, websites have mushroomed overnight to tap the overseas markets.

Most webpages in the Internet are in English because it is regarded as an International language. Estimates are that 90 percent of the communication on the Internet today is in English (Swardson, 1996). An overwhelming proportion of products and services offered on the Internet is in English. In producing a website in English, translators, local content managers, webmasters and site designers should work together to write, translate, approve and then publish the websites. However, not all websites undergo these meticulous processes because the cost can be very expensive. With the current economic crisis, trimming cost seems unavoidable and companies tend to avoid employing the services of language experts in proof-reading their advertisements. The outcome of their advertisements is badly presented language and content.

### **Background of the Study**

This study analyzes the use of non-standard English Language or errors in Internet advertising. It identifies the errors in terms of discourse, grammar and lexis found in websites from various countries in Asia, namely China, Korea, Taiwan, Vietnam, Thailand, Indonesia, Malaysia, and Lebanon where English is not the first language (L1). There is a vast variety of products and services that these advertisements are selling. These advertisements mainly target overseas buyers. One of the cheapest ways to introduce their products to the overseas market is to advertise them in the Internet.

There is nothing worse, than an "attractive", "cool" page, slowly coming to screen, byte-after-byte with rich graphics, but full of errors (Gdansk, 2000). Errors made in the advertisements especially as a result of cross-linguistic influence should be seriously looked into, as this would seriously affect the confidence of the potential customers or clients towards a particular product or service.

Since participants in Internet interactions (writer & reader) do not share the same physical environments, all understandings they achieve must be

established in the linguistic forms they write/read on the computer screen, together with the interpretive strategies that they apply to those forms. Condon (1986) argued that participants engaged in discourses must rely on a system of expectations and understandings that is reliable enough to accomplish the task using a minimum of linguistic forms, yet flexible enough to allow for an enormous amount of variation in form and content.

Internet advertisements are a one-way interaction where there is no immediate feedback. Thus, the message must be clear, correct, accurate and not ambiguous.

### Review of Literature

The first major study that attempted to analyse how one's native discourse structures manifest themselves in the writing of ESL writers was carried out by Kaplan in 1966. His findings revealed that the writing produced by his subjects who were non-native speakers of English showed evidence of styles and structures that were culturally influenced. Purves (1988) reveals that

" although certain structural and stylistic commonalities may be shared across cultures in writing tasks, culturally specific features of discourse are nevertheless apparent in the writing products of students."

Thus, the ways in which writers express thought in their writing are very strongly influenced by their experiences with their native discourse. According to Kaplan (1966), the influence of the native discourse features is powerful enough to manifest itself in the product written in the target language.

The term "cross-linguistic influence" is commonly known as language transfer which has been defined by Sharwood Smith (1994) as "the influence of the mother tongue on the user's performance in and/or development of a given target language". It also includes the influence of any language known to the user prior to learning the target language.

According to Azirah (1999), language transfer can occur in the areas of syntax, lexis, pronunciation, discourse and also at the pragmatic level. Odlin (1989) defines "sub-stratum transfer" (ST) as the influence of the first language (L1) on the second language (L2); and "borrowing transfer" as the influence as the influence of L2 on the L1. Wilkins (1978) states:

When learning a foreign language, an individual already knows his mother tongue, and it is this which he attempts to transfer. The transfer may prove to be justified because the structure of the two languages is similar – in that case we get 'positive transfer' or 'facilitation', or it

may prove unjustified because the structure of the two languages are different – in that case we get 'negative transfer' or 'interference'

Sub-stratum transfer (ST) is a strategy especially used by non-native users in their written work. When these written pieces were analysed for sub-stratum transfer, they reveal items which have been incorrectly used due to the interference from their native language and low proficiency of the target language.

Cross-linguistic influence, especially sub-stratum transfer (ST) should be looked into in order to identify the errors made by non-native users in their attempt to write in English. This knowledge of sub-stratum transfer can be used to assist the L2 writer to become familiar with the linguistic features and discourse patterns of the target language.

In order to understand sub-stratum transfer, we need to have an understanding of the structures, as well as the non-structural factors, such as cultural beliefs and values of the writers. This is because the discourse produced by ESL writers may be incoherent to a reader who is not familiar with the culture of the writer. When this occurs, the reader may not be successful in interpreting the content of the discourse produced in the writing. "In order to write effectively in the target language, it appears that writers must develop the schemata related to the discourse forms of the target language" (Rumelhart, 1975)

### Data Collection

The researcher randomly selected sixty websites from various countries, where English is not the official language, for data analysis. The type of products and services that the advertisements were advertising ranges from furniture, clothing, accessories, cosmetics, jewelry, food stuff, pharmaceutical products to education.

The websites were analysed for errors and negative sub-stratum transfer in the areas of lexis, grammar and syntax produced. The categories of the five areas of errors or negative sub-stratum transfer analysed in the study have been adapted from Azirah's (1999) categories of interference and Haja Mohideen's (1996) communication strategies.

### Findings and Analysis of Data

The study revealed a large amount of non-standard use of English in the discourse of the advertisements. The errors identified are categorized under lexis, grammar, syntax, punctuation and mistakes. The words and phrases underlined in the extracts of the advertisements are examples of errors or negative sub-stratum transfers. The correct version is provided in brackets

next to the errors. The country of origin of those products is also given in parenthesis at the end of each extract. The kind of errors and negative sub-stratum transfers that were found in the study are presented below

### A. Lexis/Vocabulary

This category of errors include the use of approximation, avoidance, word coinage, medium transfer, code-switching, redundancy, and word omission or insertion in the advertisements.

#### a. Approximation

In this type of lexical sub stratum transfer, the writer uses a lexical item that is not specific to the context, but shares a common semantic feature, such as:

<u>Approximation</u>	<u>Correct Word</u>
stick	- baton

Errors/sub-stratum transfer of this category found in the study

1. the company will be held up to (maintain) the high standards which have been imposed on it [sic] {Lebanon}
2. a wide job field (market) to the working age society . {Indonesia}
3. for over (many) years. {Indonesia}
4. our products are made of high quality of articles (materials) which performed (made/produced) by skilled people. {Indonesia}
5. .. who have long (much) experience .. {Indonesia}
6. The factories are pressing (concentrating) on . {Mongolia/China}
7. the end of this year or the primary (beginning) of next year. {Mongolia/China}
8. It is said that oxygen melts (dissolves) easily {Japan}
9. Advantage of having engage [sic] in scientific research and production of military product and absorbed (acquired) foreign advantaged technology {China}
10. Some are consumed by drinking it and some are for outside (external) application. Some cosmetics are for outside application such as *bedak dingin* and *lulur* {Indonesia}

#### b. Avoidance

Writers tend to avoid lexical items whose meanings they are not sure of and grammatical items they are not familiar with. Their avoidance leads to erroneous items.

1. the water temperature of a KOI farm to be to look for a KOI in the cold time (winter) and to look for *{Japan}*
  2. By taking our Jamu, Your health, the important thing, always be kept (maintained/assured) so your daily activities do not disturbed (are not affected). *{Indonesia}*
  3. Javanese calls Jamu for herbal remedies, without chemist material (chemicals) as additive. *{Indonesia}*
  4. The infected way of Hepatitis B (can spread) are trough needles, *{Indonesia}*
  5. The tongkat ali leaves are less green at the below surface (lower side/leaves/branches) *{Malaysia}*
- c. Word Coinage

The writer creates a new word or phrase which does not exist in the target language, in order to convey the intended meaning, such as:

<u>Coined word</u>	-	<u>Correct Word</u>
zoom	-	rapid/fast

Errors/sub-stratum transfer of this category found in the study:

1. and hybridize many of them. *{Indonesia}*
2. from jackets, raincoats, down-wears, and all kinds of sports-wear, sky-wear including seam-sealed items. *{Indonesia}*
3. The industrial [sic] for Air-Cooler and Air Purifier are mainly households both in Bangkok and upcountry (overseas) *{Thailand}*
4. . and brown dehaired goatswool. *{Mongolia/China}*
5. Flower Horn belongs to the Cichilid family and it is reformed (bred - *re+form=recreated*) by the latest scientific and artificial technology. These new species they performed has named it Flower Horn. *{Malaysia}*
6. The *lulur* should stimulate the body to throw out (exfoliate) the dead cells,. *{Indonesia}*
7. The *mengkudu* shampoo is also equipped (bottled/sold in) with snap open (flip) lid for your total convenience. *{Malaysia}*
8. All made by qualified (selected/chosen) material, teak wooden from tropic forest ... *{Indonesia}*

Many of the words coined involve slang or action used by the locals.

d. Medium Transfer

This is where the writer spells the target language word based on his L1 system of spelling where the spelling follows the pronunciation, and based

on his erroneous pronunciation of the word in the target language. For example:

<u>Medium transfer</u>		<u>Correct Word</u>
taim	-	time
boluntiar	-	volunteer

Errors/sub-stratum transfer of this category found in the study

Medium Transfer	Correct Word
accessaries {Korea}	accessories
standarts {Uzbekistan}	standards
goverment {Malaysia}	government
maximam {Thailand}	maximum
expot {Mongolia/China}	export
Underconstraction {China}	under construction
The Flower Horn is easily to <u>bread</u> because they always adapted to . {Malaysia}	bred
citys	cities
<u>Stadium</u> one of these diseases started with cold, fever ....First <u>Stadium</u> of hepatitis B is flatulence, followed with the first <u>stadium</u> of Hepatitis A. {Indonesia}	Symptoms
Pepaga helps to <u>resore</u> energy {Malaysia}	Restore
wory {Indonesia}	Worry
diseas {Indonesia}	disease

#### e. Language Switch

This type of transfer is where the writers fall back on their native language without any attempt of describing in the target language. Thus, there is code-switching in the discourse. For example:

<u>L1 word</u>	<u>L2 word</u>
Ubat	medicine

Errors/sub-stratum transfer of this category found in the study

1. Cabe puyeng formula is able to cure rheumatics, gula asem to cure vitamin C deficiency, beras kencur for . daun papaya to.. sawanan to. {Indonesia}

2. For face caring [sic], bedak dingin is applied. {Indonesia}

#### f. Redundancies

This is when two words of similar meanings are placed next to one another.

Errors/sub-stratum transfer of this category found in the study:

1. During the time period we have {Indonesia}
2. ., it was called name The Weaving Factory .. {Vietnam}
3. .. per each progress of work. {Korea}
4. . and 6 accountant staff. [sic] {China}
5. We provide many various {Indonesia}
6. .in big KOI. It is desirable to give it to it (give it) natural food, too. {Japan}
7. .a flower of a rose (a rose) gives a fresh smell of breath. {Indonesia}
8. Jamu hails from high quality of rare and unique herb plants (herbs). {Indonesia}
9. After the moment (After) of every sunset, the Galaxy Blues show its mot beautiful appearance in the dark night. {Malaysia}

#### g. Word Omission/Insertion

Words are omitted or inserted unnecessarily, which results in ungrammatical structures. Sometimes it also changes the meaning of the message.

Errors/sub-stratum transfer of this category found in the study:

1. Advance payment is requested (to) cover freight charge, ... {Thailand}
2. Our company have [sic] over 11 years experience act as a manufacturer {Macau/China}
3. "Coolyaar" is a menthol-based candy, which always gives you a mouth refreshing feeling, and also gives the soothing (feeling/sensation) to the throat. {Pakistan}
4. Please contact with us if your ideas have anything to do with stone. [sic] {China}
5. We're one of the leading manufacturers over world-wide .. {Korea}
6. Just browse to see our products and don't be hesitate to contact us .. {Indonesia}
7. We build this website to show off some of our new model, [sic] especially which are ready stock to be sold .. {Indonesia}
8. Know-how in dressmaking does not mean just mean technique. {Indonesia}



## B. Grammar

This category of errors relates to the use of erroneous tenses, articles, auxiliary verbs, word forms, passive constructions, subject-verb agreement, prepositions, parallel structures, pronouns, plurality, possessives and linkers.

### a. Tense

There is inappropriate use of tenses. This type of transfer occurs due to the fact that verb forms are not present in their native language, such as the Malay language (e.g. *sudah pergi* – past; *akan pergi* – future; *sedang pergi* - present).

Errors/sub-stratum transfer of this category found in the study

1. Bali Ocean Aquarium establish (established) since 1993, {Indonesia}
2. we have distributing (distributed) a high quality {Indonesia}
3. We have been exported (exporting) to the US, Asia, {China}
4. .our company had grow (grown) and diversify [sic] our businesses, {Malaysia}
5. We are maintain (maintaining) close relationship with our business partners, ... {Malaysia}
6. hence we also emphasized (emphasize) on the quality of manpower {Indonesia}
7. This website is also renew (renewed) periodically {Indonesia}
8. We have been involving (involved) into woodworking [sic] {Indonesia}
9. Paragon Co., Ltd. has been (was) founded in 1992 {Thailand}
10. we have Air Purifier that giving (gives) clean and fresh {Thailand}

### b. Articles

The wrong use or omission of articles often occurs in the websites, as the writers' native language do not have articles in certain sentence patterns or structures.

Errors/sub-stratum transfer of this category found in the study

1. Please give us a (an) E-mail and describe .. {Macau/China}
2. (The) Manufacturer of this candy are (the) largest . {Pakistan}
3. We have (a) 7000square meters factory {China}
4. SOVPLASTITAL Joint Venture is (a) rapidly advancing company {Uzbekistan}

5. Finn ventured into the mobile advertising. {*Malaysia*}
6. If you need (a) price quotation or (a) catalogue, {*Malaysia*}
7. . well known as (the) pioneer in (the) discovery of several new species {*Indonesia*}
8. including (a) 3,000 square feet new greenhouse facility {*Indonesia*}
9. Doris Boutique is a (the) most unique shop. {*Laos*}
10. simply let us know because we have the year-round supply {*Thailand*}
11. ... the main expot [sic] products are the all kinds and sizes of {*Mongolia/China*}
12. As the (an) approved learning center, Reliance College .. {*Malaysia*}

c Auxiliary Verbs

The auxiliary verb is often omitted or wrongly used. This may be due to the non-existence of auxiliary verbs in the writers' native language. The auxiliary verbs, "be", "have" and "do" can function as main verbs and as subordinate verbs in compound constructions.

Errors/sub-stratum transfer of this category found in the study:

1. Our factory (which is) located in Macau, covers an area of 2,500 sq. meters. {*Macau/China*}
2. GiaDinh Textile & Garment Company, it was called name The Weaving Factory No. 3 before, has (was) established since (in) 1975 [sic]. {*Vietnam*}
3. We appreciate your visit and (are) glad to introduce {*Korea*}
4. We're manufacturing advanced and new products with high skilled technology and (are) proud of quality control .. {*Korea*}
5. .. and have possessed many patents and (was) awarded many kinds of prizes {*Vietnam*}
6. Our company (is) locate(d) in Tapeei, Taiwan {*China*}
7. PT Arya Wiraraja Plasticindo (was) established to support {*Indonesia*}
8. We (can) equip your home with innovative designs of furniture [sic] {*Indonesia*}
9. our products are made of high quality of articles which (are) performed [sic] by skilled people. {*Indonesia*}
10. also customer [sic] own design (is) welcome {*Indonesia*}
11. . PT Arya Wiraraja is totally ready to be highly participated and fully contributes for [sic] the ... {*Indonesia*}

#### d. Word Forms Generalisation

The writers' inability to distinguish the different parts of speech, such as an adjective, verb and noun, results in adjective morphology errors. This is because in some languages, the different forms of words are created with the use of affixes.

Errors/sub-stratum transfer of this category found in the study

1. technological and traditional artistic pastries (pastry) touch ..  
{*Lebanon*}
2. is an exporter for [sic] lives (live) tropical fishes. {*Thailand*}
3. we are experienced for [sic] export (exporting) lives [sic] tropical fish  
since 1969. {*Thailand*}
4. have been work for 1 year as a wholesale (wholesaler), Importer and  
trans shipper of marine fish [sic] {*Indonesia*}
5. It makes our customers happy and to have confident (confidence) to  
work with us. {*Macau/China*}
6. Dong Sung plant co., Ltd was established in 1988 as the company of  
[sic] manufacture (manufacturing) ... {*Vietnam*}
7. .. we have been authorized as a establishment of (established) research  
institute [sic] {*Vietnam*}
8. and pledge to support customer by [sic] prompt attending (attention)  
to their needs. {*Thailand*}
9. .. our company had grow [sic] and diversify (diversified)) our  
businesses, . {*Malaysia*}
10. We equip your home with innovative designs of (designed) furniture  
.. {*Indonesia*}
11. to ease enthusiasm (enthusiastic) visitors of our products [sic],  
{*Indonesia*}
12. .. the less fortunate who are forced to seek livelihood elsewhere due to  
political and economics (economic) reasons. {*Malaysia*}
13. handicraft and furniture stuffs which is supported by reliable  
craftmen (craftsmen) . {*Indonesia*}
14. Just browse to see our products and don't be hesitate (hesitant) to  
contact us {*Indonesia*}
15. We have been experienced (have experience) in the leather industry  
since 1980. {*Indonesia*}
16. PT Sukwang now products (produces) and exports clothes ..  
{*Indonesia*}
17. The industrial (industry) for Air-Cooler and Air Purifier {*Thailand*}
18. The company manufacturers (manufactures) and distributor  
(distributes) high quality electrical products . {*Thailand*}

19. It is actually a symbol of nobel (nobility), ... {*Mongolia/China*}
20. Tetre koi food is good, too. There are many people who use even Japan (the Japanese).
21. Unlike other plants, ginseng should get sterilized and fertilized (fertilizers) many times more than a year at well drained slated main seedbed. {*Korea*}
22. ..proof is the use of traditional herbal medicine of various type of medical (medicinal) plants' either from the leaves, .. {*Indonesia*}
23. The read beauty is the most ardor (adorable) aquarium creature. {*Malaysia*}
24. Ngadi Sarira to maintain the body to be always in perfect condition is of prime important (importance). {*Indonesia*}
25. ... eye lids and nose, bright reddish lips, white nicely (nice) teeth, wonderful built neck. {*Indonesia*}
26. For face caring (care), *bedak dingin* is applied. {*Indonesia*}
27. .. *beras kencur* for body refreshments (revitalizing/refreshing) and cure fatigue, . {*Indonesia*}
28. Jamu uses many kinds of nature (natural) herbs, {*Indonesia*}
29. As a specially (special) store, the Cheetah Boutique caters to the various lifestyle {*Malaysia*}

#### e. Passive

Passive constructions were wrongly used in the texts.

Errors/sub-stratum transfer of this category found in the study:

1. Packing charge is depending (depends) on customer destination. {*Thailand*}
2. we're respecialized (specialize) in cosmetics and .. {*Korea*}
3. All fishes are packing (packed) in plastic bag [sic], . {*Thailand*}

#### f. Subject-Verb/Number Agreement

Errors/sub-stratum transfer of this category found in the study:

1. The owner Mr Agus Mangkubumi have (has) been work [sic] {*Indonesia*}
2. Our company have (has) over 11 years experience {*Macau/China*}
3. (The) Manufacturer of this candy are (is) (the) largest manufacturers [sic] of candies .. {*Pakistan*}
4. We offers (offer) a broad line of {*China*}
5. other foreign company (companies).

6. .. PT Arya Wiraraja is totally ready to be highly [sic] participated (participate) and fully contributes (contribute) for [sic] the {Indonesia}
- 7 It provide (provides) services of the highest professional standard {Malaysia}
8. ... handicraft and furniture stuffs which is (are) supported by reliable craftsmen [sic]. {Indonesia}
9. Natural Water Air-Cooler is one of our products that have (has) high quality {Thailand}
10. SIRNA SARI products sets (set) in softly and gently on {Malaysia}
11. We guarantee every piece of our products are (is) of full karat gold or white {Thailand}
12. These latest species have much (many) differences from the Cichlid. {Malaysia}
13. As one of the reason (reasons) of PT. Arya Wiraraja Plasticindo . {Indonesia}

g. Preposition

Prepositions were wrongly used or omitted from the structures.

Errors/sub-stratum transfer of this category found in the study:

1. .. pride of working to (in/for) both (the) Turkish and international textile markets. {Turkey}
2. .. sweets made with (from) the best {Lebanon}
3. .. is an exporter for (of) lives [sic] {Thailand}
4. We are experienced for (in) {Thailand}
5. .. placed in polystyrene-foam box and followed with (by) corrugate box [sic]. {Thailand}
6. You'll receive your order in three days as (at) maximum, .. {Lebanon}
- 7 All of our products are made of (from) the best leathers & materials, {Macau/China}
8. The high quality of products is rewarded with many [sic] {Uzbekistan}
9. .. and would like to become a core supplier to (for) your company {Thailand}
10. Finn, was established on (in) 1974 {Malaysia}
11. PT Arya Wiraraja is totally ready to be highly participated and fully contributes [sic] for (to) the {Indonesia}
12. .. to ease enthusiasm visitors [sic] of (to) our products, {Indonesia}
13. We have been involving into (in) woodworking [sic] {Indonesia}
14. .. our products are made of (from) high quality of articles {Indonesia}
15. Octo in (has a) wide variety of Indonesian furniture ... {Indonesia}

16. .. which are ready stock [sic] to be sold in (at) a very competitive price .. {Indonesia}
17. Bali Art Leather Gallery is a manufacturer of the finest leather wallet to (by) the professional leatherworker [sic] ... {Indonesia}
18. We are putting emphasis upon (on) high quality and on-time delivery {Indonesia}
19. Our orchids come with (in) a wide range of varieties and colours. {Thailand}
20. The industrial [sic] for Air-Cooler and Air Purifier are mainly (for) households .. {Thailand}
21. with efficient dust filtering ability (to) allow you to be in .. {Thailand}
22. ... so we have relocated our new office on (to) Jaransanitwong Road, {Thailand}
23. We sincerely hope (to) have mutual benefit and friendly cooperation {Mongolia/China}
24. Morinda citrifolia juice is rich with (in) anti-oxidants, minerals and active ingredients. {Malaysia}

#### h. Parallelism

Errors in this category are made when the words used are not parallel in terms of parts of speech or choice of words

Errors/sub-stratum transfer of this category found in the study:

1. .sweets made with [sic] the best natural and healthier (healthy) ingredients. {Lebanon}
2. Our company have [sic] over 11 years experience act as a manufacturer and 7 years for (as a) direct exporter {Macau/China}
3. Tongkat ali provides and strengthens energy as well as stamina, improve (s) the circulation, anti-tumour, anti ulcer, anti malaria and increase (s) sexual drive. {Malaysia}

#### i. Pronoun

Errors/sub-stratum transfer of this category found in the study:

1. When you have placed (your) order for the fishes, {Thailand}
2. We welcome (you) to our {Thailand}
3. Our company locate [sic] in Tapeei, Taiwan and (we) have 3 {China}
4. most of people especially they are (those) who live in village [sic] {Indonesia}

### j. Plurality

Errors in plurality are made due to the absence of suffixes to quantify nouns in their native language.

Errors/sub-stratum transfer of this category found in the study:

1. In other word (words) {Indonesia}
2. We are looking forwards (forward) to your cooperation. {China}
3. Pashmina goat hairs are (hair is) combined with {Nepal}
4. We'll do our best to satisfy our customer (customers). {Vietnam}
5. translating e-mails (e-mail) from English to Japanese, {Japan}
6. Our product (products) are now ... {Malaysia}
7. serving customers with qualities (quality) plants, {Indonesia}
8. handicraft and furniture stuffs (stuff) which {Indonesia}
9. are mirroring the characteristic (characteristics) of people of {Indonesia}
10. Reliance College provides experienced and qualified lecturer (lecturers) who are able to strike a balance between {Malaysia}
11. (The) Manufacturer of this candy are [sic] (the) largest manufacturers (manufacturer) of candies {Pakistan}
12. We have 7000 square meters factory and 200 workers and engineer (engineers) in china. {China}
13. Our company locate [sic] in Tapeei, Taiwan . and (we) have 3 branch (branches) {China}
14. 21 Level II inspection engineer (engineers), 7 Level I Inspection engineer (engineers) and 6 accountant (accountants) staff [sic] .. {China}
15. Manufacturing is modernized and machine automation takes over some of the process (processes). {Indonesia}

### k. Possessive

The apostrophe is often omitted or wrongly used by website writers.

Errors/sub-stratum transfer of this category found in the study:

1. We are Macau's company (a company in Macau) . {Macau/China}
2. Zeenat Industries is Manufacturing and Exporting it's (its) fine products like .. {Pakistan}
3. Every SOVPLASTITALs itemis . {Uzbekistan}
4. Finn Mobile Advertising is also the XVI Commonwealth Games(') official licensee . {Malaysia}

5. we are also Malaysia('s) sole distributor .. {*Malaysia*}
6. to have best standard plants'\_s quality [sic]. {*Indonesia*}
7. Guided by it's (its) philosophy of providing its clients with {*Malaysia*}
8. We also produce the customers(') requirements of the certain colors and sizes [sic] . {*Indonesia*}
9. also customer (customer's) own design welcome [sic] {*Indonesia*}
10. to provide the best quality products that will meet customer('s) demand {*Thailand*}
11. Sirna Sari products are made from fruits flowers and Herb'\_s (herb) extract {*Malaysia*}

### 1. Linker

Linkers or sentence connectors were also wrongly used in the advertisements.

Errors/sub-stratum transfer of this category found in the study:

1. It is a strong yet (and) supple, lightweight, . . {*Nepal*}
2. Octo in wide variety [sic] of Indonesian furniture (and) offers you ... {*Indonesia*}
3. In spite of (Besides/ Apart from) the above-mentioned products, we are also in the position to supply you .. {*Mongolia/China*}
4. The turnover of cashmere will reduce in Inner Mongolia and Qinghai. Till now there is still some stock. In other hand (Therefore/Thus), the price of cashmere has been the lowest [sic] {*Mongolia/China*}
5. It will diminish fine lines (and) pimples on your skin. {*Malaysia*}

## C. Syntax/Sentence Structure

The use of prefabricated patterns of sentence structures and literal translations from the first language results in syntactical errors.

### a Prefabricated Patterns

These are structures which are translated directly from the writers' native language. They include phrases that are used inappropriately by the writers.

Errors/sub-stratum transfer of this category found in the study:



1. It is a great honor for us today to introduce, from the beating heart of saida to the whole world, .. {*Lebanon*}
2. We will contact you and in your favorites by return. {*Macau/China*}
3. . you may choose the function to fit your favor and symptom, out of beating, finger pressing and massaging, .. {*Korea*}
4. The health products of us will bring you vigor in tired your life day. Take a relax and cover your good health with our massager products. ..., {*Korea*}
5. "State-of-the-art" equipments and facilities ensure you to get more market share. {*Pakistan*}
6. The granite should not fade or discolor over time for monument. {*China*}
7. It's available for us (We are able) to give your [sic] a competitive price due to our low cost. {*China*}
8. That the experienced management and skilled local staff make reliable for the quality of products. {*China*}
9. Please contact with (Sila berhubung dengan kami .) us if your ideas have anything to do with stone. [sic] {*China*}
8. The high quality of products is rewarded with (has won) many {*Uzbekistan*}
9. .. the advanced industry development in the country .. {*Indonesia*}
10. there could be considerable openings for competitively price. {*Indonesia*}
11. It can be made of anything to help daily life for the part of society (untuk golongan masyarakat). {*Indonesia*}
12. Last of all (Lastly – *akhir sekali*), CHADSB with its network tends to be always providing the best service and products. {*Malaysia*}

#### b. Literal Translation

A strategy which is used to translate the whole sentence or parts of a sentence from their native language. These translations follow the native language sequencing of words.

Errors/sub-stratum transfer of this category found in the study:

1. Our line company is specialist in leather wallet, .. {*Indonesia*}
2. but also we are (we are also) equipped .. {*Indonesia*}
3. We export fresh orchid cut (cut orchid) flowers worldwide. {*Thailand*}
4. We want SIRNA SARI not only known in Malaysia (Kami mahu SIRNA SARI bukansahaja terkenal di Malaysia) {*Malaysia*}
5. Normally, Flower Horn have 8 years life age (life span – *sen ming*) and grow-up (grow up to and weigh – *cheong kou*) to 60 cm or 4 kilograms. {*Malaysia*}

6. Welcome in (to – *Sila masuk dalam*) our business line! {Indonesia}
7. The flower horn scales surrounded (on/ all over – *yuin chin round+all*) all over the body just like the twinkle little starts in the night. {Malaysia}
8. A water tank does heating 1,750 liter, and it is kept in a celsius 14 (14 degrees Celcius - sequence). {Japan}
9. The company was (has – *yi ching, yee keng*) obtained the certificate of ISO 9001 and the right of import and export in 1997 . . was identified new & high tech enterprise. . . was qualified for the AAA –grade credit enterprise {China}
10. By eating it that would fragrant the odor of the body (remove the odor – *mengharumkan bau badan*) even the urine smells the fragrance of that fruit. {Indonesia}
11. After being washed by water again (After washing with water - *Selepas dibasuh dengan air lagi*), . . The hair then washed by water again (Repeat washing with water - *Rambut kemudiannya dibasuh dengan air lagi*), {Indonesia}
12. When you back to (return – *fan tow, huey tau*) home after work, you will find that your beautiful pet will greet you with its enthusiasm. {Malaysia}
13. .almost 80% of Indonesian people ever (has – *pernah*) consume Jamu. {Indonesia}
14. The most glaring differences between Jamu and Modern medicine is in material (contents/ingredients – *bahan*). {Indonesia}
15. This tradition is (has – *juga*) become a part of their culture for a long year. {Indonesia}
16. Yellow disease causes the dead number (*mengakibatkan jumlah kematian*), the third after infection and lungs diseases [sic] ... {Indonesia}
17. Hepatitis C is not so familiar (common – *biasa*) but now has been concerned by the medical experts. {Indonesia}
18. And the company's future direction will be towards (bright *maju*). {Malaysia}
19. It also tried to treat it's customers as well as possible (tried its best – *sebaik yang boleh*) for their satisfaction. {Indonesia}
20. We always keep the cooperation with the customers based on honesty, trust and profit of each other (bilateral profit – *menguntungkan di antara satu sama lain*). {Indonesia}

#### D. Punctuation & Capitalization

Punctuation and capitalization errors that were found in the study include omissions or wrong use of commas, periods, and capitalization.

Errors/sub-stratum transfer of this category found in the study:

1. Since 1881 and through the years(,) our commitment is to {Lebanon}
2. The owner(,) Mr Agus Mangkubumi(,) have been work for 1 year as a wholesale, Importer and trans shipper of marine fish in Los Angeles until he finally decided to stay in Bali and in 1993. in (In) other word with all of the experience and knowledge(,) build Bali Ocean Aquarium know How (how) to cooperate, and what a customer needed for this industry. [sic]  
Located in Bali Island about 10 minutes drive from Ngurah Rai Int'l Bali airport. Foreign customer traveling to Bali are welcome here anytime,( ) please (Please) call and ask for Mr Agus Mangkubumi(,) the company owner, and we will arrange to personally escort you to our facility [sic] {Indonesia}
3. Our major products are Sport's and Babies' Wear.(,) Especially (especially) on paddingwear(,) such as Ski and Padding Babies Infants. {Macau/China}
4. For other products of (the) manufacturer(,) please visit our site {Pakistan}
5. 200 workers and engineer [sic] in china (China). {China}
6. Finn<sub>2</sub> was established on [sic] 1974 {Malaysia}
7. it will not damage the body(.) instead (Instead) it will act as a normal fan. {Thailand}
8. Sirna Sari products are made from fruits(,) flowers and Herb's (herb) extract {Malaysi}

### E. Mistakes

The types of mistakes found in this category are believed to be typographical and spelling errors.

Errors of this category found in the study are:

Mistake	Correct Word
form {Vietnam}	from
hogh {Uzbekistan}	high
higly {Uzbekistan}	highly
compnay {Mongolia/China}	company

## Implications of Using Non-standard English in Internet Advertisements

Non-standard use of English and errors made in advertisements, especially as a result of cross-linguistic influence, should be looked into seriously as they would affect the confidence of the potential customers or clients towards a particular product or service.

Grammatically deficient publications and errors in the advertisements reflects negatively on the company because they:

- i) create a negative corporate image with your customers
- ii) affect sales opportunities
- iii) make one look incompetent and sloppy
- iv) are bad publicity for your products or services
- v) affect confidence of the potential customer/client into thinking that the company has inefficient budget or allocation, is a small company with no experts to do business internationally

## Recommendations

In producing a website in English, translators, local content managers, webmasters and site designers should work together to translate, edit and proof-read before publishing a company's or organisation's website. The company should allocate some funds for copy-writing, and place importance on the kind of language used on the website.

A company's corporate image will be enhanced when the company's webpage is free from language errors. The company's foreign customers will know exactly what it is talking about every time, all the time. This in turn leaves a professional impression with foreign customers.

Three of the most important procedures in creating a company's website would be as follows.

### a Translation

Translation is unavoidable when creating a website for a foreign market. It is especially so when the company is from a country where English is not widely used as a medium of communication. Nevertheless, a translator may be employed.

The translator should have a good understanding of:

- i) the target language as well as the language that the source text was written in

- ii) meaning and idea behind the source text before translating it
- iii) company's business and their target audience/clients

b. Editing

This feature is important because the company may not be sure about the quality of a translation and want a language professional and native speaker to have a look at what has been translated or written about the product and company

Thus, the editing process should include:

- i) Ensuring the accuracy of the translation, terminology, grammar, style and level of language
- ii) Comparing the source with the target document and checking the translation for accurate and complete contents
- iii) Correcting non-idiomatic or incorrect phrases or sentences
- iv) Checking for correct terminology
- v) Correcting grammar, style, spelling errors

c. Proofreading

With the increasing use of the Internet for publishing information there seems to be a growing need for proofreading. It is also noticed that materials published on the Internet, especially company websites in countries where English is not the first language (L1), contain a significant number of spelling and punctuation errors, and grammatical errors.

Why would a company want to risk creating a bad impression of its high-quality products or services by publishing deficient advertising material and thus miss out on valuable sales opportunities? In making sure that the advertising material reflects professionally on the product and the company, companies should have all the text materials, translated efficiently, and edited and proofread for spelling, grammar, and style errors before publishing them.

With high-quality products and/or services being presented in the light they deserve and with linguistically flawless publications on the Internet, a company will leave a professional impression with its customers. Thus, a successful business will be ensured.

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