



RESEARCH PAPER

**Stylistic Analysis of Brand Taglines and their Impact upon
Consumers' Perception: A Study in Pakistani Context**

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ABSTRACT

The study looks at the persuasive power of brand taglines produced by linguistic choices and rhetoric devices in Pakistani context. Thirty taglines representing several brands and collected from different sources were analyzed in this study. The language of selected taglines was interpreted using stylistic analysis. It was discovered that when appropriate rhetorical features were combined with the effective social strategies, the consumers were enticed to purchase products or services advertised via taglines. The rhetoric devices employed in taglines were probed through rhetoric analysis. Persuasive power of taglines was ascertained through a survey, conducted with a sample of 150 members of generation Z. The findings indicated that taglines do not go unnoticed and exert a significant amount of influence on the targeted community. It reflected that the clever use of language is instrumental for the target audience's attraction to taglines. It contributes to show the extensive use of language in advertisements and various brands. A lot of the researchers focused on a particular area, like beauty product taglines, banks, educational institutions, and news channels but the present study is completely novel in this regard. As it pertained to taglines of globally recognized brands rather particular web domains.

Introduction

Language is used in many different contexts these days. Therefore, it is among the most efficient communication methods in any field. Emodi (2011) expressed that language has emerged as the most effective tool in today's business world. In an age of rapidly evolving technology, the media capitalizes on language to influence our beliefs and values. Advertising is a huge component of this industry. Advertising, like social agents, exerts a deep impact upon our thoughts

and standards. Thus, it is an important source of entertainment and information of local, national, and international scope. These advertisements frequently use taglines. Taglines are a group of words or a phrase that appears after an advertisement's end. For instance, 'KitKat – Take a break!' is the KitKat tagline that we watch on television, read in a magazine, or even see on the KitKat packaging! Taglines are clever but subtle ways of using words to achieve profitable results and to present a different view of discrete products or services advertised via specific medium.

Several research studies have been carried out to investigate the rhetorical and linguistic features of taglines in different cultural settings (Kohli et al. 2007) but in Pakistani context, so far, no study has been carried out which has investigated the linguistic and rhetoric devices employed in brand taglines.

Literature Review

This is an era of technology that is rapidly growing day by day. Multiple brands are in tough competition with one another. Masses are bombarded with dozens of advertisements, most of which are based on language. Since According to Duboviciene & Skorupa (2014) it is not easy to convince the consumer world nowadays, producers shall have to make greater efforts to promote their products (Duboviciene & Skorupa, 2014).

Language is a vast phenomenon, not only it is an important aspect of the educational domain, but it is equally significant in other domains and fields. One of the prominent domains being the brands or business companies that use language to promote their products and provoke the customers (Perzyna, 2017). Robert (2013) emphasized that the impact and power of language along with its inevitable capacity to provoke people and influence their behaviors might be astonishing. Her research was also based on the language used in advertising products. She, however, focused on the graphological and lexical aspects of language (Robert, 2013).

Stylistics is not limited to the written discourse alone. It is used to analyze language in distinct forms such as the established discourse of advertisements, news, oral or textual discourse, political texts, non-fiction, or religious discourse as well (Jeffries & McIntyre, 2013). The analysis of discourse could be done at various levels. The basic levels as stated by Khan and Jabeen (2015) include graphological, grammatical, phonological, and lexical levels and stylistics includes several devices: homonyms, synonyms, acronyms, lexical analysis, phonological patterns, punctuation, parts of speech, and the various grammatical forms (Utomo & Suprajitno, 2018). A significant research study by Ren and Yu (2013) carried out the stylistics analysis of the language of advertisement based on morphological level. Similarly, the syntactical patterns of a set of words or phrases in the brand taglines were also studied by Karsita and Apriana (2015).

The present study is also based on the analysis of exploring rhetoric devices in selected taglines with the help of rhetoric analysis. It involves breaking down of a text so that it could be critically analyzed. 'Rhetoric' was first suggested by Aristotle who related it with ethos, logos, and pathos. It began initially in Ancient Greece, 2500 years ago that linked the study of forms of argument and communication in public, political and legal life. Since then, it has evolved into a diverse and a rich body of pedagogies, research, and texts.

Several scholars including Kohli et al (2007) and Eisenhart & Johnstone (2012) have all highlighted the usage of several rhetorical devices within advertising taglines such as capitalization, assonance, alliteration, rhyme, metaphor, wordplay, and multiple other aspects that come under the stylistics analysis.

These devices are classified under different categories. Repetition devices are frequently used in advertisements to distract people and divert their attention towards the product or service being advertised. Few examples include rhyme, alliteration, and consonance. Phonological devices tend to make the listeners focus on an advertisement, however through repeated sound patterns, such as onomatopoeia, homonymy, and paronomasia. At the semantic level, the devices portray or highlight a certain meaning which is mostly ironic or contrary otherwise. A few rhetoric features at the semantic level include irony itself, hyperbole, oxymoron, metonymy, personification, synecdoche, and metaphor. Clow and Baack (2016) stated that the brand tagline could be said as a captivating or a catchy set of words that have an impact on the target consumers with the tagline imprinted on their minds.

A tagline is often used within the medium of advertisement (Zuliana, Tanjung, & Ardi, 2010). These are the catchy phrases, or the set of words associated or linked to the brands. It is a significant aspect in the field of advertisement and could be thought of as the part of a campaign that has a key role in the lives of people (Tanjung & Hudrasyah, 2019). It can draw both attention as well as time by motivating or encouraging the customers to support a brand. The main purpose of the taglines or brand slogans is to promote a product or any service. Markman (2010) highlighted that the actual purpose of advertisement by any means, according to our ordinary perception is related or linked to inciting the target audience about a thing that needs to be sold. For instance, any tagline of a network will promote that it is better and faster as compared to other networks, for example, the tagline of Zong, 'Aik nayakhuwaab' - 'A new dream' that focuses on the idea of a dream that might not have been witnessed by the users earlier. The present research focused on the way language is employed by the various brands in their taglines for the promotional and advertising purposes.

Material and Methods

The research was set out to highlight stylistic elements in brand taglines in Pakistan. Mixed methodology was used to delve into the language of taglines and

evaluate the data regarding the use of language features. A survey was also conducted to assess the public perception about the impact of tagline language on consumer psychological factors and thought processes. Findings have both a direct and graphical presentation of the data and information. Moreover, qualitative study was conducted to define the objectives precisely and to gain a thorough understanding of the subject. The quantitative data related to the perspectives of consumers allowed for the collection of statistical data to determine that the meaning and impact of taglines had been clearly understood and defined.

Data Collection

Data was collected for qualitative research and obtained from secondary sources, such as internet (websites and social media applications), television commercials, magazines, and newspapers. In addition, questionnaires were administered to collect quantitative data and all responses were measured, forecasted, quantified, and generalized at the end.

Research Tools

The language of the taglines was studied by using a stylistic approach and analysis was based on the rhetorical devices such as alliteration, epanalepsis, hyperbole, metanoia, onomatopoeia, oxymoron, parallelism, allusion or analogy are few examples out of many of these stylistic rhetorical elements. Apart from these devices, word choice, purpose, audience, tone, subject, context, syntactic elements, grammatical analysis including grammar and style, and appeals involving ethos, logos and pathos were looked upon. The current research focused on the similarities and differences between the use of language from brand to brand. Research investigations were also based on the personal responses obtained by the masses through a survey. For this purpose, a relevant questionnaire was designed as a tool for collecting responses from the target audience.

Sampling

The sample included generation Z of Pakistan and selected sample was not only familiar with taglines but also possessed important information about brand taglines available through multiple channels. There were 100 females while 50 male students from schools and universities including Kinnaird College for Women, Lahore College for Women University (BBA Department), University of Central Punjab, Institute of Communication studies Punjab University (PUICT), University of Engineering, and Technology, CMH Lahore Medical College, Shalimar Medical and Dental College, Lahore Grammar School (Muslim Town branch) and LACAS (Johar Town branch). The quantitative research tool constituted a questionnaire which was administered to ascertain the impact of taglines on perception of people and the questionnaire contained 10 separate sections. Both open ended and close ended questions were asked to gather as much accurate data as possible to ensure validity. Respondents who completed the questionnaire were mostly between the

ages of 18-24 years, with 78 percent. 18% of respondents were between the ages of 12 and 17, while only 4% were under the age of 12. However, any respondent older than 24 years of age was not included in the research because they are not part of generation Z. The age group of 25 years and older was included on purpose to ensure that this research is as valid and reliable as possible.

Results and Discussion

Most respondents indicated that they encounter taglines daily. Their percentage was the highest, at 44%. There was only a slight difference in the percentages of those who selected "Once or twice a day" and "Weekly"; 22 percent and 21%, respectively. These percentages are less than half of those who responded, "Several times a day." This means that people are aware of taglines. Their language undoubtedly influences people. Only 13% of respondents stated that they encounter taglines monthly. Their ratio was deemed to be the smallest. 59 percent of respondents admitted that they are occasionally tempted by a brand's tagline. 28 percent of them were certain that they are always drawn to a brand's tagline. While only 13% stated that they have never been persuaded by a brand's tagline. Additionally, it is worth noting that only 13% of respondents stated that they are never tempted by a brand tagline, a minuscule percentage. Most respondents stated that their attention is diverted when they hear a tagline near the conclusion of an advertisement. 69 percent of respondents agreed that they are distracted when they hear a catchy tagline near the end of an advertisement, while the remaining 31% disagreed. 57% stated that when they come across a brand, they are reminded of its tagline, while 43% stated that they do not recall it. The average discrepancy between the two is 14%. Despite this divergence, the majority agreed that when they come across a brand while shopping, it directs their attention to the brand's tagline. The majority stated that they first encountered the brand tagline on television. Their percentage was the highest, at 53%. The second highest percentage, 30%, was for websites or online articles as reported by the respondents. 5 percent indicated that the medium was a newspaper or a local magazine, while only 1% indicated radio. Finally, 11% of respondents selected "Other." They specified banners, billboards, books, a shoe box with the brand's tagline printed on it, office documents, a smartphone device, KitKat packaging, and YouTube under this option. 76 percent of respondents stated that they would remember a brand's tagline if it contained memorable words. Despite the brand's captivating tagline, only 24% said they had forgotten about it. This is undoubtedly a small percentage in comparison to the 76 percent who responded affirmatively. Most respondents stated that they read the tagline alone while 24% stated that they read the advertisement in its entirety. None of the respondents indicated a preference for the third option.

Stylistics Analysis of the Taglines Language

Qualitative analysis of content was carried out through "content observation". A total of 30 samples of brand taglines were collected from different sources. Six categories were selected which were frequently used by the people. The

last category, “others” was added to include those brands used by masses, but which did not come under the chosen categories such as technology, food, entertainment/information, and cloth/accessories. Each category contained five brand taglines, but two examples of each category were chosen for observation presented here.

Two examples from Food category

This category is the first category chosen since food is most common amongst all individuals. Unlike the categories of technology or beauty, this is not limited to a certain gender or age group. Two examples of the category w.r.t. taglines have been analyzed below.

a. Coca-Cola (“Open happiness”)

Rhetorical Analysis

With the tagline, “Open happiness”, the author intends to relate Coke with the emotion of happiness. The message that the writer intends with this tagline is that when people open a bottle of Coke is like opening happiness. The attitude of the writer is mild and compassionate towards the audience. The exigency of this text focuses on the need for happiness as depicted by the diction used in the tagline. This tagline, therefore, appeals to the emotions of the customers and is based on pathos.

Rhetorical Devices

It uses ‘Apostrophe’ that relates to the directed speech to anyone who is not present. Although there is no one present, however, the tagline is intended for the target consumer world, thus the author cleverly uses apostrophe in this tagline. Another rhetorical device observed in the tagline is, ‘Metonymy’ - it gives a thing another name that is associated with it. In this case, since a bottle of Coke is associated with happiness, therefore the bottle has been given another name i.e., ‘Happiness’. Thus, open a bottle of Coke, open happiness.

b. Mc Donald’s (“I’m Lovin’ It”)

Rhetorical Analysis

Based on the context i.e., a person knows the background of the tagline that it is associated with McDonald’s, therefore, the directed speech is intended for the food items that are being referred to in the tagline. The purpose of the message is to urge the target audience for the appetite that is produced by McDonald’s. Thus, to inculcate a feeling of hunger or craving in the masses. Since the tagline instills emotions in the listeners or readers, therefore it is based on pathos. Lastly, the subject of the topic is obviously based on promotional purposes. As it could be seen with the syntax of the tagline - “I’m Lovin’ It”; it is more of an informal direct

speech. Speaker's choice of words and this relevant phrase intends that he tries to indulge the audience by being more straightforward but in a more naturally candid manner.

Rhetorical Devices

Like the previous tagline, this too makes use of 'Apostrophe', because a directed speech is being made to a person who is not present. However, despite no one present, it is obvious that the direct speech is intended for the consumer world. It also makes use of 'Consonance' i.e., the repetition of consonants to create an internal rhyming sound. I'm when followed by Lovin', thus omitting 'g' from the word 'Loving', the two consonants "n" and "m" together produce consonance.

Two examples from Entertainment/Information

This category includes the brands that either provide information to the people such as Google or CNN or the websites and applications that serve as means of pleasure or entertainment for the communities.

a. Google ('Don't be evil')

Rhetorical Analysis

Google is a multinational technology-based company. It is used for multiple internet-related services and the most famous amongst all browsers across the globe is Google. Thus, its tagline, 'Don't be evil' is intended towards the masses who make use of Google for carrying out their searches. Context of this tagline denotes that the creator had a cautious attitude since he tends to make the searcher aware that he should be careful regarding his research. Since, Google is a vast browsing medium, from mere recipes to symptoms of countless diseases; Google has answers for all. The tone of the tagline may be sarcastic and the creator of the tagline may sarcastically warn the researchers not to be evil in their search. Syntactically, it is a short and independent clause thus, conveying a complete meaning. The diction or word choice is however cleverly made by the creator of this tagline. Using the word, "evil" in the tagline, the author tends to alert the people but in a livelier manner.

Rhetorical Devices

'Apostrophe' is observed in this tagline too. Another important rhetorical device used in this tagline is 'Euphemism'; it is when offensive words or terminologies are replaced with lighter equivalents. In this tagline, the word "evil" has been used. Instead, there could be various other words used in its place such as corrupt, unpleasant, petty, and mischievous. Therefore, if these terminologies had been used instead of the word evil, the people might have gotten offended, and the actual purpose of the brand being promoted would have not been fulfilled as well. Therefore, with the help of euphemism, the word choice in the tagline has smartly conveyed the intended message without even offending the target audience. It is also

portraying an ironic effect in the sense that Google is a search engine that contains information regarding any topic or issue. Since it consists of multiple links to various websites, therefore an individual is free to search anything. Despite knowing this fact, the creator of this tagline in a satirical way gives cautionary advice to its users that they should not be evil. Hence, 'Irony' is used. It can also be stated that 'Epigram' is used in this tagline because it is a brief yet satirical statement. Epigram is usually a memorable, brief statement that is usually satirical.

b. Facebook (Helps you connect and share with people in your life')

Rhetorical Analysis

The main topic or subject of this tagline is an introduction to Facebook. In one sentence, the entire theme or ideology of Facebook has been described. The purpose of the message portrayed in this tagline is a brief presentation of what Facebook is and what it is used for. Exigency highlighted in the tagline is the need for people to share and connect to others around them, whether due to lack of time in their lives or weak ties because of the greater distances. Facebook, thus, is a medium that connects people with others in their lives and the tone of the author in the tagline is informative. It however cannot be said as brief, but it is also not too long, and the word choice is clever; the first word of the tagline is "Helps" - since people are largely busy in their studies, jobs, businesses, and various other activities, therefore the word "helps" has appropriately been fitted into this tagline. It aids to divert the attention of the masses as well. Soon after "helps", the other two important words used are "connect" and "share". Therefore, under diction, when people come across these two words, they would acknowledge that not only they can connect to others but also share different things with them via Facebook, unlike the communications through mails or those seen in the past. Based on both syntax and diction, the tagline is detailed, and text of this tagline has its appeals based on emotions. Emotions such as that happiness, anticipation, and joy may arise in people after coming across this tagline, eventually, causing the target audience to use the relevant brand.

Rhetorical Devices

Since a directed speech is being made to someone, not present, therefore 'Apostrophe' is being used. Secondly, Facebook is being described with its traits being enumerated, therefore the creator has also used 'Merism' in it.

Two examples from Beauty

The category of beauty is often associated with women. However, due to the changing societal norms, there have been many products for men produced under this category as well. For the research, only common brands were chosen. Moreover, only those were added into this research which were globally known within the Pakistani context.

a. L'Oréal- ('Because you're worth it!')

Rhetorical Analysis

The purpose of the message presented in the tagline is to let the target audience know their worth, specifically women and phraseology and diction used in the tagline are such that it brings in the emotions of self-confidence. It is a positive statement and evokes powerful sentiment in the target masses. Therefore, the speaker appeals to the emotions of the target masses as described under Pathos. The subject of selection, as described, is to shed light on the status of women; to let them know that they are unconventional, independent, and of great worth. The lack of recognition of women in positive terms has led to movements like feminism because women are not treated wisely in multiple societies across the world. Therefore, to tell them their worth, that they should take care of themselves too because they deserve all and a lot more for themselves. The lack of representation of a positive status of women led to the incorporation of these words in the tagline - 'Because you're worth it!' under exigency. Word choice is clever, and author has not directly added any terms that relate to womanhood. However, since it is a brand associated with all the products manufactured for women, therefore the tagline, 'Because you're worth it!' is a directed statement towards the target audience. The creator has also used 'Because' at the beginning of the tagline which makes it an introductory clause. By observing this clause, it seems that the author along with a positive image of women also intended to highlight the quality and standard of the brand, thus making women worth its products. Furthermore, 'because' is a subordinate conjunction, therefore it cannot stand alone. It is a common strategy used by authors to use incomplete phrases to mirror informal speech in writing.

Rhetorical Devices

'Apostrophe' is used because a directed statement is made to somebody who is not present. 'Assonance' and 'Consonance' are produced by the sounds of vowel 'o' and consonant 'r' in the tagline; the apostrophe form of 'you are' - "you're" followed by the next word, "worth".

b. Maybelline ('Maybe it's Maybelline')

Rhetorical Analysis

This tagline is to portray the type of make-up products manufactured by the brand and the purpose is to evoke the target public to buy it. The diction in the tagline gives an idea that it might be her natural beauty, however, it may also be the make-up. Therefore, with this idea emphasized in the tagline, the author thus sheds light on the quality of make-up products produced by Maybelline; they are as such that when applied, one cannot differentiate whether it is make-up or the natural beauty of an individual. Under syntax, there have been two complete and independent clauses used. Both clauses imply uncertainty because the initial word in

the two sentences is 'Maybe'. Language used in the tagline is skeptical in the sense that it doubts two distinct ideas highlighted in the text. It is used by authors to highlight the notion that one is unaware or not sure about something in the first clause, followed by the next clause that hints at what the author intends or is ambiguous about. Lastly, the creator of this tagline has incorporated the name of the brand in its tagline like that of KitKat. These strategies engrave not only the tagline, but the brand associated too with it in the minds of people. Furthermore, the brand name, "Maybelline" rhymes with the word, "Maybe" which has been used twice in the tagline. Due to a great repetition, the public remembers a tagline and can recall it quickly.

Rhetorical Devices

'Admonition' is used because there is a repetition of words seen from the same root; 'Maybe' and 'Maybelline'- name of the brand itself. It is a nice euphony that can be achieved by using this poetic device, the difference lies in one sound or letter between the words. 'Anaphora' is used because 'maybe' is repeated at the beginning of both the clauses to give an emphasis to them. 'Metalepsis' is also used because the make-up products of Maybelline are referred to the natural beauty that is mentioned in the first clause. Anaphora on the other hand is a rhetoric device that is used when referencing one thing is done through the means of another thing that in turn is related to the first one. 'Parallelism' is seen in the tagline because a similar grammatical pattern is observed in the entire structure of the tagline. 'Synecdoche' is observed by the author because he has generalized the trait of natural beauty with that of using make-up products i.e., Maybelline. Lastly, 'Metaphor' has also been used in the tagline. A metaphor directly refers to one thing by mentioning another to produce a rhetorical effect. It is used to identify hidden similarities between the two ideas. In this case, Maybelline has been referred to as natural beauty through the usage of metaphor - 'Maybe its Maybelline'.

Two examples from Technology

Under this category, following two brands have been selected which were most prominent in the Pakistani context.

a. Microsoft ("be what's next")

Rhetorical Analysis

Microsoft is a globally known company associated with the selling of computer software along with related electronics and services. Its brand tagline, "Be what's next." is one, main independent clause delivering a complete meaning. The rhetorical appeal highlighted in this tagline is, "Pathos" because the tagline tends to evoke emotions in the listener or the reader. Thus, the three words, 'Be what's next', is simply a statement that defines the subject by urging readers or listeners to be the part of something that has yet to come. The purpose is to make the target audience

realize the worth of changing needs due to the constantly evolving world of computers and technology. The first word "Be" when either heard or read by the target audience, their attention is diverted from whatever activity they are indulged in towards the tagline because despite being a complete, independent clause, it is a command. Thus, the purpose of the tagline is first, to gain the attention of the target consumer world and the tone used to build the confidence. Secondly "Be"; followed by the words, "what's next" tends to persuade the audience. The marketer has smartly chosen the words that would not only gain the attention of the consumer world but also tend to convince the masses to buy it by narrating them in just two words. Therefore, the tagline interprets, "Be what's next". The exigency, thus, in this context is that there is a need to constantly evolve with the growing technology that explains the creation of this text. Pathos bases their appeal on emotions. In this emerging world, not only there is tough competition between companies or organizations alone. Rather, people are competing with one another also.

Rhetorical Devices

The tagline makes use of 'Apostrophe' under the heading of rhetorical devices because it is a directed speech to somebody who is not present. However, the readers or listeners of this directed speech are present - the target audience. 'Merism' is when an object is being described. In this case, the software and computer-related essentials are described indirectly. Instead of explicitly stating the relevant services or products being advertised, the creator of the tagline describes them by enumerating their traits. It is obvious that whether it is computer software, hardware, or technological services. Moreover, it wouldn't be wrong to say that 'Metaphor' is also used in this tagline because the readers (who are humans) are being told to "be" something that shall soon be introduced. In this case, the technological innovations are being compared to the humans; to endure or be what's next i.e., computer advancements.

b. Apple ('Think different')

Rhetorical Analysis

This tagline is also based on pathos. The tagline tends to appeal to its audience by invoking the emotions of the listener or reader. It is short, comprising of just two words, "Think different". Therefore, it is an independent clause that is conveying a complete meaning. The company, "Apple" has always been remarkable in introducing new yet innovative features throughout these years. The intended audience is obviously the public again and the background of the context is newer technologies. With its emergence in the field of technology, Apple has always been ahead of other companies. This also makes it one out of the ten most popular phone brands in Pakistan (Anjum, 2018). The tone of the creator in this tagline is direct again and it is precise and with just two words. Author has portrayed the entire meaning and diction of the tagline which includes two words; First is "Think" which diverts the attention of the intended audience. The second word is "Different" which

invokes the audience. Knowing that it is the tagline of Apple company, the target audience may think about the revolutionary innovations introduced by the company over the past years, therefore they may be invoked with the positive emotion of anticipation to buy the company's products.

Rhetorical Devices

This tagline too makes use of 'Apostrophe' since it is a directed speech intended towards the masses. 'Merism' is used because the objects - particularly Apple company's gadgets including iPhone and iPad are described by enumerating their traits i.e., Apple company launches its gadgets in the least obvious ways with the introduction of those features which completely disparate with not only the products of their rivalry companies but even their own previously produced products.

Two examples from Cloth/Accessories

This category is common to all - men, women, and people of all ages. Under this category, those cloth brands were selected which manufacture clothes for everyone, irrespective of one's gender or age.

a. Gucci ('Quality is remembered long after price is forgotten')

Rhetorical Analysis

The subject relates to the quality of the company's products. The purpose, like other taglines, is to provoke the target masses and tone of the creator is promising. Whereas it is the lack of quality irrespective of higher prices of global brands that are explained in the context of this tagline. Under diction, the author has chosen both the words, "Quality" and "Price" which he has incorporated in the tagline. Choice of words is clever as people usually focus on the price when buying a product or availing any service. If prices are greater, they hope the quality of products to be assuring and longer lasting. Therefore, the writer tends to inform the masses that they shall forget the price of Gucci's products, but the quality would not be compromised even then. Syntactically, it is a single sentence comprising of two independent clauses giving a complete meaning. The clauses have been joined together with conjunction, 'after'.

Rhetorical Devices

'Antithesis' is being used because the contrast is emphasized between two things: 'quality' and 'price'. The contrast has been made by emphasizing in the tagline that quality shall be remembered long after the price would have been forgotten. Therefore, the two contrasting words, "remembered" and "forgotten" have been incorporated in the tagline. 'Apostrophe' and 'Merism' are also used.

Parallelism is seen because a similar grammatical structure has been observed in the tagline.

b. Levi's ('Live in Levi's')

Rhetorical Analysis

The subject highlights 'quality' in this tagline. Like the previous tagline, this tagline too was created due to the lack of quality as explained under exigency. The tone of the author is guaranteeing. Diction portrays the meaning that quality is embedded into style. By linking the two words together, an idea is being portrayed that quality should never be negotiated. It is an integral part of the style. Syntactically, it is an independent clause giving a complete meaning.

Rhetorical Devices

'Apostrophe' and 'Merism' are used yet again. 'Synecdoche' is used because specification based on the definite trait of clothes i.e., style has been made in the tagline.

Others

This category was added to include those brand taglines that could not be categorized under the above-discussed categories.

a. Sensodyne ('# 1 Dentist recommended brand for protection against tooth sensitivity')

Rhetorical Analysis

The tagline is providing reliable information by referring to statistics that this toothpaste is the number 1 brand recommended by the dentists. The tone of the author is descriptive and not only he defines the benefit of the toothpaste, but also describes authenticity in the same tagline. Unlike other taglines, this tagline begins with statistics claiming that the relevant toothpaste brand is number 1 followed by a valid source that it has been recommended by the dentists. And, finally, revealing its benefit that it protects against tooth sensitivity. Therefore, it has its appeals based on Logos as the use of statistics is done along with citing the authority, i.e., dentists. Syntactically, it is a sentence comprising of two clauses: one dependent and the other independent. The first clause is independent, '#1 dentist recommended brand', which has been joined to a dependent clause, 'protection against tooth sensitivity' by adding conjunction 'for' between the two. Based on the diction of the tagline, the author has used "#1" to give statistical information, "dentist" to highlight the authority, "brand" to compare Sensodyne with other toothpaste brands that claim similar statements, and "tooth sensitivity" to aware the masses regarding the function of the product been advertised.

Rhetorical Devices

'Merism' is used because the benefit of the toothpaste has been mentioned in the tagline.

b. Uber (Everyone's private driver)

Rhetorical Analysis

The topic of this selection is to inform people that every individual shall have a personal driver to take them wherever they want to go despite not even owning their personal car. Under exigency, the creation of text is such that describes the need of people to travel or move to places within one's homeland due to lack of means from either not possessing a car, or otherwise a 'driver'. The author's tone is pleasing and satisfying for those who face conveyance or transportation issues. Word choice is intelligent by using "Everyone" at the beginning of the tagline and the author addresses everybody. By using the word "private", the author intends to highlight the safety of Uber and he also signifies that this service is distinct from public transportation. Lastly, by putting "driver" towards the end of the tagline, the creator plans to influence as many people as possible. Thus, the tagline in just three words summarizes the entire purpose of the service provided by Uber. The usage of 'driver' and not a 'car' provokes people more because a car could be rented, however, the availability of the driver would still lack. Therefore, the exigency is explained above.

Use of Rhetorical Devices

Linguistic features either subverted or used appropriately by the creators of taglines can be observed using rhetorical devices. The most prominent devices to produce more successful outcomes include.

1. Anaphora - word repetition at beginning of the taglines. Such as that seen in the tagline of KitKat, 'Have a break, have a KitKat'.

Epiphora- repetition of words at the end of taglines. Such as that seen in the tagline of eBay, 'Buy it. Sell it. Love it.'

2. Apostrophe - a directed speech made to a person or an object which is not present. This is observed in multiple taglines observed in the earlier chapter. Consequently, this suggests that to elicit and persuade people towards a tagline, it has been observed that apostrophe is the most used rhetorical device amongst all.

3. Assonance - repetition of vowels to produce internal rhyming.

Consonance - repetition of consonants to create internal rhyming. The rhyming scheme helps the public remember a tagline

4. Merism – describing objects or people by enumerating their traits. This rhetoric device is also greatly used; the products or services have been described and their traits enumerated in taglines.
5. Parallelism – the arrangement of a sentence in a manner that it has a parallel structure. This device is seen in few taglines too, many creators prefer a similar grammatical pattern within the taglines.

It is due to the use of these rhetorical devices and linguistic features as described above that the target audience are provoked. People are either stimulated with diction so cleverly incorporated by the creators that are associated with either the insecurities, desires, or needs of the target population. Linguistic elements do not just enhance the meaning and style of a tagline, but they also underline the aesthetic value of it, such as seen in taglines of L'Oréal, Maybelline, and Mc Donald's. Advertisers incorporate linguistic devices in any medium of advertisement in a way to engage the target audience as much as possible. The questionnaire was incorporated into research so that the results obtained could be used to support qualitative analysis. The first question, 'How often do you come across taglines of various brands?' was added in the questionnaire to know about what percentage of people pay heed to the taglines. It was included particularly to know whether people notice taglines at multiple places or not. Taglines are surely at many places and advertised through multiple mediums, however, it is only the word choice that makes target masses notice them. As the results obtained, revealed that masses do notice taglines at several places. Although, the selected taglines were globally known. However, the interests of males and females and that of distinct age groups vary accordingly. The domains such as technology, sports, and beauty fascinate the genders and age groups differently. 'Food' is a common interest of all; therefore, the tagline of Coca Cola was chosen. Since the majority stated that it took them a while to recall the brand name associated with the tagline. It justifies that despite not coming across a certain tagline daily, it still gets engraved in one's memory. Therefore, it would not be wrong to say that taglines are embedded into the minds of people due to the impact of word choice. Sosho (2016) stated that one of the challenging tasks for the companies could be the selection of taglines for their brands. Abdi and Irandoust (2013) in their research focused on the language is as simple as possible, yet catchy to attract the vast number of masses. The simplicity of the language makes a tagline gets engraved in the memories of people while the captivating word choice grasps the attention of the target audience. Surprisingly, most of the respondents also said that they are tempted towards a brand based on its tagline sometimes. It means that there is an unintentional psychological impact on the target audience. The earlier studies also suggest that catchy words may tempt consumers towards a certain brand. It only depends on the creator of the tagline that how he cleverly makes use of words or plays with them to encourage the masses and provoke them to buy the product or avail services that are being advertised via the brand tagline. When the respondents were inquired that whether their attention is diverted towards a tagline when occupied in some other work or tasks, the majority answered in affirmation. Thus, this question was an inquiry-based on their practical

experiences. It again supports the proposition that the selection of words affects the consumers. Even if the individual does not watch, listen, or read an entire advertisement, the results obtained from this question state that the tagline towards the end of an advertisement gets success in getting the attention of the masses despite them being indulged in any work. Kannan and Tyagi (2013) highlighted this aspect in their research that the behavior of people is also influenced when coming across a persuasive piece of language.

Conclusion

The current study is the first research of its kind in Pakistan, and it is directed towards the usage of rhetorical devices in the taglines of various brands. Rhetorical analysis was done in the following categories: food, entertainment/information, beauty, technology, cloth/accessories, and others. It concludes that the creators infer the responses of viewers or readers of taglines, and the impact of brand taglines entirely depends on the clever selection and an appropriate ordering of words. It has been thoroughly analyzed using rhetorical devices. Two rhetorical devices, 'Apostrophe' and 'Merism' are most common amongst taglines. It was also observed that numerous taglines have their appeals based on emotions by using pathos to provoke the target audience.

To sum up, language is an essential component in every field. It is an appealing factor in the field of advertisement like various other fields. It is evident from the research that communication is being made in taglines most persuasively. As the results and observations denote, the language used in taglines relates to the societal norms. It attracts the audience in the most provoking way. Research recommends the further ways in which manufacturers can use language to sell a product. Additionally, they can focus on the effect by using stylistic techniques to target the audience, resulting in a more responsive and positive feedback. It is also explored that the taglines work as a tool to influence the masses and their purchasing decisions. The research was limited exclusively on brand taglines from the Pakistani context, owing to the limited time and resources available for global brands. It recommends further comparison of brand taglines in the global and Pakistani contexts.

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