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## THE LANGUAGE OF ADVERTISING SLOGANS

Nowadays the modern society is surrounded by purchases. It is hard to imagine a day when you did not buy anything: whether it is milk in a store or a bus ticket. As every day, the number of companies increases, then the competition between them is growing rapidly. Therefore, people came up with advertising - audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea. Advertising has become an important component of mass culture. Newspapers, magazines, TV, radio, the Internet – everywhere we could find examples of advertisements.

A slogan is the important part of the advertising text, as it reflects the basic idea of the whole brand and can perform as an independent advertising text. The slogan is a short phrase that serves as a very brief representation of a product or company.

How to form an advertising slogan properly? Firstly, remember a few rules:

- Conciseness. The shorter the slogan is, the more chances that the client will memorize it.
- Originality. Be unique. Otherwise, what's good, your client's successful slogan identifies with a foreign brand.
- Clarity. In pursuit of originality, do not forget: behind the trees there must be a forest. Sometimes seeing ads, I just get lost: they do not sell ice cream, or ENT doctor services.
- Attractiveness. The slogan should not be about how wonderful you are. Say instead what your client will receive. An example of an incorrect slogan is "A new store of our network ..." Well, so what? But the "Summer collection is already waiting for you ..." is better.

Remember, the slogan is a special genre. You have three or four words. You have a second or two to attract attention, interest and be remembered. Do not try to fit into the

slogan a lot of information - it will not be read. Do not explain the profound and profitable meaning of your proposal – it will not be appreciated. [1]

The question “How to create an ideal advertising slogan” is very common. The structure of advertising slogans needs a lot of time to study. It consists of several aspects such as phonetic, syntactic, grammar, semantic, pragmatic and morphological. If we try to analyze a world-famous slogan of McDonald’s “I’m loving it”, we will see that it consists of personal pronouns “I” and “it” and of a stative verb “love” ( nevertheless it is used as a dynamic one) that is used in present progressive form. If we try to analyze one also very famous Nike slogans “Just do it”, we will notice the presence of an adverb “just”, a dynamic verb “do” and of a personal pronoun “it” By analyzing the most popular advertising slogans that were noted on various advertising festivals and competitions, we can better understand the ideal structure of advertising slogan. The aim of analysis was to identify the unit of speech, which is the most suitable for usage in slogans and to find out, which types of word classes are better to use in advertising slogans. The results of analysis were following:

1. 25% of all words in advertising slogans are nouns (120/469), 23% - verbs, 13% - pronouns, 10% - articles, 10% - adjectives, 8% - prepositions, 6% - adverbs, , 2% - conjunctions, 2% - interjections and less than 1% - numerals.
2. 45% of all verbs are dynamic (48/107) 41% - stative, 7% auxiliary, 4% - phrasal, 3% - modal.
3. 97% of all verbs are used in Present simple, 2% - in present progressive, 1% - past simple
4. 84% of all nouns are in singular, 16% - plural
5. 73% of all pronouns are personal, 12% - indefinite, 7% - relative, 7% - possessive and 1% - demonstrative
6. 70% of all adjectives are used in positive form, 21% - in comparative and 9% - in superlative one.
7. 72% of all articles are definite and 28% - indefinite.

We could notice the presence of a brand name in some advertising slogans. The idea is that people would certainly associate a slogan with the brand and it is easily remembered. For example, we all know such slogans as “hungry? Grab snickers” and “maybe she’s born with it. Maybe it’s Maybelline”. In lexical analysis we could notice, that proper nouns (brand names) make up 21% of all nouns (25/120).

In the research the implication of the morphological components of different brands was examined and analyzed.

The relevance of the chosen topic was proved with the help of a blog “The language of advertising slogans” that was created specifically. The purpose of the blog is to convey as much information about advertising slogans as possible. To see if the blog is actual, the counter was placed on the blog page. The information about the usage of different parts of speech is presented in the blog as well as the information about all analyses that were conducted during the research. The site: [www.adslogans.blogspot.com](http://www.adslogans.blogspot.com)

Slogans - advertising phrases that are associated with the advertised goods. In contrast, product names, slogans, carry energy and they are designed to create a first impression. The more this impression is, the more successful will be the advertising campaign. The importance of a successful slogan is enormous. Advertising slogan forms the image of the company, positions the brand in the mind of consumers. It can give us information about what the product sells. The structure of advertising slogans was analyzed and all the results are listed above.

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### **SMM AS A TOOL FOR BUSINESS PROMOTION**

According to statistics, 85% of users of the Internet have accounts on social networks. Today social media is one of the most effective methods of brand promotion and business of different directions. Thanks to social networks, any small business can exist and conduct online sales even without personal website.

Social media marketing is the use of social media platforms and websites to promote a product or service. In contrast to direct advertising, social media marketing occurs neatly and unobtrusively, and, because of that, more effectively. A significant plus of SMM in comparison with usual advertising is its cheapness. At the initial stage a firm spends 30% of its profit on promotion and advertising. On the Internet you will spend at least two times less. There is one more significant plus – social networks are not affected by crisis and the impact of any external factors, they do not depend on political and economic situation in the country or region.

I suggest considering stages of building and development of business by the example of such social platform as Instagram. This social network, which was introduced back in 2010, was made for the exchange of photos and videos. Now it is popular not only because of its initial appointment, but also thanks to business-oriented activity of the holders of accounts. At present, many aspiring entrepreneurs use Instagram to promote their business. So what is necessary for successful business development?

The first step of any strategy is the understanding of what you want from your efforts. It is important to set realistic goals. With achievable goals you are more lucky to stick to original plan. According to some statistics, people who write their goals down are 30 times more successful [1].