



ADVERTISING SLOGANS FROM SYNTACTIC PERSPECTIVE

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Research purpose. This research analyses how advertising slogans are made from a grammatical, syntactical, and marketing perspectives. Likewise, when advertising agencies or companies see the need to produce an attractive, impressive, and catchy slogan, they are ready to break strict syntactic rules to create an effective advertising sentence. The aim of the research is to identify how syntactic features are exploited while creating the texts of advertising function.

Keywords: advertisement, grammar, slogan, syntax

Research Methodology. The research paper deals with syntax as a linguistic aspect in the process of creating short texts of a slogan. The theoretical analysis is mainly based on the ideas expressed in the texts of Downing, Locke, (2002), Van Valin (2001), Foster (2012). These authors suggested valuable insights on syntax, syntactic rules, and skills that are required when creating advertisement slogans. The practical analysis is based on the samples found on various companies' websites and the reasons for the choice are because their recent slogans can be found. In the end, the paper is supplied with the concluding part that summarises the main theoretical features of syntactic rules and main aspects of its practical use and translation.

Results / Findings. To create grammatically correct sentences, it is necessary to follow syntactic rules. If the syntactic rules are followed correctly, it can help the writer create different moods in the texts as wanted. Also, the meaning behind the term “syntax” comes from various other languages and it usually refers to an arrangement. Understanding how different sentence types and structures work helps to recognize them more easily and apply them in practical use. Short and catchy slogans are one of the best ways to catch people’s attention and are one of the best solutions for companies to be seen more, also to create a good slogan, companies not only need to think out of the box, but also perform deep research about their clientele if they want to succeed. Descriptive linguistic analysis was used to thoroughly investigate advertising slogans and the characteristics of the elements of how they work as a correct sentence or how they break grammatical and syntactical rules.

Originality / Practical implications. The research is relevant to students studying English, those who lack experience in creating linguistic advertising products in English, and those who work in the field of marketing and product promotion.

