

การวิเคราะห์การใช้ภาษาภาพพจน์ของคำโฆษณาสายการบิน

Analysis of Figures of Speech in Airline Slogans

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บทคัดย่อ

งานวิจัยครั้งนี้มีวัตถุประสงค์เพื่อวิเคราะห์การใช้ภาษาภาพพจน์ในคำโฆษณาสายการบิน กลุ่มตัวอย่างในการศึกษาคือคำโฆษณาของสายการบินจำนวน 33 คำจากสายการบินจำนวน 20 แห่ง ซึ่งสุ่มเลือกมาจากคำโฆษณา 469 คำจากสายการบินรวมจำนวนทั้งสิ้น 193 แห่ง ผลการศึกษาพบว่าจากกลุ่มตัวอย่างทั้งหมด มีการใช้ภาษาภาพพจน์ประเภทอุปมา (20.59%) และการใช้สัมผัสในมากที่สุด (20.59%) รองลงมาคืออริพจน์ (17.65%) บุคลาธิษฐาน (14.71%) อุปมา (8.82%) อุปมานิทัศน์ (6.06%) สัญลักษณ์ (5.88%) อนุนามมัย (2.94%) การปฏิรูปพจน์ (2.94%) สัมผัสสระ (2.94%) และการกล่าวอ้างถึง (2.94%) ตามลำดับ

คำสำคัญ: สายการบิน คำโฆษณา ภาษาภาพพจน์

Abstract

The objective of this study was to analyze the language used in airline slogan in terms of figures of speech. The subjects of the study were 33 airline slogans from 20 airlines, randomly selected from the total 469 slogans from 193 airlines. The results showed that the types of figures of speech found were metaphor (20.59%) and alliteration (20.59%), hyperbole (17.65%), personification (14.71%), simile (8.82%), symbol (5.88%), allegory (2.94%) synecdoche (2.94%), rhyme (2.94%), and allusion (2.94%), respectively.

Keywords: Airlines, Slogan, Figurative language

1. Introduction

According to the advertising, it is a field study and considered a kind of persuasive communication. In transmitting information to the public, senders, i.e., companies or advertisers, have to identify the target audience. They must know what audience they want to reach. If senders can identify the exact target audience, they can determine not only what information is to be given but also how it is to be said. Next to the target audience, advertisers then define an objective and formulate messages. The purpose of using advertising messages is to put something into the consumers' minds, to change their attitude, or to get the consumer to undertake a specific action. In order to achieve the objectives, those carefully chosen messages must have an influence on consumers' behavior: their awareness, interest, desire, and action.

Simple and interesting slogans make people know the airlines. It is arranged as attractive as possible. It must be communicative and understandable for consumers. Sometimes, people tend to have difficulties in understanding of the slogan because the messages have not only implicit meaning.

Language is the best-known words or terms for all people around the world. It plays an important role in every aspect of human life, especially in the communication world. Language is the systematic conventional use of sound, sign, or written symbol in human society for communication and self-expression. It means people can express their idea and mind

through the language. Language also plays as important role in every aspect of human life, such as slogan. Slogan is a memorable motto, or phrase used in political, commercial, religious and other context as a repetitive expression of an idea or purpose.

As figures of speech serve the following two requirements, they are very important for slogan advertising. First, rhetorical devices or figures of speech come along with the persuasive notion by Mulderig and Elsbre 1990. This fulfills the need to persuade audiences. Second, using figurative language is a mean used in advertising for creating the experience that is powerful. Moreover, Elbow and Blau (1992) state that figurative language will help you explain an abstract subject in a way that appeal to your readers' imagination.

Because of the crucial role of advertising language, particularly figures of speech and the growth of advertising, this research is aimed to study advertising language focusing on figures of speech in airlines advertising slogans.

A slogan is a noun, usually repeated and persuasive that creates a memorable catch phrase, motto, or jingle that expresses a particular aim or concept. Second, what makes a slogan memorable? Brevity is first in line -- normally 10 words or less.

'Slogans are the most memorable lines of the advertisements' by Wood 1997. The slogans are often thought of in the context with headlines. The headlines have been called condensed sales message which are

the essence of the slogans. Many famous slogans start life as headlines, and many celebrated slogans could qualify as headlines (Doremus, 1972).

To sum up, advertising language is a unique and special language since it diverges from the rules of language and differs from language use in daily life for getting the exact effect or extra meaning in order to hold the attention of people and then persuade them to take some actions. As a result, it is engineered carefully and purposefully.

2. Objectives

The purpose of this study is to examine the linguistic features in the slogans of airlines by focusing on persuasive language and the range of figures of speech to find out what the frequencies of figures of speech in the airlines slogans are. Then, to investigate which kinds of figures of speech are mostly applied in the airlines advertising slogans in order to consider how figures of speech are used to represent the slogans.

Rhetorical figures can assist the process of advertising (Lodish et al., cited in McQuarrie and Mick, 2009). To advertise the products, rhetorical means and figures of speech such as alliteration are applied in advertising (Janoschka, 2004). Advertising writers can use figurative language or figures of speech to assist their audiences in understanding the abstract notion because the abstract can be changed to be more concrete by applying figures of speech or figurative language (Bridges and Lunsford, 1984). Furthermore,

to create a lively image or picture in the minds of audiences calls for metaphors, similes and other kinds of rhetorical figures (Hirschberg, 1996). From these advantages of using figures of speech, there is no doubt why figures of speech are used broadly in advertising.

This research is aimed to study figures of speech in airlines advertising slogans.

3. Materials and Method

In this research, twenty airline slogans were analyzed alphabetically without distinguishing between domestic and international airline slogans from web site.

The twenty airline slogans were selected randomly from web sites, <http://the-travelinsider.info/airlines/airlineslogan.htm> in 2011. This researcher analyzed those airlines slogans to find out what the frequencies of figure of speech in airlines slogans were and examined the relation between figures of speech and airlines slogans in order to understand how a figure of speech was used to represent the slogans of airlines.

4. Result and Discussion

Table 1 The application of figurative language with the airlines' slogans

Airlines	Airlines's Slogans	Figurative Languages
1. Air Asia	1. Now everyone can fly	Hyperbole
2. Air India	1. The Palace in the	Metaphor/Pers

	sky let your heart fly	onification/	10.	1. The proud bird	Metaphor
	2.A tradition of	Simile	Continental	with the golden tail.	
	warmth The airline		Airlines		
	that treats you like a			2. We really move	
	Maharajah			our tails for you.	
3.Air New Zealand	1. Amazing journeys. Everyday	Alliterations	11. Delta Airlines	1. Delta is my airline	Metaphor/Hype
	2. The world's warmest welcome			2. On top of the world	Hyperbole
4.Alaska Airlines	1. Nobody knows Alaska like Alaska	Alliterations	12. Egypt Airlines	1. The wing of pyramids	Metaphor / Symbol
	2. Take Alaska to Alaska				
	3. the First, the Finest..to All Alaska!		13.Emirates Airlines	1. Fly Emirates. Meet Dubai.	Symbol / Hyperbole /
				2. Fly Emirates. Keep discovering	Allusion
				3. Even time flies on Emirates	
5.Alitalia Airlines	1.Alitalia. The wings of Italy.	Synecdoche/ Hyperbole	14.Ethiopian Airlines	1. Bringing Africa together	Allegory
	2. Alitalia will show you the world			2. The wonderland route	
6.Austrian Airlines	1.Austrian. Fly with friends.	Alliterations/ Simile	15. Pan Am	1. The sky is no longer the limit	Personification/ Alliterations
	2. The most friendly airline.			2. We fly the world the way the world want us to fly	
	3.Austrian. Like a smile in the sky.		16. Qantas	1. The spirit of Australia	Personification/ Hyperbole
7. Bangkok Airways	1. Asia's boutique airline	Alliterations		2. The spirit of Australia, the flying kangaroo	
	Exclusive service to exotic gems		17.	1. Stop searching.	Alliterations /
8. Cathay Pacific	1. Cathay Pacific. The heart of Asia	Personification/ Metaphor	Southwest Airlines	Start Traveling	Rhyme
9.China Airlines	1. We blossom everyday	Metaphor	18. Sri	1. You're our world	Hyperbole

Lankan Airlines		
19. Thai Airways	1. Smooth as silk	Simile/Alliterations
20. United Airlines	1. It's time to fly 2. Life is a journey , travel it well. 3. Fly the friendly skies of United	Metaphor/ Personification

5. Discussion

The results in this study point out that nowadays figures of speech or figurative language are widely used and easily found in advertising. Figures of speech are very important and required particularly by advertisements for Airlines. It is apparent that there are great frequencies of using rhetorical figures in advertisements of Airlines. It implies that the benefits from using figures of speech are well understood by advertisers, so figures of speech are used pervasively to serve the goals of advertising.

As results shown above, metaphor and alliterations were used popularly as figures of speech due to the ease of understanding, communication and memorizing for readers in comparison with other figures. Metaphors support the work of the writer in persuasion. It compares one subject to second subject, which is not really like the first in kind, but is like it in some way that the writer explains. For example, the

wing of pyramids, it compares the wing to plane. The focusing on metaphor, this rhetorical device is a significant tool used in Airlines slogans to represent the image or symbol of Airlines. Alliteration refers to the repetition of the same letter or sound over connected or consecutive words which are frequently found in poetry. However, it can also be used effectively in literary prose. Alliteration is a great help for memory. For example, "Smooth as silk", this slogan uses alliterations in a few words that help readers remember this slogan and Thai Airways.

6. Conclusion

The advertising aspect used in this study was based on the principle which stated that slogans help energize goals, dreams, and even change beliefs. First, create a clear definition for a slogan.

In the framework of figure of speech or figurative language, there are 13 types of figurative languages. Type of rhetorical figures are: 1.) Simile, 2.) Metaphor, 3.) Personification, 4.) Allusion, 5.) Allegory, 6.) Hyperbole, 7.) Symbol, 8.) Metonymy, 9.) Rhyme, 10.) Pun, 11.) Alliteration, 12.) Euphemism, 13.) Synecdoche.

The results showed that the types of figures of speech found were metaphor (20.59%), alliteration (20.59%), hyperbole (17.65%), personification (14.71%), simile (8.82%), symbol (5.88%), allegory

(2.94%), synecdoche (2.94%), rhyme (2.94%) and allusion (2.94%) respectively.

It was recommended that, as this study is about the analysis of airlines' slogan in the aspects of figure of speech and advertising, other areas of data should be done.

And other elements of the airlines' public relations: posters, leaflets, billboards, websites, etc. can be another source of data for linguistic and pragmatic analysis.

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