



“Colgate” Taglines: A Critical Discourse Analysis

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Abstract

This paper looks into Colgate’s taglines from critical discourse analysis (CDA) point of view. This paper concentrates on the use of language in toothpaste advertisements and the approach used by advertisers to influence Their consumers. Quality findings Are done on the taglines of a toothpaste brand- Colgate. The outcomes manifests that the advertisers use diversity of methods to capture the attention of the audience. The paper discloses how the company captures its consumers attention by designing the taglines using linguistic characteristics or features and how their brand is the process to a healthy way of living. Language is a device that works as administering people’s intellect. Therefore, people in high position (advertisers) try language as a way to power others.

Keywords: CDA, Colgate, Taglines, Parallelism, Disjunctive Syntax, Cohesion, Personalization, Adjectives, Personal Pronouns

Introduction

How do you identify a specific brand? How do you come up with a piece of information that the company or product wants to communicate? The simplest solution to this problem is to use a "tagline." What is a tagline? Why is it significant? What is its main purpose? A tagline is something catchy, attractive, and a slogan, to attract the customers to buy the product. It can be a sentence or phrase. It is a punchline for the product. A tagline delivers or communicates the message that the product wants to convey. It acts as a short description of the brand or the product A tagline is a phrase that is associated with your brand throughout your life, on social media, in journals, in television commercials, and many other places. A tagline aids in the organization of a company's profile. The slogan generates the most important understanding of the product. A tagline is similar to a logo, with the exception that the logo is an image, whereas the tagline is a collection of words in the form of a sentence. McDonald's – I'm lovin' it is one of the taglines that everyone may come across on a daily basis. When we think of MCD's, our imaginations immediately go to its logo and its motto, as well as the delectable meals they provide. This tagline consists of three simple words that are easy to remember. It depicts the buyer's emotions as a result of receiving the advantage of a meal, and they will undoubtedly enjoy it. Another example is Nike's "Just Do It" campaign. A well-known shoe manufacturer. Its motto states "simply do it," implying that you should buy the product. They also promise that you will be satisfied with it in the future.

from the competition in today's ruthless globe. From a linguistic standpoint, I am discussing the taglines of the Colgate brand, a toothpaste brand, in this study. A fragrant mouth, blooming gums, strong teeth, and a clean, clear tongue all contribute to a healthy way of life. We must maintain good dental hygiene to avoid various diseases forming inside our mouth and the mayhem they cause. A healthy lifestyle is linked to good oral hygiene. A healthy mouth includes not just straight, white teeth, but also fresh teeth and a healthy mouth that covers the tongue. Colgate is the brand name that comes to mind when it comes to your oral health and hygiene in India. Colgate is an oral health and hygiene company based in the United States. It has been in use for over 200 years and is still valued by many because of its quality and accessibility. Colgate rose to prominence in the 1950s, thanks to novelist Alicia Tobin's tagline "washes your spirit and cleanses your teeth." "It's a company that sells and develops sanitation and hygiene goods. It has dominated the market for several decades. Its headquarters are in New York City. It is the most well-known brand on the market for toothbrushes and toothpaste. William Colgate started it as a modest business in 1806. The brand now has clients all around the world, and the product still has a long way to go. Originally, the company sold bathing soaps, but following the founder's death, it began producing toothpaste tubes. The brand's new thought for 2019 is "smile karo aur shuru ho jao" (smile, and start), which aligns with the brand's mission of "everyone deserves a future with a smile." The main focus of this study is on the following research questions:

- 1) What linguistic characteristics are incorporated in Colgate's taglines?
- 2) What is the message that the slogan is attempting to convey?

The Critical Discourse Analysis (CDA) framework was applied in this study (2001). "Language is an irreducible part of social life, dialectically intertwined with elements of social life," writes Fairclough (2003). (p. 2). In some cultures, language serves as a tool for social practises. The CDA makes it possible to connect discourse and society, text and content, and language with power. The researchers discovered that language has the ability to alter a person's attitude and point of view, as well as the influence of dominant dogma. The linguistic features used by Colgate's taglines will be examined in this linguistics study. The paper will concentrate on textual analysis (personalization, adjectives, cohesion, parallelism, disjunctive syntax).

Personalization (Use of Personal Pronouns)

It depicts the interaction between the writer (advertiser) and their intended audience. We can see how the advertiser employs pronouns or personalised qualities to build a connection with the audience, an interrelationship, emotions, and a sense of family, when we look at the bulletin. Consider how the pronouns we and you are used. The use of the second-person pronoun (we and you) shows a power and solidarity relationship, according to Fairclough (1996). (p.3).

Adjectives

Adjectives have a good or bad connotation in advertising, according to Delin (2000). Advertisers employ adjectives to describe their feelings about a product and their confidence in it.

Non-gradable adjectives (those that cannot be tallied in terms of numbering) and gradable adjectives (those that can be tallied in terms of numbering) are two sorts of adjectives (which describes the quality of the product whether it is present or completely absent). Excellent quality, significant outcomes are gradable. Non-gradable: durability, toughness, and a higher quality of life.

Parallelism

It's used for simplicity, clarity, intelligibility, efficacy, and attracting people. Perfect love, white angels, hot red, superstars, and so on are some examples.

Disjunctive syntax It's a sentence that's devoid of verbs or subjects. For instance, a maximum fresh hot red, a powerful mouth, and so on.

Analysis

After deciding on my product, I compiled a list of all of Colgate's taglines over the years. The use of adjectives, personalization, disjunctive grammar, and parallelism in these taglines were later discovered. The adjectives inform us about the advertiser's point of view, ideas, and outlook. A personal pronoun is employed to establish a connection between the advertiser and the viewer. Parallelism uses its language properties to captivate the viewer. One or two words, oh sentences, make up the disjunctive syntax.

Taglines

1. "A perfect love story. You and Your smile".

Personalization is used in this case. The use of personal pronouns makes it easier to develop a positive environment with the buyer and persuade him or her.

The trait of adjectives is present in the tagline due to the use of the word "perfect." As a result, the company uses the CDA analysis to present a fusion of personalisation and adjectives. It claims that the product will give you a flawless smile, and that your smile will lead to a perfect love tale.

2. "Max fresh spicy Red".

The disjunctive syntax of the CDA process is used in the tagline (sentences without verbs or subjects). The slogan conveys the idea that by using Colgate toothpaste, your mouth will feel the freshest and cleanest it has ever felt, with a spicy fresh taste that will keep you energised and refreshed for hours.

3. "For superstars like you".

This tagline makes use of the parallelism feature. Words are utilised to attract people via parallelism. The company wants to spread the word that it was created for superstars like you, and that you are one.

4. “Mighty Mouth”.

This tagline employs parallelism and disjunctive syntax. Both attractive words (parallelism) and no verbs are used (disjunctive syntax). Mighty refers to something that is exceptionally powerful or strong. As a result, you'll have a more powerful and healthier mouth.

5. “Make your smile your best accessory”.

The use of personal pronouns (I, we, you, yours), so the personalization method is used here. The tagline basically communicates that by using this product you will get shiny teeth and your smile will become your best ornament.

Conclusion

The purpose of this study is to look at and distinguish between the linguistic characteristics employed in the toothpaste company Colgate's tagline. It responds to the research questions, "What are the linguistic features used?" and "What are the linguistic features used?" This paper also explains how advertisers use taglines to form relationships and create an image with their viewers in order to answer the question, "What does the tagline intend to convey?"

It may be deduced that language is a powerful instrument that has the ability to alter people's viewpoints, and that people in high positions utilise linguistic strategies such as adjectives, parallelism, disjunctive syntax, and customization to entice the audience, consumers, or general public. It describes what a toothpaste product should have, such as bringing a great grin to your face, refreshing, powerful teeth, and making you a celebrity. The usage of feature parallelism, or the use of effective and appealing terms, makes taglines more profitable and effectively delivers the product's message. The use of technical terminology rather than long phrases is the major tool.