

LINGUISTIC CHARACTERISTICS OF SLOGANS IN PROFESSIONAL DISCOURSE

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ABSTRACT

This research paper intends to analyze and identify the role of slogans and their linguistic characteristics in professional discourse. As far as we are concerned, the usage of the word in the slogan text is so meaningful. In most cases, the meaning of the word in the slogan has a figurative meaning and serves commercial purposes in professional discourse. A wide range of English slogans as the object of the research found in different professional discourses has been analyzed in this research.

We would like to explain the formulation of the problem.

1. What are the most common figurative language used by the producer in making an English slogan seen from the figurative language and stylistics?
2. And What are the meanings of the slogans used in an advertisement in professional discourse?
3. This research paper focuses on the qualitative method as well as the quantitative one. The collected data of English slogans advertising from English newspapers or English magazines are analyzed qualitatively based on related theories or approaches, such as Semantics and stylistics.

Keywords: slogans, frequency of occurrences, functions, syntactic forms, discourse, figurative meanings

Introduction

Over the past few decades, professional discourse, including tourism, business, and medical discourse, has been growing fast. When it comes to types of advertising for professional discourse, one of the most effective methods usually includes a slogan. The word of the slogan of advertising usually has special characteristics, like persuasive characteristic.

According to Sukini (2005, p. 162), “the meaning of a slogan is a short sentence that has persuasive character, and the arrangement in sentences is not as usual. ”As we know, a slogan is an example of linguistics. Many times, people find it difficult to comprehend the slogan, as the advertiser usually puts the meaning implicitly. In the effort to understand the meaning of what the advertiser or producer means in the slogan, a deep understanding is required. The slogan is a very important element for a brand/ product because it makes much easier to attract consumers and increase consumers’ desires. The slogan can be found in almost all professional discourse through mass media such as TV, radio, newspaper, and magazine. As a slogan must be concise while informative and persuasive, making a successful slogan can be a challenging task in terms of syntactic construction. Professional slogans are produced carefully by slogan creators, it is interesting to explore how the syntactic patterns of such slogans are constructed. To gain an insightful understanding of this matter, this research aims to focus on the frequency of syntactic occurrences in slogans in professional discourse moreover to identify their syntactic forms, linguistic characteristic, and communicative functions.

As for tourism slogan, it is regarded as a verbal vehicle to transmit a good meaningful message to persuade prospective tourists (Crisan & Berariu, 2013). For tourism advertising, a slogan has been one of the most effective tools used to increase a market in the tourism industry (Salehi & Farahbakhsh, 2014). Tourism slogans are also most often used in advertising because they communicate very well the unique values using a branding strategy for a country’s tourism (Özdemir & Adan, 2012). According to Pike (2004), a destination slogan is expected to make propositions based on one or more of the following key values: functional destination personality, affective qualities, travel motivation benefits, and symbols of self-expression.

Slogans in Tourism

- There's no place like it (New South Wales)
- The Mediterranean as it once was (Croatia)
- Kansas, as big as you think (Kansas)
- Feels like coming home (Mississippi)
- There's no place like home (Kansas)
- It's like a whole other country (Texas)
- A world of treasures (Cambodia)
- A whole world on a single island (Cyprus)
- Soul of the earth (Guatemala)
- Little big country (Slovakia)
- Come as you are. Leave different (Louisiana)

In the business professional discourse, slogans are believed to be a driving force to rival competitors. An ordinary consumer buys what he is influenced by directly or indirectly, consciously or unconsciously. All these effects contributed together are considered as the final criterion of the advertising slogan—selling power. According to Qusheng and Weiwei (2013), one of the effective ways to maximize the benefit of selling power is to make a product appear unique.

A slogan seems to be a short and memorable catchy phrase usually used to advertise or promote something. In product, a slogan has become a brand slogan that has the meaning of a small set of words or a short phrase that a business uses to make its company and product attractive to a number of consumers. As Smetoniene assumes that advertising slogans can make it easier to memorize the advertisement itself, as they consolidate ideas represented in the introduction and, at the same time, clearly express the main idea of the advertisement.

In today's marketplace, almost all brands employ slogans; they enhance a brand's image, aid in its recognition and recall, and help create brand differentiation in consumers' minds. While there is general consensus on the importance of the device itself, little agreement exists as to what constitutes a successful slogan. As such, although marketing managers use slogans extensively, they are often at a loss when it comes to creating them. Based on our investigation, we propose in this article a series of slogans used in Business discourse.

Slogans in Business discourse

- Just Do It – Nike
- Think different - Apple
- A Diamond is Forever - De Beers.
- When you care enough to send the very best - Hallmark.
- I'd walk a mile for a Camel - Camel.
- Quality never goes out of style - Levi's.
- Finger Lickin' Good – KFC
- - Finger lickin' good (KFC)
- - For everything else, there's MasterCard (MasterCard)
- - Eat fresh (Subway)
- - Save money. Live better. ...
- - Have a break. ...
- - Red Bull gives you wings (Red Bull)

Based on the empirical research, we have provided a list of some unique and catchy slogans in medical discourse to inspire and motivate whoever reads or listens. Slogans motivate readers to encourage people to keep healthy and stay in shape.

Slogans in medical discourse

- Improving Lives Together
- Health Equity, Always
- Reach your health potential
- You will feel well nurtured here. What is this? Report Ad
- Healthy does not mean expensive
- Don't take health for granted
- Health is the first step to prosperity
- Healthcare is wealth.
- 5-Star Care.
- Advanced Medicine, Trusted Care.
- Always Caring. Always Here.
- Amazing Things Are Happening Here.
- Because Your Life Matters.
- Believe in We.
- Depend on Us for Life.
- Doctor to the Community.

- Every life, every moment, every day.
- Feel better.
- First. Best. Always.
- Focused on You.
- Healing experiences- for everyone, all the time.
- Healing Hands. Caring Hearts.
- Healing health care. Together.
- The name you know. The doctors you trust.
- The region's only catholic health system.
- Time. It's the cornerstone of excellent health care.
- Total Care. Inside and out.
- You get better because we are better.
- Your Hospital for Life.

Methodology

This study aims at responding to the following research questions:

- What is the frequency of occurrences of slogans' syntactic forms in professional discourse?
- What are the syntactic forms and communicative functions of slogans in professional discourse?
- What type of figurative language is used in English slogans in professional discourse?

After collecting enough slogans, a linguistic analysis was conducted. Syntactic, structural, and grammatical, as well as lexical features of the slogans, were examined mostly qualitatively but also quantitatively where appropriate. Qualitative research is also used to uncover trends in thought and opinions and dive deeper into the problem. We used qualitative research to collect and analyze the data.

This study is descriptive research that adopts both qualitative and quantitative approaches to analyze slogans used in professional discourse for advertising and promotion. First, a quantitative approach is used to identify and demonstrate the frequency of occurrence of syntactic structures employed in country tourism, business, and medical slogans. Second, the study employs a qualitative approach to describe the analyzed data focusing on forms and communicative functions found in professional discourse.

The methods below were used to examine the study: 1) Theoretical literature anal-

ysis and concepts were used to provide some theoretical backgrounds for the problems. 2) The quantitative approach was used to explain and identify the number of words and keywords frequently used in business advertising slogans.

It was a research design to describe what types of figurative language and the contextual meanings of figurative language are found in English slogans of commercial products, destinations, or medical services. Stylistic features were mostly excluded from the analysis as they were beyond the scope of this thesis. Similarly, extralinguistic factors, such as typography and layout, may also influence the consumer's perception of the advertisement, but they were also excluded from this research, as the focus was purely linguistic. The syntactic, structural, grammatical, and lexical features examined were mostly selected based on what were considered the most distinguishing qualities of advertisements by Leech (1966).

Result and discussion

Analysis of Medical slogans

Syntactic, structural, and grammatical features

The data analysis in this study was carried out in three major stages. In the first stage, the focus was on identifying the syntactic structures used in medical slogans. In the second stage, those structures were analyzed both quantitatively and qualitatively. At this stage, the analysis investigated further the relation between syntactic forms and communicative functions. In the final stage, the most used patterns (both form and function) found in the slogans were discussed.

- According to empirical research, the scarcity of passive constructions in advertising language can be confirmed. Advertisers seem always to avoid the passive voice unless some specific conditions demand it.
- According to the present data, modal verbs are not frequently used in medical corpus, with the exception of *can*, which was found in four slogans altogether, and one instance of *will*, all modal verbs were absent. The modal *will* occur in a sentence expressing a promise:

Examples: You won't believe your eyes.

The slogan could be paraphrased as: "You cannot help but disbelieve your own eyes"

- Judging from the data from the research, pronouns are used in a very clear manner in advertising language of medical discourse because advertisers face the challenge of personalizing the message for the mass audience in a way that leaves the impression of addressing the consumer individually. The present data seem to confirm this claim as the pronoun you, which is very common in informal, face-to-face communication, abounded in the corpus. The findings are presented in the table below:

The number of pronouns found in the corpus of medical discourse.

Table № 1

	<i>The UK SAMPLE</i>	<i>THE US SAMPLE</i>	<i>TOTAL</i>
I	0	1	1
You	14	44	58
He	0	0	0
She	0	0	0
it	5	3	8
we	4	4	8
they	0	2	2

The slogans in the corpus of medical discourse were generally not very long but nevertheless often consisted of more than one sentence (1.33 sentences on average). They included approximately 7.3 words, and the average number of words per sentence was 6.43. The slogans collected from the websites of the clinics in the United Kingdom were slightly longer than those of the clinics in the United States: the former had approximately 1.39 sentences and 8.12 words in a slogan, while the numbers were 1.26 and 6.29 for the latter. The British slogans also tended to have more words in a sentence than their American counterparts (5.89 vs. 4.99). The average number of words and sentences in the slogans and the average number of words in each sentence are presented in the Table below:

	<i>UK</i>	<i>US</i>	<i>Total</i>
<i>SENTENCES/ SLOGANS</i>	1.39	1.26	1.33
<i>WORDS/ SLOGANS</i>	8.12	6.29	7.3
<i>WORDS/SENTENCE</i>	5.89	4.99	6.43

Analysis of Tourism slogans

As a tourism slogan is always accompanied by its logo to highlight the tourism image of the country, it could be argued that a tourism slogan does not really work without a logo. In addition, the analysis of syntactic structure is prioritized, and therefore punctuation marks such as exclamation marks, which could be regarded as a crucial element of a slogan, are not taken into account. (See the Chart on p. 146).

Overall, four types of syntactic forms were identified in the 100 tourism slogans. There were 59 phrases, 38 sentences, two clauses, and one lexical word. For a closer look, noun phrases appeared most frequently (47 slogans), followed by declarative and imperative sentences (19 and 18 slogans, respectively). Other types of phrases (VP, AdjP, PP) were not popular forms of tourism slogans. For sentences and clauses, only one slogan used an interrogation, and 2 used adjectival clauses. Interestingly, despite what the literature on slogan conciseness states, there was only one slogan with a single word. Note that the creative use of language was discovered in 4 slogans. They do not follow traditional English grammatical structures, the details of which will be discussed in the next section. Among other rhetorical devices often used in tourism slogans, the following can be observed: repetition (anaphora, epiphora), simile, hyperbola, Oxymoron and hyperbole. (see Table 2)

Repetition:

Great Faces. Great Places (SOUTH DAKOTA)

Big County, Big Skies, Big Future (LINCOLNSHIRE)

Simile:

There is no place like it (New South Wales)

Kansas, as big as you think (Kansas)

Feels like coming home (Mississippi)

There is no place like home (Kansas)

It is like a whole other country (Texas)

Hyperbola:

A world of treasures (Cambodia)

A whole world on a single island (Cyprus)

Soul of the earth (Guatemala)

Oxymoron:

Little big country (Slovakia)

Come as you are. Leave different (Louisiana)

Table № 2. Frequency of occurrences of tourism slogans' syntactic forms

Syntactic form	Type	Frequency	Examples
Phrase		59	
	Noun phrase	47	Pure Russia Turkey Unlimited the smiling coast of Africa
	Adjectival phrase	3	stunningly different so much more Truly Mediterranean
	Verb phrase	4	Arrive and revive experience, explore & enjoy Best enjoyed slowly
	Creative use of language	4	Definitely Dubai truly Asia Travellers welcome Fiji Me
	Prepositional phrase	1	for the best moments of your life
Sentence		38	
	Declaratives	20	I need Spain There's NOTHING like Australia You have to feel it
	Imperatives	17	See it! Feel it! Love it! let's explore Jump into Ireland
	Interrogatives	1	And you think you've done it all?
Clause		2	
	Adjectival clause	2	where it all begins where dreams come to life
Lexis		1	
Total	Adjective	1 100	Sensational

Analysis of Business slogans

Adidas – “Impossible is nothing”

Adidas introduced its mainstream marketing slogan “Impossible is nothing” in the year 2004 with the intention to capture the essence of the Adidas brand in one catchy short phrase. The slogan became the concept behind their brand positioning, “forever sport,” and aimed to communicate Adidas’ passion for sport emotionally. Adidas’ advertising slogan was a cleverly chosen phrase that says, “*Of course, I can do the impossible. That’s nothing for me!*” The slogan not only encourages athletes participating in championships like the Olympics to break records that were considered to be impossible to break but also communicates Adidas’ belief that professionals and hobby sportsmen can go beyond the impossible.

Nokia – “Connecting People”

Although the slogan consists only of two words, it clearly communicates the company’s vision – to connect people with each other, no matter how far the distance is between them – in a straightforward manner that is easy to remember.

Apple – “Think Different”

Apple’s “Think Different” advertising slogan was a turning point for the company as a whole, and it became a cult – or even a lifestyle if you so want – to think differently than the vast majority that was using Microsoft’s products.

After the data was collected and organized in the table by using Microsoft Excel, the words in each slogan were counted. The results are shown in the following table;

The number of words used in slogans

Number of words used in slogans												
	1	2	3	4	5	6	7	8	9	10	11	12
Slogan	2	30	72	63	47	20	16	7	6	2	1	1
Percentage	0.75	11.24	26.97	23.60	17.60	7.49	5.99	2.62	2.25	0.75	0.37	0.37

Conclusion

This research paper analyzed and identified syntactic structures and linguistic characteristics of slogans frequently used in tourism, medical, and business discourse. As for the tourism slogan, the findings show that noun phrases and simple declarative and imperative sentences

were the most frequent syntactic forms. In all types of syntactic forms, the name of the country seems to be an obligatory constituent.

With the main purpose of tourism slogans to advertise and invite tourists and holidaymakers to their countries. To make it more attractive, the name of the country needs modifiers. There are several techniques found in the production of tourism slogans in this research. For example, a slogan can be made simple by providing common positive attributes or arousing by presenting unexpected contrasts. Furthermore, as a tourism slogan never appears without its logo, an integration of semiotic aspects into a linguistic study can help complete the full understanding of tourism advertisement.

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