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SEMANTIC AND PRAGMATIC PECULIARITIES OF AVIATION SLOGANS

The article deals with the study of airline companies advertising slogans as a specific type of communication. The communicative and pragmatic peculiarities of advertising autoslogans have been found out. The ways to achieve the communicative and pragmatic aims of advertising aviation slogans have been described. The results of the carried out research prove that all language means (syntactic, lexical-semantic and pragmatic) work in close interaction, creating this way an integral unit of minimal size which is capable to affect recipients in order to impel them to a certain action – purchase the advertisement item or service.

Key words: advertising, AIDA formula, slogan, semantic, communicative, pragmatic peculiarities, airline company.

"In contemporary society, advertising is everywhere. We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd, advertising is always with us, if only on the label of something we are using" [1: 11]. Advertising is an inevitable part of our modern consumer society whose outstanding feature is its competitive fight. "...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us..." [1: 182]. It is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute their message. The effects of the advertising influence us whether we like it or not.

Analysis of the latest research studies and publications. In last decades, the market glut of advertising caused the increased intention and interest in linguistic aspect of advertising. Advertising has become a *science*. People began to describe, analyze the linguistic means and evaluate the language trying to find out the principles, create new kinds of relationship between elements of language and improve the techniques, with the aim to be unique and maximize the effect at full blast.

Who might be interested in advertising language? Advertising texts are of great value for the analyses from linguistic, sociologist, sociolinguistic, psychological, ethnologic and last but not least marketing point of view. Linguists are interested in language of advertising because they want to know how particular language works in this type of discourse, which linguistic means are used here and how advertising language is changing in the course time. Specific linguistic features of advertising have already drawn the attention of many linguists (G. Cook, A. Goddard, G. Leech, B. Mueller, M. Schudson, K. Schroder, M. Sutherland, K. Tanaka, T. Vestergaard) [1-8].

The aim of the research. Following the footsteps of Geoffrey Leech, Torben Vestergaard, and Kim Schroder, this paper **aims** at studying the linguistic techniques of aviation advertising. Based on the 137 cases of airline companies ad slogans, this paper analyzes the linguistic features from the lexical level, the syntactic level, and the rhetorical level, each with its own subcategories. Through the analysis, some similarities are found between aviation advertisement and other types of advertisement. But *aviation advertising* has its own distinctive characteristics. The results of the study and analysis are useful for familiarizing and understanding the main issues connected with technique of writing advertising texts.

Presentation of basic material of the research. To begin understanding how linguistic devices contribute to advertising effectiveness, it is important to observe how advertisers are presently using said features. Being well-versed in their industry, advertisers may feel that they have a good understanding of which advertising elements work well and which elements do not; however, more concrete evidence could help solidify or alter those opinions. Thus the first part of this research is devoted to analyzing and understanding what advertisers believe to be best practices and determining what linguistic features are commonly used in current advertising strategies in order to test their effectiveness.

Several advertising formulas are in existence today but one of the most commonly used is the acronym **AIDA**. This refers to specific techniques necessary to implement when creating an ad. The phrase AIDA, in marketing communication was coined by American advertising and sales pioneer Elias. St. Elmo Lewis in the late 1800s. The model talks about the different phases through which a consumer goes before going to buy a product or service. According to him, most of the marketers follow this model to fetch more consumers for their product. Marketers use this model to attract customers to purchase a product. This model can be seen widely used in today's advertisements [9].

The acronym **AIDA** stands for **Attention, Interest, Desire and Action** [9]. These are the four stages that a consumer goes through when watching or viewing an advertisement. According to Lewis, first and foremost, the

role of an advertisement is to attract the customers. Once an ad grabs attention, it has to invoke interest towards the product in the consumers' minds. After creating an interest, the ad has to bring desire in consumers mind to use the product and finally the consumer has to take a favorable action towards the product by ultimately purchasing the product. An advertisements success depends up on the viewer's ability to notice and understand its message. The AIDA model helps the copy the writer to present the elements of a print ad, Headline, Subhead, Body copy, slogan and contact information in a format that makes the viewers read in a flow and understand about the product easily.

Leech in his book [3] writes, that the language of advertising belongs to so called "*loaded language*". Wikipedia defines it as "*the writing or speech, which implies an accusation of demagoguery or of pandering to the audience*" [10]. Leech says that loaded language has the aim to change the will, opinions, or attitudes of its audience. He claims that advertising differs from other types of loaded language (such as political journalism and religious oratory) in having a very precise material goal – changing the mental disposition to reach the desired kind of behaviour – buying a particular kind of product [3].

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product. He wants to differentiate it from the rest. He is trying to find new techniques of advertisement. In addition, the advertisement texts must be more attractive and more unexpected. They must catch the attention of the audience and then identify the product. Copywriters create uncommon, surprising, interesting texts with catchy slogans or phrases [4]. The reader or listener must give it some thought and the result is manipulation with him in order to buy the product. Leech sets following principles of advertising texts: *Attention value*, *Readability* (by means of simple, personal, and colloquial style), *Memorability* (most important in the process of advertising is to remember the name of the product) and *Selling power* [3: 27].

To consolidate the terminology, we must define the concept of **slogan**. Advertising slogan has many definitions. Among the most apt belong:

Slogan is "a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly" [5].

It is a short, memorable advertising phrase: Examples include "*World's Favourite Airline*" (British Airways), "*A symbol of freedom*" (Southwest Airlines), "*One Mission. Yours*" (TWA), "*Wings of Man*" (European Regions Airlines (Spain)), "*Fly Smart*" (PeoplExpress), "*Something Special in the Air*" (American Airlines) [11] etc.

The word *slogan* is derived from a Scottish Gaelic word *sluagh-ghairm* used to mean *battle-cry*. According to Longman Dictionary of Contemporary English, "a slogan is a short easily-remembered phrase used by an advertiser, a politician, etc." [12]. Therefore, in general, a slogan is a memorable motto used in political, commercial, religious, and other contexts as a repetitive expression of an idea or purpose. In the particular case of an advertising slogan, it is a verbal logo normally appearing just beneath or beside the brand name or the logo of the product. A slogan is kind of a condensed message of the whole advertisement which advertisers want their customers to remember most.

Slogan is a catchy, a brief attention-getting phrase used in advertising or promotion that expresses the essence of advertising and the attractiveness of the goods, it is a motto, which expresses the fundamental and essential idea, bright, but insipid phrase. It is the advertising phrase, which in the compressed form communicates the promotional offer, which associates the name, the legend and the merits of the goods or services [7].

Thus, two aspects make the basis of these definitions: the whole mental image created by the slogan, and memorable phrase.

The concept of slogan is used among authors of books about advertising in various ways. Advertising layout is divided into several parts: headline, body copy (the main part of the advertising message, often divided into subheads), signature line (a mention of a brand-name, often accompanied by a price-tag, slogan or trade-mark) and standing details (e.g. the address of the firm) [3: 59]. In this understanding, slogan is not identified with headline and vice versa and the term is used in narrow sense. However, B. Mueller [4] uses the term "slogan" in larger sense – for any catchy phrase, what a headline definitely is. In many cases, the boundaries between slogan and headline disappear. For that reason, we will accept the second idea and will use the term "slogan" in broader sense.

According to Angela Goddard [2], slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign. Further on, she notes that the first requirement of the slogan is that it needs to be memorable. If people memorize it, there is a higher probability that they buy this product. It also means that this advertising campaign was successful. A slogan or tagline can state a central benefit or a core philosophy. But it will take a lot more communication and brand touches to build the whole idea of the brand. A slogan is an integral part of marketing campaign of almost every strong multinational company that knows how to sell their products or services. Over the years, there have been hundreds of ad campaigns with catchy slogans (or "tag lines" as they are called in the advertising business) and most fall by the wayside after a short time. But some have endured and even become part of the lexicon. Prime example "*The friendly skies of United*". People often use the term *friendly skies* even when they fly another carrier.

Some examples of these successful campaigns are "British Airlines" and their worldwide slogans "*World's Favourite Airline*" and "*We'll take good care of you. Fly the Flag*", "European Regions Airlines" with "*Wings of*

Man", "Continental Airlines" with "Proud Bird with the Golden Tail", "Air Europe" with "It's Nice to Fly With Friends", "TWA" with "You're Gonna Like Us. TWA" etc [13].

Airline companies' slogans represent one of the most abundant group in the English language because almost every airline is presenting their services with slogan in English. Almost every airline company offers change, difference, new thinking or emotions. They are trying to differentiate from other airlines and simultaneously affect customers view and feelings. Length, form and modality of the advertising slogans are an essential part of the analysis of the advertising text. There are thousands of slogans outside and every slogan differs in these features.

Length is the first attribute to be discussed. It may differ considerably. A slogan can have one word, such as the slogan of "Legend Airline" "Upgrade", "Ansett Australia" "Absolutely", "KLM" "Reliable" or "United Airline" "Rising"; or three words in a row like "Nationwide, Worldwide, Depend on TWA" (TWA) [14].

There are also some shorter slogans that are concise and eloquent like, e.g.: (Jat Airways) *In safe hands*, (Fly Emirates) *Keep Discovering*, (Air Botswana) *Going Your Way*; (Gulf Air) *Your Network, Your World*; (Heli Air) *Fly on your own wings*; (Monarch Airlines) *Fly Your Way. Every Day*; (Airlsie) *The world at your command*; (Air Train Airways) *Go. There's nothing stopping you*; (Air India) *Your Palace in the Sky* etc [14].

A review of collected slogans reveals that the most common are slogans with two and three words, e.g., (Scandinavian Airlines) *Service and simplicity*; (East African Safari Air) *Fly there faster*; (Air Net) *Every second counts*; (Air Sunshine) *Dependable quality service*; (Liberty Jet Management) *Service beyond expectations*; (JetBlue Airways) *You above all*; (Air Botswana) *Going Your Way*; (Brussels Airlines) *Experience our Passion* etc. [13].

Longer slogans can be hard to read or hard to understand because they are not short and brief so some customers can be distracted. E.g.: (Air Tindi) *Providing safe and efficient air transportation to people of the north by people of the north*; (SAS) *Vikings, navigators of the world since it was flat!*; (Brainiff) *We're Building the New Braniff Around You*; (WN) *Ding!....You're now free to move about the country* [13].

The next feature is modality, i.e. whether the slogan is in interrogative, imperative or indicative form. The most common form is an indicative. The vast majority of all advertising texts are indicative: (South African Airways) *Africa's friendly airline*; (Air Zimbabwe) *The pride of Africa*; (Kenya Airways) *Going your way*; (Air Botswana) *Truly memorable*; (Royal Swazi National Airways (Swaziland)) *Your Swazi connection*; (Air Tanzania) *The wings of Kilimanjaro*; (PT Air Wagon International (Indonesia)) *The wings of Africa*; (Sabena) *Flying from the heart of Europe* etc. [13].

The less common are interrogative slogans, e. g.: (Southwest) *Wanna get away?*; (Northwest) *Why Settle For Less When You Can Fly Northwest?*; (Israel Airlines) *Why pay more?* etc. [14].

Interrogative slogans try to engage the attention and generate interest with the question mark. More common than interrogative slogans are imperative slogans, e. g.: (Braniff) *Believe it! Braniff is going your way!*; (Singapore Airlines) *Now more than ever, a Great way to fly!*; (BA) *We'll take good care of you. Fly the Flag!*; (Air Malawi) *Above all, we care!*; (Continental) *Work hard, Fly right!* etc. [14].

Various stylistic means are widely used in slogan creation. Alliteration is one of the most popular stylistic means among slogan creators. Alliteration is created by the intentional shift of words with the same beginnings; it is the repetition of the same consonant at the beginning of the word. The effect of alliteration can be acoustic, rhythmical and can be also used in graphic processing. Alliteration looks nice and brings some peculiarity to the given slogan. The main feature is that when people see it they will immediately remember its acoustic form. Some examples of this type of slogans are: (Scandinavian Airlines) *Service and simplicity*; (Mango) *Easy on the pocket, easy on you*; (SkyWest Airlines) *Your state – your airline*; (Gulf Air) *Your Network, Your World*; (Turkish Airlines) *We are Turkish Airlines, We are Globally Yours* [13].

Slogans complete several tasks and they are quite straightforward. They must create the interest of potential buyers, hold the audience's attention, facilitate memorization of the brand, create positive associations, give information about the product, and encourage consumers to purchasing goods or services. However, the slogan can be the source of company's success as well as it can become the greatest disaster of the entire advertising campaign.

The use of vocabulary with the positive connotative component supplements some attractiveness to the meaning embedded in the slogan, e. g.: (TWA) *The **most comfortable** way to fly*; (Singapore Airlines) *A **great** way to fly*; (PK) ***Great** People to fly with*; (AF) *Making the Sky **the Best** place on Earth*; (Midwest Express) ***The Best** Care in the Air*; (Pan Am) *The World's **Most Experienced** Airline* etc. [14].

Contextual synonyms and contextual antonyms specify and elaborate the contents of slogans: (Continental) *Work hard, Fly right*; (America West) *Less Fare, More Care*; (Flyhnc Express) *Fly more pay less with Flyhnc* etc.

A straightforward syntax involves readability, understanding and accessibility of a slogan: (TWA) *One Mission. Yours*; (Emirates) *Be good to yourself, fly Emirates; Life is a journey, travel it well*; hidden dialogue helps to avoid a direct call to action: (Northwest Airlines) *Some People Just Know How To Fly*.

A good slogan should have a clear internal rhythm and sound like a one stanza mini-poem. It is a very common technique to create a laconic slogan using the elements of admirable incompleteness. Thus, for instance, (America West) *Less Fare, More Care*.

According to the graphical aspect it should be said that italics or capital letters are often used in order to emphasize the key words of a slogan, e.g. Something *special* in the air (American Airlines); Open For New Horizons (Sky Team Company); R - E - S - P - E - C - T (America West) etc.

According to the lexical aspect the most peculiar feature of the slogans under analyses is a frequent usage of personal pronouns *we, you, us, our, your*. Using the second person *you*, represents a direct addressing to the potential customer and it helps to make shorter the distance between the client and those who provide that particular service. Moreover using the expressions "*to you*", "*you are...*" or "*you have to...*" encourage customers and give them the feeling of priority, e.g.: *Caring more about you* (Sky Team); *You're Gonna Like Us* (TWA); *With ATA, You're on Vacation* (American Trans Air); *Your Airline Has Arrived* (Air Tran); *Delta is Ready When You Are* (Delta); *We want to be your Airline* (Delta); *USAir Begins with You* (USAir).

Using the first person "**we**", "**our**" represents like a self-introduction to the potential customers and let them know you and give them chance to make a collaboration with you. e.g.: *We will take good care of you. Fly the Flag* (British Airlines); *We love to fly and it shows* (Delta Air Lines); *Above all, we care!* (Air Malawi); *We make flying easy* (AirCal).

Play on words, trope or pun is a method of reinforcing meaning, e.g.: *Virgin Atlantic, more experience than our name suggests* (Virgin Atlantic); *You Never Forget Your First Time* (Virgin Atlantic); *a LOT better* (LOT).

In retrospect it should be said that using language complex networks in advertising is hard and powerful tool. First consumer's familiarization with the offered product is realized through the information obtaining employing different sources in different forms by means of language nodes i.e. text through word-forms based on phonological, graphic, semantic similarity, syntax, word class, or orthographic properties.

Advertising or promotion of a firm and its products on the market starts with the company's name and slogan. A well-chosen name and slogan are not just useful information about the company or product. One of their main functions is to attract, compel the attention of potential buyers, and perhaps do not even let the customer see the names and slogans of competitors. In order to create such slogans, specialists first and foremost must be master of literary language. The creators of modern advertising today are the poets of pop culture, who appreciate the language power as their literary colleagues. Their aim, of course, is different, but they use the same techniques as most experienced writers.

Conclusions and recommendations for further research. Summarizing what was mentioned it should be said that advertising slogan plays the main role in the advertising process and it is the main phrase that helps to focus the customer attention. It should be simple, memorable, and strategic. Slogans reflect the brand's personality and impact positive feelings for the brand. Slogan professionals use various linguistic devices, such as: rhyme, double meaning of a single word, a proper noun as a verb, the meaning of antonymous pairs to form a contrast, grammatical aspects of English, allusion, play on words, ambiguity of a word meaning, onomatopoeic words, homophones or any combination of those linguistic devices. The linguistic means such as phonological, semantic, orthographic, word co-occurrence and syntactic dependency facilitate the access to knowledge about socio-cultural models.

The next set of our studies will concentrate on the national and cultural specific of slogans and problems related to their translation. They will integrate the previous findings and revisions, and ensure a robust methodology for collection and analysis of data.

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Асмукович І. В. Семантичні і прагматичні особливості авіаційних слоганів.

Досліджено рекламні слогани авіаційних компаній як особливий тип комунікації. Виявлено семантичні та прагматичні особливості рекламних авіаційних слоганів. Описано шляхи досягнення комунікативно-прагматичних цілей рекламних слоганів. Результати проведеного дослідження показують, що всі мовні рівні в текстах реклами авіаційних компаній (синтаксичний, лексико-семантичний та прагматичний) працюють у тісній взаємодії, створюючи єдиний цілісний мінімальний за обсягом твір, здатний впливати на реципієнтів із агітаційною метою спонування їх до активної дії – придбання рекламованого предмета або послуги.

Ключові слова: *реклама, AIDA формула, слоган, семантичні, комунікативно-прагматичні особливості, авіаційні компанії.*

Асмукович И. В. Семантические и прагматические особенности авиационных слоганов.

Исследованы рекламные слоганы авиационных компаний как особый тип коммуникации. Выявлены семантические и прагматические особенности рекламных авиационных слоганов. Описаны пути достижения коммуникативно-прагматических целей рекламных слоганов. Результаты проведённого исследования показывают, что все языковые уровни в текстах рекламы авиационных компаний (синтаксический, лексико-семантический и прагматический) работают в тесном взаимодействии, создавая единое целостное произведение минимального объёма, которое способно повлиять на большое количество людей с агитационной целью побуждения их к активному действию – приобретению предмета рекламы или услуги.

Ключевые слова: *реклама, AIDA формула, слоган, семантические, коммуникативно-прагматические особенности, авиационные компании.*