



*Original Contribution*

## USAGE OF RHETORICAL FIGURES IN ADVERTISING SLOGANS

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### ABSTRACT

The purpose of the article is to investigate the usage of rhetorical figures in Bulgarian advertising slogans. The research method includes gathering randomly selected advertising slogans in three media – magazines, internet and TV. The slogans in the sample came from the following categories: Foodstuffs; Drinks; Automobiles, Airlines, Gas stations, and Bus lines; Banks and Insurance companies; Chain Stores and Shopping Centers; Technology and Communications; Clothing and cosmetics; Tourism; Other product categories. Our results show that the most popular figures of thought in Bulgarian advertising slogans are as follows: metaphor, exclamation, antithesis, hyperbole, and aposiopesis. On the other hand, the most frequently used figures of speech are the following: appeal, epithet, and anaphora.

**Key words:** advertising, slogan, rhetorical figures

### INTRODUCTION

The paper investigates the use of rhetorical figures in advertising. Although analyzes of this kind can be found in foreign scientific publications (1-3), we must point out that they are far from prolific. In regard to the research work in the area of Bulgarian advertising it is obvious that the present research is the first of this kind. In fact, we analyzed the usage of rhetorical figures in advertising slogans. For the sake of the analysis, it is necessary to accept a classification of rhetorical figures and define each figure. We follow a widespread two-type classification of rhetorical figures – *figures of speech* and *figures of thought*. The figures of speech refer to the manner of verbal expression, whilst the figures of thought are connected with ideas and perceptions that are created in the mind of the listener/reader/viewer. The most common rhetorical figures of thought are presented in *Appendix 1* together with their descriptions and illustrative examples. The figures of speech are listed and described in *Appendix 2*. Our analysis encompasses all figures of thought and figures of speech included in *Appendix 1* and *Appendix 2*.

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### RESEARCH GOALS AND METHODOLOGY

The major goal of the present study is to analyze the usage of rhetorical figures in Bulgarian advertising. A special accent is put on the analysis of rhetorical figures usage in advertising slogans.

The research methodology can be described by a 5-stage research procedure. The first step of the research procedure includes definition of time frame of observation. This time frame includes the period October 2014 - October 2015. At the second stage of the research process we randomly chose a sample of 605 unique advertising slogans. Slogans were gathered from advertisements published in the following 3 media: Magazines, Internet, and TV.

### RESULTS AND ANALYSIS

The paper presents an analysis of the usage of rhetoric figures across product categories. In the process of data gathering and analysis we grouped the slogans into nine product categories: 1) Foodstuffs; 2) Drinks; 3) Automobiles, airlines, gas stations, bus lines; 4) Banks and insurance companies; 5) Chain stores and shopping centers; 6) Technology and communications; 7) Clothing and cosmetics; 8) Tourism; 9) Other product categories (**Table 1**).

**Table 1.** Usage of rhetorical figures across product categories

RETHORICAL FIGURES OF THOUGHT	PRODUCT CATEGORIES								
	Foodstuffs	Drinks	Automobiles, Airlines, Gas stations and Bus lines	Banks and Insurance companies	Chain stores and Shopping centers	Technology and Communications	Clothing and cosmetics	Tourism	Other product categories
	%	%	%	%	%	%	%	%	%
Accumulation	0	2,94	3,84	9,09	2,43	4,54	2,22	5,66	3,84
Allusion	0	0	0	0	0	0	0	0	0
Anadiplosis	0	0	0	0	0	0	0	0	1,28
Anti-climax	0	0	0	0	0	0	0	0	0
Antithesis	4,16	5,88	7,69	0	7,31	4,54	8,88	13,20	7,69
Application	0	0	0	0	4,87	0	2,22	0	1,28
Aposiopesis	4,16	2,94	1,92	0	7,31	0	4,44	5,66	5,12
Exclamation	18,75	8,82	5,76	36,36	24,39	4,54	6,66	22,64	11,53
Epanalepsis	0	0	0	0	2,43	0	2,22	0	0
Inversion	0	0	1,92	0	0	0	2,22	0	0
Climax	0	0	0	0	0	0	0	0,94	1,28
Litotes	0	0	0	0	2,43	0	0	0	0
Metaphor	52,08	48,52	42,30	45,45	17,07	31,81	17,77	26,41	14,10
Metonymy	0	0	0	0	0	4,54	0	0	0
Oxymoron	0	0	0	0	2,43	0	0	0,94	0
Parallelism	2,08	1,47	0	0	2,43	0	2,22	1,88	3,84
Paronomasia	0	0	1,92	0	0	0	0	0	2,56
Personification	2,08	0	0	0	0	0	0	0,94	0
Rhetorical question	4,16	1,47	1,92	0	2,43	0	0	0,94	1,28
Synecdoche	0	0	0	0	0	0	0	0	0
Hyperbole	2,08	5,88	3,80	0	14,63	9,09	11,11	2,83	6,41

### ***I. USAGE OF FIGURES OF THOUGHT ACROSS PRODUCT CATEGORIES***

Some figures of thought were not found in any product category - allusion, anti-climax, litotes, and synecdoche (**Table 1**). *Accumulation* is the most common rhetoric figure within advertising slogans of Banks and Insurance Companies (9,09%). Second comes Tourism advertising (5,66%), followed by Technology and communication (4,54%), Automobiles, airlines, gas stations, bus lines (3,84%), Other product categories (3,84%), Drinks (2,94%), Clothing and cosmetics (2,43%), Foodstuffs (0%). With respect to the category of Banks and Insurance Companies, it is interesting to see that the variety of rhetoric figures within this category is the smallest among all categories. Only four types of rhetoric figures were detected within this category – accumulation (9,09%), exclamation (36,36%), metaphor (45,45%), and epithet (18,18%).

Considering the usage of *antithesis* in advertising slogans we should point out that this rhetoric figure is most typical for Tourism advertising (13,20%). The category of Clothing and Cosmetics (8,88%) comes second, followed by Automobiles, airlines, gas stations, and bus lines (7,69%), Other product categories (7,69%), Chain Stores and Shopping Centers (7,31%), Drinks (5,88%), Technology

and communications (4,54), Foodstuffs (4,16%), and Banks and insurance companies (0%). As stated earlier the sound presence of antithesis in advertising slogans is one of the typical features of Tourism advertising.

The *aposiopesis* is most often found in advertising slogans of Chain stores and shopping centers (7,31%). This rhetoric figure is also frequently applied in Tourism advertising slogans (5,66), slogans of Other product categories (5,12%), Clothing and cosmetics (4,44%), Foodstuffs (4,16%), Drinks (2,94%), Automobiles, airlines, gas stations, and bus lines (1,92%), Banks and insurance companies (0%).

*Exclamation* is one of the most popular rhetoric figures in advertising as a whole – its usage is intensive in the following categories: Banks and insurance companies (36,36%), Chain stores and shopping centers (24,39%), Tourism (22,64%), Foodstuffs (18,75%). The usage of exclamation among the rest of the categories is as follows: Other product categories (11,53%), Drinks (8,82%), Automobiles, airlines, gas stations, and bus lines (5,76%), Clothing and cosmetics (4,54%), Technology and communication (6,66%).

*Metaphor* is a quite common figure of thought in the context of advertising slogans. Its usage reaches considerably high levels in the following categories: Foodstuffs (52,08%), Drinks (48,52%), Banks and insurance companies (45,45%), Automobiles, gas stations, and bus lines (42,30%), Technology and communications (31,81%). Nevertheless, the usage of metaphor in tourism advertising is sound, compared to the categories mentioned above it is considerably lower. We can state also that **metaphor is the most popular rhetoric figure in advertising** - no other rhetoric figure can be found so often in advertising slogans.

For example, the usage of *parallelism* is far behind the usage of metaphor – even in some categories a single usage of parallelism was not found (Automobiles, gas stations, and bus lines (0%), Banks and insurance companies (0%), Technology and communications (0%). The presence of parallelism in the advertising slogans for the rest of the categories is about 2%.

*Rhetorical question* is used relatively often in the advertising slogans of Foodstuff brands (4,16%). However the usage of this rhetorical figure is considerably lower for the rest of the categories - Drinks (1,47%), Automobiles, gas stations, and bus lines (1,92%), Chain stores and shopping centers (2,43%), Tourism (0,94%), Other (1,28%).

It is interesting to point out that the usage of *hyperbole* is relatively high for several categories: Chain stores and shopping centers (14,63%), Clothing and cosmetics (11,11%), Technology and communications (9,09%). The usage of hyperbole in the rest of the categories is as follows: Drinks (5,88%), Automobiles, gas stations, and bus lines (3,80%), Tourism (2,83%), Foodstuffs (2,08%), Other (6,41%), Banks and insurance companies (0%).

Above we discussed the most significant figures of thought i.e. the figures which level of usage is worth analyzing them. We also mentioned several figures of thought which usage is 0% for any category. However, there are a number of figures of thought which usage is above 0% on one hand but on the other hand, their level of usage is far from considerable. These rhetorical figures are as follows: *anadiplosis* (1,28%) for Other categories; *application* (found in Chain stores and shopping centers (4,87%), Clothing and cosmetics (2,22%), Other (1,28%)); *epanalepsis* (detected in two categories only - Chain stores and shopping centers (2,43%),

Clothing and cosmetics (2,22%)); *inversion* (found only in Automobiles, gas stations, and bus lines (1,92%) and Clothing and cosmetics (2,22%)); *climax* (Tourism (0,94%) and Other (1,28%)); *metonymy* (found only in Technology and communication (4,54%)); *oxymoron* (detected in Chain stores and shopping centers (2,43%) and Tourism (0,94%)); *paronomasia* (Automobiles, gas stations, and bus lines (1,92%) and Other (2,56%)); *personification* (Foodstuffs (2,08%) and Tourism (0,94%)).

Summarizing the results above, we can state that the usage of rhetorical figures of speech significantly differs across product categories. As shown at *Table 1* the usage of the mentioned rhetorical figures in the category of Banks and insurance companies is limited to three options only – accumulation, exclamation, and metaphor. A greater diversity of rhetorical figures of thought is observed in the categories of Chain stores and shopping centers - 12, Tourism - 11, Clothing and cosmetics - 10. The diversity of figures of thought in Tourism advertising slogans is big but as the reader may notice, the level of usage of some figures is under or about 1%. The diversity of the rhetorical figures of thought is not so high in the rest of the categories but compared the category of Banks and insurance companies it is much higher. In order to be more specific we can point out that in the category of Foodstuffs were detected eight different types of figures of thought, in the category of Drinks – eight, in the category of Automobiles, gas stations, and bus lines – nine, in the category of Technology and communication – six.

## 2. USAGE OF FIGURES OF SPEECH ACROSS PRODUCT CATEGORIES

Amidst the analyzed categories, *alliteration* is most often found in the advertising slogans of Chain stores and shopping centers (4,97%) and Technology and communications (4,54%). The usage of alliteration in tourism advertising slogans is 1,88%. Similar level of usage was measured in the categories of Foodstuffs (2,08%), Drinks (1,47%), Automobiles, gas stations, and bus lines (1,92%), and Clothing and cosmetics (2,22%). For the rest of the categories alliterations were not found - Banks and insurance companies (0%) and Other (0%) (**Table 2**).

The usage of *anaphora* is most typical for the advertising slogans within the category of Technology and communication (22,72%). It is an interesting result as it depicts a specific feature of the advertising language of this

category in Bulgaria – in fact, more than one fifth of the slogans within this category contain an anaphora. No other category is characterized by such a high usage level of anaphora. For example in Tourism advertising slogans, no anaphora was detected (0%). The usage of anaphora in the rest of the studied

categories is as follows: Foodstuffs (8,33%), Clothing and cosmetics (6,66%), Other (6,41%), Automobiles, gas stations, and bus lines (5,76%), Chain stores and shopping centers (4,97%), Drinks (2,94%), Banks and insurance companies (0%).

**Table 2.** Usage of rhetorical figures of speech across product categories

RETHORICAL FIGURES OF SPEECH	PRODUCT CATEGORY								
	Foodstuffs	Drinks	Automobiles, Gas stations and Bus lines	Banks and Insurance companies	Chain stores and Shopping centers	Technology and Communications	Clothing and cosmetics	Tourism	Other product categories
	%	%	%	%	%	%	%	%	%
Alliteration	2,08	1,47	1,92	0	4,97	4,54	2,22	1,88	0
Anaphora	8,33	2,94	5,76	0	4,97	22,72	6,66	0	6,41
Appeal	8,33	14,70	13,46	0	9,75	9,09	20,00	25,57	17,94
Assonance	6,25	0	1,92	0	0	0	0	0	0
Gradation	0	0	0	0	2,43	0	0	0	2,56
Epithet	8,33	10,29	1,92	18,18	2,43	0	8,88	16,03	23,07
Epiphora	2,08	0	1,92	0	0	0	0	0	2,56
Epistrophe	0	0	0	0	0	0	0	0	0
Etymological figure	0	0	0	0	0	0	8,88	1,88	0
Neologism	4,16	1,47	1,92	0	2,43	0	0	0,94	0
Pun	0	4,41	1,92	0	0	13,63	0	0	1,28
Repetition	0	0	3,84	0	2,43	0	2,22	0,94	1,28
Resonance	0	1,47	0	0	0	0	0	0	0
Rhyme	0	0	0	0	2,43	0	0	1,88	0
Symploke	0	0	0	0	0	0	0	0	0

The usage of *appeal* is a typical feature of Tourism advertising in Bulgaria. Over one fourth (25,5%) of all advertising slogans in tourism category contain an appeal. This is the highest level among all categories. This figure of speech also was found quite often in the advertising slogans of Clothing and cosmetics (20,00%). Comparatively (to the other figures of speech) *appeal* is the most “popular” rhetoric figure in advertising slogans as a whole – its usage in rest categories is as follows: Other (17,94%), Drinks (14,70%), Automobiles, gas stations, and bus lines (13,46%), Chain stores and shopping centers (9,75%), Technology and communications (9,09%), Foodstuffs (8,33%), Banks and insurance companies (0%).

The rhetorical figure *assonance* was found only in the advertising slogans of two categories – Foodstuffs (6,25%) and Automobiles, gas stations, and bus lines (1,92%). For the rest of the studied categories the usage of *assonance* confirmed to be 0%.

*Gradation* was detected in the slogans of the following categories – Chain stores and shopping centers (2,43%) and Other (2,56%).

The usage of *epithet* is typical mainly for the

categories of Banks and insurance companies (18,18%) and Tourism (16,03%). It was found also in the advertising slogans of Other categories (23,07%), Drinks (10,29%), Clothing and cosmetics (8,88%), Foodstuffs (8,33%), Chain stores and shopping centers (2,43%), and Automobiles, gas stations, and bus lines (1,92%). In the advertising slogans of Technology and communications was not detected any usage of *epithet* (0%).

*Epiphora* proved to be one of the seldom-used rhetorical figures in Bulgarian advertising – it was found only in the following categories: Other (2,56%), Foodstuffs (2,08%), and Automobiles, gas stations, and bus lines (1,92%). In the rest of the studied categories, the usage of *epiphora* proved to be 0%.

The usage of *etymological figure* also was detected in few categories: Clothing and cosmetics (8,88%) and Tourism (1,88%). The usage of this specific figure of speech in the rest of the categories proved to be 0%. *Rhyme* is another figure of speech that was not detected frequently in advertising slogans. This rhetoric figure was found only in the categories of Chain stores and shopping centers (2,43%) and Tourism (1,88%). Similar is the level of

usage of *resonance*. This figure of speech was detected only in the category of Drinks (1,47%).

The rhetoric figure of *pun* was found mainly in the category of Technology and communications (13,63%). Pun was found also in the categories of Drinks (4,41%), Automobiles, gas stations, and bus lines (1,92%), and Other (1,28%). The usage of pun in the rest of the categories is equal to 0%.

*Repetition* is also a comparatively rare used rhetorical figure – its usage is as follows: Automobiles, gas stations, and bus lines (3,84%), Chain stores and shopping centers (2,43%), Clothing and cosmetics (2,22%), Other product categories (1,28%), and Tourism (0,94%).

*Neologism* is most often found in the product category of Drinks (4,16%), followed by Chain stores and shopping centers (2,43%), Automobiles, gas stations, and bus lines (1,92%), Drinks (1,47%), and Tourism (0,94%). The usage of neologism in the advertising of the rest of the product categories is equal to 0%.

Equal to 0% is the usage of *epistrophe* and *symploke* for all (product categories).

Summarizing the data above one may conclude that the usage of rhetorical figures of speech in the category of Banks and insurance companies is limited only to the rhetorical figure of epithet. The biggest diversity of rhetorical figures of speech is observed in the category of Automobiles, gas stations, and bus lines - 7. There is also big diversity of rhetorical figures of speech in the categories of Chain stores and shopping centers - 8, Foodstuffs - 7, Drinks - 7, and Tourism - 7. In the category of Clothing and cosmetics were found four different types of rhetorical figure of speech. In the category of Technology and communications, these types are four.

## CONCLUSION

The presented study is the first of its kind in Bulgaria. The research is directed towards the usage of rhetorical figures in ad slogans. We analyzed the rhetorical figures in the following categories: Foodstuffs; Drinks; Automobiles, Airlines, Gas stations, and Bus lines; Banks and Insurance companies; Chain stores and Shopping centers; Technology and Communications; Clothing and cosmetics; Other product categories.

An important conclusion, derived in the research process, is that nearly 80% of advertising slogans contain any kind of

rhetorical figure. It is interesting to point out that the frequency of usage of *figures of thought* is much higher compared to the usage frequency of *figures of speech* – the ratio is 293:168 (1,74). Almost 20% of all advertising slogans contained more than one rhetorical figure.

The most popular figures of thought in Bulgarian advertising slogans are as follows: metaphor (31,00%), exclamation (14,65%), antithesis (8,07%), hyperbole (5,94%), and aposiopesis (4,25%). On the other hand the most frequently used figures of speech are: appeal (16,35%), epithet (11,46%), and anaphora (5,10%).

Finally, we analyzed the usage of rhetorical figures across product categories. From the perspective of the usage of *figures of thought* we discovered a significant diversity. In the advertising slogans of Banks and Insurance Companies, we found relatively less diversity of rhetorical figures of thought (accumulation, exclamation, and metaphor). A great variety of figures of thought was revealed in the ad slogans emanating from the following categories: Chain stores and shopping centers, Tourism, Clothing and cosmetics. Therefore, the Tourism is among the first three categories from the point of view of assortment of figures of thought. Regarding the usage of *figures of speech* across product categories, we should mention that smallest diversity of figures of speech was detected in the ad slogans of Banks and Insurance companies. On the opposite side is the category of Automobiles, gas stations, and bus lines, where we found the greatest diversity of figures of speech. Considerable diversity of figures of speech was also observed in the categories of Chain stores and shopping centers, Tourism, Foodstuffs, and Drinks.

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## APPENDIX 1: FIGURES OF THOUGHT

<p><b>Accumulation (fr. accumulators - gained by accumulo - shovel)</b> is a figure of thought by which the evidence is accumulating. It is provided by successive use of notions, phrases or terms that have the same function in speech. In this way a characterization of the specific object or event is obtained. This is the slogan of the insurance company “Bulins” – “Tradition and Security” in which two consecutive nouns are used.</p>
<p><b>Allusion (lat. and - if and ludo - play; fr. allusion – hint, joke)</b> is a rhetorical figure, which influences by suggestion or hint of a fictional character, historical event, geographical location or already known to the readers titles of books, movies, music ideas, sayings, proverbs, etc. Through allusion something is expressed in an implicit way.</p>
<p><b>Anadiplosis (gr. anadiplosis – doubling, curvature)</b> is a figure of thought, in which at the beginning of the next sentence is repeated the end, a single word or a part of the previous phrase. It has an extremely argumentative role.</p>
<p><b>Anti-climax (gr. anti – against, anti-klimax - stairs)</b> is a figure of thought in which the rhetorical effect is achieved by arranging of similar concepts, signs of objects in descending semantic order. It has the opposite effect compared to climax. It gradually reduces the strength of the emotional or logical impact.</p>
<p><b>Antithesis (gr. antithesis - opposition)</b> is a figure of thought, which arises as a result of opposition in thinking. It consists in juxtaposing of contrasting words or ideas and thus achieves greater expressiveness. Even Martin Luther King used the contrast in his speech “I have a dream”. U.S. President John Fitzgerald Kennedy also used antithesis in his opening speech - “Ask not what your country can do for you. Ask what you can do for your country.” This figure of speech can be illustrated with the advertising slogan of the hotel “Azzuro” – “Our care is your carelessness!”. Here the contrast exists not only in nouns “care-careless” but also in the possessive pronouns of the first and second person, plural form – “our-your”.</p>
<p><b>Application (lat. application - accession)</b> is the use of proverbs, sayings, quotations, aphorisms, poems in the argumentation and they are used literally or in a modified form. It is characterized by wit, expressiveness and imagery that provoke the thinking of the recipient. Using of this figure demonstrates a clear position. In its most characteristic form, this figure of speech does not apply in the surveyed slogans, but the closest to it is the advertising slogan of the brand “Vidima” - “We do things like we are supposed to”, which is presented by the leader in the production of sanitary fittings and ceramics “Ideal Standard”.</p>
<p><b>Aposiopesis (gr. aposiopēsis - silence, silencing)</b> means silence. Breaking off the phrase in the middle or end of the sentence and thus creating a feeling of incompleteness and the recipient is the one who can finish the missed thought. In written language is usually marked by a dotted line, which is called “meaningful silence” Aposiopesis refers to means of persuasion or suggestion which are out of logic. A typical example of this figure of thought is the advertising slogan of the store “Domko” - “And your house began to live ...”.</p>
<p><b>Exclamation (lat. exclamation - shouting)</b> is a figure of thought that has emotive function, the impact is usually achieved as a result of the use of exclamation. It can express enthusiasm or any other feeling. As an example can be mentioned the advertising slogan of the company “Deroni” - “Always excellent taste!”, where definiteness is enhanced by the use of the exclamation mark.</p>
<p><b>Epanalepsis (gr. epanalepsis - repetition)</b> is a figure of thought that contains a repetition a word or phrase at the beginning and the end of a phrase, sentence or line. It has strong expressive effects, and makes the argumentation more convincing, more logical and emotional. Although this figure is not widely used in the surveyed slogans, a typical example of its use is the slogan of “Reebok” - “I Am What I Am”.</p>
<p><b>Inversion (lat. inversio - dislocation, reconstruction, roll)</b> is a displacement of the elements in the syntactic structure. It is made in order to focus on something. Its functions include informational, suggesting or persuasive elements. This rhetoric figure helps the speaker to attract audience’s attention. Examples: “Adidas” - “Impossible is nothing” and “Citroen” - “Creative technologie”.</p>
<p><b>Climax (gr. climax - stairs)</b> is a persuasive statement in which each preceding part is the basis for the next which in turn adds expressiveness to the slogan. It occurs as a gradation of the characteristics of a particular object in ascending order. This figure is the opposite of anticlimax. Typical example is the advertising slogan of “Duracell” – “Lasts more, much more”.</p>
<p><b>Litotes (gr. litotēs - simplicity miniature, modesty)</b> is a deliberate understatement of an object’s characteristics or dimensions. Sometimes it is used as a ridicule or mockery. It is the opposite of hyperbole. This figure is not widely used in the advertising slogans that are part of this study. In not so typical use, it is found in the advertising slogan of “Technopolis” - “So easy to choose.”</p>
<p><b>Metaphor (gr. metaphor - transfer)</b> is a major figure which transfers characteristics of one object or phenomenon to another object or phenomenon (based on similarity). Metaphorical images are those that contribute to the development of new ideas and for reforming the traditional ones. Using them is a reflection of originality in thinking. In addition, they expand the visual possibilities of the language as a whole. They may be associated with the expression of tragic, funny feeling, criticism, and more. Examples of the application of this rhetorical figure in advertising slogans in Bulgaria are numerous and will be discussed later in the study. A typical example is the slogan of “KFC” - “Life is delicious” in which the characteristic typical of an inanimate object is transferred to another inanimate object.</p>
<p><b>Metonymy (gr. metonymy - renaming)</b> is a figure of speech in which a thing or concept is called not by its own name but rather by the name of something associated in meaning with that thing or concept. It can be defined as a figure that replaces (based on similarity) the sign for one object with the sign for another one. A Very clear example of metonymy is the use of nicknames (when we call our car „ladybug” instead of her</p>

brand name for example we mean that it is small, agile and probably red). Metonymy enables demonstration of originality focusing the attention on new aspects of traditional human thinking and the interpretation depends on the context. As an example of metonymy could be considered advertising slogan of luxury brand watches “Breitling 1884” - “Instruments for professionals”, assuming that the word “clocks” absolutely intentional has been replaced by the term “instruments”.

**Oxymoron (gr. oxys - acutely smart and mōros - stupid)** is a figure that contains words with opposite meanings. This combination of words gives a new meaning and insight and enhances expressiveness. (for example: “eloquent silence”, “sweet pain”, “dark dreams”).

**Parallelism (gr. parallēlos - is substantially parallel)** is the repetition of semantic or syntactic similarities that creates an emphasis. Depending on whether you are comparing images, episodes or syntactic structures we can distinguish several types of parallelism - figurative, narrative and syntactic parallelism. The most common type of parallelism discovered by our analysis is the usage phrases with similar or same syntactic structure. The slogan of “BU” - “All that you are. All that you can be.”, as well as the slogan of “Indesit” - “We work, you play” are typical examples of parallelism of this kind.

**Paronomasia (gr. paronomasia - cohesion of words from the town. para - past and onomazō - call)** is achieved by the use of words that are homonyms or paronyms and thus contributes to the proof of a specific statement in an unusual way - through imagination, sense of humor or suggestion. The only example of this is the advertising slogan of the automobile brand “Peugeot - Motion & Emotion” where we found a use of words that have a similar sound content, but different meaning.

**Personification (lat. personification - the epitome, the epitome of latin. persona - face and facio - do)** is a figure of thought in which human qualities and actions are attributed to an inanimate objects or a creature that has no consciousness. This is one of the oldest argumentative means, especially in terms of religious beliefs and mythology. This figure can be achieved through the use of metaphor, metonymy or synecdoche. In the advertising slogan “Barney” - “The Bear who loves the child” a metaphor is used.

**Rhetorical question (lat. interrogatio)** is a question that does not require a response but stimulates the recipient to focus on speaker’s viewpoint. In fact the listener is provoked to consider a particular problem and to seek a new solution. The usage of rhetorical questions reinforces the emotional impact and the focus on the main idea. Typical examples of this rhetorical figure found in Bulgarian advertising slogans include the slogan of chocolate bars “LZ” - “If it’s chocolate, why not aero?” as well as the slogan of vodka “Flirt” - “Are you ready for tonight?”.

**Synecdoche (gr. synekdochē - referencing)** is a type of metonymy. Due to its widespread use some authors differentiate it as a separate figure. Its application is related to giving a wider or narrower meaning of the term compared to its normal use. The most frequently used type of synecdoche is the replacement of the name of the whole with the name of a part of it or vice versa - the part instead of the whole. There could be many different cases of substitution - denote the subject through its typical part, quality replaces its carrier, the author's name is used to indicate his work, the name of an object is replaced with the material, which it is made from, etc.

**Hyperbole (gr. hyperbolē - exaggeration, surplus)** is excessive, deliberate overstatement/understatement of size, features or characteristics of an object, person or action. It is often used to express irony or sarcasm. Examples of hyperbole usage in advertising slogans include the slogan of Bulgarian TV channel “BTV” - “More than a TV”, the slogan of “Cappy” - “More than a juice” and the slogan of “OMV” gas stations - “More than a movement”.

\* Developed on the basis of the classification of Marietta Boteva: Boteva, M., *Rhetorics Dictionary* – 150 Arguments of the Speaker, Paradigma, Sofia, 2008. (4)

## APPENDIX 2: FIGURES OF SPEECH

**Alliteration (gr. alliteratio)** is the repetition of one or more similar consonants in adjacent words. Examples of alliteration are the slogan of the automotive brand „Infinity” - „Inspired performance” (repetition of „r”), and the slogan of “Allied Irish Bank” – “Britain's Best Business Bank” (repetition of „b”).

**Anaphora (gr. anaphora - undivided, elevation, pop, delivering up)** is a stylistic figure and this is the repetition of the same characters, the same parts of words, whole words or phrases at the beginning of sentences. It can be created through synthases - combinations of several words. It is used to affect the listener emotionally and psychologically, to provoke a stronger reaction or their attitude. Moreover, the repetition of the same element is used for amplification of symmetry in rhythmic plan. Examples of the use of this figure of speech are the advertising slogans of the shops “DM” - “Here I am fine, here I am shopping.”, the advertising slogan energy supplier “EVN” – “Always here, always with you.” and the slogan of Trade center “Serdika Centre” - “Always irresistible, always in vogue”, etc.

**Appeal (fr. appeler - I call, I call, attract someone's attention)** is a figure of speech that is used as a call and to attract attention. It is used to create a favorable attitude towards the adoption of a particular idea, neutralize negative attitude towards it. Typical example is the manifestation of this figure in the advertising slogan of “Pepsi” - “Dare for more”.

**Assonance (lat. assonance - line, euphonic harmony, consonance)** is the repetition of vowel sounds, preceded and followed by different consonants, mostly in stressed syllables of adjacent words. Assonance is clearly audible in the advertising slogan of “Hoover vacuum cleaners” - “It beats . . . as it sweeps . . . as it cleans!”.

<p><b>Gradation (lat. gradatio - gradually rise gradually gain)</b> is a sequence of several syntactically equivalent, uniform words or phrases by which a particular idea, image or feeling is presented in order of progressive ascent or descent, i.e. amplifying or weakening of the emotion. There are two types of gradation - descending and ascending. Example for ascending gradation is the advertising slogan of one of the leading chains - "Praktiker" - "Only you, your ideas, and Praktiker."</p>
<p><b>Epithet (gr. epitheton – epithet, application)</b> is the artistic definition of the object, indicating some quality. It is used when we are looking for security and evidence during the presentation of a specific idea or value. Concepts that are accompanied by epithets stand out in their meaning and emotional impact and they have greater imagery and expressiveness. Epithets can be autonomous figures, but they can also be linked with others and form a gradation, repetition, antithesis. A typical example of the use of the epithet is the advertising slogan of the ice-cream "BOSS" - "Conquering desire" and the slogan of the insurance company "Euroins" - "Smart Insurance."</p>
<p><b>Epiphora (gr. epiphora - added, zoom, attack, gr. epi – then, phoros - bearing)</b> is a repetition of the same word or group of words at the end of phrases or sentences. Through it increases the expressiveness of speech and his rhythm. It creates the impression of a categorical position and attitude towards this problem. Repetition facilitates recipient in adopting the idea provokes emotional and psychological terms of listeners to it. When the usage of epiphora is combined with the usage of anaphora a simploka is formed. An example of epiphora is the advertising slogan of candy "Skittles" – "Find the rainbow, taste the rainbow!"</p>
<p><b>Epistrophe (gr. iphitus - return)</b> is the repetition of the same word or group of words at the end of phrases or sentences. It increases the expressiveness of the speech and its rhythm. It gives the impression of certainty and attitude towards the specific problem. Repetition facilitates recipient in adopting the idea and provokes emotional and psychological attitude of the audience towards it. When epistrophe is used together with anaphora a symploce is formed.</p>
<p><b>Etymological figure (lat. figura etymologica)</b> is another rhetorical in which words having the same root are connected in a phrase. An etymological figure can be found in the advertising slogan of "Grand hotel &amp; Spa Primoretz" - "The Only one", and also in the advertising slogan of the cosmetic brand "Max factor" - „The make-up of make-up artists”.</p>
<p><b>Neologism (fr. neologism)</b> creates a new word from two or more existing words or fragments of words. the slogan of the car brand "Seat" – "Enjoyneering", and also the coffee brand "Jacobs" - "Unique charomat”.</p>
<p><b>Pun (lat. pun)</b> is based on superficial or accidental resemblance - two words that sound similar in composition but different in meaning (paronym) or a word that has two or more different meanings (homonyms). Pun is consciously created and deliberate so to reinforce the ambiguity, to make the choices between the meanings impossible, and to let the listener or reader hesitant. The use of pun flatters intellectual abilities of the audience that it is intended for, as they show that they have the appropriate knowledge to solve the mystery set in the message. Examples of wordplay are the advertising slogans of one of the most popular brands of coffee "Lavazza" – "Lavazza. Espresso Yourself." and the slogan of ice tea „Lipton” – "Drink positive”.</p>
<p><b>Repetition (lat. repetitio, iteration, geminatio - repetition)</b> is deliberately repeating of terms, paragraphs, phrases, in order to convey a particular idea. It has an expressive effect and enhances the impression of certain concepts. An example of this figure of speech is the repetition of the epithet in the advertising slogan of "Diplomat Plaza Hotel &amp; Resort" – "Special moments for special people“.</p>
<p><b>Resonance (fr. resonance - resonance, echo)</b> is a literary device that is often used by professionals in advertising and it is a combination of pun and a relevant image, i.e. a phrase acquires significance by juxtaposing to a particular picture. Typical example of the application of this figure is the slogan of Vodka "Absolut”.</p>
<p><b>Rhyme (lat rhyme)</b> is a figure of speech expressing harmony at the end of the verse; repetition of the same sound groups, most often at the end (where it is called klauzuli). A typical example of rhyme is "Don't get vexed. Ask Teletext."</p>
<p><b>Simploke (gr. symplokē - braiding, interlacing, scope)</b> e figure of speech consisting of two or more homogeneous syntactically coherent expression in which the initial and final word is repeated. This determines its function in the argument - to promote the idea, focusing on individual aspects expression expression.</p>

\* Developed on the basis of the classification of Marietta Boteva: Boteva, M., *Rehtorics Dictionary – 150 Arguments of the Speaker*, Paradigma, Sofia, 2008. (4)