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## ADVERTISING SLOGANS FROM THE PERSPECTIVE OF SEMANTICS

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**Abstract.** This article explores the semantic aspects of advertising slogans, with a particular focus on their motivation, change of meaning, literal and figurative meanings. Through examining various examples, the author argues that advertising slogans can operate on multiple levels of meaning, simultaneously appealing to both rational and emotional aspects of consumer behavior. This analysis highlights the importance of carefully considering the semantic aspects of advertising slogans in order to effectively communicate with target audiences and build brand identity.

**Key words:** slogan, meaning, figurative connotation, brand identity, manipulation.

**Annotatsiya.** Ushbu maqola reklama sloganlarining semantik jihatlarini tahlil qiladi, ulardagi motivatsiya, ma'no o'zgarishi, o'z va ko'chma ma'nolariga alohida e'tibor beriladi. Turli misollarni ko'rib chiqish orqali muallif reklama shiorlari bir vaqtning o'zida iste'molchi xatti-harakatlarining ratsional va hissiy jihatlariga murojaat qilib, bir nechta ma'no darajalarida ishlashi mumkinligini ta'kidlaydi. Ushbu tahlil maqsadli auditoriya bilan samarali muloqot qilish va brend identifikatorini shakllantirish uchun reklama shiorlarining semantik jihatlarini diqqat bilan ko'rib chiqish muhimligini ta'kidlaydi.

**Kalit so'zlar:** slogan, ma'no, majoziy ma'no, brend identifikatori, manipulyatsiya.

**Абстракт.** В данной статье исследуются семантические аспекты рекламных слоганов, при этом особое внимание уделяется их мотивации, изменению смысла, прямому и переносному значениям. На различных примерах автор доказывает, что рекламные слоганы могут действовать на нескольких смысловых уровнях, одновременно апеллируя как к рациональным, так и к эмоциональным аспектам потребительского поведения. Этот анализ подчеркивает важность тщательного рассмотрения семантических аспектов рекламных слоганов для эффективного общения с целевой аудиторией и создания индивидуальности бренда.

**Ключевые слова:** слоган, смысл, образная коннотация, фирменный стиль, манипуляция.

**Introduction.** Advertising slogans are ubiquitous in our daily lives, whether it's blaring from the television, popping out on a billboard, or staring back from a magazine. These phrases seem simple enough, but their semantic aspects are often overlooked. A slogan's effectiveness depends on its ability to grab attention, convey a message, and persuade an audience. In accomplishing these goals, advertising slogans rely on several semantic features, including semantic

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motivation, semantic change of meaning, and literal and figurative meanings. Exploring these aspects can help us understand the power and influence of advertising slogans and the language behind them.

Analysis of advertising slogans

*Every Little Thing Is Everything (Dell)*

Semantic motivation: This slogan is not necessarily motivated by particular external factors, such as the product or service being marketed by Dell. Instead, it seems to convey a broader message of the importance of attention to detail and mindfulness in all aspects of life, whether personal or professional.

Semantic change of meaning: The semantic change type used in the phrase "every little thing is everything" is extension of meaning. The words "little thing" and "everything" are being used metaphorically to express the idea that each small detail or element is significant and contributes to the overall picture or outcome.

The literal meaning of this ad is that Dell provides all the necessary components and components to make a computer work efficiently.

The figurative meaning of this slogan implies that every small detail is crucial in making a product work as a whole, and Dell pays attention to these details to ensure their products are of high quality.

*Melts in Your Mouth, Not in Your Hands. (M&M's)*

Semantic motivation: This advertising slogan is fully motivated because this phrase directly relates to the distinctive aspect of M&M's candy of melting in your mouth. Thus, it is a clear and memorable way to associate the brand with a particular attribute that sets their product apart.

Semantic change of meaning: The semantic change type used in this phrase is "amelioration". It refers to the process where a word or phrase acquires a more positive connotation over time. In this case, the phrase "melts in your mouth, not in your hands" has evolved its meaning to indicate a superior quality of the product as it highlights the ease of consumption and cleanliness of the product, which has improved its appeal to consumers.

Literal meaning: The product (chocolate) will not leave a mess on your hands when consumed.

Figurative meaning: It suggests that the product is of high quality and tastes great.

3. *Delighting you always (Canon)*

Semantic motivation: This slogan is a semantically motivated phrase that aims to communicate the brand's commitment to providing an outstanding customer experience. The phrase is built around the semantic structure of delighting, which is a generalization of the idea of making someone happy or satisfied. The phrase is partially motivated, as it hints at something more than just selling products. Instead, it suggests that Canon is interested in building a relationship with customers, beyond just making a sale.

Semantic change of meaning: This slogan implies a widening of meaning as it can be interpreted in various ways and is not restricted to a specific market or product.

The literal meaning of this slogan is to provide satisfaction to customers at all times.

The figurative meaning may imply that Canon strives to exceed customer expectations and create an emotional connection with their products and services.

#### 4. *Have a break, have a Kit-Kat (Kit-Kat)*

Semantic motivation: This slogan is semantically motivated because it uses a play on words to create a memorable and catchy phrase that promotes the product. It encourages people to take a break and enjoy a Kit-Kat chocolate bar.

Semantic change of meaning: The type of semantic change used is narrowing of meaning because the slogan takes a common phrase "have a break" and associates it exclusively with Kit-Kat chocolate bars.

Literal meaning: It encourages people to take a break from their work and enjoy a delicious chocolate bar.

The figurative meaning is that Kit-Kat bars can provide a moment of indulgence or relaxation during a stressful situation.

#### 5. *Vaqt bilan sinalgan sifat (time-tested quality) (Akfa)*

Semantic motivation: This slogan is semantically motivated because it invokes the concept of quality that has been tested and trusted over time.

Semantic change of meaning: The semantic change type used in this slogan is narrowing of meaning. It narrows down the concept of quality to only those that have been tested and proven over time, thus excluding newer or untested forms of quality.

The literal meaning of the slogan is that the quality of the product or service has been tested and proven over time, making it reliable and trustworthy.

The figurative meaning is that the company values quality and maintains a commitment to consistently delivering high-quality products or services.

Conclusion. In conclusion, the examination of the semantic aspects of advertising slogans reveals the power and impact of language in the context of marketing. The semantic motivation behind slogans enables companies to tap into the desires and aspirations of their target audiences, while the use of literal and figurative meanings can create different levels of engagement with consumers. Moreover, semantic change of meaning allows advertising slogans to evolve over time, adapting to new markets and cultural contexts. As such, understanding the semantic dimensions of advertising slogans is essential for designing effective marketing campaigns that resonate with consumers and drive business outcomes.

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