

LINGUISTICS ASPECTS OF FOOD ADVERTISING SLOGANS

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ABSTRACT

Advertisement as a means of representation has been used to inform the reading public on marketable goods. Advertising slogan is a short message that is carefully phrased to attract the target consumers. The purpose of this study is to investigate the linguistic aspects applied in food advertising slogans using Forster's (2001) taxonomy of effective slogans. The study selected 32 advertising slogans from food products categorised as dairy, grains, sweets and beverages. The analysis has identified four linguistic aspects: phonological, lexical and morphological, syntactic and semantics. Among these aspects, syntactic is the most common in the corpus of slogans because obviously, advertisers want to provide complete ideas and information to the consumers. Moreover, lexical and morphological aspects are applied in food advertising slogan to describe the products in the greatest number of words. Semantics is also used to evoke sensory and emotional effects from the consumers. Phonology appeals to the consumers because sounds are rhythmic and easy to recite or remember, and slogans which use this linguistic aspect leave a longer impact to the consumers. Based on the findings, linguistic aspects do play a role in creating an effective slogan to stimulate consumers' interest. Further studies on other products are recommended.