

## SECTION 6. LANGUAGE AND COMMUNICATION MEDIA

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### METAPHORICAL SLOGANS IN ADVERTISING AND THEIR IMPACT ON BRAND IDENTITY AND CONSUMER EMOTIONS

#### МЕТАФОРИЧНІ СЛОГАНИ В РЕКЛАМІ ТА ЇХ ВПЛИВ НА ІДЕНТИЧНІСТЬ БРЕНДУ І ЕМОЦІЇ СПОЖИВАЧІВ

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In the modern world of advertising, slogans have become one of the most effective tools for capturing consumer attention. These brief, self-contained messages serve as compressed representations of larger advertising campaigns, encapsulating the essence of a brand or product in just a few words. Advertising slogans play a pivotal role in not only attracting interest but also influencing consumer behavior, urging them to make a purchase by emphasizing the product's advantages [1]. In this context, metaphorical language is often employed to enhance the emotional appeal of a slogan, creating a deeper connection between the brand and the consumer. This article will explore the use of metaphors in modern advertising slogans, focusing on their role in shaping brand perception, their impact on consumer emotions, and the challenges faced in translating these slogans across cultures.

Metaphors are often explained as figurative language, or a sort of comparison, where one object is described using the attributes of another [2].

In advertising, this figure of speech serves not only to capture attention but also to evoke emotional responses from the audience. The use of metaphorical expressions in slogans allows advertisers to convey complex ideas in a simplified and engaging manner, enhancing the memorability of their message. Metaphors can transform mundane products into objects of desire, infusing them with symbolic meanings that resonate with consumers on a subconscious level.

The emotional appeal of metaphorical advertising slogans is achieved through the use of vivid imagery that triggers mental associations [3]. These slogans often invoke universal symbols, ideas, or emotions, allowing the brand to speak directly to the consumer's psyche. For example, the campaign by Nike, "*You Can't Stop Us*", uses the metaphor of unstoppable motion to evoke feelings of resilience and determination. The slogan is not just about promoting athletic wear; it's about associating the brand with an unyielding spirit, connecting it to the broader cultural conversation surrounding perseverance and triumph in challenging times.

In a similar vein, the campaign by Coca-Cola, "*Open to Better*", employs the metaphor of opening a bottle to symbolize opening up to new possibilities and positive change. In this slogan, the metaphor of "opening" conveys an emotional message of optimism and renewal, resonating with the post-pandemic desire for personal and collective transformation. Such slogans go beyond the product itself and create an emotional connection with the consumer, tapping into broader cultural narratives and societal moods.

Another striking example comes from Adidas, "*Impossible is Nothing*". The metaphor here implies that limits are self-imposed, and with the right mindset, any challenge can be overcome. The phrase encourages consumers to challenge their own boundaries and see potential where others may see impossibilities. This slogan not only appeals to athletes but also to anyone who believes in pushing beyond perceived limits in their personal and professional lives. The metaphor of "nothing" becomes a powerful call to action, encouraging consumers to overcome their doubts and pursue greatness.

One of the most significant challenges faced by advertisers and translators alike is the translation of metaphorical slogans across languages and cultures. As metaphor is deeply rooted in cultural context, translating it effectively requires not only linguistic skills but also a deep understanding of the cultural nuances of both the source and target languages. In the case of metaphorical advertising slogans, this process becomes particularly complex, as the metaphor may not carry the same connotations in the target culture.

For example, the campaign by L'Oréal, "*Because You're Worth It*", uses a metaphor of self-worth to empower individuals, particularly women, to recognize their inherent value and indulge in self-care. While the metaphor resonates strongly in Western markets, where individualism and self-expression are often emphasized, its impact might be less pronounced in cultures that prioritize collective values over personal identity. Therefore, in markets where different cultural values predominate, adapting the slogan to emphasize community or family-oriented themes may be necessary to retain its emotional power.

Similarly, Red Bull with the campaign "*Gives You Wings*" uses the metaphor of flight to symbolize freedom, energy, and limitless potential. While the metaphor works well in many Western and global markets, translating the idea of "wings" into cultures with different attitudes toward the concept of freedom or where the metaphor of flight might have less resonance requires careful consideration. For instance, in regions where groundedness and stability are more valued, the slogan may need to be reframed to appeal to local values while maintaining the core message of empowerment.

Metaphorical slogans are not just about evoking emotions; they also play a crucial role in shaping consumer perceptions of the brand. Through the use of metaphor, a brand can position itself in a particular way, influencing how consumers view its values and qualities. For instance, BMW's campaign, "*The Ultimate Driving Machine*", employs a metaphor of ultimate performance to position the brand as synonymous with precision, luxury, and superior driving experience. This metaphor appeals directly to the consumer's desire for status and excellence, reinforcing BMW's identity as a high-end brand.

Similarly, the campaign by Tesla, "*Drive the Future*", uses the metaphor of driving to represent progress and innovation. The idea of driving forward is synonymous with the brand's mission to revolutionize the automotive industry through electric vehicles. The metaphor positions Tesla not just as a car manufacturer but as a pioneer in the movement toward sustainable energy and cutting-edge technology. In this case, the metaphor is closely tied to the brand's overarching narrative of environmental responsibility and futuristic innovation.

In both examples, the metaphorical slogans contribute significantly to brand identity, helping to define what the brand stands for in the minds of consumers. By associating the brand with powerful, aspirational concepts, these slogans help create lasting impressions and build brand loyalty.

Metaphorical advertising slogans are a vital tool in modern marketing, creating emotional connections and shaping brand perceptions. By tapping into cultural narratives and consumer desires, these slogans go beyond

product features to inspire action and evoke emotions. Translating them effectively requires understanding both linguistic and cultural contexts to preserve their impact. As shown in campaigns by brands like Red Bull and L'Oréal, well-crafted metaphorical slogans are crucial for fostering brand identity and engaging diverse audiences worldwide.

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## **TECHNOLOGIES OF LINGUISTIC INFLUENCE ON THE SMART MOB**

### **ТЕХНОЛОГІЇ МОВНОГО ВПЛИВУ НА РОЗУМНИЙ НАТОВП**

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Today, the behaviour of crowds as a phenomenon is studied by scientists from all over the world. Technologies of speech influence on an individual differ from technologies of speech influence on a crowd. The relevance of this issue, as well as the insufficient study of the problem, necessitate research in this direction.

*The aim of the paper* is to identify the technologies of speech influence on a smart mob.

In social psychology and sociology, a crowd typically refers to a large group of individuals who are physically gathered together in a specific