



RESEARCH PAPER

Decoding Influence: Unraveling the Power Dynamics in Advertising Slogans

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ABSTRACT

Advertisements are a wonderful way to raise awareness and provide a sneak peek at the product. As a result, many firms use advertisements and creative slogans to market their products. Advertisements portray worldwide social and cultural norms and have a direct influence on consumer thought. This qualitative study examines the language of advertising slogans from a linguistic standpoint, focusing on how they affect viewers' views. Data from five Pakistani TV channels was collected and evaluated using a Fairclough 3D model with the goal of uncovering the subtle interaction of language, culture, and society norms hidden within these brief messages. The study found that slogans have distinct linguistic properties, distinguishing them from formal language, and may have a positive psychological impact on customers. Advertisements depict global social and cultural conventions and have a significant impact on consumer thought. It strengthens the link between the consumer and the brand by associating the product with special occasions, resulting in increased sales.

KEYWORDS

Advertisements, Content Analysis, Critical Discourse Analysis, Discourse Practice Analysis, Fairclough Three Dimension Model, Slogans

Introduction

We all encounter advertisements on a daily basis. Many commercials are used by businesses to market their products. On the other hand, advertising provide a clear picture of the commercial environments and the things they promote. Every day, new products are being introduced in the market, making it difficult for consumers to decide what to buy and what not to buy. Businesses should use a variety of distinctive phrases to attract the attention of customers. Advertisements are designed to sell product. Therefore, advertisement producers use a variety of methods to advertise their products. In their advertising language, they use a range of linguistic elements. Advertisements can serve a variety of functions and achieve a wide range of objectives, such as educating consumers about a product or providing entertainment, capturing their attention, generating dread or anxiety, and so on (Cook, 1992). Along with the catchy slogans, they also employed a variety of visual pictures, colors, and shapes. Advertisements present the world's social and cultural situation and have a direct influence on customers' perceptions.

Actually, commercials attempt to influence people's minds and convert them from audience to buyer by presenting an ideal vision of a product and a fantasy world. From dawn to dusk, whether we are in a train, a bus, on the road, or a coffee shop in the office,

we see a variety of commercials, all of which are product promotions. There are many different forms of ads and all these forms serve diverse purpose. All are not for the purpose of marketing things. Some advertisings are from political parties or are intended to raise public awareness about health issues and other significant state and science and technology issues. Advertisement is a branch of linguistics and sociolinguistics because it employs linguistic elements that are distinct from everyday language. They choose language and grammatical features in such a way that they have a direct impact on the minds of the consumers. For example, in order to attract the attention of the audience, they employ adjectives and vary the spellings of words. Advertisements can be presented visually, verbally, or in writing.

Slogans are an important aspect of advertising since they have a direct effect on the minds of consumers and draw their attention. Advertisement slogans, according to Goddard (1998), people remember for a long time because their sounds come to mind. Advertisers choose slogans based on their target demographic; for example, appealing phrases for young people and special language for elderly people. According to Chiasm (2000), advertisements influence our ability to think and talk, causing us to consider that product. Wodak (2006) says that, "brand names, logos, trademarks, jingles, and slogans have become part and parcel of the 'mental encyclopedia' of virtually everyone who lives in a modern-day society" (Beasley and Danesi, 2002). Similarly, Goddard (2003) defines a slogan as "a memorable phrase attached to a product or service during a specific advertising campaign."

In ancient and medieval times mouth of word were used to conduct advertisement but 15th and 16th century saw the revolution in the field due to the development of printing press and in the 17th century weekly newspaper in London began to carry advertisements and 18th century advertisement flourished but 19th century saw the growth of advertisement industry due to the growth in industry.

According to Hayko (2010), scientists and psychologists began investigating how advertisements affect people's minds and attitudes in the 1800s. Advertisements have both negative and positive effects on society, even if you don't watch television, read newspapers, or listen to the radio. Advertisements were popular in Pakistan after 1947, when worldwide firms began promoting their products in Pakistan using whatever media were available, such as newspapers and radio.

Literature Review

Linguistics includes critical discourse analysis. Vandijk (1998) defined "CDA as Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context". Critical discourse analysis is a branch of critical social analysis that examines the types of relationships that exist between discourse and society, as well as how society and other elements such as dominance power and ideologies contribute (Fairclough, 2012).

Evans (2013) adds that, critical discourse analysis is a branch of linguistics that studies written or spoken language, political manifestos, newspapers, advertisements, and how the producer's linguistic strategies affect readers and listeners. The fundamental job of discourse, according to COOK (1992), is linguistic analysis, but it also analyzes context, current circumstance, and who is communicating with whom. Wodak(2009) defines CDA as "observing how language is used to express meanings and information, as well as social

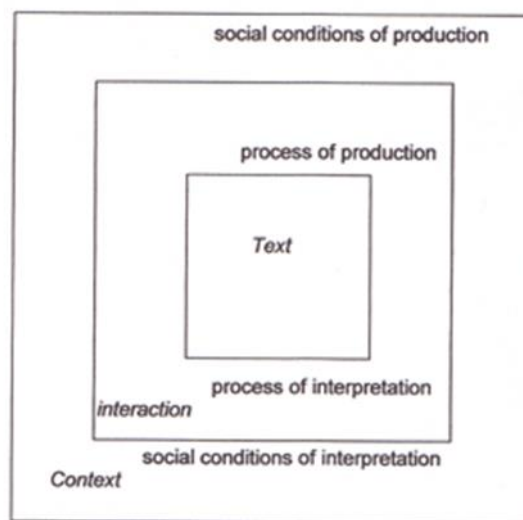
structure and dominant group control over other groups". CDA is concerned not just with the text's language, but also with the social context and aspects involved in its formation.

"Discourse is commonly used in various senses including (a) meaning-making as an element of the social process, (b) the language associated with a particular social field or practice (e.g. 'political discourse'), and (c) a way of construing aspects of the world associated with a particular social perspective (e.g. a 'neo-liberal discourse of globalization')," writes Fairclough (2012).

According to Fairclough (1989), language is a part of society; there is a direct relationship between language and society, and whatever people say affects society. Visual and spoken language are used to express meanings in today's media. Visual language aids in the better communication of meaning. Facial expressions, gestures, hand movements, and speaking style all aid in transmitting information (Fairclough, 1989)

In media, producers used language in such a way that it had an impact on consumers. Text producers have challenges as a result of their interaction with the producer interpreter and social relationships to (Fairclough, 1989). Advertisements, according to Goddard (1998), are a new form of discourse.

Critical discourse analysis, according to Fairclough (1989), has three aspects. The first stage is concerned with the text's formal qualities, the second with the text's relationship with the interaction, and the third with the relationship between the social context and the interpretation process.



Fairclough, s model of critical discourse analysis

Advertisement research, according to Cook (1992), is critical in this day and age. We are constantly bombarded by advertisements, whether we are in a train, reading a magazine, painting, listening to the radio, or watching a television program. In his work, he defines advertising as "a promotion of goods or services for sale through impersonal media" (the Collins Concise Dictionary).

Advertising was defined by Goddard (1998). The term "advertisement" is derived from the Latin verb "advertere," which means "to turn toward." True, firms employed commercials to capture the viewers' attention and entice them to buy their items.

Advertisements are extremely important in today's global society because so many products join the market every day. Companies use advertising to sell their products and raise consumer awareness. Advertisement, according to Taflinger (1996), is "the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through various media." Pope, D. (2003) believes that advertising provide a true picture of society and culture, as well as the economic environment.

Material and Methods

Research Design

Designing a qualitative research study for an article involves carefully planning and structuring your research to explore a specific phenomenon, gain in-depth insights, and generate rich data. Keeping all point points in view, researcher adopted qualitative research paradigm. Therefore, exploratory research design was adopted for the study because research tried to explore the answers of the research questions which are still unexplored.

Population

This study's population consisted of advertisement slogans shown on Pakistani television stations. It includes all the ads presented on the television. Almost all the public and private channels present ads on air.

Sampling

Sampling plays an important role in conducting the study. Therefore, sample must be selected carefully because too much large sample creates difficulty in handling data and too much small sample can lead to the hasty decisions. For the present study, researcher adopted purposive sampling technique to draw the sample in the form of an advertisement tagline. The unit if study included 20 advertisements from five Pakistani drama TV channels: HUM, ARY digital, URDU1, PTV home, and GEO home.

Instruments

Two instruments were utilized to collect data: observation and content analysis. Advertisements from various television stations were studied and analyzed. To observe the numerous characteristics of adverts, content analysis is used. Advertising slogans are a common feature of modern life, penetrating our daily lives via numerous media channels such as television, radio, print, and the internet. These short, often memorable sentences have significant linguistic power, aiming to influence consumer behavior and form cultural narratives. This analysis leverages Norman Fairclough's three-dimensional model of critical discourse analysis to uncover the various dynamics at work inside advertising slogans. Fairclough's model (Fairclough, 1995) provides a complete framework for investigating the textual, discursive, and social practice elements of advertising slogans. We can untangle the intricate web of language tactics, cultural ideas, and societal behaviors intertwined inside these concise statements by delving into these dimensions.

Procedures

At the beginning, 20 commercials slogans from five different Pakistani television networks were chosen in order to detect linguistic aspects of these phrases. For content analysis, Fairclough's model was employed. At the first level, linguistic analysis of slogan

text was performed on four levels of language. At the second level, it was discovered which types of discourse tactics are used in the text of slogans, and at the third level, it was discovered which types of societal issues have an impact on the language of text.

Results and Discussion

A linguistic examination of advertising slogans

Linguistic analysis is concerned with research issue one, which is concerned with the use of linguistic elements in commercial slogans. These slogans were linguistically examined on four levels: lexical, morphological and syntactical, phonological, and semantic. The textual component digs into the linguistic characteristics of advertising slogans, studying the word choice, rhetorical tactics, and persuasive language that make these slogans fascinating and memorable. We hope to uncover the linguistic tactics used by advertising to attract their target audience through this approach (Eisend, 2009).

Linguistic analysis of detergent slogans

On a semantic level, collocation can be found in the express power wash tagline like pricey powder. Detergent slogans use exclamatory declarative and minor sentence forms. Exclamatory statements are used to demonstrate delight and despair. "Wow, bonous! What bonous magic" is an exclamatory sentence. Dettol's motto includes a statement like "99% germ-free protection." A simile is a figure of speech in which two items are compared using terms such as express power wash and costly powder. The slogan of Dettol has a synecdoche, which suggests that protecting against 99% of germs means protecting against all types of diseases.

Table 1
Linguistics analysis of detergent Slogans

Company name	Slogans & meanings	Lexical level	Syntactic level	Phonological level	Semantic level
Bonous	<i>waha kia bat ha bonous ki!</i> Wow, what bonous magic!		Exclamation		
Ariel	<i>Aik dhulai ma mushkil dagh bhatr nikale</i> With only one wash, there are no stains.		Declarative		
Brite	<i>Ab koi dagh bach ka dakhae</i> Leave no stains		Declarative		Pun,
Express Power	<i>Mhange poweder jasi dhulai</i> Like costly powder, wash	Collocation	Declarative		Simile
Surf Excel	<i>Dagh tu achy hoty han</i> Stain are good		Minor sentence		Epithets, synecdoche
Vim dish wash	<i>Chale zaida ghole kam</i> Dissolved less therefore long lasting		Declarative Isocolon		Pun
Dettol	<i>99% garsim sa hifzat</i> 99% germ-free protection		Declarative		Synecdoche

Linguistic analysis of tea slogans

Lipton Green Tea's slogan makes use of pronouns on a lexical level. "My tea contains no calories; what about yours?" And "do something for yourself by drinking tapal green tea." Lipton's slogan includes neologism. Pay attention to your heart. Commands and declarative, interrogative sentences are utilized at the minor syntactic level. Green tea from Lipton My tea contains no calories; what about yours? Is a questioning sentence. The sentence Tezdum new flavor new color is declarative. Lipton's slogan includes a phonological rhyming pattern "*danedar lipton aik bar bhol jou gye danedar*" Tazedum's slogan includes alliteration. Consonants are repeated in "*Nae dum dar zaiqe ka nia run*" The last phrases are echoed in the tapal green tea slogan. Exaggeration of concepts in a language is known as hyperbole, and it may be seen in many slogans, such as lipton. Tapal Green Tea's slogan contains a synecdoche. Do something kind for yourself and drink some tapal green tea. "Do something for yourself" in this saying indicates take care of your health and everything else.

Table 2
linguistics analysis of tea slogans

Company name	Slogans & meanings	Lexical level	Syntactic level & morphological level	Phonological level	Semantic level
Supreme	<i>Ya hi tu ha vo apna pan</i> That is what we are known for.		Declarative		Epithets
Lipton	<i>Lipton aik baar bhool jou gye danadar</i> <i>Pasand na aye tu pase waps</i> If you take Lipton, you will forget about the Danedar tea money return guarantee.		Declarative, Isocolon, parallelism	Rhyme consonance	Pun, hyperbole
Tapal Danedar	<i>Ab dil ki suno!</i> Lipton hearts only	Neologism	Minor sentence, command		Synecdoche
Tapal green tea	<i>Apne lae kch kia kro tapal green tea pia kro</i> Take care of yourself. Consume Tapal green tea.	Pronoun, Colloquialism	Imperative, command. Isocolon, asyndeton	Rhyme, apostrophe	Synecdoche
Lipton	Make more tea		Minor sentence		
Lipton green tea	My tea contains no calories; how about yours?	Pronoun	Interrogation		Hyperbole
Tezdum	<i>Nae dum dar zaiqe ka nia rung</i>		Declarative, asyndeton	Consonance, alliteration	Synecdoche

New flavor new
colour

Linguistic analysis of cooking oil Slogans

In order to captivate viewers, new words and terms are utilized in the slogan language. At the lexical level, neologism refers to new words in the language, such as kisan "as pure as love" where the word love is employed to measure the quality of oil. Dalda "eat lighter and live brighter" where eat lighter and live brighter are collocations. In slogans, different types of phrases are utilized to create different kinds of impressions, such as imperative, declarative, minor, and interrogative. For example, Kashmir is "just fun in life" is a declarative expression. The sponsor offers some type of instruction to the Dalda "eat lighter live brighter" phrase.

Dalda's tagline is "eat lighter, live brighter." These lines are equal in length and have the same grammatical structure, and the term for this is parallelism. Dalda's motto "eat lighter, live brighter" includes isocolon. In this tagline, the advertiser compares oil to love by utilizing the word as. The phrase of habib is exaggerated since its advertiser establishes a relationship between cooking oil and the heart. Although there is no link between cooking oil and heart disease, they aim to convey the idea that the quality of cooking oil has an impact on health, particularly the heart. Synecdoche can also be found in Habib's tagline, where the heart represents overall health. Dalda's tagline is "eat lighter and live brighter." These lines are equal in length and have the same grammatical structure, while the term used for kahmir is simply "good life." Dalda "*sehat itne ka chere sa chalke*" creates a comical effect, and habib its matter of hearts creates two meanings, which is known as a pun.

Table 3
Linguistics analysis of Cooking Oil slogans

Company name	Slogans & Meanings	Lexical level	Syntactic level & Morphological level	Phonological level	Semantic level
Dalda cooking oil...	<i>Sehat itni ka chehre sa chalke</i> Health reflect from face		Declarative,	Rhyme, alliteration	simile, synecdoche, pun
Kisan	<i>Itna khali...jitna pyar</i> as pure as love	Neologism	Declarative Ellipsis, isocolon	Rhyme	Simile, pun, hyperbole, synecdoche
Habib	<i>Kiun ka ya dil ka mamla ha!</i> It's matter of heart		Exclamation Declarative	Consonance	hyperbole, synecdoche
Planta	<i>Tail ki khubian ghee ka maza</i> Oil like benefits, flavor like ghee.		Declarative, isocolon	Alliteration consonance	Simile, Synecdoche
Kashmir baspa ti ghee	<i>Yahi ha jeena ka maza</i>		Declarative		

		This is the fun of living			
Kashmir		<i>Bus ya hi ha achi zindgi</i>		Declarative	Synecdoche
		That is the good life.			
Kashmir premium gold		<i>Hr pal ma basa pyiar</i>		Declarative	Hyperbole
		Every minute is love			
Dalda sunflower oil		Eat Lighter, live brighter.	Collocation Neologism	Command ,isocolon ,asyndeton ,parallelism	Rhyme pun
Zaiqa		<i>Zaiqa sa tyiar hr khana mazedar</i>		Declarative Isocolon ,	Rhyme
		Food cooked using zaiqa is really good.			
Sufi		<i>Naam ha atmad ka</i>		Declarative	Rhyme Pun
		The name represents trust.			

Discourse Practice analysis

Discourse practice analysis examines the production and consumption of text as well as how power relations are manifested in the text. Advertisers used a number of strategies to pique viewers' interest. The discursive dimension aims to contextualize advertising slogans within the larger discourse of consumption and advertising. We can grasp the importance of these slogans in building consumer identity and perpetuating societal narratives by evaluating how they contribute to or contradict current cultural norms, values, and ideologies (Leiss et al., 2005).

Discourse analysis of banking slogans

Slogans in banking advertisements are mostly directed at business-class consumers. The benefits of opening an account with respective banks are explained in the banking ads. "Giving women the power to succeed" is what First Women's Bank, claims.

Slogans in advertisements are crucial for grabbing people's attention. For instance, in this research, HBL "*jahan khoub waha hbl*" UBL "where you come first", MCB "bank for life", Mobile cash "*zaban ka paka*", UBL Omni "*account kholo omni karo*", Easy Pasa "*badle zindgi asani sa*", and Mobile Pasa "*chalta rhe Pakistan*"

The wording employed in the advertisement conveys the value of banks and the advantages of opening an account with them. There are no other banks like that, they claim. MCB Bank for Life, for instance, and simple "*pasa Badle zindgi asani sa*" Advertisers like HBL's "*jahan khoub waha HBL*" or MCB's "bank for life" transport their readers to a fantastical or dream realm. First Women's Bank is "empowering women to succeed." The advertiser presents a favorable image of their bank and asserts that it is the best bank and can provide customers with the greatest benefits.

Discourse practice analysis of Tea slogans

Because everyone enjoys drinking tea, there is a very big audience for tea commercial slogans. By providing information about their tea, an advertiser can manipulate audiences. For instance, Tazdum's slogan is "Nae dum dar zaiqe ka nia rung," while Lipton's is Lipton "*aik baar bhool jou gye danadar Pasand na aye tu pase waps.*"

Advertisers have utilized language to influence viewers' perceptions of the value of their brands. They demonstrate to their audience what makes them superior to others. For instance, Lipton claims in their tagline Lipton "*aik baar bhool jou gye danadar Pasand na aye tu pase waps*" that their tea is the greatest. The commercial claims that drinking green tea is necessary for those who wish to be attractive and intelligent. For instance, Tapal green tea advertises, "*Apne lae kch kia kro, tapal green tea pia kro,*" and Lipton green tea, "My tea has zero calories, yours." The product's benefits are claimed by the advertiser. They also assert that their product is superior than others' and is constructed of high-quality materials. Everyone makes an effort to demonstrate how delicious their tea is and wants to drink a second cup to emulate Lipton.

Discourse analysis of Cooking Oil

Women make up the bulk of the audience for cooking oil commercials. By providing information about the advantages of cooking oil, they deceive women. As an illustration, consider kisan cooking oil "*itna khalis jeetna pyiar*". Slogans are crucial for grabbing women's attention. Slogans span a range of topics. "*Sehat itni ka chere sa chalke*" "*itna khails jitna pyiar*" "*kiun ka ya dil ka mamla ha*" are a few examples of slogans used in this study. "*Eat lighter, live brighter*" "*zaiqa sa tyiar hr khana mazedar*", "*naam ha atmad ka*" and "*kiun ka ya dil ka mamla ha*"; these are just a few of the suggestions made in the slogans "*Tail ki Khoubian Ghee Ka Maza*".

The way the advertiser employed words had an impact on the audience. Viewers are aware of the value of cooking oil and its health benefits. According to Habib, who says, "Dalada cooking oil "*sehat itne ka chere sa chalke*" zaiqa oil claims that "*zaiqa sa tyiar hr khana mazedar*" Dalada "*eat lighter live brighter*" it means we should use healthy cooking oil for both delicious taste and good health.

The theme in the advertisement is that women should cook using healthy cooking oils if they want to be healthy and keep their families healthy. They also convey to their audience what makes them superior to others. They use the phrases "*zaiqa sa tyiar hr khana mazedar*" and "*sehat itni ka chere sa chalke*" to transport their readers to the world of imagination.

Social practices analysis

This level of analysis explains how society influences advertising. This level of analysis also addresses intertextual comprehension, which aids in comprehending the larger socioeconomic issues affecting the book under study. The social practice dimension investigates the power dynamics and ethical concerns implicit in advertising slogans. These phrases not only reflect but also impact consumer culture and capitalist institutions, necessitating examination of their ability to control or deceive customers (Pealozza, 2000).

Social practice analysis of banking Slogans

The first bank was founded in the ancient world, lending grain to farmers and merchants who transported products between cities. In the financial system, several

historical advancements have occurred. Banks now offer loans, hold deposits, and also offer the use of credit cards and ATM cards. These days, there is intense competition among banks, and each one strives to help its clients. Banks also market their banks to draw in consumers. They give the best representation of their bank by referring to it as UBL "where you come first" and MCB "bank for life". We may now effortlessly move money from one location to another using a mobile device thanks to the services provided by several mobile firms.

When a marketer uses terms from another text to draw the audience's attention, this is also known as intertextuality. Like first women bank says, "Giving women the power to succeed," and HBL says "*Jahan khoub waha HBL*" which indicates that only First Women Bank can grant women's independence and power. Additionally, the advertisement features wealthy individuals and powerful businessmen who have deposited money in their banks. Additionally, the advertiser claims that their bank is superior to others and offers loans with low interest rates.

Social practice analysis of Tea slogans

Only doctors had tea leaves in the past, when tea was used as medication, but today tea is used to keep things fresh. Every household needs tea since everyone enjoys drinking it. The guest is also given tea. In Pakistan's social sector, tea parties are also organized. A guy may work more effectively when his mind is fresh, and one can feel fresh after drinking tea. Tea is advertised as having the potential to keep the mind sharp. Also asserts that its green tea can help people stay slender and intelligent. For instance, Lipton green tea asserts that neither mine nor yours has any calories. Advertisers have the capacity to exert influence or authority over viewers. Society appears to prioritize activity and intelligence.

When an advertisement uses phrases from another text to draw the audience's attention, such as scientific terms like "my tea has zero calories, yours does too" this is known as intertextuality. Advertiser paints a favorable picture of their offering. People's feelings of dissatisfaction are also evoked by them. The advertiser additionally demonstrates how their product is the best and a crucial component of gatherings with family and at events. For instance, Lipton claims that once you try its tea, you'll stop drinking other kinds. Advertisers for tea portray society's image and ideals in addition to promoting their products.

Social practice analysis of cooking oil

Foods are cooked in cooking oil, which can improve the flavor of the meal. Natural ghee was once used to cook food. Pakistani women who make wonderful cuisine are regarded as being intelligent and polite. In Pakistan, housewives make an effort to prepare delectable meals in an effort to gain their husbands' affection. According to a well-known saying, wives can win their husbands' hearts through their stomachs. Advertising for cooking oils makes the claim that only their oil can provide the best-tasting meal and that their cooking is the best. Additionally, the advertiser claims that their cooking oil tastes like genuine ghee.

When an advertiser uses language from another text to draw the reader's attention, this is known as intertextuality. Additionally, the advertiser paints a favorable picture of their product. Advertiser makes promises that their oil is the greatest and can cook delectable cuisine, causing sentiments of dissatisfaction. Advertisers for cooking oil have

the potential to influence viewers. Cooking oil marketers not only promote their goods but also paint a picture of society. They display the customs and ideals of the culture.

Conclusions

The goal of this study was to examine how slogans in commercials affect viewers' perceptions. This study has discovered that particular linguistic elements are used in advertising slogans that are not in formal speech and have an impact on viewers. In order to analyze advertising slogans and determine how they affect viewers, the researcher gathered data from a wide range of sources.

On the basis of Fairclough's three dimensions model, the nine slogan categories have been examined. Four linguistic levels have been studied: the syntactic or morphological level, the semantic level, the phonological level, and the lexical level. It has been discovered that practically every slogan uses a variety of linguistic traits. Additionally, a discourse practice analysis revealed that several approaches were utilized in slogans to grab consumers' attention.

Social practice analysis has discovered that slogans in advertising not only present the social and cultural values of the society but also serve as a means of product promotion.

Language is a potent instrument that has the capacity to alter peoples' perceptions. Language is a means of human communication. Slogans in advertisements have a significant impact on viewers, according to Fairclough (2002), who said that this is due to the complexity of media discourse, which presents several ideological processes. Shortly, slogans in advertisements that affect viewers employ specific wording.

Recommendations

The validity of the research can be impacted by a variety of factors when the experiment is being conducted. Numerous factors can have an impact on the study's findings. Researchers may only choose subjects from the business school. The questionnaires are distributed at random by the researcher to increase the dependability of the study. If the questionnaires were challenging and time-consuming, this would have an impact on the outcome. These are the suggestions for additional investigation.

- Further study can be done on magazine advertisements; questionnaires used in research must be straightforward and brief. Advertisements for various products are displayed in magazines, and the marketer uses a variety of colors and images to attract readers.
- Full commercials from TV and the internet can also be analyzed. In every kind of television program, commercials are played. These adverts have engaging language in addition to being colorful.
- Only nine types of slogans were examined in this study; additional categories may be examined. because television plays commercials for all types of brands.
- Other researchers who are interested can look at the effects of other kinds of adverts. Investigating the linguistic elements of whole adverts would be beneficial.
- It is also possible to compare the slogans of weaker and stronger brands' commercials. Sometimes, weaker brands' slogans are more inventive than those of stronger businesses.
- Because some brands employed polysemy slogans to influence consumers' minds, polysemy slogans can also be studied. You can choose from a variety of polysemy slogan categories.

- Large sample sizes are the only way to obtain more accurate results. The sample size needs to be sufficient to allow for straightforward analysis and more accurate results.
- A research can be conducted to determine the impacts of advertising and their slogans on children. Children are more susceptible to the effects of slogans than adults.

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