

## ANALYSIS OF THEORETICAL-RHETORICAL STRATEGIES USED IN ENGLISH ADVERTISEMENTS

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**Annotatsiya.** Ushbu tadqiqot ingliz tilidagi reklama matnlarida qo'llaniladigan nazariy-ritorik strategiyalarni lingvopragmatik nuqtai nazardan tahlil etadi. Tadqiqot yigirmata reklama slogani asosida beshta asosiy strategiyani aniqlaydi va ularning iste'molchi idrokiga ta'sirini ko'rsatadi.

**Kalit so'zlar:** Reklama diskursi, ritorik strategiyalar, lingvopragmatika, nutq aktlari, ishontirish

**Аннотация.** Настоящая статья анализирует теоретико-риторические стратегии англоязычных рекламных текстов с лингво-прагматической точки зрения. На основе двадцати рекламных слоганов выявляются пять ключевых стратегий и их влияние на восприятие потребителей. Ключевые слова: рекламный дискурс, риторические стратегии, лингвопрагматика, речевые акты, убеждение

**Abstract.** This article analyzes theoretical and rhetorical strategies in English advertising texts from a linguo-pragmatic perspective. Based on a corpus of twenty advertising slogans, the study identifies five key strategies and their persuasive effect on consumer perception.

**Keywords:** advertising discourse, rhetorical strategies, linguo-pragmatics, speech acts, persuasion

**Introduction.** In modern society, advertising has become one of the most powerful forms of mass communication, with English functioning as its dominant global language. Advertising texts are not merely informational — they are carefully constructed persuasive instruments designed to shape consumer attitudes and motivate purchasing behavior [1]. Every lexical choice, syntactic structure, and rhetorical device serves a deliberate communicative purpose, making advertising discourse a highly productive object of linguo-pragmatic investigation.

Despite the growing body of research on advertising language, the systematic intersection of classical rhetorical theory with contemporary pragmatic frameworks remains insufficiently explored [2]. Most existing studies adopt either an exclusively rhetorical or a purely pragmatic perspective, leaving a gap for an integrated analytical approach. The present study addresses this gap directly.

The aim of the study is to identify, classify, and analyze the principal theoretical-rhetorical strategies employed in English advertising texts. The following objectives are pursued: to review relevant theoretical foundations; to compile a representative corpus of twenty English advertising slogans; to identify key rhetorical-pragmatic strategies; and to assess their persuasive communicative functions. The research questions guiding the study are: What theoretical-rhetorical strategies are most prominently used in English advertising? Through what linguistic means are they realized? How do they interact to produce a persuasive effect?

**Literature Review and Methodology.** The theoretical foundation of the study integrates three scholarly traditions. The pragmatic dimension draws on Speech Act Theory (Austin, 1962, pp. 94–108 [3]; Searle, 1969, pp. 16–24 [4]), which distinguishes the locutionary, illocutionary, and perlocutionary dimensions of utterances. Searle's [4, pp. 23–24] classification of illocutionary acts — particularly directives — proves especially relevant, as commands and calls to action constitute a defining feature of advertising language. Grice's Cooperative Principle [5, pp. 45–50] further illuminates how advertisers exploit conversational implicature by deliberately flouting the maxims of Quantity, Quality, Relation, and Manner to convey persuasive messages indirectly.

The rhetorical dimension is grounded in Aristotle's three modes of persuasion: *ethos* (credibility and authority), *pathos* (emotional appeal), and *logos* (rational argumentation) [6, pp. 37–38]. These categories map directly onto the persuasive goals of contemporary advertising. The linguistic study of advertising has been developed by Leech [7, pp. 27–28], Goddard [2, pp. 5–6], Cook [1, pp. 3–4], and Tanaka [8, pp. 7–8], while Fairclough's [9, pp. 62–63] concept of synthetic personalization and Lakoff and Johnson's [10, pp. 3–4] Conceptual Metaphor Theory provide additional analytical tools.

The study employs a qualitative-descriptive research design supplemented by basic quantitative analysis. The corpus comprises twenty advertising slogans selected from internationally recognized brands across six product categories: sportswear, cosmetics, food and beverage, technology, automotive, and financial services. Selection criteria included linguistic richness, brand recognition, product diversity, and linguistic authenticity. The analysis proceeded in three stages: rhetorical classification (*ethos/pathos/logos*), pragmatic analysis (illocutionary force and implicature), and linguistic analysis at lexical, syntactic, and stylistic levels.

**Discussion.** The analysis reveals that the five identified strategies — directive speech acts, emotional appeal, conceptual metaphor, personalization, and evaluative vocabulary — rarely operate independently. Rather, they interact and reinforce one another within individual texts to produce a unified persuasive effect. Nike's "Just Do It" [3, p. 94] simultaneously deploys a directive speech act, emotional appeal, and implicature generated through the deliberate vagueness of the pronoun *it*, inviting consumers to project their own aspirations onto the message. L'Oréal's "Because You're Worth It" combines Fairclough's [9, p. 62] synthetic personalization with *pathos* appeal, constructing purchase as an act of self-affirmation rather than mere consumption.

Conceptual metaphor, as theorized by Lakoff and Johnson [10, pp. 3–4], proves particularly productive in advertising: Red Bull's "Gives You Wings" maps the abstract quality of energy onto the culturally resonant image of flight, while De Beers' "A Diamond Is Forever" equates material permanence with eternal romantic commitment. Both slogans exploit Grice's Maxim of Quality [5, p. 49] — no consumer literally expects wings or immortal diamonds — yet the implicature generated is emotionally powerful and commercially effective. Apple's "Think Different" enacts its message through deliberate grammatical deviation, exemplifying Cook's [1, p. 4] observation regarding the self-referential quality of sophisticated advertising language.

Evaluative vocabulary, identified by Leech [7, p. 27] as a defining feature of advertising, is prominent across the corpus. Gillette's "The Best a Man Can Get" and BMW's "The Ultimate Driving Machine" deploy superlative adjectives presented through definite articles as objective facts rather than subjective claims, exploiting the presuppositional mechanism described by Tanaka [8, p. 8]. MasterCard's two-part

construction — "There Are Some Things Money Can't Buy. For Everything Else, There's MasterCard" — strategically acknowledges non-commercial values before asserting brand indispensability, a sophisticated rhetorical move combining ethos and pathos appeals simultaneously.

**Results.** The analysis of the twenty-text corpus produced the following principal findings, summarized in Table 1:

Table 1. Distribution of Rhetorical-Pragmatic Strategies Across the Corpus

Strategy	Examples	Frequency	Dominant Appeal	Pragmatic Mechanism
Directive speech acts	Nike, Subway, Adidas	6/20 (30%)	Logos/Pathos	Illocutionary force
Emotional appeal	L'Oréal, Coca-Cola, McDonald's	8/20 (40%)	Pathos	Presupposition, personalization
Conceptual metaphor	Red Bull, De Beers, Apple	4/20 (20%)	Pathos/Logos	Metaphorical mapping, implicature
Personalization	MasterCard, Dove, L'Oréal	5/20 (25%)	Ethos/Pathos	Synthetic personalization
Evaluative vocabulary	Gillette, BMW, Ford	7/20 (35%)	Ethos/Logos	Axiological marking, presupposition

The data confirm that pathos — emotional appeal — is the dominant rhetorical orientation, reflecting the tendency of contemporary advertising to prioritize emotional resonance over rational argumentation [1, p. 3]. Evaluative vocabulary (35%) and emotional appeal (40%) represent the most frequently deployed strategies, while conceptual metaphor, though less frequent, produces the most memorable communicative effects. At the pragmatic level, implicature and presupposition emerge as the most productive mechanisms, consistent with Tanaka's [8, p. 7] and Cook's [1, p. 4] findings regarding the characteristically indirect communicative style of advertising discourse. All five strategies demonstrate simultaneous operation at linguistic and pragmatic levels, confirming the necessity of an integrated analytical approach.

**Conclusion.** The present study has demonstrated that English advertising discourse is characterized by the systematic and strategic deployment of five principal theoretical-rhetorical strategies: directive speech acts, emotional appeal, conceptual metaphor, personalization, and evaluative vocabulary. These strategies operate simultaneously at linguistic and pragmatic levels, achieving highly persuasive communicative effects within the severe constraints of brevity characteristic of advertising discourse.

The scientific contribution of the study lies in its integrated analytical framework, combining classical rhetorical theory with modern linguo-pragmatic methodology to produce a systematic classification of persuasive strategies. The practical significance extends to discourse analysis, media linguistics, language teaching, and marketing communication. Future research might productively expand the corpus, incorporate multimodal analysis, and include empirical reception data to enrich the findings of the present investigation.

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