

Advertisement of School Slogans: Semantic Analysis

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Abstract:

Advertisement plays an important role in communication. Schools also advertise through their slogans. Fifteen renowned slogans of District Gujrat Schools are collected to analyze. It is a qualitative research and describes semantic perspective of these slogans. Rhetorical figure theory supports as a theoretical frame work which asserts that in a situation there are number of ways to express any proposition and to sway an audience some of them are most effective. For that, Hyperbole is mostly used. While short sentences, inspiring and motivational words are also used. They are an effective way to advertise.

Key words: School slogans, effective communication, rhetorical figure theory, hyperbole technique.

1) Introduction:

General definition of communication is that it is used to convey attitudes information and feelings. Opinions are also transmitted while using certain sequences of communication. Successful communication accrues when every item is transmitted with same frequency and coherence in which it was desired (Adumitroaie-Popovici & Gafencu-Bândiul). Now-a-days

advertisement is used for communication. According to Dyer (1982) You are walking into the street, your eyes are down , even you did not watched television and have not studied newspaper but still it's impossible to avoid advertisements. To inform a large number of people you have to advertise it in the most familiar way through public announcement, posters and newspapers. Advertising campaigns which are well- designed have dramatic effects but there are few people who admit it (Schrank, 2006). These advertising campaigns use different slogans to appeal people and these slogans are very attractive. According to Retief & De Klerk (2003) attractiveness is related to aesthetic and used for the satisfaction of the emotional needs. It is according to the current trends. Fawazz defines that slogans are used to express aims, ideas and nature of an organization or an individual. They are simple short expressions, easy to remember meaningful and it is deep seated in the social structure of the people to use slogans. According to Roberts & Kreuz (1994) there is variation in the style of advertising language.

Schools also use slogans to express their ideas and aims. Current study will investigate that what the claims are made by school slogans and in which category they fall. What type of rhetorical devises is used in these slogans and what semantically they communicate? The researcher did not find any research on this topic in Pakistani context but slogans which are used in different fields will provide the base to this research. This study is also unique because it fills the gap to study school slogans.

According to April D'Aubin (1991) words have power and language have the ability to affect the perceptions about world, neighbors and even about ourselves. The semantics of school slogan is important especially in Pakistan whereas schools advertisements are made forcefully but still these have not been able to convince the people about the awareness of the education.

Educational slogans are not only raised by the schools but they are also raised from Government of Pakistan. It was tried to bring change and raise motivation through these slogans “education for all”, “Maar nahi pyar” Punjab Government also raised slogan of “Hamara khawab para likha Punjab” to develop motivation for education. In 2011 ‘Educational Emergency’ was introduced and it was felt that education failures have as devastating impact as floods of last year. But all these efforts proved fruitless. According to Memon (2007) education has a key role in the economy of a country because it has a vital role in the productivity of skilled and efficient manpower that sustain a country towards economic development. Educational sectors in Pakistan have not satisfactory situation due to lack of proper teaching materials, untrained teachers and lack of poor infrastructure.

Disparities between genders are also a widespread phenomenon in Pakistan. Media played its role very well and tried a lot to convince people to educate their daughters and send them into schools but situation is still alarming in rural areas which are the 70% population of the country (Latif, 2011). This study is important because it will highlight the semantics of school slogans.

1.1) Research Objectives

There are variety of slogans e.g. anti-bullying slogans, child education slogans and reading slogans. Current study will investigate those slogans which are used by the schools to impart their aims and ideas and researcher will find that in which category these slogans falls and which device is mostly used by in these slogans. Present study intends to highlight the semantics of these school slogans and what they collectively communicate?

1.2) Research Questions

- (1) What claims are made in school’s slogans?

- (2) What rhetorical devices are mostly used?
- (3) What these devices communicate semantically”

1.3) Limitations of the Study:

The present study will be limited to the famous Private schools of district Gujarat and fifteen slogans will be analyzed.

2) Literature Review:

Ads are consisted upon headlines, illustration through music and different pictures, slogans, body copy and product names are also used. Mostly, English language is used in these slogans. English is widely used as a language of advertisement even in those countries where it is non- native language (Gieszinger, 2001). There is a research on the slogans of famous drinks Coca cola and Pepsi and analysis was made about their advertisement product information, cultural elements which these drinks communicate in their advertisements. Music, different pictures and slogans are used for the advertising. This research shows the comparison between two drinks. According to Malik (2008) Pepsi and Coke are multinational beverage companies which were taken into account for their marketing communication. There were five ingredients which were researched including Product information which they used in their advertising. Cultural elements were included which Pepsi and Coke considered in their advertisements and aesthetic appeals. Pepsi advertise more with graphical aids in comparison with coke. All advertisements contain a message and information. Emotional messages are full of funn and musical advertising is also used. Cultural elements are included and especially local music is also included. Pepsi seems to have a higher rank in marketing communication. Pepsi have more brands than coke but it's difficult to decide that which company is better in leading advertising. Shared

experience shows that Pepsi is ahead in advertising in comparison with coke.

Advertisement is an activity to persuade the masses. It contributes to educate and deals issues related to the society like killing of child girls, family planning, smoking and child labor education. It is the power of advertisement that it succeeds to lure the consumers and consumer are agreed to buy even those things which they are not required (Kannan & Tyagi). This study includes the slogans of different products in different fields and which rhetorical devices are used to give the semantics to the words. Present research will show these slogans in different fields where they have been used because these researches will provide the basics to analyze the semantics of school slogans whereas no research is found in the related field for the biases of current research.

Not only the language of school slogans is flowery but language of tourism is also very attractive. According to Mahadi (2011) it's a magical language. Only those words are used which give positive descriptions and easily promote and attract people. Linguistic techniques are used and tourism pictures are displayed according to the interests of the people along with a purpose.

Thị & Thùy (2010) studied lexical, phonetic and syntactic feature of different airlines slogans. The study is important because it is the convenient way of transport and there is increasement in number of people who use it around the world. Characteristics of airline slogans are their own and on an international scale they must appeal to the people. Fifty slogans were selected to investigate and mostly shared characteristics of these slogans were found. There is least use of alliteration and rhyme. The word 'fly' is used frequently which is related to the field. Short, simple and imperative sentences have been used for the conciseness of these slogans. But this study ignores the cultural respect having a great influence on the words of airline slogans which have been employed.

There are many researches which highlight rhetorical figure devices in these slogans and consider it beneficial to use them in advertising. According to Tom & Eves (2012) advertisement does not only have the purpose to inform people but it has to persuade people. These devices are found frequently in advertisements. They are effective and able to persuade. 54% advertisements use these devices and they make claim of effective and superior in performance.

There is another study which is really interesting. It describes the comparison of adopting appropriate devices. Rhetorical alternation and repetition are used to attract the consumer. Consumer's attention can also be regained through rhetorical alternation and this alternation should be in the headlines of the advertisement. It has more impact rather than repetition. There is a long history of repetition to facilitate in human learning in advertising studies and in psychology but it has a weaker impact when it is compared with alteration (Mic, 2009).

Some researches investigate the role of visual rhetorical devices. McQuarrie and Mick's study shows the impact of visual rhetoric. Rhyme, metaphor pun and antithesis, all these rhetorical figures were observed in his study. There was no difficulty to comprehend and visual devices play a role to elaborate the meanings. These devices help to produce a more favorable attitude towards the ads. Results shows it as a powerful theory (McQuarrie & Mick 1999).

This theory has a long history and was also used by a great orator Hitler. He says "everything I have accomplished I owe to persuasion" For the purpose of persuasion he composed his speeches himself. He worked into the nights for the drafting of his speeches. While working on his speeches he drew his personal theory of rhetoric. It can be found in his autobiography where it is scattered fully. It is not commonly found that heads of the state write rhetorical theory and reason is oblivious that they did not write their speeches by own to persuade the public.

But Churchill and Hitler are not included among those heads of states. They are exceptional. They compose their speeches with great care and considering this theory. Hitler believed that for a leadership, spoken words are more superior in comparison with written words. He was convinced that “fobs and nights of pen” are not born or chosen for leadership (Loebs).

According to Kreuz (2001) it is important to the use of figurative language in advertisements. This research mainly gives importance to irony. It's not easy to process ironic statements and people take long times in comparison to literal statements. In irony, people have good memory if we compare it with other kinds of figurative devices. It was general conclusion that irony should be used to increase the effectiveness of the message.

There is another research of figurative speech in services advertisements. Use of figure devices is so skillfully that even complex products are clear for the consumer. One brand is shown different from another brand through the use of figurative language. There are a lot of figures which are used e.g. metaphor, allegory, simile, personification etc (Stern, 1988) According to Sikos et al (2008) Figurative language fulfils the goals. Although, figurative language creates difficulty but it is common in natural accruing language. It's normal to combine individual meanings of words into units to understand human language. We compose them into a compositional manner to understand a figurative language. It is necessary to understand the interpretive adjustment of individual words. It is also obvious that there are certain types which are frequent in using in comparison to others.

School slogans also maid claims and present research intends to describe that what are the claims which are mostly made by the school slogans? Present research also intends to show that what type of figurative devices are mostly used in school slogans with interpreting their semantics.

Another research was on the slogans of refractive surgery and there were certain features of these slogans which were closely analyzed. In analysis, lexical, grammatical, syntactic features were observed and it was shown that English is mostly used as a language of these advertisement slogans. Noun phrases are used with pre-modifiers, simple and complex noun phrases were also used. Pronoun 'you' was frequently used. It shows, its use was to address individual persons for having the impression of equality. Lexical feature of these slogans were also examined and these slogans were giving the semantics of weasel claims. Comparisons were also made (Maksimainen 2011).

3) Research Methodology:

This is qualitative research and it will describe semantic perspective of slogans. Fifteen slogans will be collected to analyze. Data will be collected from different websites of famous schools and sign boards of renowned schools of district Gujarat. Rhetorical figure theory will support as a theoretical frame work. Rhetoricians asserts that in a situation there are number of ways to express any proposition and to sway an audience some of them are most effective. Manner of expressing becomes more important rather than the content of a statement when the goal is overriding to persuade. Rhetorical identify is an effective form, used for expression and which is most effective. Rhetorical plays a vital role which explains 'incongruity' that is produced by rhetorical figures or text structure of certain kinds in advertising text (McQuarrie and Mick, 1996). This theory goes back to Aristotle who believed that audience is "the end or object of the speech" According to Roskelly (2008) Aristotle had believe that it's upon speaker that he can observe the communication which is happening. Speaker can use understanding to make arguments which must be convincing and sound. There are more than sixty rhetorical

devices but current study will apply few devices to obtain factual results.

4) Data Analysis:

'We are different and unique' claim

There are certain slogans of the schools which gives the meaning of different and unique. They made such type of claims to get the attention of the audience

‘A unique school system’ (The Exaa school system).

This slogan gives the semantics of making a claim that they are different from others.

“I want to make difference” (Kiran school system)

“Determiners towards success” claim

“Tomorrow is our destiny” (The smart school)

This slogan gives the collective semantic of hope, positivity and a strong determination for tomorrow.

'Improvement' claims

“We develop your brain” (Kips)

This slogan claims for the improvement in existing knowledge. It gives the semantic to increase and sharpen mental capabilities.

'Higher achievements' claims

“Towards academic excellence” (Bloomfield Hall School)

This slogan claims the higher achievement in the field of education.

Sententia:

Sententia is to give a general statement of wisdom. It can be a quotation or a maxim. It can be applied to the situation as a general truth.

“Tell me, I’ll forget. Show me, I may remember. But involve me, and I’ll remember.” (The Exaa school system)

This school quotes an inspirational Chinese proverb. It sums up the situation and gives the meaning of applying new methods in teaching.

Rhetorical Questions:

The writer does not answer rhetorical questions because its answer is desired and obvious. It can be answered just in yes or no. These questions are prepared for emphasis. They are planned to put effect or to provocation. It is important device because it’s for the reader to think. Question should not be ridiculous otherwise it will provide no benefit.

“Is Bacon in you?” (Bacon school system)

“Become what you want?” (Roots school system)

These slogans are used for emphasis. They can be answered in simply yes or no and fulfill the purpose rhetorical question device. These slogans give the semantics of provocation.

Hyperbole:

Hyperbole is exaggeration. It is used to produce effect in the speech. It can be called an overstatement. It is a tool for the authors which they use for the readers to help them. There is an example which can illustrate hyperbole,” The ball bounced the sky”. Literally it is impossible for the ball to reach at the sky but it is suggested that the ball can bounce high. It tells the height of the ball which is at extreme level and that’s why it seems that the ball has touched the sky. There are many slogans from the schools which convey the semantics of exaggeration.

“Success for all” (National school system)

It is impossible to assure the success for all people. It cannot be believed that all persons will be successful in their lives. Success is not a thing which anyone can handover to others

domains of life also effects to the success of life. But this slogan gives the semantic meaning of success in the field of education. It is addresses generally but success is only for those people who joined this school system. Anyone can achieve this success to join them. It is beneficial and a great opportunity for all persons and that's why we can say that it is a success for all.

“Prepare your child for 21st century” (Trillium English school system)

This slogan does not specify that in which field the children will be prepared? What will be the challenges for which the children have to compete? It is impossible to give guaranty of a person that now he is able to face the world. But semantically, this slogan conveys the qualities of education. Education is a tool to make the difference. It will groom their personality and will bring positive change into the children. It will give power to them to face the world. Technology is the necessary of modern world. This education will make them able to compete the world through technical education.

“We make your child Happy” (GEM'S)

Apparently, it does not tell the criteria of happiness for the children because level of happiness varies from individual to individual. The interest level of children in education is not equal that they will be attracted toward the education in the same way. There are different subjects and student's interest level varies in these subjects. But these slogans communicate the semantics of student centered way of teaching. It is according to the interests of the students. It denies the old methods of teachings where teacher was all in all. It collectively gives the meaning of including the co curriculum activities according to the interest of the students.

“Cultivating the youth” (The right school)

Cultivation is used for the crop. Bit in this slogan hyperbole is used. As the land is prepared crops in the same way they will cultivate the youth for their bright future. It gives the

semantics of preparing the youth for education to achieve a great success.

“Learn to lead” (Schola Nova)

All the persons cannot lead after getting education, some are higher in their ranks and others have to become subordinates. This slogan gives the semantics of gaining abilities which can make any individual to a successful person. Here educations mean to bring positive changes in the personality which is supportive to lead. These positive changes are important to lead life.

“Expanding the mind of tomorrow” (IIGS)

Literally, it gives different meanings but here semantics of expanding is to enlighten with knowledge. Equip them with knowledge. Bring a positive grooming in their personality. So, it does not mean to expand the size of their minds but it's to enlighten them so that they will not remain narrow minded.

Distinctio:

It is used to prevent ambiguity. It is a reference which is explicit towards a particular meaning or for the different meanings of the same word. It is used for the abstract concepts which can provide different meaning to different persons or can be different for the same person but at different times. Meanings have great flexibility and when there is any confusion distinction can be used as a helpful device.

“Dare to dream” (Stellar school system)

Here, distinctio specifies the meaning related to the dreams of educational career.

“Inspiring individuals” (The Grammar school at leads)

This slogan semantically defines that inspiring individual towards the education. Motivation for the students will be created.

5) Summing up:

Advertisement has a powerful way to communicate the people. It's not easy to avoid advertisement because it is present everywhere. Schools also advertise through their slogans. They use short phrases and sentences. They try to show higher aims through education. They use inspiring and motivated words. They participate in the semantics of those words which are used in these slogans. These slogans were also raised at Government level but still they failed to bring a rapid change in education. Literacy rate in rural area is still alarming. Drop out ratio of student from schools have not been solved. Hyperbole is mostly used in these slogans but still it seems that these slogans have failed to communicate and to bring children into the schools. But these slogans add the semantics. They use charming words related to education and to bring positive change among the students. Imperative clauses are also used. They have short sentences and phrases which are the characteristics of slogans. School slogans are also an effective way to advertise. They can advertise their slogans through advertisement campaigns using newspapers, signboards etc.

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