

Stylistics - Autumn semester 2004

Handout 4

The Language of Advertising. Slogans.

Task 1:

Try to identify a few basic parts of a press advertisement:

Task 2:

Find in the magazines or make up examples of the following characteristic features of the language of advertising copies and slogans.

Lexical level:

- vivid words:
- concrete words:
- words with positive connotations:
- unreserved expressions:
- idioms, figurative expressions:

Grammatical level:

- conversational style:
- ellipsis:
- vagueness:
- non-finite constructions:

Other typical features are: deviant graphology, strong sound effects (e.g. rhythm, alliteration, rhymes in slogans), word-play, jargon, etc.

Task 3:

What is linguistically relevant about the following advertising slogans or brand names?

There's no Comparison.

Kleenex Tissues.

Say it with flour.

Save time and temper. Use Schiphol.

Go well. Go Shell.

Beautiful Nails in Minutes. (Cosmar)

Take clear control. Take Claritin.

Protection. (Always Ultra)

Almost as easy as having your mom do it. (Tide Rapid Action Tablets)

Seven out of ten children preferred these beans to the ones you probably give them.

Task 4:

Write your own advertising copy including a slogan for two of the following products or services:

- a) telecommunications company
- b) designer clothes
- c) middle-class car
- d) private university

- e) foreign holiday destination
- f) political party
- g) brand of beer
- h) brand of soft drink
- i) brand of cheese
- j) musical