

English advertising slogans in political and commercial spheres

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Abstract. *The article is devoted to the development and description of the classification, as well as the identification of the main speech technologies in the creation of advertising slogans in English-language media in four planes: (1) at the level of structural-semantic organization; (2) at the discursive-cognitive level of analysis of the advertising slogan; (3) at the level of the functional-pragmatic composition of the advertising message; (4) at the level of cultural-value meanings. The article presents a detailed analysis of the first two of the mentioned levels.*

Keywords: *advertising slogan, speech technology, semantics, discourse, pragmatics, cultural meaning.*

Introduction

Advertising slogans have long been a powerful tool for capturing attention, delivering messages, and inspiring action. In both political and commercial spheres, English slogans stand out for their ability to convey complex ideas succinctly while leaving a lasting impression. This article explores how advertising slogans function in these two domains and their impact on audiences.

Slogans in the Political Sphere

Political slogans are designed to rally support, inspire loyalty, and encapsulate the vision of a campaign or movement. The effectiveness of a political slogan often lies in its simplicity, emotional appeal, and ability to connect with voters on a personal level

Characteristics of Political Slogans

- 1. Emotional Appeal:** Political slogans often tap into feelings of hope, unity, or urgency. For instance, Barack Obama's 2008 slogan, "Yes We Can," inspired optimism and a sense of collective power.
- 2. Call to Action:** Many political slogans motivate people to act, whether by voting, protesting, or joining a cause. For example, Donald Trump's "Make America Great Again" became a rallying cry for his supporters.
- 3. Timelessness vs. Timeliness:** Some slogans aim for long-term resonance ("Hope and Change"), while others address immediate concerns, such as "It's the economy, stupid" from Bill Clinton's 1992 campaign.

Challenges in Political Slogans

Polarization: Political slogans can divide as much as unite, often appealing strongly to one demographic while alienating others.

Oversimplification: A catchy phrase may oversimplify complex issues, potentially leading to criticism.

Despite these challenges, effective political slogans shape narratives and influence public perception, often becoming synonymous with their campaigns.

Slogans in the Commercial Sphere

In the commercial world, advertising slogans are crafted to promote brands, products, or services. Their primary goal is to resonate with consumers and drive sales.

Characteristics of Commercial Slogans

1. **Memorability:** A good slogan sticks in the mind, making the brand instantly recognizable. Examples include Nike's "**Just Do It**" and McDonald's "**I'm Lovin' It.**"
2. **Brand Identity:** Slogans encapsulate the essence of a brand, reinforcing its values and promises. For instance, Apple's "Think Different" aligns with its innovative image.
3. **Consumer Connection:** By addressing consumer needs or aspirations, slogans create emotional connections. De Beers' "A Diamond is Forever" evokes timeless love and commitment.

Challenges in Commercial Slogans

Cultural Sensitivity: English slogans may not translate well into other languages, risking misinterpretation or offense.

Relevance: As markets evolve, slogans must adapt to stay relevant without losing their core message.

Crossovers Between Political and Commercial Spheres

Interestingly, political and commercial slogans share several techniques. Both rely on repetition, emotional resonance, and simplicity to engage their target audience. However, the stakes differ: political slogans aim to shape societal change, while commercial slogans focus on consumer behavior.

Examples of Crossovers

Branding Techniques in Politics: Politicians increasingly borrow branding strategies from the commercial world, using slogans to market themselves like products.

Commercial Slogans with Political Messages: Brands occasionally adopt politically charged slogans to align with social movements, such as Nike's campaign featuring Colin Kaepernick and the tagline, "**Believe in something. Even if it means sacrificing everything.**"

The purpose of this article is to present a classification of the main speech technologies, the use of which in an advertising slogan is determined by a fairly clear format for organizing the elements of an advertising text in English-language media in four planes:

- (1) at the level of the structural-semantic organization of the slogan;
- (2) at the discursive-cognitive level of analysis of the advertising slogan;
- (3) at the level of the functional-pragmatic composition of the speech message;
- (4) at the level of cultural-value meanings embodied in the advertising slogan, created by the interaction of signs of language, culture and other code systems formed in the national cultural space.

The discussed speech technologies can be further applied as a basis for modeling advertising slogans, as well as for assessing the degree of effectiveness of their impact on the consumer, provided by a combination of units of various semiotic systems. Judging by our preliminary observations, the speech technologies used in the slogan allow us to expand the boundaries of generally accepted standards and requirements put forward to the content plan and the plan for expressing the elements of the text as a "verbal whole", and at the same time, by combining different style vectors in it, to create a cultural and semantic space of special quality. Only by completely capturing the attention of the listener or reader, advertising discourse, by managing it, allows us to achieve the necessary level of impact on the audience. The copywriter has the right to vary, change, transform, stylize, and alter the established linguistic structure for the benefit of the advertised product. Advertising attracts attention the more it violates accepted communicative norms, rebuilding the system of rhetorical expectations.

We understand an advertising slogan as a key phrase of the verbal text of an advertisement, which sets out in a condensed form the main advertising offer. It is intended to attract the attention of the "consumer of advertising", a wide audience; thanks to it, the entire verbal series of the advertising text, its main idea, and "theme" - the advertised product, which is addressed to the reader of this advertisement, are well remembered.

Technologies associated with the choice of linguistic means and their organization in an advertising slogan

I. Techniques for truncating an advertising message

In a certain sense, an advertising slogan can be likened in its functional purpose and formal features to shouts-calls in the speech genre of urban folklore, reviving in oral urban communication. The English-language advertising slogan uses technologies that implement the installation on dialogicity and strengthen the personal aspect of communication. From the standpoint of the named trends, a characteristic feature of an advertising slogan is the brevity and conciseness of the message. Short phrases are used to call for action, in the form of a reminder or slogan, which subsequently establishes an instant and strong connection with the product or brand.

The slogan should convey the information that the copywriter wants to convey in the most vivid and catchy form, but using a minimum number of words; text construction comes down to simplifying grammatical structures. The depth of phrases in advertising texts, as a rule, does not exceed 12-15 word usages (including function words), since short phrases are perceived and remembered more easily. Advertisers are guided by the average volume of human RAM of 7 ± 2 units. This physiological feature is taken into account when creating slogans, the average volume of which is 5-6 word usages. The phenomenon of parcellation is associated with the depth of the phrase - the division of phrases, in which the content of the statement is realized not in one, but in two or more intonation-semantic speech units following one after another after a separating pause, for example:

No FT, no comment. Financial Times

Big tissue, small box. Kleenex Mansize.

Advertising generally follows the principle of economy - only the unknown or that which cannot be guessed from the context is communicated. In structural terms, this tendency is reflected by ellipsis. An advertising slogan is usually created in the form of an elliptical construction, adopting the features of spontaneous speech, i.e., like a speaker who follows an unconscious impulse to speed up the communicative act by simplifying the syntactic structure of the statement, the copywriter strives to use this technique. The purpose of this tactic is to achieve the effect of naturalness, remove the formality of communication, and reduce the distance between the copywriter and the addressee. Ellipsis can be divided into initial, final, and, less commonly, intraphrasal.

Conclusion

English advertising slogans play a pivotal role in both political and commercial spheres, influencing decisions, shaping perceptions, and leaving a mark on history. Whether driving a presidential campaign or promoting a global brand, the art of the slogan lies in its ability to distill powerful ideas into a few unforgettable words. As the world continues to evolve, so too will the strategies and messages behind these iconic phrases, ensuring their relevance and impact for years to come. Advertising slogans are often evaluative in their communicative focus. Advertising text is a special type of evaluative discourse, where positive axiological strategies are actualized. An important property of advertising slogans can be considered their evaluative focus. In the advertising space, it is customary to single out an array of texts in which axiological macrostrategies are actualized from the standpoint of the semiological approach (taking into account their semantics, pragmatics, and syntactics). Axiological strategies are a set of speech actions aimed at achieving a certain illocutionary goal through the transformation of the value model of the addressee's world in the direction desired by the speaker. The axiological strategy is based on the semantics and pragmatics of evaluation. The use of evaluative discourse technology in the creation of an advertising slogan ensures the generation of statements that represent not only a message of information, but also accompanying assessments and opinions that have the power of influence. Thus, the conducted analysis allows us to draw the following conclusions: (1) it is advisable to conduct a study of speech technologies used in a slogan at four levels identified in the cultural-semantic space of an advertising text; (2) speech technologies determine the choice of means at all levels of language and organize

them into compact structures similar to shouts and appeals; (3) the technologies used implement the target setting for dialogicity, strengthening the personal aspect of communication, reducing social and psychological distance, and actualizing cultural-value meanings.

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