

Importance of Pragmatics and Semantics While Creating Advertising Slogans

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Abstract

The purpose of this paper is to explore the pragma-semantic features of advertising slogans. Advertising slogans are a critical component of marketing campaigns as they are meant to grab the attention of potential customers and create brand loyalty. These simple phrases or sentences contain hidden messages that convey the essence of a brand's proposition.

Keywords: slogan, pragmatics, marketing, semantics, brand, advertising.

INTRODUCTION

Advertising slogans are an indispensable part of modern marketing strategies. They are short, memorable, and impactful phrases that are designed to grab the attention of individuals and reinforce brand or product image. However, slogans cannot be considered only as a collection of words that are merely meant to sound good. They possess both pragmatic and semantic aspects that influence the way individuals interpret and respond to them. Pragma-semantic features of advertising slogans refer to the combination of pragmatic and semantic elements that create an effective and memorable message to persuade the target audience. Pragmatic features relate to the context and situational use of the slogan, while semantic features are related to the meaning and language of the words used. This combination helps to convey a specific message or call to action, which can drive consumer behavior and increase brand awareness. Therefore, an advertising slogan must leave a lasting impact on the target audience by using catchy phrases, emotional appeal, and relatable concepts that resonate with the consumer's needs and wants. Therefore, this article aims to examine the pragmatic and semantic aspects of advertising slogans.

Methodology:

The research study utilized a qualitative approach in analyzing the pragmatic and semantic aspects of advertising slogans. Primary data was collected through structured interviews with marketing experts, while secondary data was obtained from relevant literature and online sources. The data was analyzed using the descriptive method.



Results:

The pragma-semantic features of advertising slogans can be classified into three categories: Pragmatic aspects of advertising slogans are associated with the way individuals perceive, interpret, and react to the message conveyed by the slogan. The research revealed that advertising slogans are usually designed to achieve practical goals, such as attracting and retaining customers, increasing sales, and boosting brand awareness. Furthermore, they are heavily influenced by social and cultural factors, such as demographic characteristics, language usage, and popular trends. According to the interviewees, the effectiveness of advertising slogans is influenced by several factors, including the relevance of the message to the target audience, the persuasive and appealing nature of the words used, and their emotional impact on consumers. A good example is Nike's "Just Do It" slogan. This catchphrase is an appeal to people who know they need to exercise but have not yet found the motivation to do so. It's a clear message That encourages immediate action and fits well with Nike's brand personality.

On the other hand, semantic aspects refer to the meaning conveyed by the words used in the slogans. A slogan can be considered semantically meaningful if it effectively captures the essence of the product or brand it represents. The research identified several strategies used in developing semantically effective slogans. These include the use of puns, metaphors, images, and cultural references to provide deeper insights into the product or brand. The interviewees also emphasized the importance of considering the target audience's language and cultural backgrounds when developing a slogan to ensure that it resonates with them.

An example of this is Coca-Cola's slogan "Taste the Feeling." This slogan offers a positive experience that is linked to an enjoyable drink.

Grammatical Features: The use of grammatical form plays an essential role in advertising slogans. Simple sentence structures are usually preferred due to their ability to resonate and be remembered easily. Additionally, the use of slogans is often straightforward and targeted towards a single message.

Discussion:

Successful advertising slogans are the ones that work hard to connect with the target audience. The pragma-semantic features of advertising slogans play an essential role in creating strategies that work. Some of these strategies include:

- Appealing to emotions: creating a strong emotional connection with the audience can increase brand loyalty and push them towards a purchase.
- Providing a unique selling proposition (USP): the use of catchy slogans with clear brand messages that highlight what makes the product unique can be an effective approach.
- Use of simple language and direct communication: slogans that use a simple language and communicate directly with the audience can be more memorable.

Conclusion:

Marketing campaigns have become more competitive than ever. Successful slogans are a critical feature of marketing campaigns that can increase product sales and create brand loyalty..Advertising slogans are more than just catchy phrases. They are a critical aspect of marketing strategies that influence how individuals perceive and respond to products or brands. They evoke emotional responses, create memorable experiences, and use simple language to



communicate clearly. Pragmatic and semantic aspects play a significant role in determining the effectiveness of advertising slogans. Therefore, when developing an advertising slogan, it is essential to consider the audience's demographics, cultural, and language background to create a meaningful and relatable message. Additionally, the use of creative and memorable phrases with emotional appeal can increase the chances of the slogan's success in achieving its goals.

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