

SYNTACTIC FEATURES OF ENGLISH AND LITHUANIAN SLOGANS

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Research purpose. The slogan is a textual part of an advertisement realised in the linguistic form of a sentence or phrase and can be seen everywhere. Marketers do their best to create various advertisements to maximise companies' sales and the company's overall image. Intense, informative, and catchy slogans are the most common and easy technique for businesses to get people's attention. Consequently, advertising texts employ various manipulative language methods to gain attention, deliver a message, and persuade consumers to purchase goods from them. So, the research aims to reveal the tendencies of syntactic features exploited in developing advertising slogans in English and Lithuania.

Keywords: Slogans, syntax, sentence types and sentence structures.

Research methodology. The research design achieves the objectives: (i) syntactic analysis of slogans used in practice in English and Lithuanian advertisements and (ii) highlighting syntactic similarities and differences of sentence construction in English and Lithuanian slogan cases. The research subject is 50 slogan examples in English and 30 in Lithuanian. The methods applied in the research are (a) analysis of theoretical sources and (b) descriptive, contrastive linguistic analysis.

Findings. The analysis demonstrated how, in practice, advertising slogans work as grammatically correct sentences and how they obey or break grammatical rules in English and Lithuanian slogans. Declarative sentence type is a common way to create unique advertising slogans in English and Lithuanian. However, English slogans prefer different phrases to well-built sentences and indicate that by not adding any end mark. Exclamatory sentence type is exploited in creating slogans in English and Lithuanian, and the end of the slogan is identified by either an exclamation mark or a full stop. Imperative sentence type is frequent among English and Lithuanian slogans, and at the end, they may take either an exclamation mark or a full stop. Interrogative sentence type outnumbers the application of English slogans to Lithuanian cases, although in both languages they are syntactically structured in a more grammatically correct way and punctuated at the end by a question mark. Simple sentence structures are primarily employed in English and Lithuanian slogans; however, compound or even complex sentence structures could be identified in the construction of slogans in both languages. Compound sentence structures are among the more favoured syntactic structures in Lithuanian advertising slogans while English slogans demonstrate the tendency to exploit sentence-fragment constructions more compared to correctly built and punctuated sentences.

Practical implications. Syntactic comparative analysis of slogans revealed the fact that various syntactic rules of sentence construction are followed, though parallelly violation of grammatical regularities takes place in the creation of English and Lithuanian advertising slogans. And that concluding assumption carries practical value for students of English for public relations study programme.