

Review Article

Linguistic Characteristics in English Food Advertising Slogans

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Article History

Received: 19.01.2023

Accepted: 25.02.2023

Published: 28.02.2023

Abstract: This study investigates the linguistic features of 50 American English food advertising slogans. An analysis of the words in these slogans will highlight the distinctive features of the term use and its impact on the customers. The result of the study will contribute more data on the language of advertising slogans and clarifies the linguistic characteristics of American English to help advertisers have more information to create exciting advertising slogans and achieve optimal performance.

Keywords: Slogan, linguistic features, advertising, food, English American.

1. INTRODUCTIONS

Advertising slogans are a tool used by many companies to inform potential customers about their products and services. The first impression in our mind works with visual stimulation through images, colours and then with letters, words and messages. Therefore, the terms used in the advertisement need to be short and unique so that it is easy to remember.

For this purpose, many companies create commercial slogans and short messages, but still informative and easy to remember. Slogans often represent the whole company, such as Nike's "Just do it" or Adidas with "Impossible is nothing". The best slogans are immediately linked to the company. It is necessary to say the name of the company, such as "I'm lovin' it" so that most people can immediately recognize the McDonald's Company.

Based on the above information, this article will focus on x to identify and describe the linguistic features of the language used in 50 samples of American English fast food slogans taken from the official website. Of 5 big brands in the US such as Coca-Cola (www.us.coca-cola.com), KFC (global.kfc.com), McDonald's (mcdonalds.com/us/), Pizza Hut (pizzahut.com), Red Bull (redbullshop.us.com).

Through surveying, classifying and analyzing the word characteristics of the EO by descriptive method and the methods of analysis, comparison and statistics, the study clarifies the word attributes in the language of the advertising slogan. This report comments on the use of words in the slogans.

2.1 Definition of slogans and advertising slogans

The Oxford Advanced Learner's Dictionary of Current English [63:1201] states, "A tagline is a catchy word or phrase that captures the attention of others or suggests a quick opinion."

As defined by the American Heritage Dictionary, a slogan is "a word that expresses the purpose or nature of an agency, organization or candidate"; "is a saying used over and over again in advertising or promotional campaigns"; "is a remarkable and thematic saying, easy to attract others, used in advertising, politics to campaign for a product, contestant or a specific cause (online version, refer to June 10, 2013).

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CITATION: Ha Thi Thanh (2023). Linguistic Characteristics in English Food Advertising Slogans. *South Asian Res J Art Lang Lit*, 5(1): 20-26.

Leech (1972) argues that an advertising slogan is a phrase created by a company for advertising to identify that company's brand. The slogan must express the main idea of the ad, so it must be easy to understand and concise. Hay Rein (1982) defines an advertising slogan as a unique phrase to identify a company or brand, so it needs to be attention-grabbing, easy to remember and concise. According to Clow & Baack (2012), advertising slogans are catchy words that highlight the company's image to customers.

The following section will present the characteristics, functions and structure of advertising slogans to give an overview of related issues.

2.2 Characteristics of advertising slogans

Myers (1997:4) pointed out that the primary language characteristics in advertisements are expressed through factors such as: ensuring the required brevity, the correlation between text and images, issues of semantics, the implications of the phrases, the impact of style, the avoidance of taboos, and most importantly, the unpredictability of the effects of advertising. According to Dyer (1996), when he compared British advertisers and American advertising designers, he found that American advertisers often used common words and everyday language. Usually, to reach customers, use humorous words to draw attention to the product. It is probably due to the influence of culture; social life also dramatically affects the design of advertising slogans in the US.

2.3 Functions of advertising slogans

Jakobson's (1960) model of the function of language includes six elements to ensure communication can take place, that is (1) context; (2) sender; (3) recipients; (4) exposure; (5) standard codes and (6) messages. On that basis, the language performs the following functions: (a) referencing; (b) feeling, (c) feeling; (d) connection; (e) metalanguage and (f) poetics. These are the most basic functions that language can perform for communication purposes. Based on the general functions of language, advertising slogans as a tool or commercial product need to have two main functions: information and impact. Barton [50] asserts that the slogan helps to share information and views on that information; at the same time act to establish linkages among members as well as coordinate complex issues between them. These functions, when "projected" into *the Speech Act theory of Austin* (1962) and Searle (1969) expressed by several subfunctions specifically as:

(1) Information function - notification

Wallet Example in a Macdonald's ad: "in 50 years of this classic, the only thing that needed a change was the photo."

(rough translation: in the last 50 years, the only thing that has changed is this picture)

We fix Sunday dinner seven days a week. (We serve Sunday meals for all 7 days of the week) (KFC advertisement)

Nobody does chicken like KFC (No one makes chicken like KFC!)

(2) Motor function - persuasion

For example:

Stop starving at me like I'm some piece of meat (Macdonald's ad)

(Don't look at me like I'm a piece of meat)

(3) Function of exhortation - calling

For example: - *when life gives you lemons, eat chicken* (*When life gives you a sour taste, eat fried chicken!*) (KFC advertisement)

- *Get down with something good at MacDonald's* (*please stay calm to enjoy the fun things at MacDonald's*)

(4) Function to confirm actual value - Truthfulness/Compassion/America

Example: it's the real thing

The Power of Dreams

2.4 Grammatical structure of advertising slogans

Author Myers (1972) has listed some common types of sentences in advertising slogans, such as CVs (statements), questions, imperatives, and exclamations. In it, he gives examples to analyze and clarify how to distinguish the types of sentences appearing in those slogans. Based on those foundations, the grammatical structure of an advertising slogan can include the following components:

(a) Single document

- Bridge structure: this type of structure almost dominates the form of the HQ. Because of their persuasive nature, most slogans have a commanding sentence structure.

Example: Have a Coke and a smile (have a coke and smile)

Open happiness (open happiness)
- Single sentence - slogan is made up of a Subject - Predicate structure
Example: *Thirst asks nothing more*
I'm lovin' it (I love it)

Imperative sentences are made up of two structures Subject - Taste, but there is one structure in it -The taste with the subject is omitted.

Example: *when life gives you lemons, eat chicken*
Don't stare too long; you'll miss the train

(b) Special structural form:

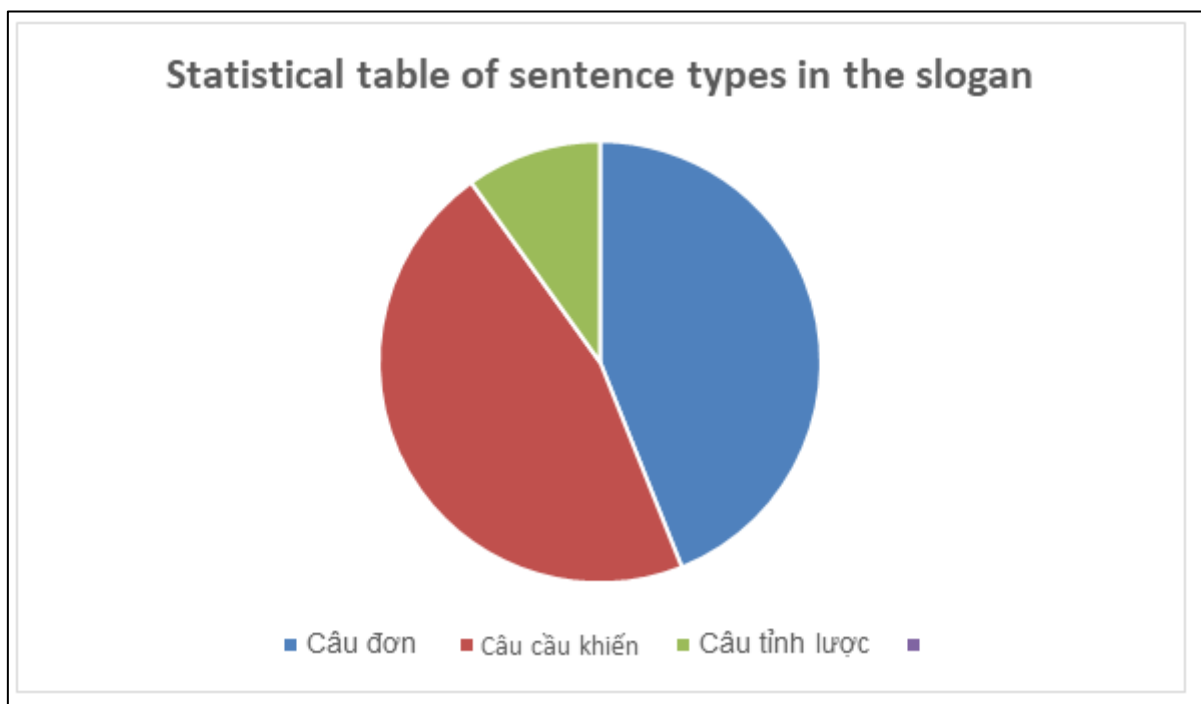
In addition, the above grammatical structures may belong to particular structural forms. This is a type of slogan that rhymes or expressions in the style of idioms/proverbs. With such unique styles, KHQC achieves closeness in terms of style and culture, customs and practices... so it has a high value in persuading customers.

Example: *Lovin' beats hatin'*

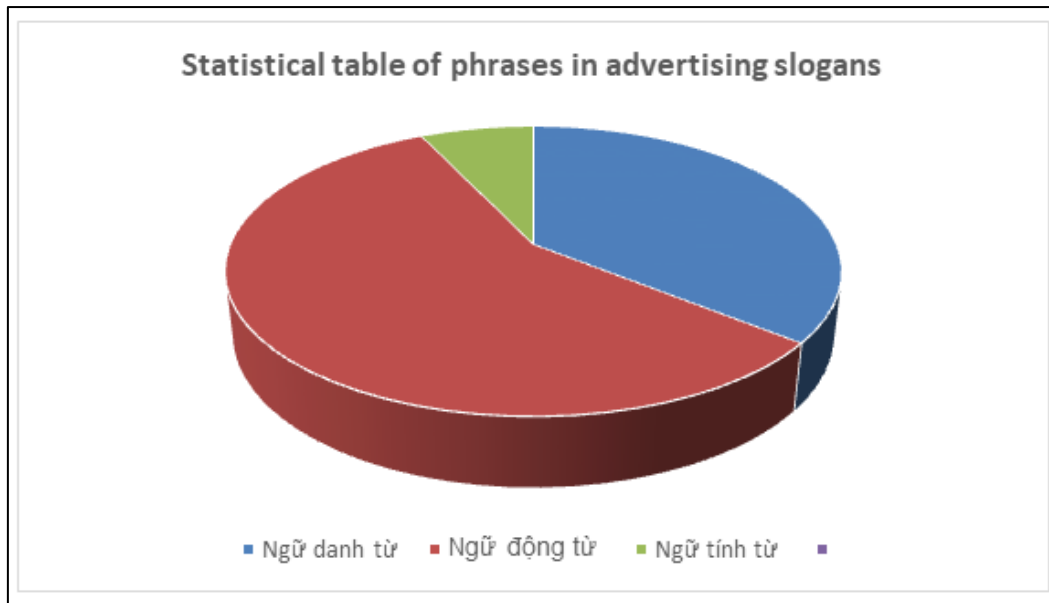
Moreover, social work science adheres to the principles of connection and connection in discourse. It uses some linking operations such as summary, substitution, contrast, and repetition..., precisely as in the following example:

- *Best pizza, best value*
- *Big. Beefy. Bliss*

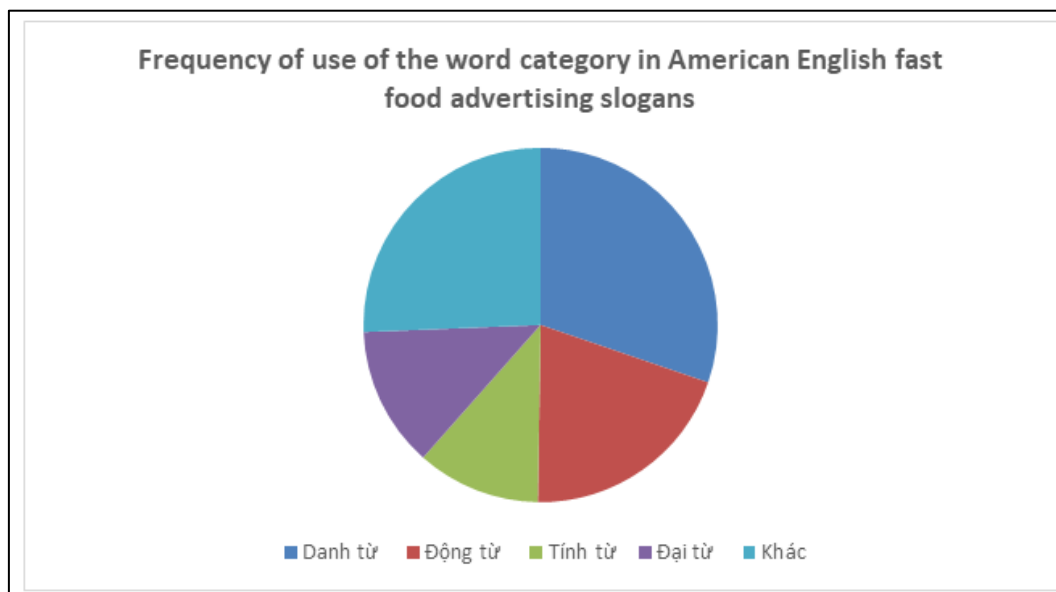
After statistics, the article found that simple sentences accounted for entirely in advertising slogans. There were almost no complex sentences or compound sentences. Among them, the imperative sentence accounted for 21/50 of the HQC (42%), while the simple sentence (structured a CV) had 20/50 (40%) sentences, and the brief sentence only accounted for 9/50 (18%) of the slogan. Never mind.



In addition, the CQC has a paragraph form, accounting for 28/50 of the OR, while a sentence form only accounts for the remaining 22 slogans. This data has shown the characteristics of QC in its brevity and conciseness. The use of noun phrases, verb phrases or adjective phrases has also been considered and statistically as follows:



KHQC has the form of phrases, and sentences affecting short length will be able to bring different QC results. The components that make up the phrase in the EO are also diverse, such as nouns, verbs, adjectives, pronouns, and a group of words that do not belong to the above groups. The figures are listed in the following table:



Through the above statistics table, the frequency of using the word type is the most common noun with 59 occurrences. Some typical nouns in American English food advertising slogans are:

- (1) Taste **the feeling**
- (2) Open **Happiness**
- (3) Have **a coke** and **a smile**

Meanwhile, the verb frequency appears 39 times in American English slogans. These verbs are common in everyday life and are conjugated briefly to make an impression because they are often placed at the beginning of a sentence when the subject is brief. Out of 50 slogans, 16 times the verb appears at the beginning of the sentence without an issue.

- (1) Can't **beat** the real thing
- (2) **Be** refreshing
- (3) Thirst **asks** nothing more

The pronoun usage figures are equally surprising, with 25 occurrences in the ad slogans. Examples of frequently used pronouns are:

- (1) Coke is **it**
- (2) We love to see **you** smile
- (3) Stop starving at **me** like I'm some piece of meat

In the example above, advertisers deliberately use first- and second-person personal pronouns to draw viewers in, making them feel that the characters in the ad are the same people. Consumers like me - are satisfied with the advertised product. This bi-dialogue-like use of the second person makes viewers feel like they're experiencing the product for themselves, really touching and evaluating the quality of the product. Its quality thus improves the advertisement's truthfulness, boosting the motivation to buy and use the product in the viewers.

What shows that the specificity of advertising slogans is very clearly demonstrated through the flexible use of combinations of different words through the number of times using adjectives as diverse as 22 times. E.g.:

- (1) Things go **better** with Coke
- (2) It's the **real** thing
- (3) **Delicious** and **refreshing**

The length of the advertising tagline depends on the words used in the ad. With brevity, conciseness, and complete conveyance of the brand's message to be advertised, the length of the advertising slogan is usually short enough to attract viewers' attention. In 50 samples of food advertising slogans in American English surveyed, the average size is six words / 1 slogan. That shows that brevity and conciseness are always the top factors to have a substantial impact and be memorable for customers.

In addition, the components that make up the EO can be considered as words and phrases; Words make up sentences and phrases make up more extensive phrases and, at the same time, make up sentences. In this article, we only present the results of the survey and analysis of terms in the Geospatial Plan, not later on analyze the structural and structural features of the Geospatial Plan.

3. Characteristics of advertising slogans

When Dyer (1996) studied the language of advertising and advertising slogans, he specifically considered factors such as word type, emotional words, tone, keywords, and implicit meanings. Which, he feels expressive words as a group of words that have a substantial impact on customers' beliefs and attitudes. He emphasized that words are used to describe something and convey feelings, associations, and attitudes to open new ideas for ourselves. He also gives examples and analyzes how demonstrative adjectives affect listeners.

Myers (1972) is interested in sentence types and sentence structure in advertising, puns, association and semantics, word types, metaphors, and word-image correlation. In their studies, Leech (1972) and Myers (1997) also pointed out the typical elements that often appear in advertising slogan languages, such as capitalization, tone, alliteration, and repetition, puns, metaphors. In addition, the authors also analyze advertising slogans in terms of phonetics, vocabulary, syntax and semantics. Especially in terms of words, the above authors also emphasize the use of pronouns, absolute comparisons, self-generated words, number of words, adjectives and verbs.

In addition, the study also considers the vocabulary fields appearing in the advertising slogans to determine which vocabulary the word features in this slogan belong to. The data sample is taken from 5 brands divided into two large groups: food and beverage. This classification is based on Dirk's (2000:52) definition of a lexical field: "a lexical field is a set of semantically related lexical items whose meaning are mutually interdependent and which together provide a conceptual structure for a certain domain of reality". Set of semantically related lexical items whose meanings are interdependent and that together provide a conceptual structure for a given field of practice).

In summary, in this study's limitation, we only consider the linguistic fields, category words, and expressive words used in advertising slogans.

3.1 Words belonging to the food school

After making statistics based on two lexical fields of food and drink, the study found that the words related to the two linguistic fields are very diverse, with some slogans using the names of foods directly, drinks like "Have a COKE and a smile" (have a coke and smile), Red Bull have you wings (Bo Huc gives you wings).

The drinking group used 21 words related to the drink. The two beverage brands selected for the survey were **Coca-Cola** and Red Bull.

- (1) **COKE** is it (Co Ca is here!)
- (2) **RED BULL** and the future of energy drinks
- (3) **Thirst** knows no season

Food groups are listed on 3 fast food brands: **KFC, MacDonald, and Pizza Hut**. The data shows that there are 24 food-related words used in the slogan as follows:

- (1) Stop **starving at me** like I'm some piece of **meat**
- (2) Today **tastes** so **good** _
- (3) Daddy loves his **pepperoni**.

The difference between these two schools can also be easily explained because the food brands have a greater variety of effectiveness, the number of which are surveyed. From the above lists, the classification of advertising slogans has shown that common words appear in the vocabulary fields. In the food, the field is the word: **good** (it's finger-lickin' **good**, there's such a **good** solution for that), while in drinks is taste or drinks (taste as a Coke hit you like a bull/ Red bull and the future of energy drinks).

3.2 Expressive words

The following is a statistics of the frequency of occurrence and the corresponding rate of expressive words in 50 American English food slogans samples. This is by no means an exhaustive figure for all slogans, as there are thousands of products advertised. Hopefully, these figures will give the reader a general overview of what they are all about. the use of words in advertising slogans.

Statistics show that Expressive word descriptions are used 21 times in the 50 advertising slogans demonstrated in the following examples:

- (1) Things go **better** with Coke
- (2) **Delicious** and **refreshing**
- (3) **Big. Beefy. Bliss**

Expressive words aim to attract the attention of potential customers and make viewers remember the product brand, keeping in mind the images and sounds of the product that evoke the word. descriptive words. It is worth noting that among expressive words, there are also expressive words combined with comparison, for example:

- (1) Coca-Cola together taste **better**
- (2) **Best** pizza, **best** value

4. CONCLUSION THESIS

The study analyzed the linguistic characteristics of English fast-food advertising slogans through the statistics of type words and analysis of 3 groups: lexical fields, type words and expressive words. Through research, we see that comments have contributed to making advertising slogans more visually attractive and making readers remember longer and trust the product more. According to statistics, the food vocabulary field has more words related to food than the number of words in the vocabulary field about drinks. Among the types of terms, nouns were the most commonly used, while expressive words were used 21 times out of 50 advertising slogans.

Word characteristics have been statistically analyzed to highlight the ideas they want to convey in advertising slogans. Moreover, advertisers have tried to make the most of the power of expressive words to significant effect. Using different words is also a way to earn new, flexible, attractive and persuasive advertising slogans. The forms of combining the use of diverse words will help the saying reach customers quickly. Words in slogans both express the advertising purpose and show the process of creating and receiving slogans. Therefore, to fully describe this problem according to Halliday's systematic functional theory, an extensive study is needed to investigate other word-related features in advertising slogans.

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