

Advertising Language: Secrets of Persuasion

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Universiti Malaysia Sarawak

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Preface

Advertising Language: Secrets of Persuasion reveals the mileage gained through the strategic use of language in advertising to convince customers to purchase products and services. Emotions can sell, but not facts! Find out what research has unravelled.

This book starts with an analysis of slogans in Chapter 1. Wun-Chiew Pung and Nurin Nisa' Aminuddin uncovered the clever use of the emotional appeal to create anticipation of enjoying fast food, and the logos appeal to highlight speed and quality. From their five-level linguistic analysis of the slogans, they found a formula for writing slogans to engage customers and accentuate the advantages and uniqueness of the fast food products.

In Chapter 2, Fatin Izzati Mohd Izam and Kee-Man Chuah turn their attention to femvertising on Instagram. They found that women empowerment messages in the caption and the brand's stance need to be coupled with the right use of emotive words to sell the product or services. Read on to find out the double standards of combining activism and consumerism, including how some brands hide behind the "go green" façade to boost sales.

Chapter 3 presents Siti Marina Kamil and Alvenna Theay Ritchi's work on code-mixing in a Malaysian social influencer's YouTube videos, Bella Khann from Kuala Lumpur. Let the authors walk you through her videos to find out how she achieves psychological closeness with her viewers through her frequent outer code-mixing between Malay and English, and versatile inner code-mixing – often relying on single words in up to seven Malay varieties!

In Chapter 4, Su-Hie Ting and Siti Sarah Hosen delved into how code-switching is used in online advertisements for identity construction. By comparing advertisements in English and Malay, they show that the need for code-switching is greater in English advertisements to tap into certain identities to increase product appeal, often achieved using single words. Find out how inter-sentential code-switching juxtaposes formality and informality.

Chapter 5 focuses on a less-known type of advertisement. Nadia Husna Yusuf Anthony and Rosnah Hj. Mustafa revealed that public service announcements on mental health rely on the pathos or emotional appeal to create a strong connection with the audience. However, there is a place for logos or the rational appeal in poster-type advertisements and the ethos appeal in video advertisements!

Professor Dr Su-Hie Ting (Editor)

Foreword

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Slogans of Top Fast Food Brands: Advertising Appeal and Language

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Introduction

Advertisements are an integral part of our life. We see them almost everywhere - billboards, television, magazines, the Internet, social media, etc. However, some advertisements seem to catch our attention better and stay in our memory longer than others. Additionally, we are able to recognise specific brand phrases more quickly than those of other companies, such as the well-known Nike motto, "Just do it." How can advertisers persuade consumers to purchase their product or service?

The ultimate aim of advertising is to facilitate the selling of a product (Josephine et al., 2008). Consequently, a considerable budget is often allocated for advertising (Sama, 2019). Moreover, with the increasing

entrance of identical products into the market, for example fast food brands, it has become even more imperative that advertisers constantly look for new ways to entice customers. Among these advertising strategies are the use of persuasive appeals, offers, celebrity endorsers and website promotions (Boyland et al., 2012).

This chapter reveals the appeals and the language of slogans used by the top 10 most valuable fast food brands in the world.

How Advertisements Appeal to Customers

As the main goal of advertisements is to persuade customers to buy products from a specific brand, advertisers or marketers need to know how to make their brand unique and attractive – in other words, appealing. Advertising techniques are tailored to the targeted market to tempt and persuade customers to buy their products rather than those of other brands' (Ghobadi & Zahedian, 2021). Generally, there are two main groups of advertising appeals, namely, rational and emotional appeals (Albers-Miller & Stafford, 1999).

Advertisements with a rational appeal rely on the assumption that customers' attitude towards the product or service is influenced by their logic and reasoning. Therefore, advertisements with a rational appeal tend to highlight particular features or benefits of the product. For instance, Subway's slogan "Fresh is what we do" emphasises that Subway's products are healthy for customers.

In contrast, advertisements with an emotional appeal presume customers are moved by their feelings or emotions (e.g., love, excitement, passion) towards the product (Bovee et al., 1995). For example, McDonald's slogan "I'm lovin' it" appeals to the customers' love and desire for McDonald's food. Subsequently, depending on the type of appeal highlighted in the advertisement, this influences the language used in slogans.

Advertising Slogans

Although there are many elements in an advertisement such as images and verbal texts, Bakanauskas (2004) claims that the most significant part of an advertisement is still its textual component: the slogan and the body text. In a similar vein, Forceville (1998) emphasises the crucial role language plays in assessing the level of persuasiveness and impact of the advertisement. Huber and Snider (2005) also believe that the linguistic elements in a slogan are the most influential instrument for initiating and creating a strong mental image in a consumer's perception of the product, hence stimulating the consumer into taking certain actions.

A slogan has been described as "a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign" (Goddard, 2003, p. 127), while the body text contains more information about the advertised product. However, sometimes the slogan is not accompanied by any body text, and hence, the slogan remains as the most critical part of an advertisement's textual component.

Jafari and Mahadi (2014) explain that the slogan serves many functions, for instance as a call to action, to promote the benefits of a brand, and to revalidate the brand. Nonetheless, perhaps the key purpose of a slogan is to inspire and persuade the customers to buy the brand's product or service. This necessitates the use of particular linguistic means (Miletsky & Smith, 2009).

There have been several past studies on slogans. However, many of these studies not only looked at slogans, but the advertisements as a whole which included other aspects of visual stimuli such as logos, photographs and colours (Ali & Ullah, 2015; Song & Jeon, 2017). Some studies, on the other hand, focused on only certain aspects of the slogans, that is either the appeals, i.e. marketing strategies that grab people's attention and persuade them to act (Cian et al., 2015; Lee & Heere, 2018), or just the language of the slogans (Iswati & Widodo, 2020; Wardani, 2018).

Language in Advertisements

Previous studies on advertisements have found that advertising language is a distinctive genre. Leech (1966) for example, discovered several peculiar features of language used in advertisements such as disjunctive grammar, the low frequency of function words (e.g., modal verbs), the use of different verbs and adjectives in advertisements, and the creative use of language. Similarly, Pilatova (2015) also identified several common characteristics of slogans used in advertisements and classified them into phonological, lexical, syntactic, semantic and discourse aspects of slogan language.

The phonological aspect of language basically refers to the sounds of the language. According to Skračić and Kosović (2009), some advertisers employ mnemonic devices using sounds to help their targeted audience remember their advertising slogans. Sound techniques like alliteration (repetition of consonant sounds), assonance (repetition of vowel sounds), rhythm and rhyme are some common phonological features found in slogans that are aimed at aiding recall and memory retention. For instance Burger King's slogan "Your way, right away" utilises rhyme (repetition of the sound /'weɪ/), rhythm (your WAY/ right a/ WAY), alliteration (repetition of the consonant sound /w/) and assonance (repetition of the vowel sound /eɪ/ in its slogan. The final effect is that it has a sing-song quality, making it more impressionable and hence, memorable.

The lexical aspect of language refers to words and phrases. Verb phrases in slogans have been discovered to be usually simple, short, and in the present tense (Greenbaum & Quirk, 1990; Leech, 1996). On the other hand, noun phrases often include references to the product and product name, while adjectives in advertising language usually consist of comparative adjectives (e.g., Papa John's slogan "Better Ingredients. Better Pizza.") and superlative adjectives (e.g., Starbuck's slogan "The best coffee for the best you") (Pilatova, 2015). Weasel words (vague words) are also sometimes used in advertisements. For instance, the word "lovin'" in McDonald's slogan "I'm lovin' it" is a weasel word because it does not state clearly what is actually loved as claimed in the slogan and it is also just an interpretation of the advertisers, not the consumers.

The syntactic features of a language refer to sentence structures. In advertisements, the interrogative and imperative sentence structures create the impression that the advertiser is talking to the audience, as illustrated in McDonald's slogan "Did somebody say McDonald's?" and Starbucks' slogan "Keep calm and drink Starbucks". It is also typical to have minor sentences which are short clauses that usually do not have a main verb, but can still be understood. This allows slogans to be short and focused, hence enhancing their memorability. For instance, the slogan "Burger King, home of the whopper" is an example of a minor sentence, that sends the main message that Burger King has extremely large burgers.

The semantic features of language are the meanings of words and phrases in the language. Some words and phrases do not only carry denotative (literal meanings), but also connotative meanings (implications) of words. For example, "thin" and "slim" have the denotative meaning as "being not fat", but "slim" has a more positive connotative meaning (gracefully thin) compared to "thin" (unattractively thin). Figures of speech such as hyperbole, which is intentional exaggeration (e.g., Domino's slogan - "We make WOW") and metaphors which liken an action or object to another action or object based on similar characteristics (e.g., Starbucks' slogan - "You're a sip away from gold") are also a part of advertising language. As figures of speech basically involve creativity of language, this contributes not only to the aesthetics of the message, but it also appeals to the audience's imagination.

The discourse aspects of language relate to the ways language convey meanings in a social context such as the utilisation of idioms, colloquialism and slang. These features are closely related to the social and cultural context in which the language is used. For instance, Kentucky Fried Chicken's slogan "Finger lickin' good" is an English idiom referring to exceptionally delicious food. The informality of language suggests familiarity, and thus, accentuates the close relationship between the advertised product and the audience.

The Study

In this study, 100 fast food advertisements were analysed, 10 each from the 10 most valuable fast food brands in the world. The 10 most valuable fast food brands were McDonald's, Kentucky Fried Chicken (KFC), Starbucks, Subway, Domino's, Pizza Hut, Burger King, Tim Hortons, Chipotle, and Taco Bell. All the selected slogans are in the English language.

For the advertising appeals in the slogans, Maksimainen's (2011) framework was used. Maksimainen's (2011) framework for analysing advertising appeals basically categorises advertising appeals into the rational appeal and the emotional appeal. The rational appeal, according to Khanna (2016), persuades the audience based on their sense of reason or logic. Consequently, elements of food description such as price and taste in the slogans were designated as rational appeals. On the contrary, slogans that stimulate emotions and concentrate on the emotional, social and symbolic needs of a person are said to employ emotional appeal as their promotional strategy (Khanna, 2016). Therefore, slogans which evoke emotions such as love and excitement are tagged as emotional appeals.

The linguistic features of the slogans were analysed using Pilatova's (2015) method of analysis. Pilatova (2015) examined the phonological (e.g. rhyme, alliteration, assonance), lexical (e.g. adjectives, pronouns, verbs), semantic (e.g. metaphors, similes, hyperbole), syntactic (e.g. imperatives, declaratives, disjunctive syntax) and discourse features (e.g. idioms, colloquialism, slang) of the slogans.

Advertising Appeals of 10 Fast Food Brands

The analysis of 100 slogans from 10 fast food brands showed that there were more slogans with emotional appeals (64 slogans) compared to rational appeals (36 slogans) (shown in Table 1 and Table 2 respectively).

Emotional appeals in fast food advertisements

The types of emotions found in the slogans include excitement, desire, joy, awe, gratification, relief, amusement and nostalgia (Table 1).

Table 1. Frequency and percentage of emotional appeals in fast food slogans

Emotional Appeals	Frequency	Percentage (%)
Excitement	13	20.31
Desire	12	18.75
Joy	10	15.63
Awe	9	9.38
Gratification	6	9.38
Relief	6	9.38
Amusement	4	6.25
Nostalgia	4	6.25
Total	64	100

The emotional appeals of excitement (20.31%), desire (18.75%) and joy (15.63%) dominate, while amusement (6.25%) and nostalgia (6.25%) are less popular emotional appeals in the slogans. Nonetheless, all the emotional appeals are positive emotions which invoke desirable mind states. Advertisers of fast food brands probably want to associate the food with these favourable emotions so that with the feel-good factor, the audience will be persuaded to buy the advertised food brand. For instance, Taco Bell's slogan "Make a run for the border" (Figure 1) is a slogan with the excitement emotional appeal which suggests customers' excitement and enthusiasm to hurry to Taco Bell.

Figure 1. The excitement emotional appeal in Taco Bell's slogan, "Make a run for the border"



Source: Peregrination #9: Make a run for the border. (2016). Listen notes. https://www.listennotes.com/podcasts/the-peregrination/peregrination-9-make-a-run-ToQJ08l_qnf/

Other emotional appeals found in the data are awe, gratification, relief and amusement and nostalgia. These emotional appeals also bring about positivity and optimism in the audience. For instance, as shown in Figure 2, the slogan "Beyond Fried Chicken. It's a Kentucky Fried Miracle" (the emotional appeal of awe) implies KFC as perhaps capable of performing miracles in provoking one's absolute and utmost enjoyment of KFC's chicken, whereas McDonald's slogan "What you want is what you get" (the emotional appeal of gratification) insinuates the capacity of McDonald's in satisfying one's wish or need, thereby inducing the feeling of fulfilment when one eats its burgers. The emotional appeal of relief in slogans is usually connected to a "break", possibly from the stress of modern life as depicted in one of Starbucks' slogans "Keep calm and drink Starbucks", while the desire emotional appeal signifies one's craving for the advertised product as illustrated in the KFC's slogan "Can't get enough of this fried chicken".

Figure 2. The emotional appeals of awe, gratification, relief and desire in fast food slogans



The awe emotional appeal in KFC's slogan "Beyond fried chicken. It's Kentucky Fried Miracle"

Source: Aamir, H. (2019). KFC's beyond meat fried chicken sells out within 5 hours. *Techspot*. <https://www.techspot.com/news/81640-kfc-beyond-meat-fried-chicken-sells-out-within.html>

What you want
is what you get.



The gratification emotional appeal in McDonald's slogan "What you want is what you get"

Source: McDonald's. (n.d.). In *Logopedia*. <https://logos.fandom.com/wiki/McDonald%27s/Other>



The relief emotional appeal in Starbucks' slogan "Keep calm and drink Starbucks"

Source: Fitzpatrick, A. [Aidan]. (n.d.). *Keep calm and drink Starbucks*. [Pinterest post]. Retrieved August 18, 2022, from <https://www.pinterest.com/pin/keep-calm-and-drink-starbucks-poster--373658100332849672/>



The desire emotional appeal in KFC's slogan "Can't get enough of this fried chicken"

Source: KFC. (2022, July 11). *On a scale of 1 to 10, how close did this recipe get to KFC's iconic Original Recipe Chicken?* [Image attached]. Facebook. <https://guides.himmelfarb.gwu.edu/APA/social-media-facebook>

Rational appeals in fast food advertisements

With regard to slogans with rational appeals, eight themes were identified: efficiency or speed, superiority, product features, authenticity, taste or flavour or smell, health, and price (Table 2). The top two appeals to the rational mind of customers were efficiency or speed (30.56%) and superiority (25%). In contrast, taste, flavour or smell (8.33%), health (8.33%) and price (2.78%) are the three least used rational appeals in the fast food brands. Fast food is generally not lauded as healthy food because the food is often fried and may contain more salt and oil than home-cooked food, which is why health is not among the top rational appeals used to promote fast food. However, it is interesting that taste, flavour or smell is also not often used to promote fast food, contrary to expectations. Many children love to take fast food.

Table 2. Frequency and percentage of rational appeals in fast food slogans

Rational Appeals	Frequency	Percentage (%)
Efficiency or Speed	11	30.56
Superiority	9	25
Product features	5	13.89
Authenticity	4	11.11
Taste, Flavour or Smell	3	8.33
Health	3	8.33
Price	1	2.78
Total	36	100

There are more slogans with efficiency or speed appeal, possibly because the slogans relate to the fast food industry. Consequently, the main attraction of this type of food is most probably that it is quick and easy food. As such, advertisers may opt to have slogans that accentuate this aspect of ease and immediacy of food availability. Domino's slogans, "Get the door. It's Domino's" (Domino's Pizza) and "Best food for fast times" (Burger King) are two slogan examples with efficiency or speed appeal (Figure 3).

Figure 3. The rational appeals of efficiency or speed and superiority in fast food slogans

Slogans with the Efficiency or Speed Appeal



The efficiency or speed appeal in Domino Pizza's slogan "Get the door. It's Domino's"

Source: Get the door it's domino's. (n.d.). Best slogans. <https://www.best slogans.com/v/237116/get-the-door-its-dominos/>



The efficiency or speed appeal in Burger King's slogan "Best food for fast times"

Source: Best food for fast times. (n.d.). SlogansMotto.com. <https://www.slogansmotto.com/slogan/12582/>

Slogans with the Superiority Appeal



The superiority appeal in Starbucks' slogan "It's not just coffee. It's Starbucks"

Source: It's not just coffee. It's Starbucks. (n.d.). Prezi. <https://prezi.com/bb2twg1gpdhl/its-not-just-coffee-its-starbucks/>



The superiority appeal in Pizza Hut's slogan "No one outpizzas the hut"

Source: Carnes, M. (2020). *Pizza Hut*. <http://www.wayneamerica.com/pizza-hut/>

The superiority appeal is also an important element in fast food slogans, especially when there are abundant competing rival brands in the market. The slogan “It’s not just coffee. It’s Starbucks” suggests eminence in that Starbucks is not just any regular coffee, but instead a much more prestigious coffee brand. Similarly, the slogan “No one out pizzas the hut” is an innovative play of words which basically means nobody makes pizzas better than Pizza Hut, hence implying the unsurpassed quality of Pizza Hut’s pizzas (Figure 3).

On the other hand, themes that are health-related are not popular slogans plausibly because it is difficult to appeal to the customers since fast food is known to be unhealthy, with high levels of sodium, calories and additives. Fast food brands do not use low prices to appeal to the audience, possibly because it is not as cheap as other local foods on offer.

Advertising Language of Ten Fast Food Brands

Analysis of the slogans from the 10 fast food brands revealed that there are some distinctive phonological, lexical, syntactic, semantic and discourse features of the slogans.

Phonological Features

Many slogans were found to employ one or more phonological features, in particular rhyme, rhythm, alliteration and assonance. For example, Burger King’s slogan “Your way, right away”, Domino’s slogan “Nobody knows like Domino’s”, and Pizza Hut’s slogan “Touching lives. Touching hearts” make use of two or more phonological features in their slogans to captivate the audience’s attention (Table 3). The constant beat as one reads the slogans, and the repetition of sounds (rhyme, alliteration and assonance) all work together in making the slogans rhythmic, poetic, and therefore, catchy.

Table 3. Phonological features in slogans of fast food brands

Fast Food Brands	Slogans	Rhyme (repetition of sounds)	Rhythm (alternation between stressed and unstressed syllables)	Alliteration (repetition of consonant sounds)	Assonance (repetition of vowel sounds)
Burger King	Your way, right away	Your way , right away	Your / WAY right a/ WAY	Repeated consonant /w/ sound in “ way ” and “ away ”	Repeated vowel /eɪ/ sound in “ way ” and “ away ”
Domino’s	Nobody knows like Domino’s	Nobody knows like Domino’s	NO / body KNOWS / like/ DO / mi/ NO’S	Repeated consonant /n/ sound in “ nobody ”, knows ”, and “Domino’s”	Repeated vowel /əʊ/ sound in “ nobody ”, “ knows ” and “Domino’s”
Pizza Hut	Touching lives. Touching hearts.		TOUCH /ing lives. TOUCH /ing hearts.	Repeated consonant /t/ sound in “ touching ”	Repeated vowel /ʌ/ sound in “ touching ”

In addition, there are also some slogans which go further and incorporate repetition of more than one word or one syllable sound in their slogans. Examples include “It’s what I eat and what I do” (McDonald’s slogan), “The best coffee for the best you” (Starbucks’ slogan), and “What you want is what you get” (McDonald’s slogan). This synergy of repetition and parallelism in both words and sounds contributes to easy recall of both the visual and acoustic forms of the slogans. Note also the frequent use of personal pronouns “I” and “you” to build interpersonal connections with customers. The use of superlatives like “best” also shows the superior quality of Starbucks coffee, without making explicit comparisons with specific contesting brands. The use of adjectives will be described in detail next in the Lexical Features section.

Lexical Features

In terms of lexical choice, many of the slogans used positive adjectives, comparatives and superlatives (Table 4). The adjectives, comparatives and superlatives of slogans of the fast food industry are mainly related to the customer and the product. Aspects which are connected to the customer are: 1) states of mind (e.g., “Keep calm and drink Starbucks”), and 2) states of being (e.g., “Be young, have fun, taste Domino’s Pizza”). Meanwhile, product features reflected in slogans are associated with 1) taste (e.g., “It’s a good time for the great taste of McDonald’s”), 2) quality (e.g., “Gather round the good stuff”), 3) unique characteristics of the product (e.g., “Always fresh. Always Tim Horton”), and 4) comparison of the product with other similar products (e.g., “The best coffee for the best you”). By relating the product with the consumers, the use of adjectives, comparatives and superlatives are instrumental in engaging consumers in manipulating consumers to buy their products.

In some slogans, some adjectives are also repeated. For instance, Starbucks’ slogan “The best coffee for the best you” is an example whereby “best”, the superlative form of the adjective “good”, is used twice. This helps reinforce and drum the concept of “best” into the customer’s subconscious, hence, emphasising the superiority of both the product (“the best coffee”) and the customer (“the best you”). This may subsequently lead to a feel-good feeling within the customer, prompting the customer to get that well-deserved beverage from Starbucks as a reward for, well, being the “best”!

Table 4. Use of adjectives, comparatives and superlatives in fast food slogans

Adjectives/ Comparatives/ Superlatives	Slogans	Fast Food Brands
Adjective - calm (customer)	Keep calm and drink Starbucks	Starbucks
Adjective - glow (customer)	Find your glow .	Starbucks
Adjective - good (customer) Adjective - great (product)	It's a good time for the great taste of McDonald's.	McDonald's
Comparative - better (customer)	Life tastes better with KFC	KFC
Adjective - young (customer)	Be young , have fun, taste Domino's Pizza	Domino's Pizza
Adjective - good (product)	Gather round the good stuff	Pizza Hut
Comparative - better (product)	It just tastes better	Burger King
Superlative - best (product and customer)	The best coffee for the best you	Starbucks
Adjective - great (product)	Making it great	Pizza Hut
Adjective - fresh (product)	Subway. Eat fresh	Subway
Adjective - fresh (product)	Always fresh . Always Tim Hortons	Tim Hortons

In addition, some slogans also make use of the adverb, which gives the slogans additional force. For example, the use of the frequency adverb “always” in the slogan “Always fresh. Always Tim Hortons” implies the consistency, reliability and trustworthiness of the brand in delivering “fresh” products.

Table 5 shows that the fast food slogans tended to use verbs related to food such as taste or flavour (e.g., “Life taste better with KFC”), consumers’ actions (e.g., Think fresh. Eat fresh”), one’s attitude towards food (e.g., I’m lovin’ it”), and the relationship between the brand and the consumers (e.g., “We love to see you smile”). It is also noteworthy that the verbs in the slogans are mostly in the present tense (e.g., tastes, think, eat, gather), possibly to indicate the continuous values and qualities of the product, as well as to provoke the consumers’ desire for the product in that particular moment.

Many of these verbs are also monosyllabic (e.g., taste, get, love, smile), allowing the slogans to be short, simple, and memorable.

Table 5. Use of verbs in fast food slogans

Types of Verbs	Slogans	Fast Food Brands
Verbs related to taste or flavour	Life tastes better with KFC	KFC
	Be young, have fun, taste Domino's Pizza	Domino's
	It just tastes better	Burger King
Verbs related to consumers' actions	Think fresh. Eat fresh	Subway
	Get the door. It's Domino's	Domino's
	Gather 'round the good stuff	Pizza Hut
Verbs related to consumers' attitude towards the food or brand	I'm lovin' it!	McDonald's
	Everybody needs a little KFC	KFC
	How you like it.	Domino's Pizza
Verbs related to the relationship between the brand and consumers	We love to see you smile .	McDonald's
	Our way of loving you back.	Starbucks
	We do it like you'd do it.	Burger King
	Make it what you want .	Subway

Analysis of the slogans also identified the frequent use of personal pronouns to create a sense of interactivity. Table 6 shows the use of the first person pronoun (e.g., I, we) and the second person pronoun (you).

Table 6. Use of personal pronouns in fast food slogans

Personal Pronouns	Slogans	Fast Food Brands
First personal pronoun "I"	I'm lovin' it	McDonald's
	It's what I eat and what I do	McDonald's
First personal pronoun "we"	We love to see you smile	McDonald's
	We do chicken right	KFC
	You'll love the stuff we're made of	Pizza Hut
Possessive pronoun "our"	There are a lot of good things under our roof	Pizza Hut
	Our people make it better	Pizza Hut
Second personal pronoun "You"	Make it what you want	Subway
	You're the boss	Burger King
	You deserve a break today	McDonald's
	You've always got time for Tim Hortons	Tim Hortons

The use of the second person pronoun appears to shorten the distance between the producers and the consumers and suggests personal relationships. Consequently, this results in greater consumer involvement with the brand. For instance, the use of the personal pronoun "you" in McDonald's slogan, "You deserve a break today" sounds as if the advertiser is talking to the consumer directly. Furthermore, the slogan is consumer-focused and seems to emphasise that the consumer has been working hard and, hence, merits a well-earned break. As such, by focusing on the consumer and using the second person pronoun "you" in slogans, the advertisement helps to capture the consumer's attention.

Weasel words, which are ambiguous words, are also sometimes used in advertisements. Some examples of weasel words found in the slogans are "lovin'", "integrity", "great", "better", "best", "right" and "good" (Table 7). For instance, the word "lovin'" in McDonald's slogan "I'm lovin' it" is a weasel word because it does not state clearly what is actually loved as claimed in the slogan. Chipotle's slogan "Food with integrity" also seems to suggest that the Mexican food served by Chipotle is authentic and healthy. However, the word "integrity" is vague because it does not state specifically how Chipotle's food has "integrity" as the word can carry a variety of meanings, including food

quality and food safety. Like the McDonald’s slogan, it is also the advertisers’ interpretation and not the consumers’.

Table 7. Weasel words in fast food slogans

Weasel Words	Slogans	Fast Food Brand
Lovin’	I’m lovin’ it	McDonald’s
Integrity	Food with integrity	Chipotle
Great	Make it great	Pizza Hut
Better	It just tastes better	Burger King
Best	The best coffee for the best you	Starbucks
Right	We do chicken right	KFC
Good	There are a lot of good things under our roof	Pizza Hut

Syntactic Features

Syntax is basically the structure of phrases and sentences. With regard to the linguistic analysis of slogans, the types of sentence structures are the declaratives, imperatives, interrogatives and minor sentences (Table 8).

Table 8. Types of sentence structures in the slogans of fast food brands

Types of Sentence Structures	Slogans	Fast Food Brands
Declaratives	Nobody makes your day like McDonald’s can	McDonald’s
	Life tastes better with KFC	KFC
Imperatives	Keep calm and drink Starbucks	Starbucks
	Live Más (Live More)	Taco Bell
Interrogatives	Have you had your break today?	McDonald’s
	Can you handle it?	Pizza Hut
Minor Sentences	Burger King, home of the whopper	Burger King
	Domino’s. The Pizza Delivery Experts.	Domino’s

Declaratives are usually statements used to state facts or to relay information. In the slogans of fast food brands, the declaratives sound as if these are claims which exude the impression of truth, sincerity and validity. For example, the slogan “Nobody makes your day like McDonald’s can” seems to proclaim that bringing joy to consumers’ day is exactly what McDonald’s does. Likewise, KFC’s slogan “Life tastes better with KFC” communicates a similar idea that validates KFC as capable of making life better.

On the other hand, imperatives are used to prompt the customer to perform an action, and in the case of fast food, to buy the food or beverage of the advertised brand. As imperatives are generally imposing and face-threatening, this aspect of the imperative is mitigated by giving the idea that the imperative is advantageous to the audience. For instance, the slogan “Keep calm and drink Starbucks” is an imperative, but it acts more like a helpful counsel or advice because calmness is a desirable mental state. Subsequently, by associating Starbucks with tranquillity, which is a positive emotion, it transmits the suggestion that drinking a Starbucks beverage is also beneficial to the customer. Likewise, Taco Bells’ slogan “Live Más” (“Más” is a Spanish word meaning “more”) is an imperative, but by linking living to Taco Bell, it alludes to something positive – sustenance and vitality– thereby not only mitigating the face-threatening aspect of the imperative, but also to heighten the idea that the food of this brand is life-giving, invigorating and enriching!

Interrogatives are basically questions, but in fast food slogans, their roles are not so much to require answers to the questions as to attract the attention of the audience and to get the audience’s involvement with the brand. For example, McDonald’s slogan “Have you had your break today?” arouses the curiosity in the audience with the question, and in the attempt to answer the question, the audience naturally engages with the brand. The slogan also seems to be indirectly advertising the brand by presupposing that: 1) the audience may not have had their break, 2) they should take one, and 3) McDonald’s is a recommended place for the audience to have their break.

Minor sentences, which are short clauses without any main verb, are also common in fast food slogans. Typically, they consist of only noun phrases, for example “Burger King, home of the whopper” and “Domino’s. The Pizza Delivery Experts”. It is also notable that the brand name is often

a part of the noun phrase. Hence, it is not just the message about the food that the advertisers want to convey, but also to highlight the brand name in the slogan itself. Moreover, as minor sentences are incomplete or fragmented yet still convey meaning, they allow slogans to be short, simple, focused and more importantly, memorable.

Semantic Features

Among the semantic features, metaphors, similes and hyperboles were identified in the slogans of the top 10 most valuable fast food brands in the world. Many of the metaphors are direct comparisons of the brand's products to something alluring. Starbucks' slogan "You're a sip away from gold" is one such slogan with a metaphor whereby Starbucks' coffee is akin to gold, a precious metal. Gold carries meanings of superiority. The term "gold standard" means that something is very good. The rationale for this slogan is probably to underscore the exquisite quality of Starbucks' coffee, resembling the much-coveted gold. Domino's slogan "We deliver delight" is another slogan that makes use of metaphors. Domino's pizzas have been likened to the enticing feelings of joy and happiness, hence implying that eating Domino's pizzas is an extremely enjoyable, gratifying, and even exciting experience.

On the contrary, similes (comparisons using words such as "like" and "as") in the slogans in the fast food industry tend to accentuate the superiority of the brand that supersedes all other brands selling similar products. For example, the slogans "Nothing can do it like McDonald's" and "Nobody does chicken like KFC" communicate the idea that the burgers of McDonald's and the chicken of KFC's are simply unique, distinct and unbeatable!

Hyperbole, which is intentional exaggeration, is also used in fast food slogans. For example, Taco Bell's slogan "Make a run for the border!" exaggerates how one is highly enthusiastic, passionate and eager to have Taco Bell's Mexican food, hence creating a sense of urgency within the consumers. The slogan "We make WOW" is also a hyperbole, as it magnifies the power of Domino's Pizza to create something so indescribably incredible. As figures of speech are essentially a result of language at play, it involves a high degree of creativity and thus, appeals to the audience's imagination.

Discourse Features

The language in slogans of the fast food brands investigated in this study is also mostly informal, some even to the point of being colloquial. For instance, KFC's slogan "It's finger lickin' good!" is colloquial language to refer to food which is so delicious and tasty that one cannot help but to lick one's fingers so as not to leave any morsel of food behind. Another example of colloquialism in slogans is Domino's slogan "We make WOW". Instead of a real word, the slogan uses an exclamation, "WOW" to express that the pizzas they make are so exceptionally amazing that they are indescribable, and hence, the exclamation, "WOW". The employment of informal language shows a high degree of intimacy between the advertiser and the consumers because usually, such informality of language is used only among people who are close to each other, or among people who belong to the same social group.

There are also idioms in some of the fast food slogans. One example is the Burger King's slogan "Sometimes you've got to break the rules". It is an English idiom to mean defying or violating rules and regulations, but in the case of Burger King, the slogan signals the brand's individuality, uniqueness and distinction from other similar products of other brands, which is a salient ingredient for brand differentiation. The slogan suggests the innovativeness of the brand in coming up with different variations of burgers, and perhaps, also hints at how Burger King's burgers are exceptionally large, particularly its famous Whopper burgers. These combined unique characteristics of Burger King's burgers and the choice of a common English idiom make it easy for consumers to remember the slogan. However, there are also slogans which attempt to play around idioms and add in the element of humour. For instance, Taco Bell's slogan, "Think outside the bun" plays around with the original idiom "Think outside the box". By replacing "box" with "bun", the slogan avoids the cliché expression, and instead, introduces humour and creativity in its message to be imaginative and to think outside the norm. This makes the slogan striking and appealing to the consumers.

Conclusion

In conclusion, slogans play a crucial role to attract the audience's attention and persuade them to buy products from particular brands. The top ten fast

food brands in the world used more emotional appeals than rational appeals in the fast food slogans. All the emotional appeals are positive emotions, with the emotional appeals of excitement, desire and joy being the most often occurring emotional appeals in the slogans. As for rational appeals, efficiency or speed and product superiority dominate, probably because these are slogans of the highly competitive fast food industry.

In terms of language, the slogans are found to make use of various phonological, lexical, syntactic, semantic and discourse features of language to make the slogans attractive, catchy and memorable. It appears that in the fast food industry, it is important for slogans to be not only short and simple to facilitate customers' recall and retention of the slogans, but also poetic and creative that engages the customers and accentuates the advantages and uniqueness of the brand's products. The slogans should also be able to evoke the customers' emotions enough to make them feel the desire or need to purchase foods or drinks from a particular fast food brand.

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Advertising Language:

Secrets of Persuasion

This book exposes the secrets of persuasion embedded in advertising language used in various social media platforms. While you and I may be aware of the magnetism of vibrant imagery, we may not realise the surreptitious pull of wordplay. This book explains how slogans and emotive words are used to convince consumers that “This product is worth it!”. The book also reveals the power of weaving in and out of languages. Read and find out how code-switching is used by social influencers to carve out their desired profile and advertisers to construct identities that appeal to a range of consumers. “Advertising language: Secrets of persuasion” is not only about increasing sales. The book also goes into how rhetorics are used in public service announcements on mental health to spur actions towards social well-being.



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