A Linguistic   Study of Catchphrase

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Dedication

To our Prophet Muhammad peace be upon him

Acknowledgements

iii

Contents

Chapter One

Chapter Two

iv

v

Abstract

Speech communication employs a host of expressive means ranging from linguistic to paralinguistic and extralinguistic features. Catchphrases are short phrases used in advertising campaigns to generate publicity and unify a company's marketing strategy. The phrases may be used to attract attention to a distinctive product feature or reinforce a company's brand.

This paper presents a linguistic analysis of catchphrase in English. Also it provided an overview on advertising, primarily on slogans, their grammatical structure and thus should be proven on existing slogans and advertisements.

This paper consist of two chapters and conclusions. Chapter one deals with the catchphrase definitions , technique and principles of catchphrase and definitions of advertising and advertising slogan. Chapter two deals with linguistic means used in advertising language, syntactic aspects and phonological strategy.

Finally , The conclusions sums up the findings of the paper.

Chapter One

1.1 Introduction

A catchphrase is an expression or articulation perceived by its rehashed utterance. Such phrases frequently start in pop culture and in human expressions, and commonly spread through an assortment of broad communications, (for example, writing and distributing, films, Internet, TV and radio), and also informal. Some turn into the accepted or exacting "trademark" or "mark" of the individual or character with whom they started, and can be instrumental in the pigeonholing (valuably or something else) of a specific performing artist (Parkinson,2003:54).

Catchphrase, additionally catchphrase, catchphrase. An expression that 'gets' one's consideration, particularly if regularly rehashed and utilized as a motto, as with 'Read my lips, no new duties'. Some catchphrases are popular and vaporous, others hold on for a considerable length of time and may move toward becoming colloquialisms, for example, Follow that, signifying 'Beat that' (dating from the 1950s), and For my next trap (trailed by a respite, particularly said by somebody who has recently messed up something: dating from the 1930s patter of stage performers) (Ibid.).

Advertisers and marketing specialists endeavor to make catchphrases, for example, Coke is it and the genuine article (promoting Coca-Cola). Here and there they intentionally utilize exceptional orthography, as in the British Drinka pinta milka day (promoting milk) and Wotalotigot (publicizing the desserts called

Smarties). where a catchphrase is a short expression or articulation which has picked up utilization past its underlying degree. These are not simply appealing truisms. Despite the fact that a few sources may distinguish an expression as a catchphrase (Barba,2012:23).

Catchphrases are articulations utilized as a part of (visual) media, governmental issues, writing and so forth that 'catch on' and get consolidated in "the phraseological segment of the local speaker's dictionary". Subsequently, they are utilized unreservedly in talk, in settings disconnected from the first source. Henceforward, one alludes to this non-source related utilization of a catchphrase as 'unconstrained utilize' (Ibid.).

In this way, being not quite the same as other composed languages, catchphrases draw in individuals by communicating the uniqueness and benefits of a question quickly and adequately with short sentences. In the field of promoting, there are various inquires about on breaking down slogans, trademarks and catchphrases. There are additionally promoting motto generators in which the watchwords are in a settled line (Kitamura,et al, 1981:36).

As of late, web based publicizing is getting to be famous worldwide and individuals deal with the substance there like never before. Since promotion on the web has turned out to be extremely normal, it appears that there is need for making catchphrases naturally. A few catchphrases on the web demonstrate the name of the objective and educate the clients of the name. Be that as it may, such messages are infrequently too plain and insufficient for passing on the opinions to the clients as a rule (Ibid.).

1.2 The Catchphrase Technique

It's known as the catchphrase method and was first determined to gauge social states of mind, for example, conservatism. In the late 1960s, Glenn Wilson, at the Institute of Psychiatry, conceived a test to gauge a man's conservatism. It was extremely basic and contained 50 things, for example, explanations on capital punishment, development hypothesis, patriotism, present day craftsmanship and authorizing laws. All the respondent needed to do was to state "Yes," "Not certain" or "No" to demonstrate understanding or conflict with the announcement (Furnham,2012:58).

Half of the statements alluded to liberal thoughts and practices, and half to preservationist convictions and practices. Along these lines an extremely persuaded moderate would state "Yes" to one portion of the things and "No" to the next half. Obviously, in actuality we are on the whole to some degree muddled, irresolute and blended in our ideas. The catchphrase survey may take just a couple of minutes and yield a straightforward score from one outrageous X to the next extraordinary Y. One individual's conservatism may be appeared by taking a gander at different states of mind, for example, Puritanism, hostile to gratification, reformative nature and a summed up prejudice (Ibid:60).

Once more, catchphrase procedure comes about anticipated gathering enrollment, voting examples et cetera. So could this fast fire, catchphrase strategy, utilized so ordinarily now in interviews, truly uncover anything around an interviewee? The way things are, the appropriate response has all the earmarks of being negative. Most stance choices that are about basically paltry issues, for

example, sustenance inclinations or recreation exercises or an enjoying for popular divas of different sorts. They appear to be progressively a sign of familiarity with present day mainstream culture than whatever else. Most clearly, the procedure is available to unbridled impression administration: actually, an advertising dream. Get the operator on to it and they would effortlessly prompt the "right" answer if the picture one needs is "super cool" or "gravitas" or "peculiar." (Judy,2003:90).

In any case, the system could be utilized to reveal some extremely profound situated convictions. Along these lines of estimating demeanors is oftentimes used to avoid lying, dissimulation, faking or whatever you need to call it. Think about the decision: touch base at work late versus go home early; take office stationery versus invest energy in Facebook; sass somebody supervisors versus his partners. Or on the other hand, in the event that one inclines toward the opposite side: do deliberate work versus provide for philanthropy; take a compensation cut versus work extend periods of time (Cook,1996:44).

To get something extremely valuable out of the catchphrase, speedy fire, system one needs to complete three things. The principal trap is to make the options similarly alluring or ugly. It must be a troublesome decision with no "clearly" clever response. The simpler the decision, the more the flim-flammery .And make it extremely brisk fire. No opportunity to consider or contemplate or coagulate .That implies doing it live with no wavering, reiteration or deviation (Ibid:49).

The second issue is to give decisions that identify with what one as a

questioner are occupied with. On the off chance that he is after political convictions, pick things that address this: balance versus value; transport pass as opposed to warming recompense; national security versus opportunity of data; joy versus patience. He could likewise be somewhat more shrewd in tuning into territories identified with those you are occupied with. Take advantage of principal esteems (opportunity, correspondence, peace) and he get loads of "stuff." The third issue is that the decisions are refreshed less in being stylish or reflecting popular culture but instead the repackaging of old thoughts .Some terms sound extremely dated: free aggregate bartering, pay strategy et cetera. Yet, this does not mean being bleeding edge in vogue. There is another speedy fire strategy that is somewhat less utilized at the season of composing. It is called sentence fruition (Cook,1996:50).

1.3 Principles of A Good Catchphrase

1. Must be short and simple (usually around 10 words or less).

2. Must avoid awkward wording.

3. Must be memorable and pleasant to the ear.

4. Must evoke some kind of emotion or agreement.

A catchphrase is meant to stick in the head of the audience, so that when

you're done speaking, they can mentally repeat it to themselves. While not all catchphrases are used to reinforce a point or as a slogan, that's the kind we'll be focusing on. (Furnham,2012:67).

1.4 What Makes A Catchphrase Pleasing to The Ear?

1.Rhyming (Click it or ticket).

2.Alliteration (Cook up a catchphrase).

3.Tone of voice when delivered (Sing songy and light, in some contexts).

4.Parallelism (Having an equal amount of syllables before each rhyme. "If it doesn't fit, you must acquit" vs. "If it fit, you must acquit". Although the second one is incorrect, it's more pleasant to the ear.) (Furnham,2012:68).

1.5 Definitions of Advertising and Advertising Slogan

These days, promoting is turning into a vital piece of our every day life and is assuming an inexorably critical part in present day society. Numerous examinations have been completed in this field, and among them the investigation of promoting dialect has pulled specifically consideration from social etymologists (Lapsanska,2006:11).

Promoting has turned into the a vital part of present-day life. From wherever

around us, ads of different sorts assault individuals protection. Notwithstanding it, there is an alluring force, which can control the buyer; an imperceptible voice of ad advocates, empowers, asks, reports and profoundly installs into people groups' brains ((Ibid).

In the most recent decades, the market excess of publicizing caused the expanded expectation and enthusiasm for semantic part of promoting. Publicizing has turned into a science. Individuals started to portray, break down the etymological means and assess the dialect attempting to discover the standards, make new sorts of connection between components of dialect and enhance the procedures, with the plan to be one of a kind and expand the impact at to the max (Myers ,1997:5).

English promoting misuses from the high versatility of the English dialect. English empowers the makers of notices to utilize word plays on words, allegorical dialect, and to blend singular styles and kinds of writings. Promoting binds together dialect, pictures, music; it contains data, conjures feelings and creative abilities, it can catch each of the five faculties and, other than it, it has social and useful point. As a kind, it appears to be extremely expanded (Lapsanska,2006:13)

Bedanokova et al (2015:204) maintains that there is regularly an obstruction of styles and registers; in this way, it is frequently exceptionally hard to group promoting elaborately. "Publicizing, as a rule, is the advancement of merchandise, services, companies and thoughts, as a rule performed by a distinguished support. Advertisers consider publicizing to be a piece of a general limited time system."

There are additionally different meanings of promoting, for instance, the American Heritage Dictionary expresses that the publicizing is:

1. The movement of pulling out in the open regard for an item or business, as by paid declarations in the print, communicate, or electronic media.

2. The matter of outlining and composing commercials.

3. Commercials considered as a gathering: This paper takes no promoting." Advertisement is a solid sign of publicizing; "a paid open declaration showing up in the media." Another meaning of publicizing is as indicated by the Investor words glossary: "Depiction or introduction of an item, thought, or association, keeping in mind the end goal to prompt people to purchase, support, or favor of it."

The idea of trademark is utilized among writers of books about publicizing in different ways. Promoting format is partitioned into a few sections: feature, body duplicate (the primary piece of the publicizing message, frequently isolated into subheads), signature line (a say of a brand-name, regularly joined by a sticker price, motto or exchange check) and standing subtle elements (e.g. the address of the firm). (Bloodsucker 1972: 59).

Nonetheless, Myers (1997:8) utilizes the term 'motto' in bigger sense - for any appealing expression, what a feature certainly is. As a rule, the limits amongst trademark and feature vanish.

Chapter Two

2.1 Linguistic Means Used in Advertising Language

Leech (1972:26) states that the dialect of promoting has a place with supposed 'stacked dialect'. Wikipedia characterizes it as the composition or discourse, which infers an allegation of demagoguery or of pandering to the crowd. Bloodsucker says that stacked dialect has the plan to change the will, conclusions, or mentalities of its gathering of people. He guarantees that publicizing contrasts from different sorts of stacked dialect, (for example, political news coverage and religious rhetoric) in having an extremely exact material objective changing the psychological demeanor to achieve the coveted sort of conduct purchasing a specific sort of item. To influence individuals to purchase the item is the principle motivation behind the publicizing.

Among such incredible rivalry, the maker needs to exhibit the uniqueness of his item. He needs to separate it from the rest. He is attempting to discover new strategies of ad. Additionally, the promotion writings must be more alluring and more surprising. They should get the consideration of the group of onlookers and after that distinguish the item. Publicists make remarkable, astonishing, intriguing writings with infectious mottos or phrases. The peruser or audience must think about it and the outcome is control with him keeping in mind the end goal to purchase the item (Kitamura,et al, 1981:57).

Parasite (1972: 27) sets following standards of publicizing writings: Attention esteem, Readability (by methods for basic, individual, and casual style), Memorability (most essential during the time spent promoting is to recollect the name of the item) and Selling power. The last rule is critical. Ogilvy (1985:89) in his book says: that he doesn't view promoting as excitement or a fine art, yet as a

medium of data. When He composes a notice, He doesn't need you to reveal to me that you think that its 'imaginative'. He needs you to discover it so fascinating that you *buy* the *product*.

2.2 Syntactic Aspects

2.2 .1 Sentence Types

There are four sentence types: declaratives, interrogatives, imperatives and exclamatives . Following meanings of every one of them are cited from Quirk et al. (1990:321): Declaratives are sentences in which it is typical for the subject to be available and to go before the verb. Interrogatives are sentences, which are formally set apart in one of two ways: yes-no interrogatives (an administrator is set before the subject), and wh-interrogatives (an interrogative wh-component is situated at first and there is for the most part subject-administrator reversal). Objectives are sentences, which regularly have no obvious syntactic subject, and whose verb has the base frame. Exclamatives are sentences which have an underlying expression presented by what or how, more often than not with subject-verb arrange (Motaqed,2016:77).

Bloodsucker (1972:111) claims that in the TV test, more than one of every thirty noteworthy autonomous provisions were interrogative, and more than one out of four noteworthy free provisos were basic. In this way, as indicated by the aftereffects of the exploration, we can state, that the second most generally utilized sentence compose after explanatory kind are the basic provisos.

. ٢.٢ 2 Sentence Structure

The following points are the most important structural tendencies used by copywriters:

1. Schematic pattering

The formal plans can be spoken to in different ways. Parallelism is one of the types of schematic pattering. It can be characterized as reiteration of formal examples .Parallelism implies the parallel introduction of at least two than two comparable or significant thoughts in comparative auxiliary structures. It is an explanatory gadget elevating the passionate tone of the message and its significance Leech (Ibid:.(١٨٦

An example of parallelism of clause with the same structural pattern:

1. Tips for a good night's sleep: - Drink less caffeine.

2. Take warm baths.

3. Arrange your insurance with NFU Mutual.

Every clause has a similar thought and structure starting with verb in basic after by coordinate protest. The typography and format frequently adds to the content; for this situation, every proviso is imprinted in isolated line. The last proviso makes up a semantic and formal parallel to initial two statements. Parallelism is frequently joined by - anaphora "the repetition of the same word or

group of words at the beginning of several consecutive sentences or verses to emphasize an image or a concept" (Lapsanska .(٢٠٠٦:٣٩،

2.Ellipsis

Goddard (1998:123)admits that ellipsis belongs to cohesive devices and it is defined as the omission of part of a structure. Ellipsis in advertising is used for many purposes:

• For economical reasons; to save space and money because words cost money.

Cook (1996:170) gives following example of anaphoric textual ellipsis:

"When Lisa made a surprise visit, you didn't have time to worry about spotted glasses. Fortunately, you didn't have to. Cascade. Because you don't have time for spots."

The second orthographic sentence contains ellipsis:

Fortunately, you didn't have to Ø Ø Ø Ø = Fortunately, you didn't have to *worry about spotted glasses*.

The ellipted components relate to the former sentence. Redundancy of these components would be unnecessary. There is ellipsis likewise in the last two orthographic sentences 'Course' (a solitary word) and 'In light of you don't have time for recognizes' (a subordinate condition). Cook (1996) proposes: that in the last case, a primary statement appears to have been ellipted in sum. However, the missing components are in no way, shape or form clear." The principle provision

we can just conclude. It might be begun with:

4. You ought to use Cascade…

5. You ought to buy Cascade… …because you don't have time for spots."

6. We recommend Cascade…

As Cook (1996:170) postulates to avoid drawing attention to features of the message which do not serve the advertiser's interest. To make a feeling of casualness.. Ellipsis is normally is typically utilized as a part of talked dialect. Ellipsis in advertising creates an effect of closeness with the reader and conversational tone; sometimes suggests immediacy.

3. Incomplete sentences

According to Biber et al. (1999: 219) in advertising text, one can read a whole advertisement without coming across a main verb. There is a widely spread tendency to punctuate phrases. One reason is that the reader of the advertisement turns to the visual layout, which provides him many clues to correct interpretation, so the explicit structure of the sentence is not so important.

As Myers (1997:56) contends the impact is to recommend that we as of now have these wants, that they are finishing our own musings. One may associate these two fragmented sentences with the connecting verb 'are'. For this situation, the verb can be plainly reasoned from the unique situation and coordinated, however there are situations where the strained and viewpoint are not all that unmistakable. Another explanation behind overlooking verbs is that there is no

significance to characterize neither the strained nor the part of the verb or it would be unwieldy.

٢.٣ Phonological Strategy

Britannica encyclopedia says, "Phonology is a study of the sound patterns that occur within languages. Some linguists include phonetics, the study of the production and description of speech sounds, within the study of phonology" ("Phonology (")(Toolan ,1988: 54 .(

Promoting dialect is equivalent to beautiful writings. Correspondingly to ballads is utilized the purported mental aides (rhyme, beat, similar sounding word usage and sound similarity). The gadgets have the memory helper impacts onto beneficiaries of the notice. It betters recollect and furthermore later review the content)Ibid.).

2.3.1 Rhyme

Meaning of rhyme, for example in Oxford lexicon is said that it is correspondence of sound between expressions of endings of words, particularly when these are utilized toward the finish of lines of verse ("Rhyme"). It is accepted to be outstanding amongst other methods in publicizing. At the point when rhyme is utilized as a part of the trademark it is basic when it likewise mirrors the brand

name. The brand name ought to be a piece of the rhyme. Rhyme always refers to sounds, not spelling (Xiaosong). For instance :*Don't just book it, Thomas Cook it*)advertising of a travel agency) (Concise Oxford English Dictionary 2004.(

٢.٣.٢ Rhythm

Marketing specialists frequently utilize the rhythmical plan inside the promoting. Because of utilizing such plan is important content; in any case, the perusers or audience members see this intuitively, without seeing it. The researchers can't clarify the effective fascination of cadence and redundancy. Hardly any proposals have been made it is possible that it might review the standard sound of the mother's pulse in the womb or it can be contrasted with the custom enchantment moves. In any case, these are very theoretical. Normality of beat is called meter. There are different sorts of metrical feet. The most regular meters are the iamb (an unstressed syllable took after by a focused on syllable), the trochee (a focused on syllable took after by an unstressed), and the dactyl (a focused on syllable took after by two unstressed))Cook,1996: 120.(

٢.٣.٣Alliteration

Alliteration can be defined as "the commencement of two or more stressed syllables of a word group either the same consonant sound or sound group (consonantal alliteration) as in from stem to stern, or with vowel sound that may differ from syllable to syllable (vocalic alliteration) as in each to all or two or more words of a word group with the same letter" ("alliteration"). The perfect example for alliteration that was incorporated into the brand name itself is *Coca-Cola .*

Example of the advertising slogan with alliteration can be found in Jaguar slogan : "*Grace ،Space ،Pace* "or Toyota slogan" :*Today ،Tomorrow ،Toyota*) "Cuddon ,1998:22.(

٢.٣.٤ Assonance

Assonance is "repetition of stressed vowel sounds within words with different end consonants, as in the phrase quite like. It is dissimilar to rhyme in which beginning consonants vary however both vowel and end consonant sounds are indistinguishable, as in the expression very right. Case of sound similarity in publicizing is the Hoover vacuum cleaners advertisement from 1950s :*It beats..as it sweeps..as it cleans*) Scholasticus) (Cuddon,1998: 56.(

٢.٣.٥ Homophones

Homophones are words that sound the same or also yet are spelled in an unexpected way. This sort of play with words works best with composed commercial. An illustration gave in Greg Myers book demonstrated the play in showed the play in Sainsbury (supermarket chain in the United Kingdom) advertisement*" :Sainsbury's have discovered that the finest whisky is kept under loch and quay* ".The last two words should refer to idiomatic phrase lock and key1. Another example is a word 'Czech' that is spelled | tʃek |, same way as a word 'check' | tʃek | (Myers,1994: 43(

Conclusions

Most human information, and most human correspondence, are spoken to and communicated using language . Particularly, composed languages are compelling. For instance, catchphrases assume an essential part in the field of promoting. Catchphrases should engage individuals in a short measure of time or sentences. Publicizing writings take an extraordinary incentive for the examinations from semantic, humanist, sociolinguistic, mental, ethnologic and to wrap things up promoting perspective. Etymologists are keen on language of promoting on the grounds that they need to know how specific language functions in this kind of talk, which semantic means are utilized here and how publicizing language is changing in the course time.

Catchphrases are around people all the time. There is not a day when they would not come across at least one advertisement that would not be accompanied by a catchphrases. Catchphrases can help a brand to stand out. The best advertising are those that in the short catchphrase explain everything what the brand stands for and also help the brand to be distinguished from their competitors. Catchphrases make speeches more powerful and corporate presentations more memorable. Use catchphrases, because simple is awesome, when it comes to memorabiity.

Advertisers are accused of degrading the English language by deliberate

misspelling, the use catchphrases, the creation of new words and expressions and the use of language which does not conform to the conventions of standard English.

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