A Syntactic Analysis Of Brand Endorsing Catch Lines

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Abstract

The study looks over the syntactic analysis of the language used in taglines for advertising cosmetics products in India. The research design of this study is descriptive qualitative. For this purpose, 30 taglines were randomly selected from four popular websites focusing on beauty and skin care products. The results show that five kinds of phrases are used for advertisement tag-line/slogans, they are: (1) verb phrases, (2) noun phrases, (3) prepositional phrases, (4) adverb phrases, and (5) adjective phrases. The results also show that the most occurring syntactic units in the tag-lines are Noun followed by Verb, Adjective and Adverb. we found two types of syntactic constructions: 1. Sentential and 2. Phrasal. Also, two types of sentences namely declaratives and Imperatives have been used in most of those taglines which form a full sentence in itself. In some of the sentential taglines subject has been dropped probably to shift the focus of buyers more on the verb, which are more conducive to persuade buyers for buying. Besides, the phrase-like formation of tagline are mostly noun phrases.

Keywords: syntactic analysis, advertisement language, tagline

Introduction

Advertisement is a form of communication between the creator of advertisement and the consumer (Lapanska, 2006:17), and since it is a form of communication, the concern about the language will be essential. Furthermore, According to Wells (1989:11), advertisement is a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. Since advertisement has power to persuade the reader. In advertisement, slogan is important to emphasize a phrase that the company wishes to be

remembered by consumers. Moreover, slogans often have special language patterns to deliver message of a product. The advertisers cannot omit the importance of the sentence structure for slogans since without a good sentence structure the reader will not be able to understand the message of an advertisement. Moreover, Sari (2000:5) stated that ⚐syntactic structure is the basic elements that are needed to decide the kind of pattern, which will be used in advertisement. Therefore, conducting research concerning about syntactic structure will be essential. There are three research problems for this research, that are: (1) What kinds of phrases are used in advertisement slogans, (2) Which phrases are mostly used, and (3) Which kinds of phrases are more beneficial in advertisement. According to Carnie (2006) there are five types of phrases, they are: noun phrase, adjective phrase, adverb phrase, prepositional phrase, and verb phrase. Advertising may be described as the science of arresting the human intelligence long enough to get money from it. It is thus clear that advertising has played a decisive role in today's business world. The issue of whether advertising languages are attractive and persuasive or not has become the point of attention. So thorough studies on language features of English advertising helps improve both the understanding and designing of successful advertisements. The paper will analyze some advertisement slogans and make general conclusions about the syntactic features of the language of advertising.

Literature Review

A great deal of sociolinguistic research on the language of advertisements has been done in the world of linguistics (Dada, 2010). **Advertisements' slogans have been studied by various researchers around the world but from different dimensions and different aims. Sarage (2012) focuses on understanding the meaning of automobile slogans with respect to English language in Indonesia.** Lapasansca (2006) analyzes advertisement slogans on linguistic scales by the quantification of different linguistic means used by the copywriters. Emodi (2011) presents ananalytical study of the language features of English advertisements at asemantic level. In a similar work, Sattar& Annapurna (2016) analyzed language of advertising from linguistic point of view and specifies linguistic means used in advertising texts. They took one hundred and fifty English advertising slogans from various magazines and analyzed them based on syntactic linguistic means used. The present pilot study tries to syntactically analyse the language of taglines of cosmetic products in Indian context.

Research question

1. What are the frequently used syntactic units in the taglines of cosmetic products?
2. Is there any favoured syntactic construction for taglines?
3. Which verbs and adjectives are used in creating attractive taglines?

4. What is the average word count in a tagline and if it confirms a uniformity?

Research methodology

The data for this pilot study were thirty popular cosmetic brand taglines in India as per four websites focusing on beauty and skin care products: https://www.femina.in, https://www.stylecraze.com, https://www.bridalbliss.in and http://infobharti.com. Researcher collected data from four different websites to find varying samples of advertisement taglines on cosmetic products. First of all 30 taglines were randomly selected from four different credible and popular websites. The taglines were sorted and then analyzed syntactically to know their constituent syntactic units. Then syntactic constituents were scrutinized based on their parts of speech and frequency of repetition, respectively. Verbs and adjectives were enlisted to see what sort of constituents are used in advertising language.

Data analysis

1. The following cosmetic taglines were selected for syntactic analysis:

S.N	BRAND NAME	TAGLINE
1.	Amway	We are listening
2.	Asta Berry	We Know Healthcare
3.	Avene	Innovation in Dermatology
4.	Avon	The company for women
5.	Bobbi Brown	Listen to Your Heart
6.	Cheryl's Cosmeceuticals	Skincare that works
7.	Clarins	Makes life more beautiful
8.	Color Bar	Freedom is my Color
9.	CoverGirl	Easy, Breezy, Beautiful, Cover Girl.
10.	Estee Lauder	Bringing the best to everyone we touch.
11.	FACES	For the FACE you want the world to see.
12.	JAFRA Ruchi	The Power to Transform Lives
13.	Lissome	Be everything you want to be

14.	L'oreal	Because you're worth it
15.	Lotus Herbals	Strength of purity
16.	Lush	Santa stops here
17.	Klapp	Beauty Wellness
18.	Kryolan Proffesional Make-Up –	We colour the World
19.	MAC	All ages, all races, all sexes.
20.	Mary Kay	Enriching women's life
21.	Maybelline	Maybe She's Born With It. Maybe It's Maybelline
22.	Max Fator	The Makeup of Makeup Artists
23.	Motives by Loren Ridinger	Changing the face of the beauty industry
24.	NARS	Makeup your mind
25.	Oriflame	Natural Swedish Cosmetics
26.	Rae	Designed to take the heat, just like the women who wear it!
27.	Revlon	Be Unforgettable
28.	Sacha	Make Up for Exotic Skin
29.	Stila	Modern. Approachable. Individual
30.	Urban Deacay	Beauty with an edge

2. Parts of speech tagging of the cosmetic product taglines:

1. We (PRONOUN) are (AUX VERB) listening (MAIN VERB)
2. We(PRONOUN) Know (MAIN VERB) Healthcare (NOUN)
3. Innovation(NOUN) in(PREPOSITION) Dermatology(NOUN)

4. The (ARTICLE) company (Noun) for (PREPOSITION) women (NOUN)
5. Listen (VERB) to (PREPOSITION) Your (PRONOUN) Heart (NOUN)
6. Skincare (NOUN) that (CONJUNCTION) works (VERB)
7. Makes (VERB) life (NOUN) more (ADVERB) beautiful (ADJECTIVE)
8. Freedom (NOUN) is (AUX VERB) my (ADJECTIVE) Color (NOUN)
9. Easy, (ADJECTIVE) Breezy (ADJECTIVE), Beautiful (ADJECTIVE), Cover Girl. (NOUN)
10. Bringing (VERB) the (ARTICLE) best (NOUN) to (PREPOSITION)everyone (PRONOUN) we (PRONOUN) touch. (VERB)
11. For (PREPOSITION) the (ARTICLE) FACE(NOUN) you (PRONOUN) want (VERB) the (ARTICLE) world (NOUN) to (PREPOSITION)see. (VERB)
12. The (ARTICLE) Power (VERB) to (PREPOSITION) Transform (VERB) Lives (NOUN)
13. Be (VERB) everything (PRONOUN) you (PRONOUN) want (VERB) to (PREPOSITION) be (VERB)
14. Because (CONJUNCTION) you're (PRONOUN) (VERB) worth (ADJECTIVE) it (PRO)
15. Strength (NOUN) of (PREPOSITION) purity (NOUN)
16. Santa (NOUN) stops (VERB) here (ADVERB)
17. Beauty (NOUN) Wellness (NOUN)
18. We (PRONOUN) colour (VERB) the (ARTICLE) World (NOUN)
19. Enriching (VERB) women's (NOUN) life (NOUN)
20. Maybe (ADVERB) She's (PRONOUN) Born (NOUN) With (PREPOSITION) It (PRONOUN). Maybe (ADVERB) It's (PRONOUN) (VERB) Maybellin (NOUN)
21. The (ARTICLE) Makeup (NOUN) of (PREPOSITION) Makeup (NOUN) Artists (NOUN)
22. Changing (VERB) the (ARTICLE) fac ze (NOUN) of (PREPOSITION) the (ARTICLE) beauty (NOUN) industry (NOUN)
23. Makeup (NOUN) your (PRONOUN) mind (NOUN)
24. Natural (ADJECTIVE)Swedish (ADJECTIVE) Cosmetics (NOUN)
25. Designed (VERB) to (PREPOSITION) take (VERB) the (ARTICLE) heat (NOUN), just (ADVERB) like (ADVERB) the (ARTICLE) women (NOUN) who (PRONOUN) wear (NOUN) it! (PRONOUN)
26. Be (VERB) Unforgettable (ADJECTIVE)
27. Make Up (NOUN) for (PREPOSITION) Exotic (ADJECTIVE) Skin (NOUN)
28. Modern (ADJECTIVE). Approachable (ADJECTIVE). Individual. (ADJECTIVE)
29. All (DETERMINER) ages (NOUN), all (DETERMINER) races (NOUN), all (DETERMINER) sexes (NOUN)
30. Beauty (NOUN) with (PREPOSITION) an (ARTICLE) edge (NOUN)

3. Table showing the parts of speech with their frequency and percentage:

S.N	PARTS OF SPEECH	FREQUENCY	PERCENTAGE
1.	NOUN	44	33.33%
2.	PRONOUN	15	11.36%
3.	ADJECTIVE	13	9.8%
4.	ADVERB	06	4.54%
5.	CONJUNCTION	02	1.51%
6.	VERB	21	16.15%
7.	PREPOSITION	15	11.36%
8.	DETERMINER	03	2.27%
9.	ARTICLE	13	9.84%
	TOTAL	132	

Results of the study

➢ In most of the declarative sentences subject and auxiliary verbs have been dropped. Such a sentence starts with a main verb.

➢ 17 out of 30 taglines are in the form of sentential construction, mostly declaratives and a few imperatives.

➢ Apart from sentential forms, rest of the taglines are in the form of phrases, mostly Noun phrase (09) with embedded adjectives and prepositional phrases

➢ One observation that was interesting to note was that the taglines used more number of Definite articles than indefinite articles apparently to modify/glorify a noun. It seems to be an effective tool to create a good image in the eyes of potential buyers.

➢ Most of the taglines are 3 words long, some two and none more than 15. It also shows that the length of taglines could be kept short in order to save the reading time by customers and allow the content to quickly get glued in the eyes and the mind of the customer.

- Based on the parts of speech tagging, we found Noun to be among one the most occurring syntactic units in the language of cosmetic taglines, (33%) followed by Verb (16%), Adjectives (around 10 %) and others.
- The list of verbs found in the language of tagline are:
- Is, Are, Listen(2), Want (2), Know, Works, Makes, See, Power, Transform, Be (3), Stop, Color, Enrich, Designed, Take, Changing
- The list of adjectives found in the language of tagline are:
- Beautiful (2), Easy, Breezy, Modern, Approachable, Exotic, Unforgettable, Natural
- Pronouns such as We, You, Everyone, Everything, She, etc. have been used mostly in the taglines. No occurrence of first person singular pronoun has been found.
- Pro drop phenomenon has also been noticed in some of the taglines like Enriching women's life, Changing the face of the beauty industry.

Conclusion

Summing up the study, it is evident that the language of cosmetic product taglines is designed in such a manner that it may catch the buyer's attention easily. They are short, crisp, and pointed. Most of the words used in the tagline language are content words rather than function words. In case they use function words, prepositions are prevalent. Verbs like change, transform, design, enrich, power, make, work, etc. have been used to promise buyers certain effects of the products. Also, adjectives like beautiful, modern, easy, breezy, worth, etc. add to the imagination of the potential buyers. If we talk of the syntactic form then both sentential, as well as phrasal constructions, are present. In sentential construction, two types of sentences namely declarative and imperatives have been used to assert and persuade the buyers. In the phrasal category, noun phrases have been used mostly. Definite articles have been used 12 times primarily to modify or glorify a noun, which too has a persuasive effect on the buyers.

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