**A Discourse Analysis of Rhetorical Linguistic Techniques in Digital Marketing Brand Slogans for Consumer Attraction**

 **1 Mahnoor Amjad\* and 2 Dr Syed Kazim Shah**

1. MPhil Scholar, Department of Applied Linguistics, Government College University, Faisalabad, Punjab, Pakistan
2. Assistant Professor, Department of Applied Linguistics, Government College University, Faisalabad, Punjab, Pakistan

**\*Corresponding Author Mahnoor.amjad2508@gmail.com**

**Abstract**

The purpose of this study is to evaluate how rhetorical linguistic devices affect customer appeal in brand slogans for digital marketing under the roof of discourse analysis. Brand slogans are succinct means of delivering a strong impact image in the dynamic world of digital marketing influencing a great consumer purchase interest. This qualitative study analyzes 50 brand slogans that were chosen at random from a pool of 500 population, using the simple random sampling technique. Then, the researcher manually applies 10 chosen rhetorical devices from the book “A Handbook of Rhetorical Devices by Robert A. Harris” Harris, (1997) which are amplification, climax, personification, apostrophe, alliteration, onomatopoeia, anaphora, epistrophe, parallelism, and antithesis on those 50 brand slogans.  This study shows that 'Amplification" is the most used rhetorical device in digital marketing brand slogans. This study intends to advance the conversation about effective consumer outreach in the digital age by providing a greater understanding of the communicative subtleties inherent in brand slogans.

**Keywords:**

Rhetorical Devices, Persuasiveness, Discourse Analysis, Digital Marketing, Brand Slogans

**Introduction**

The ability to talk is regarded to be what makes humans unique. If you had to distinguish between people and animals, what one trait would you use? Love and Discord Language, on the other hand, clearly distinguishes humans from other animals (Trask, 1995). A strategy for tackling a problem to solve it is discourse analysis (Frohman, 1992). Discourse describes certain language constructions used for social or psychosocial reasons (Danesi, 2015). Discourse can be described as unique instances of parole distinction between langue (the faculty of language itself) and parole (the use of language). Its initial goal was to demonstrate that how people speak not only draws on a system of unspoken social conventions and patterns but also molds and modifies the formal language system itself. The most frequent application of this is in scientific study, where discourse analysis gives us a proper response with which we may accurately understand a scientific issue. It enables us to have a better understanding of the underlying scientific problem and its resolution.

The Rhetoric of Aristotle has had a significant impact on rhetorical growth. Aristotle's disciples and followers frequently applied elements of his rhetorical theory (Rapp, 2002). However, rather than conducting in-depth analyses of Aristotle's writings, these latter authors were more focused on developing a conceptual foundation for their rhetorical guides. This is one of the factors that has led those with a greater interest in the history of rhetoric than in philosophy during the past two millennia to interpret Aristotelian rhetoric. This association (Kassel, 1971) with the rhetorical rather than the philosophical tradition can also be seen in the fact that the text of is in the most significant copies and editions. Aristotle's Rhetoric was surrounded by rhetorical writings and speeches by other Greek and Latin authors. Aristotle's philosophical works were hence infrequently employed to interpret the text.

**Research questions**

**1-** How do digital marketing brand slogans use persuasive rhetorical language to influence consumer purchasing decisions?

**2-** To what extent do digital marketing brand slogans utilize figurative language to appeal to consumers?

**3-** What are the most used rhetorical linguistic devices in digital marketing brand slogans?

**Literature Review**

**Discourse as a tool for analysis:**

This article aims to show how a contrastive rhetorical strategy might assist writing instructors and their students in identifying and improving the general rhetorical patterns in student writing. Kaplan (1966) created the contrastive rhetoric theory, which contends that rhetorical patterns, like logic, differ from culture to culture. The Discourse matrix makes it possible to use contrastive rhetoric in the ESL classroom. The matrix makes it possible for teachers and students to identify parts of writing where the rhetorical structure might deviate from a standard English pattern. The matrix can also be applied to revision. The article uses examples from both English and ESL writers to show how to use the matrix.

All verbal communication is covered by the four Aristotelian discourses (Poetic, Rhetoric, Dialectic, and Logic), and their study in the medical humanities is a crucial tool for medical practice and instruction. Discourses differ according to their goal, form, believability, and precision. Additionally, their research (Angotti-Neto et al., 2014) might encourage general clinical and philosophical discussion. Narrative medicine, literature, cultural studies, case studies, and the arts are all included in the study of poetry. Verbal and nonverbal communication used to persuade and inform others is referred to as rhetoric. Research and clinical exploration are both included in dialectic. Logic encompasses education, discursive analysis, and scientific discourse. The writings of Aristotle are still useful tools for shaping a well-rounded physician.

Critical development studies demand practical instruments in addition to a critical mindset. This article (Gasper, 2022) discusses certain types of discourse analysis that can provide critical development studies more substance while being accessible to students without a background in the field. Tools for "making strange" (defamiliarization) are essential for helping us see texts and social realities in a new, independent light and begin to identify both our own and other people's blind spots. The tools for text analysis, argumentation analysis, and content analysis discussed in this article are straightforward yet useful strategies to support the critical defamiliarization and reconstruction processes.

**Analytical Discourse**

Goulding & Goulding (1976, 1979) conducted a discourse analysis of 72 hours of transactional analysis group therapy in the years 1984–1985, the author and an objective assessor constructed and used operational criteria of categorizations by McNeel (1975). According to the study's findings (Johnsson, 2011), the therapy included TA components and the therapist utilized an average of 42% of the discourse space. The two main categories were "Feeling Contact" and "Contracts," and specific TA tactics like "talking to Parent projections," "making a feeling statement," "mutual negotiation," and "specificity/clarity" were employed. Inter-rater reliability was 46.2% (Araujo & Born 1985), the odds ratio (Viera, 2008) is over 1.0 for the majority of categories, and Cohen's (1960) kappa coefficient shows a range from small to great agreement.

The use of artistic activities in senior care has increased recently in Finland. This article explains the interpretive repertoires and discourses used to support arts in senior care in such publications (Lehikoinen, 2017). The discourse analytic methodology employed in the investigation is described in the article. The primary interpretive repertoires and discourses found in the data are illustrated using text snippets. These discourses cover topics including work, cultural rights, physical and mental health, meaningful living, and caring ethics. It is claimed that the specific interpretive repertoires and discourses that give them justification for their persuasive leverage in the situations where they are addressed determine how the function of the arts in senior care is expressed.

**Rhetoric & Persuasiveness**

This essay (Hampl, 2012) examines the idea of metaphor (rhetoric device) as it appears in political speech. The paper focuses on the usage of metaphors by politicians and how metaphors function persuasively in political discourse. The publication also gives a broad theoretical framework for metaphor theories. The ideas of manipulation and persuasion in political speech are also discussed. Metaphors from the Cold War era serve as a good representation of the real instances of metaphorical language.

The current article's study (Al-Sowaidi et al., 2017) main purpose is to examine the slogans that were gathered from the sit-in locations in Egypt, Libya, and Yemen, and they will be examined as part of the project's core purpose. Using information from a variety of media, such as banners, wall graffiti, audio-visual instruments, chanting, speeches, and songs, it analyzes several common discourse structures and techniques that are used in slogans to produce a particular subgenre of political speech in the Arab world. The study's ultimate objective is to demonstrate whether or not the slogans fit the definition of political discourse.

The current study (Allaf-Akbary, 2023) investigates the use of linguistic and visual meta-discourse markers (MMs) in infographic resumes, as well as their function in persuasion. Digital content marketers, software engineers, and service consultants contributed a corpus of 30 infographic resumes with a combined word count of around 2463. To examine the corpora, we based our findings on Kumpf's (2000) visual meta-discourse and Hyland's (2018) meta-discourse model. The findings showed that attitude markers and boosters had a higher frequency than other verbal MMs and were seen as significant and powerful forms of persuasive language.

This research fills in this gap by exposing the complex interplay between linguistic strategies and customer engagement and sheds light on the persuasive dynamics driving effective digital marketing campaigns.

**Research Methodology**

The researcher examines 60 rhetorical devices that are given in the book i.e. “A Handbook of Rhetorical Devices by Robert A. Harris” Harris, R. (1997), from which the researcher has selected manually the most common ten devices for research for this study i.e., Amplification, Climax, Personification, Apostrophe, Alliteration, Onomatopoeia, Anaphora, Epistrophe, Parallelism and Antithesis. According to Creswell (Creswell 2012), a researcher follows a specific pattern when collecting, evaluating, and interpreting data. Before choosing a study design, the researcher should think about the information that has to be obtained and analyzed as well as the most effective approach to do so (Atmaja, 2022). This study has taken a sample of 50 brand slogans from a good population of 500 brands of slogans through the method of simple random sampling technique. The simple random sampling technique principle reveals that there is the same probability for every sample to be selected (Meng, 2013). This choose 50 brand slogans will be used for this study so that the researcher can achieve effective results. So, the researcher analyzed 50 digital brand slogans manually by applying 10 rhetorical devices under the umbrella of discourse. Researchers examined them and then compiled them according to their classification in a table for a better understanding of the audience.

**Analysis and Discussion:**

   ***Table 1. Analysis of Brand Slogans***

|  |  |  |
| --- | --- | --- |
| **No** | **Brand Slogan**   | **Rhetorical Device**   |
| 1.
 | L'Oréal: "Embrace Your Unique Beauty"   | Amplification   |
| 1.
 | Honda: "The Joy of the Open Road"   |     Amplification   |
| 1.
 | Panasonic: "Enhancing Your Lifestyle, Enhancing the World"   |     Amplification   |
| 1.
 | Coors Light: "Crisp, clean, refreshing"   |     Alliteration   |
| 1.
 | Rice Krispies: "Snap, Crackle, Pop"   |     Alliteration   |
| 1.
 | Butterfinger: "Crispety, crunchety, peanut-buttery"   |     Alliteration   |
| 1.
 | Mastercard: "Unleashing Priceless Moments"                                  |      Amplification   |
| 1.
 | Sony: "Pushing Boundaries, Delivering Excellence"   |      Amplification   |
| 1.
 | Charmin: “Softer than soft, soft, soft.”   |      Epistrophe   |
| 1.
 | Folgers: “The best part of waking up is Folgers in your cup, cup, cup.”   |      Epistrophe   |
| 1.
 | L'Oréal: "Because You're Worth It."   |      Climax   |
| 1.
 | Gillette: "The Best a Man Can Get."   |      Climax   |
| 1.
 | General Electric: "Powering Progress, Illuminating Possibilities"   |     Alliteration   |
| 1.
 | Coca-Cola: "Taste the Joy of Coca-Cola"   |     Amplification   |
| 1.
 | Canon: "Delighting You Always"   |     Amplification   |
| 1.
 | Maybelline: "Maybe She's Born with It. Maybe It's Maybelline."   |      Amplification   |
| 1.
 | Burger King: "Bigger, better, Burger King."   |     Alliteration   |
| 1.
 | Alka-Seltzer: "Plop, plop, fizz, fizz"   |     Alliteration   |
| 1.
 | kittles: "Taste the Rainbow “   |     Personification   |
| 1.
 | Red Bull: "Gives You Wings"   |     Personification   |
| 1.
 | Nestle: "Enhancing Life, Nestle-Style"   |      Amplification   |
| 1.
 | Panasonic: "A Better Life, A Better World"   |     Anaphora   |
| 1.
 | Visa: “Everywhere you want to be, everywhere you want to go”   |     Anaphora   |
| 1.
 | Sony: "Inspiring Imagination, Delivering Innovation"   |     Parallelism   |
| 1.
 | Kit Kat: "Have a break, have a Kit Kat."   |     Parallelism   |
| 1.
 | M&M's: "Melts in your mouth, not in your hand."   |    Parallelism   |
| 1.
 | Apple: "Slimmer than ever, faster than ever."   |   Antithesis   |
| 1.
 | Jaguar: "Grace, space, pace."   |   Parallelism   |
| 1.
 | Axe: "The cleaner you are, the dirtier you get."   |   Antithesis   |
| 1.
 | Mercedes-Benz: "The best or nothing."   |   Antithesis   |
| 1.
 | Ajax: "Stronger than dirt."   |   Parallelism   |
| 1.
 | Verizon: “Can You Hear Me Now? Good.”   |   Antithesis   |
| 1.
 | Subway: "Eat Fresh."   |   Climax   |
| 1.
 | BMW: "The Ultimate Driving Machine."   |   Climax   |
| 1.
 | Coca-Cola: "Open Happiness."   |   Climax   |
| 1.
 | Subway: "Deliciousness in Every Bite"   |    Amplification   |
| 1.
 | Tesla: "Accelerating the World's Transition to Sustainable Energy"   |     Amplification   |
| 1.
 | Toyota: "Let's Go Places."   |   Climax   |
| 1.
 | Head & Shoulders: “Get rid of dandruff, dandruff, dandruff.”   |   Epistrophe   |
| 1.
 | Listerine: “Gets to the bad breath germs, germs, germs.”   |   Epistrophe   |
| 1.
 | Amazon: "A Smile in Every Box."   |   Personification   |
| 1.
 | Bubblicious: "Bite. Blow. Bubbles."   |   Onomatopoeia   |
| 1.
 | Budweiser: “Budweiser, the king of beers, beers, beers.”   |   Epistrophe   |
| 1.
 | Life cereal: “The breakfast of champions, champions, champions.”   |   Epistrophe   |
| 1.
 | KFC: "Taste the Tradition, Indulge in Flavor"               |    Amplification   |
| 1.
 | Pop Rocks: "Popping Candy Fun."   |   Onomatopoeia   |
| 1.
 | Olive Garden: "When you're here, you're family”   |   Apostrophe   |
| 1.
 | McDonald's: "I'm lovin' it.”   |    Apostrophe   |
| 1.
 | Campbell's: “Mmm, mmm good!”   |   Onomatopoeia   |
| 1.
 | KFC: "Finger-lickin' good."   |   Apostrophe   |
|  |    |    |    |

**1: Amplification**

An important idea or notion is repeated and expanded upon as part of the rhetorical tactic known as amplification to increase its relevance and impact. Twelve of the above 50 brand slogans effectively use amplification to highlight the central concepts and values of their respective brands:

* **L'Oréal: "Embrace Your Unique Beauty"**

 The word "Embrace" is repeated and expanded upon by the phrase "Your Unique Beauty," underscoring the value of accepting one's appearance.

* **Honda: "The Joy of the Open Road"**

The phrase "The Open Road" amplifies the word "Joy," conjuring a striking image of the joy and excitement that accompany driving.

* **Panasonic: "Enhancing Your Lifestyle, Enhancing the World"**

The phrase "Enhancing" is used several times to highlight its significance in both enriching individual lifestyles and, on a broader scale, the planet.

* **Mastercard: "Unleashing Priceless Moments"**

"Unleashing" emphasizes the idea that Mastercard enables individuals to access experiences of tremendous value by amplifying the concept of generating "Priceless Moments."

* **Sony: "Pushing Boundaries, Delivering Excellence"**

"Pushing Boundaries" highlights Sony's commitment to innovation, while "Delivering Excellence" highlights its quest for superior products.

* **Maybelline: "Maybe She's Born with It. Maybe It's Maybelline."**

The word "Maybe" is used more than once, while the phrases "Born with It" and "It's Maybelline" are expanded upon, adding to the enigma and attraction of Maybelline products.

* **Coca-Cola: "Taste the Joy of Coca-Cola"**

"Taste" enhances the sensory experience of drinking Coca-Cola, while "Joy" gives the appeal of the brand a more sentimental quality.

* **Canon: "Delighting You Always"**

The word "Delighting" emphasizes Canon's dedication to customer satisfaction by amplifying the ongoing effort to satisfy clients.

* **Nestle: "Enhancing Life, Nestle-Style**

"Nestle-Style" elaborates on "Enhancing Life," highlighting the distinctive and beneficial ways in which Nestle contributes to life enhancement.

* **Subway: "Deliciousness in Every Bite"**

  "Deliciousness" amplifies the quality of Subway's food, emphasizing the consistent taste experience in "Every Bite."

* **Tesla: "Accelerating the World's Transition to Sustainable Energy"**

The use of the word "accelerating" highlights how hard and swiftly Tesla is striving to push the global switch to renewable energy.

* **KFC: "Taste the Tradition, Indulge in Flavor"**

While "Indulge in Flavor" accentuates the food's rich flavor, "Taste the Tradition" highlights the long history of KFC's recipes.

**Q3- What are the most used rhetorical linguistic strategies used in this study of digital marketing brand slogans?**

This study demonstrates that the most common rhetorical device used in brand slogans of this study is "Amplification" with a percentage of 24% as shown in Pie Chart 1. There is a total of 12 brand slogans out of 50 that have used the rhetorical device ‘Amplification’ making it the most common one in this study. Amplification is employed in each of these slogans to strengthen the primary idea or message connected to the brand, making it more memorable and convincing to the audience.

 ***Pie chart 1: Most used Rhetorical Devices***

**2: Alliteration**

A rhetorical tactic known as alliteration is defined by the repeating of consonant sounds at the beginning of words that are closely related. Alliteration is skillfully used in the brand slogans to improve the rhythm, memorability, and impact of the information. Six brand slogans in all use the rhetorical tactic of alliteration.

* **Coors Light: "Crisp, clean, refreshing"**

The repeated "c" sound in the words "crisp" and "clean" produces alliteration, which gives the slogan a pleasant auditory character and emphasizes the idea of the beer's refreshing attributes.

* **Rice Krispies: "Snap, Crackle, Pop"**

This brand slogan makes extensive use of alliteration thanks to the repeated "s" and "p" sounds in the words "Snap," "Crackle," and "Pop." As a result, there is a fun and rhythmic aspect that complements the cereal's audio experience.

* **Butterfinger: "Crispety, crunchety, peanut-buttery"**

The repeated "c" and "b" consonants in the words "crispety," "crunchety," and "peanut-buttery" create an alliterative pattern. This alliteration highlights the candy bar's distinctive texture and flavor and gives the tagline a rhythmic flow.

* **General Electric: "Powering Progress, Illuminating Possibilities"**

Alliteration is demonstrated by the repeated "p" sound in "powering" and "progress," as well as the "i" sound in "illuminating" and "possibilities." This enhances the rhythmic quality and highlights GE's contribution to innovation and progress.

* **Burger King: "Bigger, better, Burger King."**

The words "bigger" and "better" are alliterated, which improves the rhythm of the tagline and highlights the brand's dedication to providing a better fast-food experience.

* **Alka-Seltzer: "Plop, plop, fizz, fizz"**

There is alliteration in the repeated "p" and "f" sounds in "plop, plop" and "fizz, fizz." This improves the recognition of the slogan by creating a catchy rhythm that imitates the sound of the product. Each time, alliteration helps the brand stand out, produce a pleasant auditory effect, and emphasize important traits or ideas related to the product.

**3:** **Personification**

Personification is a rhetorical technique in which non-human creatures or objects are given human traits or qualities. Personification is used in three of the offered brand slogans to create vivid and approachable imagery:

* **Skittles: "Taste the Rainbow"**

The personification in this case is the ascription of the gustatory experience to the non-human entity "Rainbow." This conjures up a vivid and imaginative image that suggests Skittles has a wide variety of flavors.

* **Red Bull: "Gives You Wings"**

Personification is used by ascribing the energy drink's "giving wings" action. This imagery is in line with the brand's promise of vitality and provides a striking picture of increased energy and a sense of empowerment.

* **Amazon: "A Smile in Every Box"**

The phrase "A Smile in Every Box" clearly personifies since it gives the non-human object "Box" the capacity to elicit enjoyment (a smile). In each of these scenarios, personification helps to convey the brand's essence and value proposition to the audience in a memorable way by strengthening the audience's relationship with the brand.

**4: Onomatopoeia**

Onomatopoeia is a rhetorical technique in which words mimic the actual sounds of the things or activities they are referring to. Three of the brand slogans that are in line with the products in the list use onomatopoeia to elicit a sensory experience:

* **Bubblicious: "Bite. Blow. Bubbles."**

 As an example, the onomatopoeic term "Blow" mimics the sound made when air is exhaled to form bubbles, while the word "Bite" describes the process of chewing. This catchphrase encourages the act of blowing bubbles when chewing gum, as well as the feeling of flavor.

* **Pop Rocks: "Popping Candy Fun."**

The slogan's use of the word "Pop" mimics the sensation of candy exploding in the mouth. This onomatopoeia generates enthusiasm and playfulness while accurately describing the audio experience of eating the sweet.

* **Campbell's: “Mmm, mmm good!”**

This slogan's repeated "Mmm" is an onomatopoeic allusion to the sound that people make when they are relishing a mouthwatering meal. By establishing a clear link between the words and the sensory experiences related to the items, onomatopoeia in these cases strengthens the marketing slogans. As a result, the slogans are not only catchier but also cause the audience to have a more vivid mental image of the products.

**5: Anaphora**

The rhetorical tactic known as anaphora involves using the same word or phrase at the start of subsequent clauses or sentences. Two of the brand slogans in the presented list use anaphora to underline and reaffirm important ideas:

* **Panasonic: "A Better Life, A Better World”**

 The use of anaphora "A Better" highlights the dedication to advancement in both personal lives and the larger world.

* **Visa: "Everywhere you want to be, everywhere you want to go"**

Visa's promise of accessibility and global presence is reinforced by the anaphora "Everywhere you want to".

The use of anaphora improves the rhythm of the slogans, increasing their impact and memorability.

**6: Epistrophe**

The same word or phrase is repeated after following clauses or phrases in a rhetorical device called an epistrophe. Six of the provided brand slogans use epistrophe to highlight crucial details and create a rhythmic effect:

* **Charmin: “Softer than soft, soft, soft.”**

Epistrophe "soft" highlights the product's exceptional softness, producing a memorable and welcoming impression.

* **Folgers: “The best part of waking up is Folgers in your cup, cup, cup.”**

The epistrophe "cup" emphasizes the part Folgers coffee plays in the daily ritual, resulting in a catchy and rhythmic tagline.

* **Head & Shoulders: “Get rid of dandruff, dandruff, dandruff.”**

 Epistrophe "dandruff" emphasizes the product's claim to get rid of dandruff, sending a clear and powerful statement.

* **Listerine: “Gets to the bad breath germs, germs, germs.”**

The word "germs" in the slogan's epistrophe emphasizes how powerful Listerine is at combating bad breath.

* **Budweiser: “Budweiser, the king of beers, beers, beers.”**

Budweiser's position as a premium beer brand is emphasized by the epistrophe "beers", which also creates a rhythmic and confident tagline.

* **Life cereal: “The breakfast of champions, champions, champions.”**

The epistrophe "champions" furthers the notion that Life cereal is connected to champions and generates a catchy phrase.

In each instance, epistrophe strengthens the phrases by highlighting important qualities and establishing a rhythmic pattern that appeals to the audience.

**7: Parallelism**

To generate a balanced and harmonious impact, parallelism is a rhetorical method where words, phrases, clauses, or sentences are arranged similarly. Below is an analysis of several brand slogans that employed "parallelism" as a rhetorical strategy.

* **Sony: "Inspiring Imagination, Delivering Innovation"**

 By using a parallel framework for "Inspiring Imagination" and "Delivering Innovation," parallelism is used to create a balanced and powerful slogan that highlights Sony's inventive and technological prowess.

* **Kit Kat: "Have a break, have a Kit Kat."**

This appealing and rhythmic structure accentuates the idea of taking a break with a Kit Kat by using parallelism to repeat the term "have a" in both portions of the tagline.

* **M&M's: "Melts in your mouth, not in your hand."**

 The phrase "Melts in your mouth, not in your hand," which is repeated, uses parallelism to emphasize the candy's desirable attribute and the mess-free eating experience.

* **Jaguar: "Grace, space, pace."**

The succinct and rhythmic form of the three phrases "Grace, Space, Pace," which encompass the brand attributes of elegance, spaciousness, and speed for Jaguar, show parallelism.

* **Ajax: "Stronger than dirt."**

By equating "Stronger than dirt," parallelism is employed to create a straightforward but effective slogan that highlights the cleaning power of Ajax products. By using balanced frameworks and recurring patterns, these slogans use parallelism to create memorable and impactful content.

**8: Antithesis**

As a rhetorical strategy, antithesis uses opposing aspects to highlight a point or leave an impression. Without a doubt, the following brand slogans demonstrate the rhetorical device "Antithesis":

* **Apple: "Slimmer than ever, faster than ever."**

This slogan's antithesis can be seen in the opposition between "slimmer" and "faster." This comparison draws attention to the upgrades and achievements Apple is touting for its devices.

* **Axe: "The cleaner you are, the dirtier you get."**

 Here, the contrast is between "cleaner" and "dirtier." This draws a striking contrast that plays on the idea that, despite the initial impression of cleanliness, utilizing Axe products can attract more attention and curiosity.

* **Mercedes-Benz: "The best or nothing."**

 The contrast between "the best" and "nothing" demonstrates the antithesis. This establishes a glaring contrast that emphasizes the brand's dedication to excellence and quality.

* **Verizon: “Can You Hear Me Now? Good.”**

In this brand slogan, "Can you hear me now?" and "Good" are the antithesis. The contrast highlights the transition from a possible problem to a successful result, indicating that Verizon's service fixes communication issues. These brand slogans use antithesis to draw attention to important elements of their messaging, frequently by emphasizing a stark comparison or contrast between two concepts.

**9: Climax**

When using the "climax" rhetorical device, words, phrases, or concepts are arranged in ascending order of importance or intensity, culminating in a strong point of emphasis or significance. The brand slogan for Climax is:

* **L'Oréal: "Because You're Worth It."**

The focus on "You're Worth It" drives the slogan's build-up to its conclusion. By highlighting the value and significance of the individual, this sentence is brought to a higher level and becomes more emotionally powerful.

* **Gillette: "The Best a Man Can Get."**

 "The Best," which emphasizes the highest standard of quality and performance that Gillette strives to give, brings this to a close. This resounding phrase emphasizes the brand's dedication to excellence.

* **Subway: "Eat Fresh."**

The slogan's climax is "Eat Fresh." This succinct statement highlights the freshness of Subway's goods and sends a clear message that fits with its brand identity.

* **BMW: "The Ultimate Driving Machine."**

This slogan's peak is attained with "The Ultimate." This lofty description identifies the pinnacle of performance and driving enjoyment that BMW seeks to offer, making it a climactic claim.

* **Coca-Cola: "Open Happiness."**

This story's turning point is "Happiness." This phrase climaxes and resonates because it expresses the overarching emotional goal that Coca-Cola aspires to achieve with its product.

* **Toyota: "Let's Go Places."**

The final phrase in this brand slogan is "Places." This word creates a climactic call to action that is consistent with Toyota's brand identity because it connotes exploration, adventure, and movement. The rhetorical technique of climax is used in these brand slogans to build a key, memorable point. Each slogan carefully positions the most crucial part at the conclusion, emphasizing it and making a lasting effect on the audience.

   **10: Apostrophe**

Apostrophes are a rhetorical tactic used to establish direct dialogue and connection with the listener. In both instances, the marketing messaging is given a personal and relevant touch thanks to the usage of the first-person perspective, potentially strengthening the audience's emotional connection to the brand. These company brand slogans are:

* **Olive Garden: "When you're here, you're family.”**

By speaking directly to the restaurant's customers, the slogan makes use of the apostrophe. The phrase "you're family" fosters a feeling of acceptance and closeness, enabling guests to feel welcomed by the Olive Garden experience.

* **McDonald's: "I'm lovin' it.”**

This brand slogan employs an apostrophe after the word "I'm," giving the appearance that a single person is speaking. The slogan conveys a sentimental statement of love for McDonald's goods and aims to connect with them.

**Q2- To what extent do digital marketing brand slogans utilize figurative language to appeal to consumers?**

Digital marketing brand slogans frequently use figurative language to entice its customers. Gibbs (2006) asserts that figurative language is used to communicate concepts and elicit the appropriate emotions in readers. Figurative language, which strengthens and gives life to inanimate objects, is the use of words or phrases that stray from their ordinary definitions to communicate complex ideas and generate lovely images and meanings. Generally speaking, figurative language communicates concepts and stirs the reader's feelings.

The following are some examples of how figurative language is regularly used in digital marketing brand slogans:

* **Amplification**: To add detail and to illustrate the statement. Such as in this brand slogan:
* **L'Oréal: "Embrace Your Unique Beauty"**

* **Alliteration:** The repetition of usually initial consonant sounds to provide an audible pulse. Such as in this brand slogan:
* **General Electric: "Powering Progress, Illuminating Possibilities"**

   In general, figurative language is a useful strategy that may be used to develop catchy brand slogans for digital marketing. When done right, it can aid in formulating catchy, captivating, convincing, and enigmatic phrases.

**Q1- How do digital marketing brand slogans use persuasive language to influence consumer purchasing decisions?**

As assisted by Ashraf (Ashraf & Mohammed, 2012), digital media has become a great medium for advertising and communicating with consumers to influence their purchasing decisions. Digital marketing brand slogans also employ persuasive language by using rhetorical devices and modes to sway consumers' purchasing choices. Here are a few of the more popular examples of brand slogans that use persuasive language (Rhetorical devices) to influence consumer purchasing decisions:

* **Mastercard: "Unleashing Priceless Moments" (Amplification)**

**Amplification:** The repetition of the word "priceless" in Mastercard's slogan, "Unleashing Priceless Moments," successfully amplifies the relevance of the experiences it provides to clients. This method of amplification makes Mastercard more appealing and influences consumers to purchase this product more efficiently.

* **L'Oréal: "Because You're Worth It." (Climax)**

**Climax:** Using the rhetorical tactic of climax, L'Oréal's slogan successfully persuades customers to make purchases. As it implies that using the product will make people look and feel their best, this statement fosters a favorable association between the product and being a great investment, enhancing customer self-esteem and increasing their propensity to purchase L'Oréal cosmetics.

**Conclusion**

This research delved into the linguistic structure of digital marketing brand slogans, exploring them through various rhetorical devices. The aim was to uncover the subtle yet powerful ways in which language is harnessed to captivate and engage audiences in the digital landscape, employing a rigorous methodology. To conduct this research, the researcher selected the top 10 rhetorical techniques from Robert A. Harris's extensive book (Harris, 1997), including amplification, climax, personification, apostrophe, alliteration, onomatopoeia, anaphora, epistrophe, parallelism, and antithesis. These techniques served as our analytical tools as the researcher dissected the intricate fabric of brand slogans, aiming to identify the multifaceted elements that combine to create compelling and persuasive messaging.

The researchers used the simple random sampling technique to choose 50 brand phrases at random from a pool of 500 population, ensuring that the sample was representative. Researchers performed manual assessments of these slogans using a discourse perspective and thorough use of the selected rhetorical techniques. Through this procedure, this study became able to comprehend the linguistic tactics in use and organize the data for wider distribution.

The Researcher's main goal was to fill a knowledge gap that already existed. Despite substantial research in both fields, the combination of rhetorical strategies with digital marketing in the context of brand slogans has garnered little attention. This study's main contribution is closing this gap by exposing the complex language artistry concealed in brand slogans used in digital marketing. The Study aims to contribute to the corpus of knowledge by highlighting the subtleties that underpin successful consumer contact through the Rhetoric Discourse Analysis of these slogans.

This study concludes by taking readers on a voyage of convergence, where marketing and rhetoric converge, language tools develop into effective persuasion tools, and digital brand slogans take on a life of their own. This research provides information that marketers, academics, and enthusiasts can use to create brand slogans that encourage connection, engagement, and ultimately higher levels of consumer interest in the changing world of digital marketing

**References**

Allaf-Akbary, O. (2023). Roles of Visual and Linguistic Metadiscourses in Developing Persuasive Infographic Resumes. *Research in English Language Pedagogy*, 11(*2*), 238-260. DOI: 10.30486/RELP.2023.1982019.1448

  Al-Sowaidi, B., Banda, F., & Mansour, A. (2017). Doing Politics in the Recent Arab Uprisings: Towards a Political Discourse Analysis of the Arab Spring Slogans. *Journal of Asian and African Studies*, *52*(*5*), 621–645. <https://doi.org/10.1177/0021909615600462>

Angotti-Neto, H., Bosi, A., & Binda da Silva Jesus, A. R. (2014). The Four Aristotelian Discourses in Medicine: Educational Tools for Physicians. *Journal Biomedical and Biopharmaceutical Research*, 11*(2),* 151–159. <https://doi.org/10.19277/bbr.11.2.86>

Araujo, R. & Born, D. G. (1985). Calculating percentage agreement correctly but writing its Formula Incorrectly, *The Behaviour Analyst*, 2 (*8*), 207–208

Ashraf, B.M., & Mohammed, A. (2012). How online advertisements do affect consumer purchasing intention: empirical evidence from a developing country. *European Journal of Business and Management,* 4(*7*), 208-218.

 Atmaja, K. (2022). Internet Analysis of Figurative Language in Automotive Advertisement Slogans. *Journal of Pragmatics Research*, *4*(*1*), 18–28. <https://doi.org/10.18326/jopr.v4i1.18-28>

Cohen, J. A. (1960). A coefficient of agreement for nominal scales. *Educational and Psychological Measurement*, *20*, 37–46. doi: [10.1007/BF03393152](https://doi.org/10.1007/BF03393152)

Danesi, M. (2015). Advertising discourse. *The international encyclopedia of language and social interaction*, 1-10. [**https://doi.org/10.1002/9781118611463.wbielsi137**](https://doi.org/10.1002/9781118611463.wbielsi137)

Gasper, D. (2022). ‘Making Strange’: Discourse Analysis Tools for Teaching Critical Development Studies. *Progress in Development Studies*, *22*(*3*), 288–304. <https://doi.org/10.1177/14649934221080828>

Gibbs Jr, R. W., & Colston, H. L. (2006). Figurative language. In *Handbook of psycholinguistics*. Academic Press, 835-861. <https://doi.org/10.1016/B978-012369374-7/50022-5>

Goulding, R., & Goulding, M. (1976). Injunctions, decisions, and redecisions. *Transactional Analysis Bulletin*, *6*(*1*), 41-48. <https://doi.org/10.1177/036215377600600110>

H. Alharbi, S. (2016). A Discourse Analysis of Arabic Research Articles in Islamic Studies. *International Journal of Language and Linguistics*, *4*(*6*), 198. <https://doi.org/10.11648/j.ijll.20160406.12>

Hampl, M. (2012). Metaphor as an element of persuasion in political discourse. *Komunikacie*, *14*(*1*), 40–43. <https://doi.org/10.26552/com.c.2012.1.40-43>

 Harris, R. (1997). *A handbook of rhetorical devices.*

Hyland, K. (2018). *Metadiscourse: Exploring interaction in writing*. Bloomsbury Publishing.

Jay T. (2003). *The psychology of language.* Prentice-Hall.

Johnsson, R. (2011). Transactional analysis as psychotherapy method–a discourse analytic study. *International Journal of Transactional Analysis Research & Practice*, *2*(*2),* 3-18.  <https://doi.org/10.29044/v2i2p3>

Kaplan, R. B. (1966). Cultural thought patterns in inter‐cultural education. *Language learning*, *16*(*1‐2*), 1-20.

Kassel, R. (1971). *Der text der Aristotelischen rhetorik*. Walter de Gruyter, (Vol. *3*).

Kumpf, P. E. (2000). Visual metadiscourse: Designing the considerate text. *Technical Communication Quarterly*, 9(*4*), 401-424. <https://doi.org/10.1080/10572250009364707>

Lehikoinen, K. (2017). Justifying the arts in health and care in Finland: A discourse analytic inquiry. *Cogent Arts and Humanities*, *4*(*1*). <https://doi.org/10.1080/23311983.2017.1345048>

Mackie, A., & Bullock, C. (1990). Discourse matrix: A practical tool for ESL writing teachers. *TESL Canada Journal*, 67-76. <https://doi.org/10.18806/tesl.v8i1.579>

McNeel, J.R. (1975). A study of the effects of an intensive weekend group workshop. Ph.D. dissertation, *California School of Professional Psychology*

Meng, X. (2013, May). Scalable simple random sampling and stratified sampling. In *International conference on machine learning*. V. *28*, 531-539.

Mohamad, H. A. (2022). Analysis of Rhetorical Appeals to Logos, Ethos and Pathos in ENL and ESL Research Abstracts. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, *7*(*3*), e001314-e001314. <https://doi.org/10.47405/mjssh.v7i3.1314>

Rapp, C. (2002). *Aristotle’s rhetoric.*

Tobi, O. T., Ayodele, M. D., & Akindele, A. A. (2020). Effect of online advertising on consumer buying behaviour of internet users in Lagos State. *Ilorin journal of human resource management*, *4*(*1),* 171-181. https://www.researchgate.net/publication/340844361

Viera A. J. (2008). Odds ratios and risk ratios: what's the difference and why does it matter? *Southern Medical Journal*, 101 (*7*), 730–4. <https://doi.org/10.1097/smj.0b013e31817a7ee4>

Zulfikar, T., Aprianti, I., & Rachmawati, E. (2022). Digital Marketing and Brand Image To Increase Consumer Purchase Interest. *Jurnal Manajemen Industri dan Logistik (JMIL)*, *6(1),* 21-29. http://jurnal.poltekapp.ac.id/