

## Analysis of Linguistic Devices in Contemporary Indian Advertising Slogans

**Bablu Ray, Ph.D.**

Assistant Professor

Department of Linguistics

Doctor Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh

[babluray@gmail.com](mailto:babluray@gmail.com)

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### Abstract

Advertisement slogans play an integral role in seeking attention of the potential customers. These also persuade the potential customers to go for buying the advertised products. The act of seeking attention and persuading the potential customers are achieved through using particular kind of language in the advertisement slogans. In fact, the language use in the advertisement slogans appears to be quite creative and innovative and hence it is important to identify and analyse the linguistic aspects of the same. The present study focuses upon analysing linguistic devices as identified in the contemporary Indian advertising slogans. The sample of the study consists of approx. 60 advertising slogans collected from the various sources of print and electronic media advertisements on the random basis. The findings of the study identified and revealed the use of several linguistic devices such as rhyme, alliteration, assonance, consonance, affixations, neologisms, hybridizations, reduplications, code-mixing, use of small and catchy phrases, parallelisms, simile, metaphor, hyperbole and personification at different levels of linguistic analysis in the language of contemporary Indian advertising slogans. The research paper advocates the fact that it is the use of linguistic devices that make the language of the advertising slogans captivating and memorizing to potential customers.

**Keywords:** contemporary Indian advertisements, linguistic analysis; linguistic devices; linguistic features; advertising slogans.

### 1. Introduction

Advertising slogans are the most important part of the advertisements used in advertising products or services. Leech (1972) considers an advertising slogan as a short phrase which is used by the company in its advertisements to promote the identity of the brand. Slogans are more powerful than companies' logos and can be easily remembered and recited by people (see Duboviciene and Skorupa 2014: 63). Scholars have emphasized the importance of considering catchy and small phrases to promote the identity of brands as well as to also capture the attention of the customers (see: Leech 1972, Rein 1982, Kohli et. al.

2007, Clow & Baack 2012, Duboviciene & Skorupa 2014, and Skorupa & Duboviciene 2015). Scholars have also suggested that advertisements slogans should not only be small and catchy to attract the attention of the potential customers, but it should be also memorable to them (Rein 1982; Clow & Baack 2012). In fact, the act of seeking attention and persuading the potential customers by making any slogan catchy, attractive and memorable to the potential customers lies in the creative and innovative use of language in the advertising slogans.

The language of the advertising slogans employs several linguistic devices. Research on advertising language has suggested that advertising language is a “loaded language” (Leech 1972). It has also been compared to “poetic language” (Myers 1997; Cook 1996). Further, it is also considered as “rule breaking”, and is considered as a tool in the hands of advertisers to make their products more attractive (Charles 2001). Therefore, linguistic analysis of the language of the advertising slogans needs to be done to reveal the use of linguistic devices through which the language of the advertising slogans is made powerful to seek the attention of the potential customers and to promote the identity of the brands.

Analyzing language of the advertisements has been an interesting field of linguistic study. Some of the scholars who have attempted analyzing advertising language include Leech (1972), Kumar (1978), Geis (1982), Chunawalla (1985), Vestergaard and Schroder (1985), Bhatia (1987), Stern (1988), Fatihi (1991), Tanaka (1992), Motes, et. al. (1992), Leigh (1994), McQuarrie and David (1996), Cook (1996), Myers (1997) and Goddard (1998). Further, research in this field has burgeoned and involves important work done by scholars like Djafarova (2008), Christopher (2012), Natkare (2012), Eyo and Roseline (2013), Fatihi (2014), Mahmud (2017), Ahmad (2018), Pratiwi et.al. (2019) and Shariq (2020). Their works significantly contribute to the field of linguistic study.

Moreover, researchers have also tried to dissect the application of linguistic features across multiple domains. For instance, Ding (2003), Setiastuti (2011), and Duboviciene and Skorupa (2014) have attempted stylistic study on advertising slogans. Further, Skorupa and Duboviciene (2015) have studied linguistic features of commercial and social advertising slogans. On a different note, Skracic and Kosovic (2016) have completed linguistic study of advertising slogans mainly related to yachting. Researchers have also attempted to analyze the use of rhetorical figures and other linguistic devices in corporation brand slogans (see: Miller & Toman 2016; and Katranjiev et.al. 2016). Recently, Iswati and Widodo (2020) have analyzed the application of linguistic features in E-commerce slogans.

Though many research works have been conducted on analyzing the linguistic features of advertising slogans yet research on this topic in the Indian context is far from adequate. The Indian context is both unique (India being a hotbed of linguistic diversity) and important (India accounts for around 15% of world population, and is the fastest growing market). Given the importance of the Indian context, it is surprising that not many researchers

have tried to do linguistic analysis of contemporary Indian advertising slogans. In light of this gap, the objective of the present paper is to identify and analyze the types of linguistic devices through which Indian advertisers make their slogans catchy, attractive and memorable to potential customers.

## 2. Method

The data for the present study consists of a sample of approx. 60 contemporary Indian advertising slogans of different brands. The data was collected on the random basis from various resources of print and electronic media such as newspaper, magazines, Television, YouTube and the internet. They were collected, identified, categorized and analyzed at different levels of linguistic analysis. The sample collected for the analysis includes advertising slogans from Hindi and English languages both.

## 3. Results and discussion

This section analyses and discusses various categories of linguistic devices identified in contemporary Indian advertising slogans. The linguistic devices identified have been categorized at different levels of linguistic analysis and have been discussed as phonological, lexical and morphological, syntactic and semantic devices.

### 3.1. The phonological devices

This section tries to analyze and discuss various types of phonological devices identified in contemporary Indian advertising slogans. Some of the phonological devices that have been identified in the texts of the advertising slogans include ‘*rhyme*’, ‘*alliteration*’, ‘*consonance*’ and ‘*assonance*’. In fact, these devices are used in the advertising slogans to create musical effect on the minds of the potential customers. Due to these the potential customers easily remember the advertising slogans. The various phonological devices identified in the contemporary advertising slogans are analyzed and discussed below at length:

#### 3.1.1. Rhyme

Rhyme is considered to be one of the prominent phonological devices in which two or more words are used with the identical sound patterns especially at the end of the advertising slogans. In the words of John A. Cuddon (2013: 608), “rhyme is the formalized consonance of syllables”. Leech (1972) considers that rhyme in advertisement slogans make the advertisement language more memorable. Some examples of rhyme identified in contemporary Indian advertising slogans are the following:

- |       |   |              |
|-------|---|--------------|
| (i)   | <i>NO confusion, Great Combination</i>      | (Bingo)      |
| (ii)  | <i>Intense Freshness, Intense Closeness</i> | (Close Up)   |
| (iii) | <i>Pure Happiness, Pure Cadburyness</i>     | (Dairy Milk) |
| (iv)  | <i>Haqueqat Jaisi, Khabar Waisi</i>         | (Zee News)   |
| (v)   | <i>Pal banaye Magical</i>                   | (Lays)       |

- (vi) *Isko laga dala to life zinga lala* (Tata Sky)

In the examples given above from (i) to (iv), it can be observed that the last syllables of the second words such as ‘*confusion*’, ‘*Freshness*’, ‘*Happiness*’, and ‘*Jaisi*’ rhyme with the last syllables of the final words ‘*Combination*’, ‘*Closeness*’, ‘*Cadburyness*’ and ‘*Waisi*’ in the advertising slogans of Bingo, Close Up, Dairy Milk and Zee News. In addition to these, in example (v), the monosyllabic Hindi word ‘*Pal*’ (moment) rhymes with the last syllable of the word ‘*Magical*’ in the slogan of Lays. Further, in the slogan of Tata Sky, the monosyllabic Hindi word ‘*dala*’ (fixed) rhymes with the monosyllabic Hindi word ‘*lala*’ as in example (vi). Here, in this example, the word ‘*zingalala*’ refers to the moment of extreme happiness.

### 3.1.2. Alliteration

It’s another linguistic device identified in the advertising language at the level of phonology. In the words of Cuddon (2013: 22) alliteration is “a figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated”. Like rhyme, it is also used to make advertising language emphatic and musical so as to capture the attention of the readers or listeners of the advertisements. It can be also easily observed in the contemporary Indian advertising slogans. Consider the following examples:

- |       |                                    |                 |
|-------|------------------------------------|-----------------|
| (i)   | <i>Relationship Beyond Banking</i> | (Bank of India) |
| (ii)  | <i>Happiness Begins With Bru</i>   | (Bru Coffee)    |
| (iii) | <i>Taste of Tradition</i>          | (Haldiram)      |
| (iv)  | <i>Hum me Hain Hero</i>            | (Hero)          |
| (v)   | <i>Healthy Hoga Hindustan</i>      | (Lifebuoy)      |
| (vi)  | <i>Herbal Healthcare</i>           | (Himalayan)     |

Here, the initial repetitions of the consonant sound [b] can be easily observed in the slogans of Bank of India and in Bru Coffee as in examples (i) and (ii). Next, in example (iii), the consonant sound [t] is being repeated in the slogan of the Haldiram. Similarly, in examples from (iv) to (vi), the consonant sound [h] gets repeated twice and even thrice in the slogans of the Hero, Lifebuoy and Himalayan companies. In all of the above examples, the repetitions of consonant sounds create musical effect in the respective slogans.

### 3.1.3. Assonance

Assonance is another phonological device that is frequently used in the advertising language. In the words of Cuddon (2013: 56) assonance is “sometimes called ‘vocalic rhyme’, it consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony. The use of the assonance can be observed in the slogans of the Indian Banks. Consider the following examples (assonance marked in bold):

- |       |  |                         |
|-------|--|-------------------------|
| (i)   | <i>India’s <b>I</b>nternational <b>B</b>ank</i>                                | (Bank of Baroda)        |
| (ii)  | <i><b>O</b>ne <b>F</b>amily, <b>O</b>ne <b>B</b>ank</i>                        | (Bank of Maharashtra)   |
| (iii) | <i><b>B</b>uild <b>A</b> <b>B</b>etter <b>L</b>ife <b>A</b>round <b>U</b>s</i> | (Central Bank of India) |

The vowel sound [I] and [a] have been repeated in the slogan of the Bank of Baroda in example (i). Next, in example (ii), the vowel sound [o] and [a] get repeated twice in the slogan of Bank of Maharashtra and the vowel sounds [u], [a], and [i], in example (iii) in the slogan of Central Bank of India.

### 3.1.4. Consonance

Another phonological device that makes advertising slogans appealing is known as consonance. According to Cuddon (2013: 153), consonance is the close repetition of identical consonant sounds before and after different vowels. Consider the following examples of consonance:

- |       |  |            |
|-------|--|------------|
| (i)   | <i>Taste Mein Best Mummy Eur Everest</i> | (Everest)  |
| (ii)  | <i>Life me Rasna Milaofy</i>             | (Rasna)    |
| (iii) | <i>apna luck pahen ke chalo</i>          | (Lux Cozi) |

In the first example, the consonant sound [s] is repeated in the medial position of the first, third and fifth words of the advertising slogan of the Everest. Similarly, in the example second, the consonant sound [l] is repeated in the first and the last word of the advertising slogan of Rasna. Further, in example third, the consonant sound [n] is repeated in the final position of the first and third words of the advertising slogan of the brand Lux Cozi.

## 3.2. The lexical and morphological devices

This section deals with the lexical and morphological devices identified in contemporary Indian advertising slogans. Some of the morphological devices include the processes of word formation such as affixation, reduplication, neologisms, hybridization, and abbreviations. Words used in the print and electronic media advertisements always play important role in capturing the attention of the potential customers. Sometimes, new words are also coined by the advertisers to capture the mind of the potential customers. Some of the lexical and morphological devices identified in the contemporary Indian advertising slogans include ‘affixation’, ‘neologisms’, ‘hybridization’, ‘reduplication’ and ‘code-mixing’. Each of these is discussed below:

### 3.2.1. Affixation

Affixation is one of the processes of word formation whereby new words are formed with attaching prefixes or suffixes to the existing words. Some of the affixation processes identified in the various advertising slogans are discussed below:

- |       |  |              |
|-------|--|--------------|
| (i)   | <i>Utterly, Butterly, Delicious</i>    | (Amul)       |
| (ii)  | <i>Pure Happiness Pure Cadburyness</i> | (Dairy Milk) |
| (iii) | <i>Life me Rasna Milaofy</i>           | (Rasna)      |

It’s observable in example (i) that the suffix ‘-ly’ has been added with the word ‘Butter’ to make a new word i.e. ‘Butterly’ in the slogan of Amul company. Similarly, in the example (ii), a new word ‘Cadburyness’ has been formed in the slogan of Dairy Milk. The new word has been formed by attaching suffix – ‘ness’ with the word ‘Cadbury’. The

affixation process used in the slogan of Rasna as in example (iii) is different from the above. Here, the English suffix- '-fy' has been added with the Hindi verb – 'Milao' (to add) to make a new word 'Milaofy'. Thus, all of the above three examples involve the processes of affixation to create or form new words. Such types of novel words are used in the advertising slogans to easily seek the attention or capture the mind of probable customers.

### 3.2.2. Neologisms

It is also one of the processes of forming or coining new words or phrases. The new words coined by using this process have only colloquial usage. These are not used in formal communication. The use of neologisms in the contemporary Indian advertising slogans has been also perceived. Consider the following examples:

- (i) *It's veri very Lime & Lemoni* (Limca)
- (ii) *Youngistan ka Wow* (Pepsi)

It can be easily noticed, in example (i), that the new words 'veri' and 'Lemoni' have been coined in the slogan of Limca. The word 'veri' has been coined by replacing the semivowel 'y' with the vowel 'i' in the existing word- 'very'. Next, a word 'Lemoni' has been coined from the existing word 'Lemon'. In addition to these, a new word like 'Youngistan' has also been created in the slogan of Pepsi as in example (ii). In fact, this word has been formed by adding the Hindi suffix- 'istan' (place) to the English word 'young'. Thus, neologisms also play significant role to make the advertising slogans of the catchy, attractive and memorable.

### 3.2.3. Hybridization

Like affixation and neologisms, hybridization is also one of the important linguistic tools at morphological level to create new words. In this process, new compound words are formed with bringing together two words from two different languages. The use of hybridization technique is also observable in the contemporary advertising slogans of some Indian companies. Consider the following examples of hybridization given below:

- (i) *India Parivar* (Sahara)
- (ii) *Savlon Swasth India* (Savlon)

Here, in example (i), the compound word 'India Parivar' has been formed by juxtaposing Hindi word 'Parivar' (family) with the English word 'India'. Similarly, in the next example, the compound word 'Savlon Swasth India' consists of three words where the Hindi word 'Swasth' (healthy) has been placed in between two English words 'Savlon' (a company of soap and handwash) and 'India'. Thus, creating new words through using the technique of hybridization make the advertising slogans interesting and memorable to the probable customers of the products.

### 3.2.4. Reduplication

Reduplication is the process of repeating lexical items in the sentence. In this process, the lexical items are repeated at least twice or thrice. Further, lexical items repeated in a sentence can also vary in their categories. The process of reduplication is prominently used in the advertising language hence it's also perceivable in advertising slogans. Some examples of reduplications identified in the slogans of contemporary Indian advertising are discussed below:

- |       |   |                       |
|-------|---|-----------------------|
| (i)   | <i>One Family, One Bank</i>                         | (Bank of Maharashtra) |
| (ii)  | <i>Intense Freshness, Intense Closeness</i>         | (Close Up)            |
| (iii) | <i>Jindagi ke saath bhi, Jindagi ke baad bhi</i>    | (LIC)                 |
| (iv)  | <i>No Chip Chip, No JhikJhik</i>                    | (Fevistik)            |
| (v)   | <i>Asli Masale Sach sach MDH MDH</i>                | (MDH)                 |
| (vi)  | <i>Wish Karo, Dish Karo</i>                         | (Dish TV)             |
| (vii) | <i>Meh Surakshit Hum Surakshit Bharat Surakshit</i> | (Aarogya Setu App)    |

In the slogan of Bank of Maharashtra as in example (i), the word 'one' has been repeated twice in the sentence. Similarly, the word 'Intense' has been repeated twice in the slogan of Close Up as in example (ii). In the slogan of LIC, as in example (iii), we can observe that the Hindi words like 'Jindagi' (life), 'ke' (postposition), and 'bhi' (too) have been repeated twice in the entire slogan. Further, it can be observed in example (iv) which is the slogan of Fevistik that the English word 'No' and the Hindi words 'Chip' (sticky) and 'Jhik' (argument) have been closely repeated in the sentence. In addition to these, the Hindi words 'Sach' (truth) and the English word 'MDH' (name of a company) in example (v) and the Hindi verb 'Karo' (do) in example (vi) get repeated twice in the slogans of MDH and Dish TV companies. Besides these, we can also notice in example (vii) that the word 'Surakshit'(safe) has been repeated thrice in the slogan of recently launched Aarogya Setu App by the Indian govt. to monitor patients during COVID -19.

### 3.2.5. Code-mixing

Apart from the morphological devices discussed above, the use of code-mixing can be also perceived in contemporary Indian advertising slogans. Code-mixing is the process where words from another language are mixed in a sentence of a particular language. Usually, it has been noticed that words from Hindi language are mixed in the sentences of English language and sometimes, this happens also vice-versa. Consider some examples of code-mixing discussed below:

- |       |                                 |              |
|-------|---------------------------------|--------------|
| (i)   | <i>The Baap of All Apps</i>     | (AskMe.com)  |
| (ii)  | <i>Deal Ya No Deal</i>          | (Chlormint)  |
| (iii) | <i>Dhak Dhak Go</i>             | (Hero Honda) |
| (iv)  | <i>Ab Har Wish Hogi Poori</i>   | (Flipkart)   |
| (v)   | <i>apna luck pahen ke chalo</i> | (Lux Cozi)   |

In the examples (i) and (ii), it can be observed that the Hindi words like 'Baap' (father), and 'Ya' (or) have been mixed up with the sentences of English language. Further,

the opposite of this can be seen in the examples (iii) to (v) where English words like ‘Go’, ‘Wish’ and ‘luck’ have been inserted in the sentences of Hindi language. In fact, by using this type of morphological device, advertisers actually convey the message creatively to the potential bilingual customers especially in multilingual country like India.

### 3.3. *The syntactic devices*

This section analyzes and discusses syntactic devices identified in contemporary Indian advertising slogans. Some common syntactic devices identified include the use of ‘*Small and Catchy Phrases*’, ‘*Imperative/Declarative Sentences*’ and ‘*Parallelism*’. The detailed analysis of each category is discussed below:

#### 3.3.1. *The small and catchy phrases*

The close observation of the syntactic structure of the contemporary Indian advertising slogans reveals the fact that slogans have been used as small and catchy phrases. In fact, the small and catchy slogans are actually easy to be remembered by the probable customers. The use of slogans in the forms of small and catchy phrases are found in almost many advertising slogans. Some of the catchy phrases identified are discussed below:

- |       |                      |                 |
|-------|----------------------|-----------------|
| (i)   | <i>Khayal aapka</i>  | (ICICI Bank)    |
| (ii)  | <i>Desh ka Namak</i> | (Tata salt)     |
| (iii) | <i>Jiyo befikar</i>  | (Bajaj Allianz) |
| (iv)  | <i>Aur Dikhao</i>    | (Amazon India)  |

All of these above-mentioned slogans are small in structure because most of them consist mainly of two or three words. The phrases used in these slogans are of different types in structures. The first slogan is an example of pronominal phrase whereas the second one of noun phrase and the third and fourth are of verb phrases.

#### 3.3.2. *Use of imperative and interrogative sentences*

Many of the advertising slogans include the techniques of using imperative sentence types. In fact, through using imperative sentences advertisers try to do request or provides advice to the customers. Further, the use of imperative sentence types makes the advertising language more colloquial or conversational in nature and that in some way also helps creating bond with the customers. Sometimes, interrogative sentences are also used in the slogans to draw the attention of the customers. Consider some examples of Imperative and interrogative sentence types identified in the contemporary Indian advertising slogans:

- |       |   |                |
|-------|---|----------------|
| (i)   | <i>Daag ache hai</i>                        | (Surf excel)   |
| (ii)  | <i>Aaj kuch toofani karte hai</i>           | (Thums Up)     |
| (iii) | <i>Har ghar Kuchch kahta hein</i>           | (asian paints) |
| (iv)  | <i>Kya Aapke Toothpaste Mein Namak Hai?</i> | (Colgate Salt) |
| (v)   | <i>Shock laga kya ?</i>                     | (Havells)      |

The first three examples are of imperative or declarative sentence types used in the advertising slogans of surf excel, Thums Up, and asian paints brands whereas the next two are of interrogative sentence types used in advertising slogans of Colgate Salt and Havels brand.

### 3.3.3. *Parallelism*

Parallelism is also one of the syntactic devices that are used in the advertising language. In the words of Cuddon (2013: 511), “It consists of phrases or sentences of similar construction and meaning placed side by side, balancing each other”. Consider some examples of parallelism identified in contemporary Indian advertising slogans:

- |       |   |             |
|-------|---|-------------|
| (i)   | <i>Eat Healthy, Think Better</i>        | (Britannia) |
| (ii)  | <i>Have A Break, Have a Kit Kat</i>     | (Kit Kat)   |
| (iii) | <i>Tummy bhi Khush, Mummy Bhi Khush</i> | (Knorr)     |
| (iv)  | <i>Taste Bhi, Health Bhi</i>            | (Maggi)     |

In all of the examples given above, the repetitions of the similar phrase structure can be noticed. The slogan in the first example consists of the similar phrase structure such as [verb + Adjective], [verb + Adjective]. Similarly, the slogan in the second example also consists of the similar phrase structure like [Aux. + Det. + Noun], [Aux. + Det. + Noun]. Moreover, slogans in Hindi as in examples (iii) and (iv), too, consist of the similar types of phrase structures such as [Noun + Adverb + Adjective], [Noun + Adverb + Adjective]; and [Noun + Adverb], [Noun + Adverb]. These instances of parallelism have been identified invariably in the slogans of the brands such as Britannia, Kit Kat, Knorr, and Maggi.

### 3.4. *The semantic (figurative) devices*

This section discusses semantic or figurative devices as identified in contemporary Indian advertising slogans. Some of the semantic devices that have been identified include ‘*Simile*’, ‘*metaphor*’, ‘*hyperbole*’ and ‘*personification*’. Each of these has been discussed in detail below:

#### 3.4.1. *Simile*

It’s a figure of speech which is used in comparing one thing with another. In the words of Cuddon (2013: 657), simile is “a figure of speech in which one thing is likened to another, in such a way as to clarify and enhance an image”. It can be identified by observing the use of the words such as ‘like’ or ‘as’ in the sentences. The use of simile as identified in contemporary Indian advertising slogans is discussed below:

- |      |   |             |
|------|---|-------------|
| (i)  | <i>The Honda’s ride is as smooth as a gazelle in the Sahara. Its comfort is like a hug from Nana.</i> | (Honda)     |
| (ii) | <i>Bank aisa dost jaisa</i>   | (IDBI Bank) |

Here, the use of simile, in the first example, is very much obvious and the use of comparative element like ‘as’ and ‘like’ can be easily noticed in the slogan of the Honda company. In this example of simile, the ride of Honda, a bike, has been compared with the

ride of gazelle in the Sahara desert. Further, the comfort of Honda has been also compared with the hug of maternal grandfather (*nana* in Hindi language). In the second example ‘*Bank aisa dost jaisa*’ (bank like a friend), IDBI bank has been compared with the friend. In fact, such type of simile has been used to promote the IDBI bank. The slogan conveys the message that bank deals with the customers in a friendly way. Thus, through the use of simile in the slogans not only two things are compared but also messages are conveyed to convince the potential customers.

### 3.4.2. Metaphor

“It’s a figure of speech in which one thing is described in terms of another. A comparison is usually implicit; whereas in simile it is explicit” (Cuddon 2013:432). Thus, metaphor unlike simile is used to compare two unrelated things implicitly. The difference between simile and metaphor is that metaphor doesn’t use comparing words such as ‘like’ or ‘as’ in the sentences. Some of the advertising slogans in the form of metaphors have been identified are discussed below:

- |       |                               |              |
|-------|-------------------------------|--------------|
| (i)   | <i>Open Happiness</i>         | (Coca Cola)  |
| (ii)  | <i>Taste the Thunder</i>      | (Thumps Up)  |
| (iii) | <i>The King of Good Times</i> | (Kingfisher) |

Here, in the above example (i), the slogan has been used metaphorically. It conveys the message that opening a bottle of Coca Cola is just like opening happiness. Thus, happiness has been implicitly compared with Coca Cola. Similarly, in example (iii), the cold drink, Thumps Up, has been implicitly compared with the thunder. In fact, the slogan tries to convey the message that this cold drink is just like thunder. Further, in the last example, the Kingfisher beer has been implicitly compared with the other brand of beer and it has been referred to as the king of good moments. Thus, metaphor has been used in all of these contemporary Indian advertising slogans to compare and convey the message indirectly rather than directly.

### 3.4.3. Hyperbole

It’s a rhetorical device which is used to exaggerate a particular thing. Use of this device creates emphasis in the statement of the advertising slogans. Some of the slogans where the use of hyperbole can be identified in contemporary Indian advertising slogans are the followings:

- |       |                               |          |
|-------|-------------------------------|----------|
| (i)   | <i>Born Tough</i>             | (CEAT)   |
| (ii)  | <i>Building India</i>         | (DLF)    |
| (iii) | <i>Dimag ki batti jala de</i> | (Mentos) |

The example (i) is basically the slogan of a tyre company, CEAT. Here, in this slogan, the qualities of CEAT tyres have been exaggerated in the manner that the tyres are ‘*born tough*’ that means they are durable. Similarly, in the example (ii), DLF, a real estate company in India exaggerates about itself by conveying the message through the slogan ‘*it is*

*building India*' that it is doing the maximum work of construction in the country than the other companies. Hence, it is a big and very popular brand in the field of real estate. Further, in example (iii), the feature of the product, mentos, has been exaggerated up to the level that it sparks the creative ideas into the mind of whoever eats mentos. Thus, through using hyperboles in these advertising slogans, advertisers try to exaggerate the qualities of the advertised products. Moreover, the use of hyperboles makes the advertising slogans very impactful to the potential customers.

### 3.4.4 Personification

It is the figure of speech which is used to attribute human qualities to the animals or inanimate objects. In the words of Cuddon (2013: 529), personification is "the impersonation or embodiment of some quality or abstraction; the attribution of human qualities to inanimate objects". The use of the personification is easily observed in the poetic language but the use of the same can also be perceived in contemporary Indian advertising slogans. Consider the following examples:

- |       |                                   |                |
|-------|-----------------------------------|----------------|
| (i)   | <i>Tyres with Muscle</i>          | (MRF)          |
| (ii)  | <i>Dil to Roaming Hai</i>         | (Make My Trip) |
| (iii) | <i>Har ghar Kuchch kahta hein</i> | (asian paints) |

Here, it is observable that the English word 'Tyres' in example (i) and the Hindi words like 'Dil' (heart) and 'ghar' (house) in the example (ii) and (iii) have been personified. In example (i), the attribute of human being such as having 'muscles' have been attributed to the non-living thing like tyres. In example (ii), the Hindi slogan '*Dil to Roaming Hai*' conveys the message that '*the heart is roaming*'. Here, the body part 'Dil (heart)' has been personified. In this example, the human attribute of moving from one place to another has been attributed to the heart which in itself can't move from one place to another but can move only when the whole body moves. Further, the Hindi slogan '*Har ghar Kuchch kahta hein*' of the company Asian Paints in example (iii), conveys the message that '*every house speaks something*'. Here, in this slogan, too, the inanimate object like 'house' has been attributed the human quality of speaking. In this way, it can be observed that personification is also one among prominent linguistic devices to be used in the advertising slogans.

## 4. Conclusion

Advertising slogans are used to promote the identity of the brand and to attract the attention of the potential customers. For doing so, advertising slogans are used small, catchy and memorable. However, it is the creative and innovative use of language that makes any advertising slogans catchy and memorable to the potential customers. That creative and innovative use of language in advertising slogans actually involves the use of some linguistic tools or devices. The present study finds the use of several linguistic devices in contemporary Indian advertising slogans. The linguistic devices that have been identified include the use of 'rhyme', 'alliteration', 'assonance', 'consonance' as phonological devices; use of 'affixation', 'neologisms', 'hybridization', 'reduplication', 'code-mixing' as morphological devices; use

of ‘small and catchy phrases’, ‘imperative and interrogative sentences’ and ‘parallelism’ as syntactic devices; and the use of ‘simile’, ‘metaphor’, ‘hyperbole’ and ‘personification’ as semantic or figurative devices. It is obvious from the above analysis and discussions that the advertising agencies/media have employed several linguistic devices in contemporary Indian advertising slogans at various levels of linguistic organization to make their advertising slogans catchy and memorable to the potential customers.

The present study is a small attempt to contribute something new and meaningful to the existing literature on advertising language. However, limitations of the study can be viewed in terms of random selection of data. It’s a qualitative study in nature but the quantitative study on this topic can be also taken up for further research.

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