Linguistic choice in a corpus of brand slogans: repetition or variation

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Introduction: Social Context & Genre

Social activity: marketing through brand slogans
Introduction: initial hypothesis

The linguistic message is short but it contains an intense semantic load

Marketing techniques  linguistic content
Description of the BRC: Characteristics

1,278,986 words / 353,075 brand slogans

- Written corpus
- Monolingual corpus
- Closed corpus
- Specialized corpus (advertising language)
- Big corpus
- Simple corpus (ASCII characters)
- Documented corpus
- Synchronic corpus (last semester 2011)
**Description of BRC: Comparative study BNC - BRC**

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Results: definition

Stylistic device:

Deviation from normal linguistic use that is generally attributable to the language of oratory or literary texts and aims to emphasize an idea or feeling.
Results: phonological level

- **Repetition devices:** alliteration, sibilance, rhyme (masculine and feminine rhyme, visual rhyme, half-rhyme, consonance, pararrhyme and asonance)
- **Phonological devices that also belong to the semantic level:** homonymy, paronomasia, pun, antanaclasis, onomatopeia and phonaesthesia
- **Rhythm:** iambic, trochaic, dactylic, anapaestic feet and spondee
ALLITERATION
A KICK IN THE CAN
BE THE BOSS OF YOUR BODY
FAJITAS, FRIENDS, & FUN
KIDS CAN COOK
TIC TAC TOE TO GO

PARARHYME
FIND BE FOUND
HAPPY HIPPO
LIVE TO LOVE - LOVE TO LIVE

RHYME
ANY DAY CAN BE A PAYDAY
DEVELOP SKILLS WITHOUT SPILLS
DON'T BE A PUNK...CHECK YOUR JUNK
LET THE WALK DO THE TALK
NO MOUSE IN THE HOUSE

ASSONANCE
A DOLLAR A DAY IN MAY /æɪ/
GIVE LIFE A SLICE /aɪ/
Results: phonological level

**ANTANAACLASIS**
DO THE **RIGHT** THING, **RIGHT**
GET YOUR **BACK** **BACK**
GO **GREEN** WITH YOUR **GREEN**
GOOD **DOG** **HOT** **DOGS**

**PARONOMASIA**
A WORLD IN **PEACE**, **NOT** IN **PIECES**
FOOD **GROWS** WHERE WATER **FLOWS**
KNOW **HIM** THROUGH **HYMN**
Results: lexico-grammatical level

- **Content words**: adjectives, nouns and verbs
- Collocations and colligations
- Idioms
- Intertextuality
- Neologisms
Lexico-grammatical Level

- Content words in BRC
- Adjective
- Noun
- Verb
- Collocations and Colligations
- Idioms
- Intertextuality
- Neologisms
**Results:** lexico-grammatical level (intertextuality)

A PINT A DAY KEEPS SCURVY AWAY
ALL YOU NEED IS A DOLLAR AND A DREAM.
BORN TO BE WIRED
DIAMONDS ARE A MAN'S BEST FRIEND
GIRLS DON'T CRY
GIVE BEES A CHANCE
GOOD THINGS COME IN GIANT PACKAGES
MAKE WINE NOT WAR
PLAY IT AGAIN SLAM
THE FOOD, THE WHOLE FOOD AND NOTHING BUT THE FOOD
TO SEE OR NOT TO SEE
UNITED STEAKS OF AMERICA
Results: lexico-grammatical level (neologisms)

ADVANTAGE
AIM TELL-A-VISION
AN OWLET BOOK
BELIGHTFUL
BERRY, BERRY GOOD
BONE TO BE WILD
BOOKUNITY
BROCCOLIVE
COMMUNIVERSITY
COW HAPPY I AM
DAYCATION
DON'T GET A HAIRCUT, GET A HONEYCUT!
DOOROLOGIST
EYE-CETERA
EYELASTICITY
FIG-GET ME NOTHURR-A-CAN
FRIEND-IN-LAW
FRIENDLET
Results: lexico-grammatical level (neologisms)

- JOBFULLY
- JOBVERTISE
- LAWBRARY
- LET US INFOTAIN YOU
- LET'S GET AG-CITED!
- LET'S TACO ABOUT IT
- LIFE-CISE
- LIFEOGRAPHY
- MATRIMONEY
- PLAYNORMOUS
- THE MOST FUN YOU CAN HAVE WITH FUNGLISH
- VIEWABILITY
- VIEWTIFUL JOE
- WATERLICIOUS KRUSTY KRAB KIWI
Results: syntactic level

- Structure of the advertising phrase
- Repetition of identical elements: repetition, anaphora and epiphora, anaphoric reference, symploce, mesodiplosis, epizeuxis, diacope, ploce, tautology, anadiplosis, climax, epanalepsis, polyptoton, antimetabole and polysyndeton
- Repetition of diverse elements: paralellism
- Alteration of logical syntactic order: chiasmus and hyperbaton
- Omission of an element: ellipsis, asyndeton and zeugma
Results: syntactic level

ANAPHORA AND EPIPHORA

CHANGE A ROOM, CHANGE YOUR LIFE
FEED YOUR BODY, FEED YOUR BEAUTY

DINE WELL FEEL WELL AND LIVE WELL
MAKING THE REST OF YOUR YEARS - THE BEST OF YOUR YEARS!
Results: syntactic level

EPIZEUXIS

GOING, GOING . . . GONE GREEN
RED RED WINE
SAME, SAME, BUT DIFFERENT

DIACOPE

GIRLS WILL BE GIRLS
GO KIDS! GO!
LET KIDS BE KIDS
PEOPLE LIKE YOU HELPING PEOPLE LIKE YOU

TAUTOPHRASE

A GOOD HAIRCUT IS A GOOD HAIRCUT
BLACK IS BLACK
THE WHOLE GRAIN, NOTHING BUT THE GRAIN
Results: syntactic level

POLYPTOTON

MAKE A GREAT LIVING & LIVE A GREAT LIFE
BETTER THAN THE BEST YOU'VE EVER TASTED
DREAM A LITTLE DREAM
MAKE THE STRONG STRONGER
Results: syntactic level

Parallelism + other stylistic devices

Alliteration (CLEAN & CLEAR AND CONFIDENT)
Anaphora (DESIGNERS IN DISGUISE. IT'S ABOUT TIME, IT'S ABOUT LOVE, IT'S ABOUT YOU, IT'S ABOUT ME,)
Epiphora (PLAY TOGETHER. STAY TOGETHER.)
Asyndeton (KILL THE HEAT - KEEP THE VIEW)
Climax (KEEP MORE OF WHAT YOU MAKE, MAKE MORE OF WHAT YOU KEEP!)
Antithesis (DREAM BIG, BANK SMALL)
Results: semantic level

Semantic devices: antithesis, syncrisis, oxymoron, paradox, synonymy, hyperbole, simile, metaohor, metonymy, synecdoque, polysemy, personification, irony, litotes, epithet, rhetorical question and antipophora
Semantic Level

- Antithesis
- Syncrisis
- Oxymoron
- Paradox
- Synonymy
- Hyperbole
- Simile
- Metaphor
- Metonymy and Synecdoche
- Polysemy
- Personification
- Irony
- Litotes
- Epithet

Rhetorical Question and Antipophora
Results: semantic level

SYNCRISIS

LESS PAIN, MORE LIFE
TRAVEL MORE. SPEND LESS.

ANTITHESIS

A SIMPLE PROCESS FOR A COMPLEX WEB
TAKE CONTROL OF TOMORROW . . . TODAY

SIMILE

PLAY LIKE A KID. PAY LIKE A KID.
WE WORK LIKE THE DEVIL TO
TREAT YOU LIKE A SAINT

OXYMORON

CLASSICALLY MODERN
GLOBALLY LOCAL
THE LITTLE BIG HOUSE

PARADOX

A GREAT SOUND MAKES NO NOISE
GUNS MAKE PEACE
MAKE THE ORDINARY, EXTRAORDINARY
WE MAKE YOUR BIG IDEAS SMALL
YOU'RE NEVER TOO OLD TO BE YOUNG
Conclusions: Social Context & Genre

- Memorability of the product / service
- Strategies for persuasion
- Advertising language
- Stylistic devices
- Repetition
- Metaphor
- Repetition + Metaphor
References


