

Written fluency - Autumn semester 2004  
Handout 4 - Tuesday, 2 November 2004  
**The Language of Advertising. Slogans.**

Task 1:

*Try to identify a few basic parts of a press advertisement:*

Task 2:

*Find in the magazines or make up examples of the following characteristic features of the language of advertising copies and slogans.*

Lexical level:

- vivid words:
- concrete words:
- words with positive connotations:
- unreserved expressions:
- idioms, figurative expressions:

Grammatical level:

- conversational style:
- ellipsis:
- vagueness:
- non-finite constructions:

Other typical features are: deviant graphology, strong sound effects (e.g. rhythm, alliteration, rhymes in slogans), word-play, jargon, etc.

Task 3:

*Try to guess what goods or services are advertised by the following printed advertisement slogans. What clues are given?*

Do you test the wind? Or do you use it? Go on. Be a Tiger. \_\_\_\_\_

Never underestimate the importance of local knowledge. \_\_\_\_\_ .

You never actually own a \_\_\_\_\_. You merely look after it for the *next* generation.

The First Ever. The Last You'll Ever Need. \_\_\_\_\_.

A strong \_\_\_\_\_ beside you makes you even stronger. **Red, black and rising.**

Brilliant ideas often start from a simple question. \_\_\_\_\_.

The future belongs to the discontented. *Let's make things better.* \_\_\_\_\_ .

In the \_\_\_\_\_, you can dream of paradise with your eyes wide open.

The thrill of discovery. \_\_\_\_\_.

The Alps aren't the only great slopes of Switzerland. \_\_\_\_\_.

\_\_\_\_\_ . Opening Minds, Changing Perceptions.

Which middle circle do you think is larger? **Perceptions can often alter reality.**

\_\_\_\_\_. *Digitally yours.*

Looks aren't everything. But they're not nothing, either.

\_\_\_\_\_. Driving is believing.

Task 4:

*What is linguistically relevant about the following advertising slogans or brand names?*

There's no Comparison.

Kleenex Tissues.

Say it with flour.

Save time and temper. Use Schiphol.

Go well. Go Shell.

Beautiful Nails in Minutes. (Cosmar)

Take clear control. Take Claritin.

Protection. (Always Ultra)

Almost as easy as having your mom do it. (Tide Rapid Action Tablets)

Seven out of ten children preferred these beans to the ones you probably give them.

Task 5:

*Write your own advertising copy including a slogan for two of the following products or services:*

- a) telecommunications company
- b) designer clothes
- c) middle-class car
- d) private university
- e) foreign holiday destination
- f) political party
- g) brand of beer
- h) brand of cheese
- i) musical