

## **BRANDING THROUGH LANGUAGE: A LINGUOSTYLISTIC STUDY OF GLOBAL ENGLISH SLOGANS**

In modern society, characterized by the globalization of communication processes, the intensification of intercultural contacts, and the unification of the informational space, advertising functions not only as a means of promoting goods and services but also as an effective tool for shaping mental models, attitudes, stereotypes, and values. Of particular importance is the language of advertising, which reflects not only the peculiarities of the linguistic system but also the worldview-related, national-cultural, and psychological factors that determine its receptiveness and influence on mass consciousness.

The purpose of this article is to identify and analyze the linguostylistic devices used in English-language advertising slogans of global brands in order to achieve an expressive, persuasive, and memorable effect.

The study of the advertising slogan as an object of linguistic analysis is inherently multifaceted, as it encompasses questions of lexicology, stylistics, pragmatics, semiotics, discourse analysis, and sociolinguistics. In linguistic tradition, a slogan is defined as a short, aphoristic, often rhymed expression aimed at attracting attention, being memorable, and influencing consumer behavior [3]. According to Norris [1], the slogan performs the function of a “verbal logo,” identifying the brand and serving as a marker of its stylistic recognizability. A key feature of English-language advertising slogans is the combination of conciseness with a high degree of emotional intensity, achieved through the use of various stylistic means. At the lexical level, advertising slogans predominantly feature emotionally charged and positively connoted vocabulary that appeals to fundamental human needs—security, pleasure, self-fulfillment, love, and success. For instance, the slogan of L’Oréal — “Because you’re worth it” — is based on the evaluative adjective “worth,” which evokes associations with dignity, self-respect, and a positive self-image, thereby forming the foundation of an effective marketing message. Additionally, advertising vocabulary is often marked by the use of neologisms (e.g., “Think different” – Apple), euphonic elements (e.g., alliteration: “Maybe she’s born with it. Maybe it’s Maybelline”), and simple, easily memorable words that contribute to better retention in the recipient's mind [1].

At the syntactic level, advertising slogans are generally characterized by the predominance of simple, short sentences, often of nominative or imperative type. This is explained by the desire to express the brand’s main idea in a maximally concise and dynamic manner. Constructions such as “Just do it” (Nike), “Think big” (IBM), or “Have it your way” (Burger King) are built upon the use of imperative verbs functioning as directives — stimuli for action. Researchers have pointed out that the imperative mood is a powerful communicative device, as it forms an orientation toward action, which correlates with the main function of advertising — stimulating purchasing behavior [2].

The phonetic level plays a particular role in advertising slogans, incorporating means of sound organization—such as alliteration, assonance, rhyme, and rhythm. These phonetic figures contribute to the creation of melodiousness and ease of perception, while also

enhancing the emotional tone of the message. For example, the slogan of the M&M's brand — “Melts in your mouth, not in your hands” — demonstrates both rhythmic structure and wordplay, which makes it memorable and functionally effective. At the stylistic level, advertising slogans actively employ tropes and figures of speech such as metaphor (“Red Bull gives you wings”), wordplay (“Nothing sucks like an Electrolux”), hyperbole (“The best a man can get” – Gillette), repetition, and parallelism. As noted by Lee [6], tropic structures contribute to the creative representation of product features, foster emotional engagement of the audience, and help create a vivid brand image.

A distinct group of slogans is formed on the basis of culturally marked elements — such as allusions, intertextual references, mythologems, and ethnic stereotypes. These slogans reflect the specificity of the cultural code of the target audience, which is particularly significant in the context of global branding. For instance, McDonald's slogan — “I'm lovin' it” — not only appeals to emotional gratification but also reflects the specific traits of American culture, namely, its emphasis on positivity and dynamism. The slogan's deviation from formal grammatical standards (through contraction and the use of the Present Continuous to express feeling) creates an effect of closeness and informality [5]. The pragmatic dimension of advertising slogans lies in their ability to transmit the core values of a brand, appeal to consumer needs, and create the illusion of a dialogue. Studies in the field of cognitive pragmatics indicate that an effective slogan fulfills not only informative but also emotive, conative, and phatic functions, thereby ensuring multilayered communication between the brand and the consumer [4]. For example, the slogan of De Beers — “A diamond is forever” — serves as a conceptual metaphor conveying the idea of eternal love and emotional stability, which aligns with the aspirations of the target audience.

Thus, the linguostylistic features of English-language advertising slogans in the context of global branding are determined by the interplay of structural-linguistic, stylistic, pragmatic, and cultural factors that facilitate the creation of effective communicative strategies. These slogans are characterized by a high degree of creativity, functional intensity, the potential for transnational influence, and the capacity to shape a stable brand image.

## REFERENCES

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