

English Advertising Slogans' Linguistic Characteristics

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Abstract: Since humans are the only creatures who socialize through language and are unable to live alone, language is the most important factor that has to do with human beings, especially people. People always seek to interact with others. Thus, in order to maintain a healthy balance in life, it is imperative that people engage with others. When forming relationships, people need to communicate through language. It is capable of understanding the language's definition.

Key points: Slogan, language, interaction, figurative language, phonological aspect, method, rhythm, initial, a trochee, advertising.

There are objectives and goals for the communication process as well. A commercial goal in advertising is one of them. Communication about the product is elevated for the consumer by advertisements. The speaker in this instance assumes the role of the producer, while the listener is the consumer. The producer shares information about their product and the context they want to consign is their own product, and the listener who will receive that information from the producer is the customer. Customers will recognize and understand the product from the communication in the advertising sphere based on the phrase that is presented or the product image.

The term slogan in advertising has special features, as persuasive criterion.

G.R. Miller as quoted by Stiff (1994, p:4) informs *persuasive dispatch as any message which is figured to shape, rein force, or alter the responses of another, or others*. Miller distinguished three magnitudes of persuasive method of advertising:

1. The processes of response shaping
2. Response reinforcing
3. Response changing

The slogan that is commonly seen and watched by the costumers is a reply reinforcing. Response reinforcing is a compelling that occurs in advertising industry. Usually the advertisers present their new production and services in mass media with jiggles and slogans (1994, p:4). *Slogan is a short phrase that is easy to remember and is used by an advertiser, organization, or other group*.

Persuasive is a conclusive action that has a specific aim to affect or inspire mind, manner or opinion of a person with a number of sensible reasons. There are two points that can be utilized by the producer to create a very compelling slogan. They are reasonable diction and style. Most times the words used in slogans are meaningful of figurative language, such as, metaphor, synecdoche, irony, analogy, etc.

In order to attract as many clients as possible, the makers craft an appealing word or phrase. It is thought that the producer used metaphorical language to enhance its attractiveness. Thus, it is essential to analyze the slogans' meanings utilizing stylistic and semantic theories.

The language used in advertising slogans is essential to conveying the intended meaning. Given their high price, a lot of advertising slogans for cars use rhetorical tactics, speech patterns, and other

enticing techniques that can be examined and debated at the phonological, morphological, lexical, syntactic, and semantic levels.

Phonological Aspect

Mnemonic methods, which help advertising slogans stick in the minds of their target audience, include sound techniques like rhyme, rhythm, alliteration, and assonance. The most prominent feature is a common prodigy in advertising and is often used in headlines, slogans, and jingles. Because English has a large number of one-syllable words, it is a particularly suitable language for creating rhymes. As the rhyme is quite frequent in slogans advertising children products and a large number of consumption products (First they're sour, then they're sweet...), it is not so common in car advertisements, as they include a higher and more formal level of clients. Still, rhyme is not wholly ignored: *Grace! Space! Pace! Innovation, performance & luxury. Safe. Strong. Fast. Built to last.*

The first sample deals with the assonance – another sound [i] in the second syllable, and the alliteration (repetition of similar vowel sounds). This composite is a leading sound technique that assures a peculiar euphonic influence. Assonance and alliteration can lead the slogans to success a strong rhythm “which is important to make it a repeatable sentence easily memorized by the audience”. It is considered to be a main tool which causes to reminisce both the acoustic and visual forms of a slogan.

Admen specifically put the emphasis on graphics – color, type and size of the script. It is essential to mention here about absorbing in a specific investigation of graphic characters of machine slogans, however, it is precisely clear to point out about the most common method which is capitalization. Barbora Machynková differentiates two types. The *initial* capitalization has a vivid result because of the fact that the advertising context is derived as a headline. As a result, the meaning of each word is highly underlined. It is usual for English language (Machynková, 2009). Full capitalization is often performed in advertising slogans for the same case: “*Grace! Space! Pace!*” words are given in small capital letters while the initials are usually given with capital letters, hence, graphically strengthening a strong alliteration is designing a high point as the rhythm.

Rhythm is frequently utilized in language of advertising as it has a strong emotional and mnemonic influence that creates an advertisement or a slogan more unforgettable. The listener, the auditory or the reader will have a tendency to feel it automatically without even noticing the effect. In literature works, rhythm is always presented by an expansive usage of euphonic techniques as assonance, alliteration and rhyme, also, by the transformation of stressed and unstressed syllables. The iteration of cognate or akin signs of stout and debilitated stresses in lines of poetry is called metre. Automotive slogans almost always feature a regular metre (in the given examples the stressed syllables are highlighted in bold), such as an iamb, an unstressed syllable goes after a stressed syllable (*Become **unique*** – Velvet 115); a trochee, a stressed syllable followed by an unstressed one (***Powering business worldwide*** – Eaton power ware); a spondee, consisting of two stressed syllables (***Your turn!*** – Lagoon 52); a critic, including an unstressed syllable between two stressed ones (***Breaking rules. Setting trends*** – Hanse cars) **Aspects of English-language advertising slogan` morphology and lexicon**

Slogans that advertise automotive brands have special features at the lexical level. Leaving out the words that are usually utilized to direct the consumer wish and desire towards mass-consumption products (*good, palatable, better, best, beautiful, attractive, real, great, pure, perfect, ideal...*), the choice of nouns and adjectives applied in car sale slogans disclose the values that are advertised as important in vehicle commercials. Claiming about a big number of the above-mentioned data, travelling by a transport means being alive again: *Start living* (Boot-Düsseldorf car show). Travelling in a car awakens feelings, imagination and dreams (*Dare to dream* – Princess 58; *Own the dream* – Vicemcars). Furthermore, owning a personal transport as a car means to be free and independent (*The power to be independent* – Mastervolt electric equipment).

Extra vagrant usage of certain contents (*living, dream, style, emotion, performance, perfection...*) leads to degrade the quality of the desired issue and, even it may be worse, leading to misunderstanding. It is not unusual that a creator unintentionally designs a slogan that already presents: for example *PASSION, PERFORMANCE, PERFECTION* is used by Dutch yacht builder Heesen Yachts while *Passion, performance and perfection* is used by Focus, German company that produces bicycles and cycling products. As it was discussed above, the vital goal of a slogan is to assist to differentiate the brand. In this kind of situations, both slogans did not achieve success, not only because of the fact that they are the same or similar, but also because in these types of trade there are a plethora of other slogans which have the same word or phrase usage. The satiety of given messages tend to lead to an excessive quantity of generic, hollow statements that “simply cause undesired noise in today’s marketplace” (Conley, 2010).

Car advertising slogans rarely consist of numerals. When they are used, numerals usually elicit a usual habit that guarantees the brand’s quality: *125 years of heartfelt dedication* (Dräger gas detecting equipment), *Celebrating Adventure for 30 Years* (Adriatic Croatia International Club).

Broadly speaking, the selection of used verbs requires being very attentive and accurate in advertising. Despite the fact that the supreme aim of advertising is selling and making profit, therefore, in order to avoid the sense of force to purchase the product advertisements seldom contain the word “buy”. Instead of using, the most common included verbs and phrasal verbs involving the verbs and phrases as *try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come, remember, discover, serve, introduce, choose, and look for* (Thi and Thuy, 2010) is believed to be effective in sales. Machinery slogans generally and strictly obey some rules, avoiding any connections with buying, selling or spending money. Instead of this, they try to use more common alternatives such as *take, get* or *discover*, but also presenting exact verbs that are connected to the above mentioned values: *dare, capture, start, launch, sail, keep, feel, imagine, dream...* The most frequently used modal verb is “can”: *An idea can take you anywhere* (Power car), *Control Solutions You Can Trust* (Dynagen Controller). These given samples also have possessive and personal pronouns (you, us...) that lead to cut the distance between producers and consumers and are the case why they are used in advertising content more usual than in other discourses. The most influential pronouns are considered to be *you* and *your* because they mean personal relationship: *Our technology, your emotion* (Sacs S680).

Other clearly analyzed lexical points is believed to be building new words (*Solutioneering Together – Yanmar*), what is more the usage of collocations (*Breaking rules. Setting trends – Hanse; So worth it – Bayliner*), and also intertextuality is often utilized, i.e. that is the way when one context resounds or leads to another text, a phenomenon is rather difficult to comprehend. Intertextuality can be inter-generic, e.g. *Evolution of the species* (Azimut 54), which applies to Charles Darwin’s theory of evolution, or intra-generic, that means one slogan relates to another one. The above exemplified slogans echo in a mass of following advertising slogans suggesting akin products (parallelisms are underlined or marked in boldface type or upper case):

*Powerful, **efficient flush**. Luxurious COMFORT.*

Inspired by COMFORT.

Powerful performance. Premium COMFORT.

*Compact Design. Powerful, **efficient flush**.*

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