

## **SLOGANS AS A TOOL OF ADVERTISING**

In the 21st century, during the era of the Internet and Mass Media, advertising becomes not only an integral part of the global market, but a part of the culture. Over-production and under-demand have created a competitive market where advertising is a necessity. Slogans do more than simply sell a product - they work in subtle ways to persuade us to accept the life style and pattern of our needs that they depict. Advertising language has a special style of immediate impact and rapid persuasion. What kinds of tools make an advertisement highly effective is a question worthy to be studied from a linguistic perspective.

The aim of this scientific research is to investigate the role of slogans in modern advertising, to distinguish their main lexical, morphological and rhetoric features.

The actuality of the scientific work is determined by the general rise of interest to the phenomenon of advertising language, its grammatical and stylistic features. Advertising slogans are of special interest for investigation as these short phrases are the most effective and memorable types of the language of advertising texts.

The study of the language of advertising slogans from a linguistic perspective has been made by several scholars. Leech has analyzed grammar, vocabulary and rhetoric of advertising with special reference to television.

The main methods of investigation were complex analysis, comparative analysis, modeling, and quantitative analysis.

Special attention is paid to the functions of nouns, adjectives, pronouns and verbs in slogans, to a great variety of rhetoric figures and their peculiarities.

The component analysis includes a thorough study of every element of slogans.

The practical meaning of research gives us an opportunity to use the main principles and results of the work at schools, gymnasiums, colleges while studying English grammar and lexicology.

A slogan is a sentence that distinguishes advertisements from both each other and the texts. A slogan can be compared with the headline of an article. In a print ad, it usually appears just beneath or beside the brand name or logo. Slogans are claimed to be the most effective means of drawing attention to one or more aspects of a product. They sum up the specialty of the product, its benefit, marketing position and commitment. Advertising slogans often play a large part in the interplay between rival companies.

A tagline is a variant of a branding slogan typically used in marketing materials and advertising. Its main purpose is "to create a memorable phrase that will sum up the tone and premise of a brand or product" (like a film), or to reinforce the audience's memory of a product. Taglines are often used in film adverts which are the punch lines of a joke or a dialogue.

A jingle is a memorable slogan set to an engaging melody, mainly broadcast on radio and sometimes on television commercials. Product advertisements with a musical tilt can be traced back to 1923 when General Mills aired the world's first singing commercial.

The main distinctive feature of all types of slogans is laconism. The number of words in slogans differs from two to nine. In addition, this little amount of words fulfills such great tasks as persuading the consumer and promotion of the product in the market. One of the main function of a slogan is to attract the attention of the potential buyer.

The investigation of slogans shows that the most frequently used modal verb is "can". This modal verb in the advertising slogans names the physical or mental ability, capability, possibility which a consumer gets with the help of the product.

Analyzing the Moods used in advertising slogans, we should claim that the Imperative Mood prevails. The Imperative Mood expresses a request, an order, an advice and an invitation. These short and powerful sentences become a favourite device of advertises as 27 of 58 brands use it.

On the whole, the verbs represented in slogans play an important role in creating a demand and a desire for a product. Except nouns, verbs and adjectives which prevail in advertising slogans, pronouns can be an interesting object of investigation. The analyzed 120 slogans use personal and possessive pronouns.

So, the investigation of the morphological peculiarities of advertising slogans proves that the most important role in creating the effective slogans belongs to nouns, adjectives, verbs and pronouns which name the product, characterize its quality, stress its benefits and arise the customer's desire to have it.

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