

## SPECIFIC FEATURES OF ADVERTISING SLOGANS

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Importance of advertising communication in the modern world is constantly increasing. Advertising slogans are used in advertising campaigns to persuade you to buy certain products and services [1].

‘An advertising slogan is a concise phrase that defines an advertising campaign. The most effective and catchy slogans are imprinted in the collective mindset of the masses so that they automatically associate the phrases with the products for the longest time. Some advertising slogans have seeped so deeply into the public consciousness that they become much more than just some catchphrases to sell some products’ [2].

The aim of our work is to analyze advertising slogans and identify their specific features.

The language of advertising slogans is very influential. Scientists define the following specific features of advertising slogans [3], [4]:

- advertising words must be *memorable*. To be memorable, the words, phrases, and slogans must be repeated;
- imperative constructions are often used: ‘*Don’t Leave Home Without it*’ – used by American Express in the 1980s;
- different expressive means are often used (puns, alliteration, contrasts, etc.). Sometimes invented words or foreign words are included into slogans: ‘*Be Cointreauversial*’ – a campaign for the liqueur Cointreau;
- sometimes grammar mistakes are made deliberately: *Winston tastes good, like a cigarette should* (there should be ‘as’ instead of ‘like’);
- slogans that use rhymes and rhythms, or both, can be very successful. They are particularly effective when they can be sung, as in jingles: *We bring good things to life*;
- slogans are usually short;

– the best way to connect to customers is through emotions. You should find a way to make a personal connection: *You're in good hands.*

The object of our study is 67 best advertising slogans of modern brands that we have selected from the internet [2], [5].

As a result of our analysis, we have found the following peculiarities of the selected slogans:

- **repetitions** (7):

Energizer – *Keeps going and going and going.* // Mazda – *Zoom Zoom.* // Greater London Council – *Say no to no say.* // Reebok – *I am what I am.* // Kit-Kat – *Have a break. Have a Kit-Kat* // Kodak – *Share moments. Share life.* // Pringles – *Once you pop you can't stop*

- **alliteration** (repetition of the sound in different word) (4):

Lexus – *The Pursuit Of Perfection.* // Blogger – *Push button publishing.* // Fortune – *For the men in charge of change.* // Patak's – *Pukka people pick a pot of Patak's.*

- **contrasts** (3):

PlayStation – *Live in your world. Play in ours.* Olympus – *Your vision. Our future.* M&Ms – *Melts in your mouth, not in your hands.*

- **inversion** (2). Inversion is a change of normal word order. Usage of the inversion helps to create a bright image:

Adidas – *Impossible is nothing.* // Calvin Klein – *Between love and madness lies obsession.*

- **rhymes** (6):

Thomas Cook – *Don't just book it. Thomas Cook it.* // Jaguar – *Grace...space...pace.* // Pringles – *Once you pop you can't stop.* // Wikipedia – *Wikipedia, the Free Encyclopedia* // Gillette – *The best a man can get.* // Pepsodent – *You'll wonder where the yellow went when you brush your teeth with Pepsodent.*

From the grammatical point of view, most slogans have a structure of a **simple sentence** or even a **part of a sentence**:

Porsche – *There is no substitute.* // Diesel – *For successful living.* // Holiday Inn – *Pleasing people the world over.* // Nokia – *Connecting people.* // De Beers – *A diamond is forever.* // Nikon – *At the heart of the image.* // Avis Rent A Car – *We try harder.* // Marks & Spencer – *The customer is always and completely right!* // Levis – *Quality never goes out of style.* // IBM – *Solutions for a smart planet.*

**Complex sentences** in the advertising slogans are less common (5):

Reebok – *I am what I am.* // Delta Airlines – *You'll love the way we fly.* // Visa – *It's everywhere you want to be.* // Alka Seltzer – *I can't believe I ate the whole thing!* // Pepsodent – *You'll wonder where the yellow went when you brush your teeth with Pepsodent.*

Slogans can even consist of a **single word** (3): HP – *Invent* // *Innovation* // Coca Cola – *Enjoy.*

Most of the selected slogans have the structure of **declarative sentences**. Some of them are negative (5):

Aston Martin – *Power, beauty and soul.* // Harley Davidson – *American by Birth. Rebel by Choice.* // Hallmark – *When you care enough to send the very best.* // Red Lobster – *Seafood Differently.* // Adidas – *Impossible is Nothing.* // M&Ms – *Melts in your mouth, not in your hands.* // FedEx – *When there is no tomorrow.* // Levis – *Quality never goes out of style.* // Coca Cola – *You can't beat the real thing.*

**Imperative structure** in slogans is very often used to encourage us to purchase the item:

Volkswagen – *Think Small.* // EA – *Challenge everything.* // Walmart – *Save Money. Live Better.* // Kodak – *Share moments. Share life.* // Nike – *Just do it.* // Coca Cola – *Open Happiness.* // Sony – *Make Believe.* // Apple – *Think different.* // IMAX – *Think big.*

**Exclamatory slogans** are used for more emotional perception of advertising (3): Subway – *Eat Fresh!* // Mentos – *The freshmaker!* // Sprite – *Obey your thirst!*

As for some other peculiarities of the selected advertising slogans, we can mention **short forms of auxiliary and modal verbs** which are often used and **degrees of comparison** of adjectives:

McDonalds – *I'm loving it.* // Solex – *It's Style.* // Disneyland – *The happiest place on earth.* // Nescafe – *It's all about you.* // Camel – *I'd walk a mile for a Camel.* // Gillette – *The best a man can get.* // Red Cross – *The greatest tragedy is indifference.* // L'oreal – *Because you're worth it.* // Orange – *The Future's Bright; The Future's Orange.* // Coca Cola – *You can't beat the real thing.*

As a result of the research, syntactic and stylistic features of English advertising slogans have been defined. Thanks to them, the influence of advertising on consumers is more powerful.

## References

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