LINGUISTIC ANALYSIS OF SLOGANS

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Research purpose. The research aims to analyse slogans investigating the linguistic peculiarities found in advertisements.

Keywords: advertising, alliteration, anaphora, antonymy, epistrophe, polysemy, rhyme, semantics, synonymy, slogan, stylistics

Research Methodology. To do proper practical analysis, it was necessary to find theoretical backgrounds that could provide necessary data on the subject of slogans found in advertising. It was also necessary to find information on selected linguistic phenomena and their devices. After conducting necessary information on linguistic devices found in slogans in advertising, 81 different slogans have been studied. The search has shown that the usually found linguistic nature of devices in slogans was semantics and stylistics; those two branches feature tools are most used in slogans. Polysemy and anaphora were the tools that slogans in advertising featured the most frequently than the others.

Results / Findings. Having performed analysis of theoretical sources and practical analysis on linguistic devices used in slogan advertising, the following conclusions were drawn: according to the theoretical research, slogans carry brands' identity and equity; slogans use semantic devices like homonymy, polysemy, synonymy, and antonymy featured in the phrase; stylistic devices like alliteration, assonance, rhyme, anaphora, and epistrophe are the most common stylistic tool found in slogans advertising. The research revealed that 38 of examined advertising slogans had the majority of linguistic peculiarities gathered in the theoretical analysis on semantic devices featured semantic, except for *homonymy*, *polysemy*, *synonymy,* and *antonymy*; 57 of examined advertising slogans had the majority of linguistic peculiarities highlighted in the theoretical analysis on stylistic devices featured, except for *alliteration*, *assonance*, *rhyme*, *anaphora,* and *epistrophe*. Comparative practical analysis of slogan advertising revealed that polysemy is the most popular semantic device. Slogans have to have a hidden meaning, although cognitive understanding may signalise the effect it makes, which is not obvious in terms of consciousness. Anaphora is a mostly used tool in slogan advertising.

Originality / Practical implications. The research is relevant to public relations specialists and business specialists because it is necessary for the image creation of the brand.