|  |
| --- |
| VIETNAM NATIONAL UNIVERSITY, HANOI**University of Languages and International Studies****FACULTY OF ENGLISH LANGUAGE TEACHER EDUCATION****GRADUATION PAPER****A STUDY ON LANGUAGE IN ADVERTISING SLOGANS BY TWO FAST-FOOD COMPETITORS MCDONALD VERSUS BURGER KING**Supervisor : Can Thi Chang Duyen (MA)Student : Do Thi Thu HaYear of enrolment : QH 2010HA NOI, May 2014 |
| **ĐẠI HỌC QUỐC GIA HÀ NỘI****TRƯỜNG ĐẠI HỌC NGOẠI NGỮ****KHOA SƯ PHẠM TIẾNG ANH****KHOÁ LUẬN TỐT NGHIỆP****NGHIÊN CỨU NGÔN NGỮ KHẨU HIỆU QUẢNG CÁO CỦA HAI ĐẤU THỦ NHÀ HÀNG THỨC ĂN NHANH MCDONALD VÀ BURGER KING**  **Giáo viên hướng dẫn : ThS. Cấn Thị Chang Duyên** **Sinh viên : Đỗ Thị Thu Hà** **Khoá : QH 2010****HÀ NỘI - NĂM 2014** |

**ABSTRACT**

Advertising language in general and slogan language in particular have drawn a great deal of attention from not only linguists so far, but marketers, copywriters and even psychologists as well.

Therefore, the research initially aimed at providing sufficient knowledge about main aspects in language of advertising, and gradually in order to support the research topic, pointing out specific linguistic means used in advertising slogans. Next, the study also discussed an adoption of slogan language by two famous competitors in the global fast-food industry McDonald and Burger King through an analytical methodology to figure out the use rate of each linguistic means displayed on their advertising slogans, thus implying the similarity and difference in employing the most typical means for their strategies in the branding competition. Besides, the research investigation involved the participation of a group of students who undertook questionnaire and interview on their advertising perception and evaluation on the effectiveness of slogans by each brand.

Eventually, according to major findings, such main features of advertising language as phonological, lexical and morphological, syntactic and lastly semantic levels were introduced, at which McDonald and Burger King presented their own marketing purposes on differentiated application of linguistic devices. In the long run, it is helpful to perceive the research as an actual case study to stimulate and promote an awareness and interest of students towards ESP (English for Specific Purposes) subject.

**LIST OF TABLES AND GRAPHS**

|  |  |
| --- | --- |
|  | Page |
| **Graphs**Graph 1: Use of verbs by McDonald versus Burger King (numeral)Graph 2: Use of sentence types by McDonald versus Burger King (numeral)Graph 3: Use of rhetorical devices by McDonald versus Burger King (numeral) | 353637 |
| **Tables**Table 1: A brief linguistic analysis on McDonald’s slogans | 27 |
| Table 2: Results for slogans by McDonald | 28 |
| Table 3: A brief linguistic analysis on Burger King’s slogans | 29 |
| Table 4: Results for slogans by Burger King | 30 |
| Table 5: The percentage on an average at which readers assess how far slogans by each brand attain each criterion | 31 |

TABLE OF CONTENTS

[ACCEPTANCE PAGE](#_Toc357065217)

[ACKNOWLEDGEMENTS](#_Toc357065218)

[SIGNATURE OF APPROVAL](#_Toc357065219)

[ABSTRACT](#_Toc357065220)

[LIST OF TABLES AND CHARTS v](#_Toc357065221)

[INTRODUCTION](#_Toc357065222)

[1. RATIONALE OF THE STUDY 1](#_Toc357065223)

[2. AIMS OF THE STUDY AND RESEARCH QUESTION 2](#_Toc357065224)

[3. SCOPE AND SIGNIFICANCE OF THE STUDY **.**](#_Toc357065225)

[4. ORGANIZATION OF THE STUDY 4](#_Toc357065226)

[DEVELOPMENT](#_Toc357065227)

[CHAPTER 1: LITERATURE REVIEW AND THEORETICAL BACKGROUND](#_Toc357065228)

[1. 1. PREVIOUS RELATED STUDIES](#_Toc357065229)

[1.2. THEORETICAL INSTRUMENTS EMPLOYED FOR CONDUCTING THE RESEARCH](#_Toc357065230)

[1.2.1. The definition of advertising …….](#_Toc357065231)

[1.2.1.1. Fuctions of advertising and its language 7](#_Toc357065233)

[1.2.2.2. Features and purposes of advertising language](#_Toc357065234)

[1.2.2.3. Advertising slogan as an advertising component 9](#_Toc357065234)

[1.2.2. Linguistic means used in advertising language 10](#_Toc357065232)

[1.2.2.1. Phonological aspect 10](#_Toc357065233)

[i. Rhythm and rhyme 10](#_Toc357065234)

[ii. Alliteration and assonance 11](#_Toc357065234)

[1.2.2.2. Lexical and morphological aspect 12](#_Toc357065234)

[i. Verbs 12](#_Toc357065234)

[ii. Nouns and adjectives 12](#_Toc357065234)

[iii. Formation of new words and phrases 13](#_Toc357065234)

[1.2.2.3. Syntactic aspect 14](#_Toc357065233)

[i. Sentence types 15](#_Toc357065234)

[ii. Sentence structures 15](#_Toc357065234)

[1.2.2.4. Semantic aspect 17](#_Toc357065234)

[CHAPTER 2: RESEARCH METHODOLOGY 19](#_Toc357065248)

[2.1. AN APPROACH DESCRIPTION 19](#_Toc357065249)

[2.1.1. Selection of research samples 19](#_Toc357065250)

[2.1.2. Selection of surveyed participants 20](#_Toc357065251)

[2. 2. PROCEDURES OF DATA COLLECTION 20](#_Toc357065252)

[2.2.1. Collection of advertisements 20](#_Toc357065250)

[2.2.2. Collection of participant’s responses 21](#_Toc357065251)

[2.2.3. Collection of further interviews 22](#_Toc357065251)

[2.3. PROCEDURES OF DATA ANALYSIS](#_Toc357065253)

[2.3.1. A linguistic analysis on research samples 23](#_Toc357065250)

[2.3.2. A statistical anylysis on questionnaire’s feedbacks 23](#_Toc357065251)

[CHAPTER 3: FINDINGS AND DISCUSSIONS](#_Toc357065254)

[3.1. MAIN FINDINGS 25](#_Toc357065253)

[3.1.1. A linguistic analysis on a list of 60 slogans by two fast-food competitors McDonald versus Burger King 26](#_Toc357065256)

[3.1.2. A data analysis on survey’s reponses towards the effectiveness of slogans by McDonald and Burger King](#_Toc357065257)

[i. Results from survey questionnaire 31](#_Toc357065234)

[ii. Results from interviews 33](#_Toc357065234)

[3.2. DISCUSSION](#_Toc357065253)

[3.2.1. Typical linguistic means used by McDonald and Burger King 33](#_Toc357065250)

[i. At phonological level 33](#_Toc357065234)

[ii. At lexical and morphological level 34](#_Toc357065234)

[iii. At syntactic level 35](#_Toc357065234)

[iv. At semantic level 37](#_Toc357065234)

[3.2.2. Advertising perception and sensitivity towards the effectiveness of an advertising slogan 37](#_Toc357065251)

[CONCLUSION](#_Toc357065260)

[1. SUMMARY OF FINDINGS 39](#_Toc357065223)

[2. IMPLICATIONS 39](#_Toc357065224)

[3. PEDAGOGICAL IMPLICATIONS AND RECOMMENDATIONS 40](#_Toc357065225)

[4. SUGGESTIONS FOR FURTHER STUDY 40](#_Toc357065226)

[REFERENCES 41](#_Toc357065264)

[APPENDICES 43](#_Toc357065265)

 **REFERENCES**

* + 1. BOOKS/MONOGRAPHS

Churchill, G.A. Jr, & Peter, J.P. (1998). *Marketing – Creating Values for Customers*, Boston: Irwin McGraw-Hill

Cook, Guy. (1996).[1992]. *The Discourse of Advertising*, London: Routledge

Geis, M.L. (1982). *The Language of Television Advertising*, New York and London: Academic Press

Hermeren, L. (1999). *English for Sales: A Study of the Language of Advertising*, Lund: University Press

Hancock, B. (1998). *Trent Focus for Research and Development in Primary Health Care: An Introduction to Qualitative Research*, Trent Focus

Kvetko, P. (2001). *Essentials of Modern English Lexicology*, Brastilava

Leech, G.N. (1972) [1966]. *English in Advertising: A Linguistic Study of Advertising in Great Britain, (English Language Series)* London: Longman

Leech, Geoffrey. (1978). *Semantics,* London: Penguin publishing

Lund, J.V (1947). *Newspaper Advertising [M],* New York: Prentice-Hall.

Myers, Greg. (1997). [1994]. *Words in Ads*, London: Hodder Arnold publishing

Seliger, H.W. & Shohamy, E. (1989). *Second Language Research Methods*, New York: Oxford University Press

Vaus. D.A. (2002). *Surveys in Social Research*, Allen & Unwin

Wells, William, & Burnett, John & Moriarty, Sandra (1989). *Advertising: Principles and Practice*, New Jersey: Prentice-Hall

* + 1. THESIS:

Bui, T.B.T. (2010). *An Investigation into the Style of the English Language used in Advertising Slogans issued by some World-famous Airlines*, Unpublished B.A. thesis, University of Languages and Intentional Studies – VNU, Vietnam.

Dao, V.T.B. (2007). *A Study on the Language of Advertising in Advertisement of Information Technology Products*, Unpublished M.A. thesis, College for Foreign Languages – VNU, Vietnam.

Pham, T.V.A. (2013).*Strategic Use of Verbal and Non-verbal Cues in Marketing by PepsiCo Vietnam: A Study of Cross Cultural Communication*, Unpublished B.A. thesis, University of Languages and International Studies – VNU, Vietnam.

* + 1. INTERNET RESOURCES

Lapsanská, J. (2006). *The Language of Advertising with the concentration on the Linguistic Means and the Analysis of Advertising Slogans*. Retrieved in October 2013 from <http://diplomovka.sme.sk/zdroj/3091.pdf>

Kristof, M. (2009). *Famous Company Slogans,* Kristof Creative, Inc. Retrieved in December 2013 from [http://closetflip.wikispaces.com/file/view/famous-company-slogans.pd](http://closetflip.wikispaces.com/file/view/famous-company-slogans.pdf)f

[http://www.mcdonalds.com/us/en/home.htm](http://www.mcdonalds.com/us/en/home.html)l [http://www.bk.com/en/us/index.htm](http://www.bk.com/en/us/index.html)l