

THE FUNCTION OF STYLISTICS IN ADVERTISING LANGUAGE

Yokubov Anvar

Teacher, Samarkand Institute of Economy and Service

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Annotation: The goal of studying style is to explain something, and literary stylistics aims to explain the relationship between language and creative function either explicitly or implicitly. In stylistics, actual words or phrases serve as the object. Two significant cautions are brought about by the relationship between stylistics and literature, including: The first is that language use should not be considered the only domain of literary writing when it comes to originality and innovation.

Many forms of discourse such as; advertising, journalist, popular music- even casual conversation often display a high degree of stylistic dexterity, it would be wrong view dexterity in language use as exclusive to canonical literature. The second is that the techniques of stylistic analysis are as much about deriving insights about linguistics structure and function as they are about understanding literary texts. (Simpson, 2004)

To advertise slogans it must meet a certain essential criteria. Firstly, a slogan should highlight the outstanding key feature of a brand, and help stand out the brand, i.e. make it recognizable on the market. For instance, there are many various types of vacuum cleaners with pretty much the same amount of money set on the market, but a consumer might pick an Electrolux, for the question why? Because, its humorous and resolute delivering message “Nothing sucks like an Electrolux”. Slogans can further be categorized based on their characteristics and features as follows:

Descriptive Slogans

As the name suggests, descriptive slogans build an image of the work the business actually does. It is an excellent choice if a producer wishes to distinguish her/his business from other competitors. Popular examples include:

Diary milk – “A glass and a half in every half-pound”

Paul Masson – “We will sell no wine before its time”

Descriptive slogans are specifically more useful for brands with non-descriptive names. But as discussed above, slogans have to be short, precise and crisp. Therefore, even if a producer chose to go with a descriptive slogan do not create a generic and boring one.

Commanding Slogans

Commanding slogans very briefly put, are powerful. They carry enough weight age to persuade any consumer to take action. If successfully crafted, these slogans can convince consumers to make purchases. Popular examples include:

Nike – “There Is No Finish Line”

Gatorade – “Is it in you!?”

Persuading Slogans

Persuasive slogans stress on why a consumer should opt for the particular product/service. A producer has got to make a case before his/her consumers through this kind of slogan. Convey to them why the producer’s business is trustworthy and will help with their problems. A persuasive slogan hits the head right on the nail, more like a selling statement. Examples given below may help understand the case better:

L’Oreal – “Because you’re worth it”

Kit-Kat – “Have a break, have a kit-kat”

Creative Slogans

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Brands that develop a creative slogan, essentially raise the bar to a new level. Creative slogans, more often than not, make use of a literary device to enhance recall and response from consumers. Creating a creative type of slogan may be harder than it looks because along with thinking outside the box, a company has to avoid overwhelming the consumers with something that might go over their heads.

Examples:

Maybelline – “Maybe she’s born with it, maybe it’s Maybelline”

Meow Mix – “Tastes so good, cats ask for it by its name”

Emotive Slogans

Now this one is one with immense psychological research support. Emotive slogans are made with the intent to awaken an emotion. Therefore, it goes beyond merely providing information about the product/service. Perhaps the most popular examples include:

DeBeers – “A Diamond is forever”

Disneyland – “Where dreams come true”

These types of slogans keep playing in consumers’ mind, and they easily get trapped in high skilled marketing tricks. Likewise, if a consumer needs a car of a specific size, there is a good range of vehicles that meet both his/her preferences and budget. Marketing techniques and slogans are set to drive consumers towards a decision, suggesting that the brand they prefer is special, unique, better or Different... Like you (Saltus brokerage & charter). Moreover, the slogan should make the consumer feel “special” while obtaining this desired item/object. The message should be positive, alluring and ear-pleasing. For example, Life is good (LG), Beautiful. Colorful. You. (Bonne Bell makeup), The perfect moment between past and future (Rochas watches), Great ideas for small rooms (Ikea), You’re in good hands (Allstate Insurance), My Goodness. My Guinness. (Guinness), Impossible is nothing (Adidas), Diamonds Are Forever (De Beers) are the slogans that are positive, unique and original.

The primary point is that an advertising slogan should be easily remembered. It must stick in the consumer's memory, remain there, and play there in order for the consumer to identify the slogan with the product it represents, eliciting a strong want and demand. That is referred to as memorability, which is determined by how frequently and for how long the slogan has been used in advertising. It may also depend on how efficiently the slogan is tied to a jingle (e.g. Calgon) and other audio and video material. Moreover, the important key that makes a slogan memorable is its own “personality”, i.e. the language features and the message it conveys.

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