



RESEARCH PAPER

A Semantic Analysis of Pakistani Commercial Slogans through the Lens of Leech's Theory

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ABSTRACT

The use of advertisements plays a vital role in verbal and nonverbal communication through language. These advertisement slogans are used in different fields, especially at the commercial level, to attract an audience for a specific product, which will eventually affect their sales or purchases. This qualitative-descriptive research looks at the effective and convincing power of ad slogans produced within the Pakistani context. The semantic study focuses on the main purpose of slogans, through which brands target their audience and can promote and publicise their products. The study's theoretical framework is based on Leech's associative meaning (1981) and its subtypes. It is perceptible research that states the semantic outlook of ad slogans. The research also provides clarity and analysis of advertising language from a linguistic viewpoint and focuses on the corporal and semantic features of slogans for commercials and advertisements. Ads that are analysed in this research are selected through a random sampling technique. The results show that these short, catchy phrases help to grab the attention of the audience and also play a vital role in the advertisement and promotion of a particular product or service and the marketing of a brand, as they give a constructive impression. An effective ad slogan creates a memorable image in the customer's mind and helps a brand get noticed and remembered.

KEYWORDS Brand, Commercial Slogan, Language And Communication, Leech's Theory, Semantic Analysis

Introduction

Language is a system to communicate and is used by people to convey their messages. It also enables us to analyse information (Dowling & Kabanoff, 1996). Language plays an integral role in the advertisement of a product. It helps to highlight the uniqueness and distinction of one product and acts as a marketing tool. People who watch different programmes on television are also bound to watch TV commercials, through which they get impressed with different products and services. Moreover, the slogans of TV commercials play a significant role in catching the attention of the audience. Creating a powerful advertising slogan helps grab the attention of viewers quickly. It gives a very clear idea of what this product is all about. A slogan reveals many things about the product, including its advantages, prices, and quality. The research confirms that there exist seven types of meaning based on LEECHES THEORY (1981), named conceptual, connotative, collocative, reflective, etc (Novikova, Popova, Shatilova, Biryukova, Guseva, & Khukhuni, 2018). Essentially, the language of advertisements and commercials is surreptitious in quality. Copywriters of ads act as hooks by letting the customer seize the concept of the brand and their products and boost everything that makes the brand distinct (Dubovičienė & Skorupa, 2014).

An advertisement is a very strong way to connect with the audience. It plays a very integral role for companies in promoting their products' sales and increasing profits. Language is a very powerful and dominant tool for human beings to communicate with others effectively. It captivates and influences the behaviour of consumers (Dumais, 2004). Language has a very commanding and persuasive effect on people and their behaviour, as well as a very significant role in the field of marketing and promotion of products (Novikova et al., 2018). That's why it is extensively used for the purpose of advertising and publicity for different products. Companies ponderously depend on their slogans, catchphrases, and taglines to make their business or brand popular among people, and the use of language is a very indestructible part of successful marketing slogans to catch the attention of customers (Emodi, 2011).

Slogan helps to make advertising messages understandable and comprehensible to the audience. It is used by advertising companies as a commercial tool. They also help to strengthen and build a brand's identity and name (Xiao, Siepenkoetter, Conghaile, Leech, & Magner, 2018). These short, simple, and catchy phrases help to attract the audience towards products and services (Emodi, 2011). A good slogan sets a brand apart from other brands that sell the same stock. Slogans generally serve a fundamental and considerable purpose in catching the attention of the audience towards one or more features or characteristics of a product. Necessarily good advertising taglines provide better consequences. A triumphant slogan has to conduct customers' fondness or predilection towards brands and products and have an optimistically pragmatic impact on their purchasing behaviour. A slogan is a very short but pleasant, easy-to-remember, easy-to-pronounce phrase that raises or smashes the identification of a brand. It is also involved in raising awareness and introducing products to public (Fernandez & Yuan, 2000).

Semantics deals with the study of meanings. Semantics also focuses on other aspects of linguistics and pragmatics, which deal with the study of the meaning of context. Semantics endeavours to acknowledge the meaning of components used in language and how they are established, elucidated, concealed, and interpreted. Leech (1981) elaborates meaning into seven different types, which are connotative, logical, social, affective, reflected, collocative, and thematic meaning, for better clarification of meanings (Goddard, 2011).

Literature Review

Language plays an essential role in communication. Through verbal abilities, accents promote and show the culture, norms, and behaviour of consumers. In every era, language shows its power and has persuasive effects on people (Goldblatt, 1974). The usage of languages has an unbreakable way to a successful market. According to Gee (2005), the two important tasks related to languages are to show socialism and their identities. They associate it with their cultural norms and social groups. The formula of a slogan using skilled language has a great impact on consumers. Attracting consumers towards their items, creating new ideas about them, and influencing the audience through languages to vote for them is just on behalf of languages and communication. According to Tom and Eves (1999), effective slogans have a big impact on consumers attitudes towards their products (Landauer, Foltz, & Laham, 1998).

Language plays an important role in advertising because ads use language to produce an attractive and tempting catchphrase to try to convince and persuade people to purchase their products. Ads are based on headlines and have visual representation through arts, music, pictures, audio, slogans, product names, and themes. Most ads are based on the English language because it is widely used as a non-native language (Maulud, Zeebaree, Jacksi, Sadeeq, & Sharif, 2021). Language plays a significant role in communication, whether

of ideas, cultural norms, etc. It is used to support social performances and behaviours. By using language, we can easily justify our social actions and activities. In slogans, language is used to attract consumers to their products. Actually, slogans help to attract consumers by targeting their audience and motivating their votes. To discuss the more important features of slogans, it is necessary to convey the main idea in selected or attractive words to make them impressive (Muhabat, Noor, & Iqbal, 2015).

Historically, discussing its origin according to the Scottish Gaelic (*slaugh* meaning army) and the other GAIRM meanings of "shout" and the results of the Scottish Gaelic (*slaugh-gharim*) in the 16th century. As previously stated, the study of slogans using the Leeches Theory of Semantic Analysis (1981) has piqued many people's interest. Moreover, Noor et al. (2015) used semantic theory (1981) for different slogans to analyse their connotative, stylistic, social, reflected, and thematic meanings, etc. The data we analysed using Leeches (1981) theory has associative meanings in the slogans, and they were added for better understanding (Muhabat, Noor, & Iqbal, 2015).

Slogans are likely to be meaningful, motivating, and inspiring to consumers, according to Bjorkstrand (2012). They help us remember the importance of the slogan's goals. As previously stated, the ideas linked to slogans and semantics are intertwined with the meaning provided by languages. According to Lyons (1995), it discloses the meaning of words in several languages. Djujudarma (1999) and Yusaf (2010), on the other hand, are acquainted via implications. The attention of customers has been directed to one of Leech's top theories of semantic analysis from 1981 (Rayson, Archer, Piao, & McEnery, 2004).

There are many types of slogans that companies use to capture consumers interest and sell their products. Some slogans are likely to be descriptive, suggestive, imperative, emotional, or commercial, and if we talk about the commercial slogans used by companies to sell their products by grabbing household attention, commercial slogans help to identify the products of the brands of companies to the consumer by highlighting their unique points (Skorupa & Dubovičienė, 2015). By using catchy phrases, commercial slogans are more likely to stick in the minds of the audience. According to Adweek (2020), "the 100 best advertising taglines ever" tell us about the creativity, culture, and impressive taglines in a commercial slogan. "50 memorable advertising slogans (and how to create one) by Oberlo (2021) explains how to create the best advertisement of a slogan and explores the successful slogans and creativity behind them in the word of a commercial slogan. The chron (2021) "the role of importance of slogans in advertising" gives us the idea related to the commercial slogan and the role of it in our society and sticks it in the minds of the audience (Salloum, Khan, & Shaalan, 2020).

Material and Methods

This research is based on a descriptive-qualitative method where the data is collected through a random sampling technique. The theoretical framework of this research is based on Leech's theory of meaning (1981), which is divided into seven categories. Five out of seven types of meaning fall under the umbrella of associative meaning. The remaining two have conceptual and thematic meanings. The former is associated with the literal meaning, i.e., denotative or cognitive meaning; the latter deals with the order and emphasis of meaning. The other types of meanings are reflected meanings, which are associated with more than one meaning for the same word. Affective emotive meaning, which shows the ability to express emotions and a sense of sympathy, aggression, etc. Stylistic social meaning deals with the meaning related to society and the relationship between the hearer and the speaker (Zembytska, 2018). These two simultaneously show connotations, where the former

depicts self-experiences whereas the latter discusses the particular style of social meanings and verbalised ideas, beliefs, etc (Skorupa & Dubovičienė, 2015).

The data related to ads, which is discussed in this research, is gathered with the help of social media by watching TikTok and Facebook and by visiting different websites. It is selected randomly and analysed for research findings. This data is classified by using different products, like cooking oils, detergents, mobile companies, and some other food products (Zembytska, 2018).

Data Analysis

This section manifests the commercial slogans from a semantic point of view and includes ads for detergents, cooking oils, mobile phones, etc. According to Leech's theory of meaning, we are analysing different categories of ads on the basis of associative meanings such as

- Connotative Meaning
- Thematic Meaning
- Affective Emotive Meaning
- Collective Meaning
- Stylistic Social Meaning
- Reflected Meaning

Connotative Meaning

These types of meanings refer to the emotional associations related to phrases, words, symbols, etc. It is used to evoke attitudes or worldly experiences, which are depicted in these advertisements.

- **Jam e Shireen:** *Lite Lite Refreshing, Sab Peety Hain!* This slogan is telling us about the product, which is very refreshing to drink. Here lite is used, which is an informal variant of light and shows two meanings. This word indicates that this drink has less fat or fewer calories. Also, it gives a light feeling after drinking it in water or milk. It is a mixture of flower extract and arqiyaat, which justifies its refreshing meaning as it lightens up one's mood. "Sab peety hain" shows that Jam e shireen satisfies the thirst and refreshes the souls of people; that's why everybody consumes it. The word refreshing connotes a fresh feeling and attracts the consumer towards the brand.
- **Brite,** *Sab Right Kardeyga:* This catchphrase has been used intelligently as the word brite literally means being overripe, but here it shows that by using this product, "brite" will bring a bright smile to your face as it is easy and quick to wash more stains. It connotes that the detergent gives us a clean wash in just one go. Also, sab right kardeyga shows the rhyming words brite and right, where right has two meanings, i.e., justified and accurate, as it is a perfect choice for brite customers. They don't need to worry about the chores now.
- **Rooh Afza,** *Red is the New Go:* This slogan depicts the vibrant red colour of the syrup, but here the word "go" has two different meanings. Firstly, its literal meaning is to proceed, which here connotes that consumers should buy this drink. Secondly, the phrase "red is the new go" connotes that though red is used as a stop sign, here it is acting as a green signal, which shows that it is the new trend to buy this red drink for refreshment as it is enriched with special ingredients. So, it creates an inclination towards the brand among the customers.
- **State life Insurance,** *Ap kay Mustaqbil ki Muhafiz:* Similarly, in this slogan, the word "muhafiz" connotes the protector. This insurance will protect your future. The brand

ensures the security of your upcoming life benefits. Such types of slogans attract the audience for their future investments.

Other examples which show association through words are:

- **Nestle Lactogrow:** *Tummy Muskuraye to Mummy Muskuraye*, where the word "tummy" shows the baby's fulfilment for food and leads to the mother's satisfaction. Eventually, mothers buy such products, which indicates their satisfaction.
- **Seasons Canola Oil,** *Seasons for All the Right Reasons*, where seasons represent that it is for all four seasons and one can buy such a product for the whole year as it will be beneficial for them.
- **Halal Fresh Up,** *Life Mein Freshness Any Do*, life and the word "freshness" are used together to grab the audience's attention.
- **Nestle Buniyaad,** *Behtar Zindagi Ki Aur Bhi Mazboot Buniyaad*

Thematic Meaning

Thematic meaning is basically the main idea or the central topic that is being emphasised and here the writer has used this for communication with the audience or consumer. The positioning of words within a slogan plays a significant role in its semantic analysis.

- **Sting,** *Energy Bole to Sting:* The central attention is based on the noun phrase "energy". In this slogan, the writer is emphasising the word energy, as if one drinks Sting, he or she will become very energetic. This energy drink not only makes them active but also boosts their ability to do a lot of work. People drink Sting, and they get energised enough to minimise their efforts at work. The word energy describes the power of the ability to do work and to make a country stronger. So, the sequence of words plays an important role in delivering the message.
- **Fanta,** *Masti Ka Apna Taste:* Here, the content writer is emphasising the word Masti, which means to enjoy. The slogan, Masti ka Apna taste, is telling us that different types of enjoyment can be done on different occasions after having Fanta. This is focusing more on fun than taste. There is another slogan for Fanta, which is Bajao Masti ki Ghanti. This slogan is also focusing on the pleasure that one can enjoy in life once you drink Fanta. Your type of fun will knock on your door after having Fanta. Hence, the word order of the slogan has a great impact on the audience, specifically the youth, who love to enjoy life.
- **KitKat,** *Have a Break, Have a KitKat:* the writer has organised two clauses that have a meaningful word order, and the second clause refers to the first clause. The impact of the slogan will be changed if the arrangement of clauses is altered. This slogan means that if you really want a break from your life to get relaxed and enjoy yourself, you must have a KitKat chocolate bar.
- **Zameen.com,** *Har Pata, Hamain Pata Hai:* The slogan shows the main aim of this property business. It means that we know each and every place (Har pata hamain pata Hai). In this slogan, the marketing team at zameen.com is telling us that people can trust us as we are experts in the real estate market. The second clause is reflecting its meaning through the first clause, and if we alter the position of these clauses, the intended meaning will be changed. Therefore, the writer has positioned the clauses in an accurate way to deliver the company's motto.

Other examples which show the stress and order of words and phrases are:

- **Gibs Swiss Cream Roll**, *Jo Bhi Khaye, Isi Ka Ho Jaye*, this slogan creates an association between the product and the consumer.
- **Hilal Paanbahar**, *Maza Wohi, Andaaz Naya*
- **Kurkure**, *Tedha Hai Per Mera Hai*
- **Kingtox**, *Choryga Nahin, Maaryga, Chun Chun Kay*

Affective Emotive Meaning

It exhibits emotions like sympathy, happiness, and love. It also impacts the listener's perception through the use of different words and symbols. The responses of the viewers depend on its usage. Interestingly, it is a powerful tool to grab the audience's attention.

- **Kisan**, *Kisan Main Pakayaa, Pyar Sy Khilayaa*: This slogan shows the emotions and feelings towards the brand. Here, the word pyar means love and love is a strong feeling. The phrase pyar sy khilaya means serving food with love. The author offers the audience the opportunity to celebrate their love of food with "Kisan cooking oil". It is also highlighting the positive attitude towards the product, which results in positive response from the viewer's side.
- **Palmolive Naturals**, *You Can Feel It!* Feelings give us an experience of strong emotions. It gives us a sense of relief, kindness, sympathy etc. The catchphrase of this ad conveys the emotion of nature, like a natural effect after using it. You can actually feel it. The word "feel" itself is used in this phrase which gives the audience the perception of being natural and healthy. An exclamation mark is added at the end of the slogan, which is used to enhance the strong emotions of viewers for this product.
- **Candi Biscuits**, *Candi Mein Hai Wo Khas Mithas, Jo Kisi Aur Mein Kahan*: The slogan represents the sweet and rich taste of Candi biscuits. The word "khaas" means special and shows the feelings towards the brand. This biscuit is made from brown sugar, which stands apart from all other brands due to its sweet taste and crunchy texture with a golden-brown colour. That's why it contains a distinct sweet and delightful taste from all other biscuits.
- **Master paints**, *Kuch Rang Hoty Hain Khaas*: This slogan also uses the term "khaas" means special. It shows that the paint colours of this brand are distinctive and exceptional. The usage of single word "khaas" makes a connection between the audience and the brand.
- **Nestle Everyday**, *Tum Mein Hai Kuch Khaas*: Similarly, the word "khaas" is also used in this slogan to show strong feelings.

Other examples are:

- **Food panda**, *Bhook Lagi Hai!*
- **Ahmed Foods**, *Zaiqy Ki Zuban*
- **Meezan**, *Har Piyali Dil Wali*
- **Adamjeelife**, *Khwaboon Ko Aur Zindagi Do*
- **Shan**, *Khushiyan Chakh Lo*
- **Zic Oil**, *Kyn K Apnon Ka Sath Hi to Hai Maqsad E Hayat*
- **Kenwood**, *Khush Raho*
- **TUC**, *Halki Phulki Bhook Mein Halka Phulka TUC*
- **Dairy Milk**, *Kuch Meetha Ho Jaye*

These product-related slogans grab the viewers' attention and show positive attitudes towards the brand. It affects their behaviour and response because of the use of words that show emotions.

Collective Meaning

Collective meanings are the meanings that are obtained in relation to the meaning of the word with which they are habitually combined. The co-occurrences of words affect their meanings sometimes. They are also affected by social or cultural backgrounds, which can alter the meaning of words. Similarly, collocations are being manipulated by the copywriters to promote their brands.

- **Kashmir Cooking Oil, Khana to Bahana Hai:** This slogan for Kashmir cooking oil uses the collocation quite differently. The word “bahana”, which means excuse, is normally used as a negative term, yet here the writer has used it in a positive way. He is trying to convey the message that cooking food is an excuse to meet people. The slogan also adds four taglines, which are as follows:
 - *Lamhon ko jeetny ka!*
 - *Roothay huway ko manany ka!*
 - *Pyar ko barhany ka!*
 - *Surprise karnay ka!*

These taglines show the positive aspect of the word “bahana”, where the writer suggests that by cooking food, one can win or celebrate moments, enhance the feeling of love, or surprise someone. This “excuse” will fill your life with happiness.

- **Soya Supreme, Itna Light kay Thora aur Khao:** The slogan shows that soya supreme is a light and healthy oil, which gives us the perfect reason to eat. Thora aur khao means to eat more and more food without cholesterol and save oneself from diseases. Its superior quality and refined texture are perfect for healthy eating. This slogan is written in the form of a suggestion to have more food to enjoy it to the fullest.
- **Knorr, Iska Magic Hi Aur!** This slogan of Knorr represents the idea behind the captivating ingredients of noodles, which are extremely liked by children. The word “magic” literally means sorcery, but the copywriter has used it in a different way. The taste of Knorr noodles is fascinating and wonderful.
- **Sting, Energy Bole to Sting:** In this slogan, the writer has changed the perspective of the listener, as sting means prick, but here it is used for energy drink.
- **Josh Delay, Ab Show Chalta Jaiga:** Similarly, this slogan is related to condoms, and here the word delay is used, which has changed the perception of being late. Though late is used in a negative way, here it is used in a positive one, which means that the more you delay, the more effective it will be. The word “show” also depicts lovemaking.

Stylistic Social Meaning

It refers to social meanings and creates socialism among the people with the help of words. It is a powerful tool for expressing the beliefs, values, and norms of any culture. It varies from person to person and from place to place.

- **Jazz Warid, Do Network Ek Awaz:** These types of slogans show social communication among communities. Though the network is an amalgamation of two networks, i.e., Jazz and Warid, the nation speaks through one channel. Here the phrase “do network ek awaz” shows the unity, closeness, and familiarity among the users, where the copywriter used this stylistic feature for social interactions and addressed the audience’s interest and attention.
- **Honda CD 70, Main Tan Honda Hi Ly Saan:** In this slogan, the writer has used a different vernacular of Punjabi to socially engage the audience of Punjab. The targeted market is south Punjab, and for this reason, this style of writing has been chosen which

depicts the dialect of Punjabi people. It also depicts that the buyer only wants to buy Honda CD 70.

- **Walls Badami**, *Maza Awaami, Kha Badaami*: In this slogan, the copywriter has used the Punjabi word “kha” instead of the Urdu word “khao”, which shows that it refers to the Punjabi language. This slogan means that Walls Badami ice cream is the best dessert choice for the whole nation. The word “awaami” means the people of the nation, which shows the social connection with the audience.
- **Mountain Dew**, *Yaar Hain to Paar Hain*: The slogan represents the brand “mountain dew’s” belief in friendship and adventure. The slogan also pledges to promote the essence of friendship, which shows that if you have a better peer group, you can easily cross any hurdles in life. The slogan also creates the realization that life without adventure and friends would be so boring. Hence, social connections are promoted through the choice of words.

Other examples are:

- **Gala**, *Mere Des Ka Biscuit Gala*: where “Des” word represents the unity among communities.
- **Jazz**, *4g Duniya Ko Bata Do*: “Duniya” word is used to show the social connection through the fastest connecting brand.

Reflected Meaning

It is a type of meaning that has more than one conceptual meaning associated with a single word. One can say that it carries a double meaning or different senses of the same word.

- **Kisan**, *Kisan Main Pakayaa, Pyar Sy Khilayaa*: The word kisan has two meanings, such as farmer, and cooking oil, which has a taste for food and is used for cooking delicious recipes.
- **Sting**, *Energy Bole to Sting*: Sting means “prick” but here the word is used for energy drink.
- **Josh Dotted**, *Asal Danedar to Yeh Hai*: This slogan has a double meaning because Danedar is related to tea like Tapal Danedar, but here it is related to the texture of condoms. It has dots on it which justifies the quality of the product.
- **Cola NEXT**, *The Real NEXT Level Cola*: The word “next” has two different meanings. The first one is “following” or “to come”. Second one is used here as a slang which means “surpassing others” in good terms.
- **Giggly Boom Boom**, *Sab Bolyngy Boom Boom*: Here, the word boom is representing a slang which means “amazing” but in literal term, boom means a loud sound.

Discussion

The study is based on Leech's theory of meaning, which reveals the semantic analysis of words used by the copywriters in ads to promote their brand and related products. Copywriters intelligently use words and catchphrases to attract the audience. The study reveals that Pakistani commercial slogans promote their brands and related products through different catchy slogans. Some slogans show literal meanings, whereas others illustrate intended meanings. These intended meanings are represented by various words. Slogans are phrases that are often used in the marketing and promotion of brands. Some slogans target emotions like fear, love, anger, inspiration, and happiness. Some ads use fear in their advertising slogans to discourage people from bad habits such as drug addiction, smoking, alcoholism, etc. Some ads use slogans that represent the belief in friendship, such as “*Yar Hein Tou Paar Hain*” by Mountain Dew. Also, some copywriters of brands use certain words in

slogans to differentiate their brand's products from others. For instance, to enhance the feelings of the consumer towards the product, the writer of Lipton Tea wrote, "*Lipton hi to Hai, hmmm lajawab*". The use of "*hmmm*" creates emotions with tea, which shows that it is tasty. Similarly, the ad slogan of a condom company, Josh, is "*Josh menthol, karo brrrr....brrrr....brrrr*". The use of "*brrrr*" again here shows the feelings of being cold, and the audience can connect themselves to these types of slogans. Another example is National Pickle, which says, "*Chatkharon ka chakha chakh*". Here, *chakha chakh* is again representing its taste. Some slogans show an emotional connection. An example is Lactogrow's slogan, "*Tummy mukuraye tou mummy mukuraye*," which shows the likings of their consumers because it helps the little ones with digestion and is a complete formula for the kids not getting mother feed. Also, part of the slogan "*mummy mukuraye*" shows the main targeted audience is the mother because mothers usually decide a healthy diet for their babies, and the slogan shows the satisfaction and ease of mommies. Similarly, some words in slogans show different perspectives on the same word. Sting, "*Energy, boly to sting*," shows that Sting is an energy drink that gives you a boost to charge up and be refreshed and energetic. But its literal meaning is "to prick". The usage of two languages, i.e., Urdu and English, shows the connectivity between the brand and the audience. Most Pakistanis are multilingual, which gives an advantage to copywriters who write these catchy phrases in these two languages. This technique helps the brand get more attention from its audience. The usage of different words eventually depicts a variety of meanings, which are being analysed by the researchers through Leech's theory of meaning (Ray, 2022).

Conclusion

Summing up the discussion, the researchers find out that the ad slogan is very important and useful for attracting the consumer's attention towards the product. Slogans help distinguish a brand from other brands. These catchphrases serve a vital role in calling the attention of consumers to one or more aspects of a product. Slogans are integral to the advertisements and promotions of any product and play an important role in building the identity of a brand. They help to increase sales and establish a connection between the brand and the consumer. They provide further information about the product by suggesting its benefits. Copywriters not only manipulate the words but also use code-switching to make them more attractive and memorable.

All features of these ads have multidimensional communication. Some of the slogans in the ads are directly linked to cultural norms and indirectly influence the public. The slogans of these ads are catchy, unforgettable, and multifaceted for viewers. On the other side, Pakistani commercial slogans have been found to be sumptuous in their foundational significance and communicate different meanings through various strategies. With the implementation of Leech's Associative Meaning and its subtypes, the coding and decoding of this language have become easy to understand, to grab the consumer's attention, to achieve goals, to give multidimensional messages, and to apply different strategies for influencers.

Recommendations

Interpreting the language of Pakistani commercials shows the audience's purposeful attitude towards any specific product. The aim of this study has been achieved through the successful application of Leech's associative meaning to the underlying versatile messages. This research is not only helpful in analysing the ad slogans for the field of media but is also applicable to different slogans that are used by politicians in elections to gain the votes of the voters. Business fraternity also uses such types of slogans to grasp the attention of buyers. Both clothing and electronic brands use such catchphrases to increase sales demand. And most importantly, for schools, who are now dealing with advertisement campaigns through billboards or newspapers.

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