

# Gender Related Means in Advertising

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## **ABSTRAKT**

Cílem bakalářské práce je najít a dokázat rozdíly v jazykových výrazových prostředcích v reklamách pro muže a ženy. Práce je zkoumá z mnoha úhlů: z fonetického a lexikálního, ale i sémantického.

Klíčová slova: Reklama, slogan, genderová reklama, mužský slogan, ženský slogan

## **ABSTRACT**

The aim of the thesis is to find and prove the differences in language and expressive means in advertising slogans for men and women. The work researches the issue from many points of view: from phonetic and lexical but from semantic as well.

Keywords: Advertising, slogan, gender advertising, men's slogan, women's slogan

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**DECLARATION OF ORIGINALITY**

I hereby declare that the work presented in this thesis is my own and certify that any secondary material used has been acknowledged in the text and listed in the bibliography.

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## INTRODUCTION

Advertising is one of the most expanding phenomena in the sphere of media. We can meet it walking in the streets, passing posters in the shop windows, in the car slipping the billboards, reading newspapers and magazines or at home watching TV in the evening. Briefly said we are surrounded by this branch and it influences us. We can see it in so many forms that it is hard to claim that it does not have effect on us. Every new product is better or the best, richer or safer, perfect or amazing. It is possible to hear some of the slogans so often that we can repeat it – even without intentional memorizing.

This branch plays tricks on us – it plays games with words, rhythm, and language. The aim is not to show what is true, but to sell the product. The main purpose is to persuade the customer that just their product is good to buy. However, it does not have to be only product. It might be service, values, education etc.

In my bachelor thesis I am only going to deal with a few specific branches of advertising, such as cosmetics, beverages, motorcycles, cars and fashion. However every slogan must be unambiguously targeted at one sex. For example: advertising slogan promoting jeans – there is a photo of a man wearing them at the billboard. Beverages – there are mainly whisky and beer advertising slogans. I consider beer man drink. There is a reason why. In each advertisement for beer there are men, the vocabulary is chosen according to this fact. When speaking about cars I was very careful and chose just such slogans that were the target audience was absolutely clear.

The aim of this thesis is to prove that there are differences in the use of phonetic, lexical and stylistic devices in the advertising slogans for men and women and that the choice of words or different elements correspond with the characteristics of the gender they are aimed at.

I decided to proceed through individual spheres (phonetic, lexical, morphological etc.) due to the fact the differences seem to be more remarkable in that way.

In the practical part the product's name is written in italics in order to distinguish it from the rest of the phrase. After the slash the type of the product follows and advertising slogan is written under it.

The corpus consists of 150 advertising slogans. 73 of the slogans promote men's products and 70 slogans promote women's products. 7 slogans are not specifically aimed at one gender.

## **I. THEORY**

# 1 ADVERTISING

According to Rossiter and Percy advertising is a means of informing customers about products and services and persuading them to buy. (Rossiter and Percy 1987, 3) It could be said that the purpose of advertising is to sell the product.

“At the root of the word ‘advertisement’ is the Latin verb ‘advertere’ meaning to turn towards.” (Goddard 1998, 6)

Advertising can also be defined as a paid for mass-media communication, and a means of managing and controlling the consumer markets at the least cost (Brierley 1995, 10).

Advertising branch is unique in the many aspects. It is supposed to target as many people as possible which mean that the slogan should grip the largest amount of customers but at the same time each product has its target group which it focuses on. It can be old people, teenagers, children, men or women. To meet the objectives it is necessary to choose right language, words, pun in order to preoccupy the customers. This fact means that advertising branch intervenes into many other fields such as psychology, lexicology, morphology, gender studies and last but not least cultural studies.

Each culture is exceptional, inimitable and original. So is each nation and each person, too. That is why advertising is so complex and also interesting. Withal it is one of the most controversial branches nowadays. The advertisements inspite of this contorversity has became part of our lifes. However, many people keep fighting with advertising industry. The reason might be the obvious aim of ads that is in many regards so comercial and superficial – to earn money.

The evidence of the advertising expansion is the following quote:

"The average man see between 400 and 600 ads a day, 17-years old teenager absorbs via media probably 250 000 commercial messages." (William J. Rudman)

## 1.1 Advertising language

“It is a persuasive use of language aimed at influencing people’s behaviour in politics, business, and especially in consumption. Pragmatic features of advertising language include its persuasive intention, its communicative distance to various addressees, and its

distinctive use of certain expressions such as elliptical comparatives (*25 percent less car - than what?*), complex comparatives (*More car for less money*) and so on. Owing to its characteristic register, advertising language is readily recognizable as such by consumers. Advertising language is innovative (e.g. in the formation of new words) on the one hand and functions as a means of language distribution between different language groups (technical language becoming standard language). On the other hand, it confirms and reinforces existing social norms and social stereotypes.” (Bussmann 1996, 23)

Language of advertising is very specific and creative. It plays tricks on the customers in order to attract them as much as possible and due to this fact it is very interesting field for research.

## **1.2 Advertising slogan**

Advertising slogan is a motto that helps to achieve customer’s attention. It is an inseparable part of marketing when putting a new product on the market but also an image-creator of some longer sold product. It draws the attention and helps to promote the product in advertising campaign

## **1.3 Printed advertising slogan**

It is a piece of written text that promotes a particular product. Usually it is possible to meet one in newspapers, magazines, wrappers of goods or on billboards.

“Central to our idea of an advert appears to be the factor of conscious intention behind the text, with the aim of benefiting the originator materially or through some other is tangible gain, such as enhancement of status or image.” (Goddard 1998, 7)

## **1.4 Gender advertising**

It is used to describe the socially constructed differences between men and women, referring not only to individual identity and personality, but also at the symbolic level, to cultural ideals and stereotypes of masculinity and femininity and, at the structural level, to the sexual division of labor in institutions and organizations (Online Dictionary of the Social Sciences).

“There really are fundamental differences in the way men and women process information...Women tend to process more extensively more different pieces of information...Men tend to rely on more mental shortcuts...” (Yarborough)

Marketers know what women like to hear and what men respond to. At least what they are likely to accept as interesting or appealing. It is obvious that women and men are not only different in temperament, behavior, skills but also in inputs-perceiving. All these factors are taken in the account by creators of advertisers. They adjust the slogans to gender they are aimed at. That is why we speak about gender advertising

## **1.5 People included in advertising process**

As advertising is a complex process, it is crucial to mention the people that are included in it as well.

### **1.5.1 Sender**

Sender is the one who passes along the information that is promoted. The fundamental sender is the company that is hoping to sell the product or advertise it as well as possible. However, usually they hire PR company that employs professionals in advertising branch. They are supposed to target objective customers. (Cook 1992, 6)

### **1.5.2 Receiver**

Receiver is the one who is meant to be aimed at in the whole advertising process. Usually receivers are customers. Each of them might have their taste, interest, imaginations, fantasy and the final form of the slogan is adjusted to it. (Cook 1992, 6)

It depends on what product it promotes, in which time it is advertised, the way it is done. If it is decent and offers the product in a humorous or appealing way and at the same time it is not insistent, it might attract potential customer's interest more likely than the advertising that is continually repeated.

## 2 LINGUISTIC DEVICES IN ADVERTISING SLOGANS

### 2.1 Phonetic devices

Phonetics is a branch of linguistics studies that research the sounds of human speech. The target of my thesis is to compare women's advertising slogans and men's advertising slogans. That includes comparison in phonetic point of view as well.

#### 2.1.1 Onomathopoeic words

“It is a combination of speech-sounds produced in nature (wind, sea, thunder...) by things (machines, tools) by people (singing, laughter) and by animals. A combination of speech sounds of this type will inevitably be associated with whatever produces the natural sound.” (Miššíková 2003, 89)

“The term onomatopoeia comes from the Greek language where it meant ‘name-making’. It can be seen as the lexical process of creating words which actually sound like their referent.” (Miššíková 2003, 90)

Onomathopoeic sounds can help to imagine certain situation or action better. They can in a way serve as mnemonic as well. It definitely brings something appealing to the slogan and that is the goal of advertisers.

#### 2.1.2 Rhyme

Rhyme covers the repeating of the similar sounds in the words. The words with these sounds are usually placed in the text according to regular scheme. In poems they are usually placed at the end of the lines. (Miššíková 2003, 93)

Roach describes rhythm as “noticeable event happening at the regular intervals of time...The theory that English has stressed-timed rhythm implies that stressed syllables will tend to occur at relatively regular intervals.”(Roach 2001, 134)

There are many kinds of rhyme. Such as: Full rhyme – it means that sound of the word or part of the word is identical with another one (might-right). Next incomplete rhyme that can be subdivided to vowel rhymes which means that there are the same vowels in the related words but consonants may be different. Consonant rhyme is concordance in consonants. Compound or broken rhyme is the notion that stands for combination of words that is supposed to sound like one word. Eye rhyme is such a rhyme where the letters are identical but sound differs. (Miššíková 2003, 93)

### 2.1.3 Rhythm

“Rhythm exists in all spheres of human activity and assumes a whole variety of forms. It is a mighty weapon in stirring up emotions whatever its nature or origin, whether it is musical, mechanical or symmetrical as in architecture.” (Miššíková 2003, 94) It is defined as “a flow, movement, procedure, etc., characterised by basically regular recurrence of elements or features, as beat, or accent, in alternation with opposite different elements or features.” (Webster’s New World Dictionary)

Certain regularity that is involved in rhythm is familiar to people as was already cited due to the fact that rhythm is so natural to us whether it is a heart-beating or water flow. That is the reason why rhythm is so likeable to the most of the people.

### 2.1.4 Alliteration

It is a phonetic device that roots in melodic effect that is brought to the text. This effect is created by the repetition of similar sounds that are particularly placed at the beginning of the words. (Miššíková 2003, 91)

All these phonetic devices, but not only them, also the lexical ones, humour or pun are included in advertising whether it is in order to catch the attention, awake interest, evoke desire or cause the action. This method representing the main function of advertising is called AIDA. Each letter of this acronym represents one act. A – attention, I – interest, D – desire, A – action. (Čmejrková 2000, 20)

## 2.2 Lexical devices

### 2.2.1 Personal pronouns

Personal pronouns are words that stand for expressing of individual persons. They are used in advertising because they represent some sort of approximation of the product to the customers. However, it does not have to be only product. It may stand for the whole company, idea or group of people. Use of personal pronouns probably roots in human need to be looked after. Of course, it depends also on each individual person but when taken in the account in general it might be consider true.



### 2.2.2 Personification

Personification means that human characteristics are given to the non-living things or objects. As it is a common phenomenon in literature, it became a part of advertising language as well. It represents a way how to attract the attention of the potential customers. In this way it is possible to create a certain picture. For example when reading the phrase: “Wind whispered in the treetops”...reader may properly imagine intended picture. Such visions might be a right choice for advertising slogans due to the fact that when one can connect the words with exact idea, the result is remarkable.

### 2.2.3 Word-formation

Word-formation is the notion that covers the establishment of new words. This procedure can be done in many ways. It depends on the manner of creation.

#### 2.2.3.1 Conversion

This concept is used when a word that belongs to the certain word category shifts its original meaning. “Relation of semantic opposition that denotes the polarity between two-place predicates and is defined as an equivalence relation: *If Philip is older than Caroline, then Caroline is younger than Philip* (and vice versa). Process of word formation brought about by a change in lexical category of a base (*to drive*>*a drive*) and also of compound stems (*to sandpaper*), but also exceptionally those with a prefix or suffix. In contemporary English, denominal verbs are particularly productive: (*to*) *bicycle*, (*to*) *stamp*; similarly, deverbal nouns: *hit*, *buy*, and deadjectival verbs: *to tidy*. Instead of a process of transferring one stem category into the other, Marchand (1960) understands conversion as derivation with the aid of a zero morpheme.“ (Bussmann 19996, 255) The example of conversion: *noun butter* to verb *butter bread*.

#### 2.2.3.2 Blending

Encyclopaedia Britannica says: “Blends fall into two groups: (1) coalescences, such as “bash” from “bang” and “smash”; and (2) telescoped forms, called portmanteau words, such as “motorcade” from “motor cavalcade.” In the first group are the words clash, from clack and crash, and geep, offspring of goat and sheep. To the second group belong dormobiles, or dormitory automobiles, and slurbs, or slum suburbs.”

In word formation, it is a crossing or combining of two expressions into a single new one. Blends may develop from an unconscious or unintentional. (Bussmann 1996, 137)

The aim of work is to prove the differences in formation of words in advertising slogans advertising goods for men and women.

### **2.3 Loan words**

Loan words are such words that do not belong to the certain language but originates in the different one. It means they were introduced to that language in the course of time. Some words for example with Latin origin are not considered to be loan anymore due to the fact that they are commonly used in that language for so long. (Loanwords)

Meaning that a word takes on owing to the influence of a foreign word or concept, whereby the original meaning is reinterpreted or is expanded in view of its original meaning, e.g. *write* (originally ‘to scratch’) and *read* (originally ‘to advise’) took on new meanings when reading and writing were introduced to the English by the Christians. (Bussmann 1996, 138)

### **2.4 Humour**

Humour is one of the greatest things in human being’s life. It helps us to overcome hard life situations, to simplify the problem or just to make our day or mood better. It is no wonder that humour is not omitted in advertising branch. The cause might be the fact that as some people remember good jokes, some people remember good slogans and humour is a good means how to achieve it. Readers usually do not tend to memorize the things that are sad or boring. These two aspects are avoided by marketers. Advertisers know that the more fun in the slogan, the better. It is matter of fact that the use of humour must be appropriate to the type of advertised product. Consequently it is obvious that in some cases seriousness must prevail.

### **2.5 Pun**

“Pun is witticism that relies for its effect on playing with different levels of language such as phonological, graphological, morphological, syntactic and textual. Wordplay is

definitely sufficient way how to grab customer's interest. The crucial aspect of using pun is the relationship between language and culture. When knowing cultural background a reader may recognize the original idea or intended double meaning even if he is not native speaker. (Laviosa 2005, 7)

In my opinion pun is used in advertising due to the fact that people like to remember for example famous quotes from movies or series. They do it optionally, which is the basic reason why advertisers use it as well. If advertisers apply some famous quote from movie in their slogan, people then might remember not only the movie-phrase, but also the slogan promoting their product.

All devices mentioned above are researched in this work in order find out which phenomenon is typical for what gender.

## **II. ANALYSIS**

### 3 PHONETIC LEVEL

Phonetics deals with parts of human speech. It studies properties of speech sound, its production, reception and some other aspects.

#### 3.1 Onomathopoeic sounds

Onomathopoeic sounds are sounds imitating or reminding of the sound that they describe. (Miššíková 2003, 89) These sounds differ across languages. Nevertheless, it is possible to find them in advertising slogans. This phenomenon is an effective way of attracting customers. Here are the examples:

##### Budweiser beer

“WASSSSSUP?!”

In this case the advertisers create a word that evokes sound of the freshly opened bottle and at the same time they ask you question with the meaning similar to “What’s the matter?”

##### Guinness beer

“**Tick** follows **tock** follows **tick** follows **tock**.”

The slogan imitates the sound of ticking hours. This sound should – from my point of view – say to customer that time is running and that he should already sitting in a pub and drink a beer.

According to the slogans in my corpus, onomathopoeic sounds occur more in men’s slogans than in women’s ones. Five slogans for men’s products including onomathopoeic words appeared in my corpus, while no slogans promoting women’s goods appeared among the chosen samples. However, it was possible to find them in unspecified slogans that were not targeted at one gender only. Such as:

##### Campbell's Soup

“**M'm! M'm!** Good!”

This sound M'm should remind of the sound that people sometimes produce when eating tasty food.

##### Schweppes / beverages

“**Schhh...You-Know-Who.**” Schweppes

“Schh” is supposed to imitate the sound of opened can.

The reason why onomatopoeic sounds are used in advertising could be given by the fact that they illustrate the feeling or underline effect that the advert is supposed to have. The usage of these sounds just emphasizes the motif generally. However, men tend to respond to overcoding rather than women and onomatopoeical sounds belong to the category overcoding. "In overcoding there are more possible organizations of information than are necessary for message reception, while in undercoding, the readily available organizations of information are insufficient." (McQuarrie 1996, 180) It means that this phenomenon is quite obvious and single-valued. That may be a reason why this phenomenon is used in men's slogans more.

### 3.2 Voiced plosives, laterals and nasals

Another issue from phonetic point of view that will be analyzed is the usage of voiced plosives in approach to unvoiced fricatives, laterals and nasals. Voiced plosives are phonemes /b/, /d/ and /g/, they are voiced and might be perceived as very expressive in contrast to voiceless fricatives /θ/ that is dental unvoiced phoneme or in contrast to lateral /l/ or nasal /m/ and /n/. Nasals /m/ and /n/ are pronounced while allowing air to escape through the nose. (Roach 2000, 32) Generally it might be said that unvoiced fricatives, laterals and nasals are much more used in women's ads. The cause of this event could be the fact that when pronouncing voiced plosives, it is necessary to use much more vehemence in contrast to pronouncing laterals and nasals. It is generally believed that men are associated with power or vehemence more likely than women. As the evidence there is a possibility to notice a frequent repetition of phonemes m, n, p and l. From my corpus follows:

Revlon / Luxurious Lengths mascara

Take your **lashes** to **Luxurious Lengths**.

Perfect Pout / lip enlarging gel

Kiss your **thin lips** goodbye!

Stayfree feminine protection products /sanitary napkins and pantyliners

**Live Life. Stay Free.**

Revlon /Lipsticks

Twist. **Glide. Shine.**

On the other hand men might seem to respond to the voiced phonemes more. Phonemes r, b, k, d may be found very often. This fact of the common repetition of expressive phonemes probably follows from the temperament of men. In my opinion it comes up from the fact that men usually like words associated with power. For instance:

*Black & Decker/r power tools and appliances brand*

**Black and Decker.** Powerful Solutions

*Ryobi/ power tools brand*

**Ryobi.** Pro Features. Affordable Prices.

*Ridgid, trademark of Plumbing, Power and Woodworking Tools*

Powerful. **Durable.** Professional (for Ridgid Power Tools)

*Husquarna /tools*

Husquarna. Great experience.

In these four examples chosen from my corpus was possible to find seven laterals /l/ in women's slogans, one voiceless fricative /θ/ and one affricative/tʃ/. While in these four men's slogans were found: two velar plosives /k/, thirteen approximants /r/, three voiced alveolar plosives /d/ and three bilabial voiced plosives /b/.

### 3.3 Rhyme

When dealing with phonetics it is crucial to mention rhyme as well. Rhyme is a repetition of similar sounds in two or more different words almost used in songs or in poetry. Rhyme pervaded into advertising language, too. Common usage of rhyme is probably given by the fact that it catches the attention of the audience thanks to their melodic quality. This fact makes slogan more memorable. It may distinguish the producer from the competitor.

Having taken about seventy advertisements both for men and women I tried to find out in which category rhymes occur more often. In the chosen amount and genres it was feasible to find out that rhymes are more frequent in men's advertisements. It could be given by the playfulness of a men's character. It is appealing and it is enjoyable rather for men due to the fact that rhyme belongs to the category of overcoding. It is an apparent mnemonic means. In my opinion most of

the men do not want any philosophical matter in beer advertising slogans. It just does not fit into this branch. Here are some slogans:

*Budweiser Beer*

For all you **do**, this Bud's for **you**.

*Double Diamond Beer*

I'm only **here** for the **beer**.

*Jameson /Irish Whisky*

Not a drop is **sold** till it's seven year **old**.

*US Army – II.WW*

Loose **lips** sink **ships**

*United States Navy Seals*

The only easy **day** was **yesterday**

It is matter of course that there are some rhymes in women's slogans as well. Indeed, this phenomenon occurred sporadically in my corpus. While rhyme appeared in one sixth of men's slogans, it was possible to find only one rhymed-slogan in the corpus.

*Triumph/ Lingerie brand*

Triumph has the **bra** for the way you **are**.

According to my corpus rhyme is definitely an effective element of advertising language and when used in slogan, it might bring some competitive advantage to the product. In that way advertisers are creating line that customer may perceive as witty and interesting and there is a higher probability that he/she will remember it rather than non-rhymed slogan.

### 3.4 Syllabic length

Just as rhyme or onomathopoeic sounds syllabic length plays a key role in phonetics as well. Syllabic length is a notion concerning the number of syllables in a certain word. It means that for example: skater – can be subdivided into syllables *ska* and *ter* so that the word is two-syllabic.

Having considered syllabic length of the words commonly used in advertising slogans it is suggested that there are more one-syllabic words in men's slogans than in women's. One-syllabic words are rhythmical, short and appealing. In more than 55% of men's slogans from my corpus there is obvious that a typical feature of these phrases are one-



syllabic or two-syllabic words. From my point of view these phrases are not supposed to reveal deeper meaning or to be philosophical but on the contrary – their purpose is to be as explicit as possible. Mostly they occur in the slogans promoting beer.

*Budweiser beer*

Why ask why? Try Bud dry

*Coors Beer*

This is our beer

*Coors beer*

Turn it loose!

*Bud Light brand*

Fresh. Smooth. Real. It's all here.

*Miller beer*

Good call

On the contrary the women's slogans are little bit longer. Extra-long words are not prevailing but in my judgement there is not such a tendency to make slogans rhythmical or simple. It is believed that the phrases in women's slogans are longer and rather target emotionally and semantically. It might not be claimed that in women's slogans there is a majority of long words since in our culture it is generally believed that shorter words make ad more memorable and there is a trend to stick to it. However in 32% of my corpus there are cases where the slogan consists of more than three words and has more than one-syllabic or two-syllabic words. For instance:

*Unique Beauty Salon*

Luxury salon where you will feel unique and special

*Rachel's Wigs, Beauty Salon*

For than feminine look you always wanted

*Estee Laude / cosmetic*

More defined. More conditioned. More beautiful lashes.

*Barry M, fashion, cosmetics*

Barry M. The most colorful name in cosmetics.

*Pupa, make up brand*

Pupa. Non conventional beauty

### 3.5 Alliteration

When dealing with phonetics, alliteration should not be omitted. Alliteration is the repeated occurrence of a consonant sound at the beginning of several words in the same phrase. In the advertising language it can help slogan to achieve rhythm, which makes it memorable.

*The Macallan/ Single Malt Scotch Whisky*

The sweet **s**mell of success.

*Smirnoff vodka*

Pure **p**erfection.

*John Smith's/ Whisky*

No **N**onsense.

*Watney's beer*

What **w**e want is **W**atney

*Carling Black Label lager*

Your **b**est **b**et for a **f**uller **f**lavour.

It might be said that alliteration appears twice as much in men's slogans than in women's slogans in my corpus. From my point of view alliteration adds speed and intensity to slogan, which might be more often likeable attractive to men. However, a women's slogan containing alliteration was also possible to find.

*Revlon/ Luxurious Lengths mascara*

Take your lashes to Luxurious Lengths

### 3.6 Punctuation

Punctuation marks are symbols that correspond to neither phonemes of a language or to lexemes, but which serve to indicate the structure and organize the writing, as well as intonation and pauses to be observed when reading it aloud. (Bussmann 1996, 969)

It helps advertising slogan to get rhythm and gradation. Due to the fact that punctuation is a good helper in dividing the text or its' rhythmization it is used quite often. With the help of punctuation advertisers may slow the rhythm down or speed it up by the application of stops.

### 3.6.1 Full stops

Full stop is a punctuation mark commonly used at the end of the sentence. It is a small point at the end of the phrase. It might help to divide ideas in the text as well.

#### Ridgid Tools

Powerful. Durable. Professional.

#### Bud Light brand

Fresh. Smooth. Real. It's all here.

#### Paulaner beer

Good. Better. Paulaner.

There are some examples of men's slogans but it is possible to find full stops in slogans for both genders in my corpus. The percentage of occurrence is not so high to consider this phenomenon conclusive only for one gender. Some women's slogans:

#### Revlon lipsticks

Twist. Glide. Shine.

#### Bonne Bell make up

Bonne Bell. Beautiful. Colorful. You.

### 3.6.2 Interrogation marks

When examining the punctuation it is essential to include interrogation marks and exclamation marks as well. Interrogation mark suggests the question the fact that somebody would like to know the answer. Concerning the question mark it is obvious that the aim of using this punctuation mark is to persuade, provoke, suggest or invite the customer to buy the product. The advertisers try to keep a position of somebody who knows what is best for us and that they know the answer. Such as:

#### Abbot Ale, Greene flagship bran, whisky

Would you say no to another?

#### Tooheys beer

How do you feel? I feel like Tooheys

#### Hemeling Lager brand

Wouldn't you rather be Hemeling?

#### Budweiser beer

Why ask why? Try Bud dry

Question marks definitely prevail in men's slogans in my corpus. It might be given by the fact that in most cases they offer or invite for something and frequently they occur in beers ads. Consequently when they ask: "Would you like one more?" marketers do not suppose customer to answer: "No" because the question itself implies some positive answer and evokes it in the customer. The question is put in that way that it suggest a positive answer rather than a negative one. According to my corpus interrogation marks could be found only in men's slogans.

### 3.6.3 Exclamation marks

Exclamation marks should indicate some strong feelings, imply shouting or high volume. The exclamation mark is an efficient means of persuasion because most of the people suppose that when somebody is yelling or shouting he/she is convinced to be right. This fact may influence us that we are wrong or that there is something we do not know. This feeling is the target of advertisers – to persuade us that we miss what they sell. That is why exclamation mark works as an advertising means.

#### Coors beer

Turn it to loose!

#### Heineken beer

How refreshing! How Heineken!

#### Schaefer beer

Schaefer is the one beer to have when you are having more than one!

#### Red Stripe beer

It's beer. HOORAY beer!

#### LifeStyle brand condoms

Proven Protection That Feels Really Good!

It is interesting that this kind of punctuation could be found only in men's slogans in my corpus. They appeared in ten of them. The differences seem to correspond to general differences in male-female communication, where men prefer rather brisk comments in contrast to women that are more sensitive in this sphere. It might be assumed that men are associated with dominance and importance of their status rather than women. According to Deborah Tannen, university professor of linguistics at Georgetown University: "Giving orders and telling others what to do are ways men keep that status. Another way is keep

their status is by telling stories, jokes, and information. Many men give their strong opinions to show their confidence and make sure that no one questions them.”

## 4 LEXICAL LEVEL

The previous chapter dealt with phonetics in advertising slogans with the aim to prove the differences between the phonetic aspects of women's and men's ads. There were proved some distinctions that will be shown at lexical point level as well.

Lexicology describes the structure of the vocabulary of a language. Lexicology also examines linguistic expressions for their internal semantic structure and the relationships between individual words or lexical units. The findings of lexicology may be codified by lexicography (i.e. the technique of preparing dictionaries), although the relationship between both areas is not necessarily close. (Bussmann 1996, 683)

### 4.1 Word formation

Another issue that might be dealt with in advertising slogans is word-formation. Word formation is the process of creating new words from already existing language elements. There are many ways how to do it such as: back-formation that compose a new word by removing supposed affixes, blending, which puts two parts of different words together, compounding, which gets two whole words together, conversion, which transfer the original meaning of the word to the new one by changing part of speech, etc. It is possible to consider these ways of word-formation as the most frequent ones.

#### 4.1.1 Conversion

Conversion is shifting of the meaning of the original word to the different word category.

Heineken Beer

How refreshing! How **Heineken**!

In this case, the product's name Heineken is used as an adjective.

Hemeling Lager /beer

Wouldn't you rather be **Hemeling**?

In this slogan a customer may imagine drinking lager Hemeling under the name of the product. It means that it was change from the noun to the verb and so that conversion was used.

According to my corpus it may be believed that conversion is not typical only for slogans of the one gender. It was possible to find two examples of conversion in men's ads. There was no case of conversion in women's slogans in my corpus. However conversion appeared in slogans that were not target only at one gender. For instance:

Meltin' Pot jeans

**Jeans** your skin!

According to the indications that were introduced it may be concluded that conversion is not orientated at one gender. Conversion is not used so often in advertising as well. Probably it follows from the fact that it is quite hard to create a new word that would make a sense to the customers and the message it carries was perfectly clear. Conversion is very frequently used with the brand name or product label which means that the brand name is converted into verb, adjective or other word category.

#### 4.1.2 Blending

Blending belongs to the one of the most common ways of word-formation. The notion represents combining two expressions into the single one.

Skinmate women's shaving gel for legs

Get **skintimate** for your legs

In this slogan the word *skintimate* is a blend. It was created from words *skin* and *intimate* which are two words that are closely connected to legs shaving. However the word *mate* appears here as well. Consequently this word may be considered to be a blend consisting of three words – *skin*, *intimate* and *mate*. These three original words created a new word that describes the product in this way: "It is your intimate friend for legs shaving."

Zest Soap

You're not fully clean until you're **Zestfully** clean

Weetabix /breakfast cereals

**Withabix,withoutabix**

Bouquets toilet tissue, Australia

The toilet tissue that really cares for **Downunder**.

Schweppes mixer drinks

**Schweppervescence** lasts the whole drink through

According to the selected items corpus it is not possible to say in which kind of advertising slogans blending occurs more because in the selected sample it appeared only in one unambiguous slogan that promoted shaving gel for women. Other examples are not specifically oriented at one sex only. Considering this fact it might be concluded that blending does not distinguish gender ads.

## 4.2 Loan words

Loan word is such a word that was accepted to the certain language from another one and became a part of ordinary speech. Similarly to blending, compounding or conversion enrich the language with the new words.

Pupa make up

Pupa Non Conventional Beauty

Unique Beauty Salon

Luxury where you feel unique and special

Vogue magazine

If it wasn't VOGUE, it wasn't Vogue.

Some words were taken from other language very long time ago and they are not considered loan words anymore because they are completely adapted. It might be also some of the words shown as the example. It is believed that loan words can be found in women's advertising slogans more. This is caused by the fact that these slogans promote the products from fashion or cosmetics very often and these domains root in France. Indeed, Latin or Spanish roots in some words can be found as well.

Courage beer

Take Courage

FIAT cars

Driven by passion

Of course, also a few men's advertising slogans contained words that could be considered as loan words but according to my corpus it was easier to find them in women's slogans. As was already written it seems to be linked with the field it promotes.



### 4.3 Semantic features – connotations

Connotation is a subjective cultural or emotional coloration in addition to the explicit or denotative meaning of any specific word or phrase in a language, i.e. emotional association with a word. (Answers.com)

According to my corpus it is obvious that the difference between connotations used in women's and men's ad is remarkable. While women prefer words that evoke positive feelings, strain or beauty, men respond rather to words that evoke or describe some performance, success in their career or promote travelling.

#### Lectric Shave shaving lotion

Blade Close. Lectric **Smooth**.

This women's advertising slogan contain word smooth that evokes sleekness and easiness which supports the idea about using "light" words in ladies ads.

#### Royale bathroom tissue brand

The **feeling** of **softness**.

#### Pear' Soap

Preparing to be a **beautiful lady**.

#### Gillette Venus, razors for women

Reveal the **goddess** in you.

#### Always / Silk sanitary towels

**Feels** like **silk**. Protects like Always.

On the other hand there are some examples of men's ads in which are the differences in a choice of word obvious:

#### Volkswagen GTI/cars

For **boys** who were always **men**.

#### Nissan Primera/cars

Designed to **improve** your **performance**

#### Mazda Fighter/cars

**Men only**.

#### Husquarna/ tools

**Great experience**.

The use of words with connotative meaning roots in fundamental difference between men's and women's character. It is obvious that words used in men's slogans are

associated with power. In the contrast to these “rough” ones, women’s slogans contain words that are supposed to arise positive feeling. The other difference is also fact that while words in men’s slogans often promotes some actions; women’s are supposed to arise some emotions and are rather static.

#### 4.4 Morphological features – personal pronouns

Personal pronouns are words that take the place of a noun. I, me, my, he, she, it, you, your, they, them, their. First person includes the speaker(s) or writer(s) of the message: I, me, my, mine, myself, we, us, our(s), ourselves. Second person includes the people spoken to but excludes the speaker: You, your(s), yourself, yourselves.

Third Person refers to third parties - excluding the speaker and receiver: he, him, his, she, her(s), they, them, their(s). (Resource centre)

Personal Pronouns are used extensively in advertising because they refer to the people involved in the communication. Using words like „we, us, you, our“ makes an impression of a close touch with a customer and gives you a feeling that the producers really care for you.

It is a group of pronouns which refer to persons, either speakers (*I, we*), addressees (*you*) or other persons/things (*he, she, it*). The use of pronouns is subject to certain language-specific restrictions. (Bussmann 1996, 883)

##### Gerber foods

Shouldn't **your** baby be a Gerber baby?

##### Fairy liquid/ washing up liquid

For hands that do dishes can feel soft as **your** face, with mild green Fairy Liquid

##### L'Oréal/cosmetics

Because **you're** worth it

##### Rachel's Wigs/ Beauty Salon

For that Feminine Look **You** Always Wanted

##### Unique/ Beauty Salon

Luxury salon where **you** will feel unique and special

According to the slogans in my corpus it is clear that personal pronouns appear in more cases in women’s ads. It probably follows from the fact that women are usually more family-oriented persons and it is believed that they like feeling that somebody cares for them. Indeed, it is possible to find a few of them in men’s slogans as well. Such as:

*Stanley/ tools*

**We help you** to do the right things.

*Coors/ beer*

This is **our** Beer

Personal pronouns are an efficient way how to address the customers directly. They are used both in men's and women's slogans, however, statistically it is possible to find them in one third of women's slogans and in one seventh of men's advertising slogans in the corpus.

## 5 STYLISTIC DEVICES

### 5.1 Personification

Personification means that the author of the text, line or slogan is giving human traits to non-living objects. In my opinion personification is used in advertising due to the fact that it has the ability to create images or pictures that might point out certain product.

Mackeson beer

It looks good, it tastes good, and by golly it does you good

Durex/condoms

Made to make you last longer

Coors beer

It won't slow you down

Coors beer

Turn it loose!

Husquarna/ tools

The toughest name in tools

Personification as one may notice from the examples above very common phenomenon appearing in men's advertising slogans and it is possible to find it in women's slogans as well. For instance:

Giorgio Armani/ lipsticks

Dress your lips in Armani

Revlon Mascara

Take your lashes to the luxurious lengths

Barry M. Fashion/ cosmetics

Barry M. The most colorful name in cosmetics

In my corpus personification appeared in 35% of men's ads and in 27% of women's ads. According to this fact it is supposed that this phenomenon does not distinguish gender ads.

## 5.2 Comparison

“All constructions which express a comparison properly fall under the category of degree; it generally refers to a morphological category of adjectives and adverbs that indicates a comparative degree or comparison to some quantity.” (Bussmann 1996, 285)

The attraction of the customers might be reached by using of the comparison. The aim is to escalate the interest and to show gradation. There are some examples:

Paulaner beer

**Good. Better.** Paulaner.

Abbot Ale/ whisky

Some things get **better** given **longer**

Miller beer

No matter what's-his-name says, I'm **the prettiest** and Lite's **the greatest**

Heineken beer

A **better** beer deserves a **better** can

Comparison is very quite often used in men's slogans; however, it appears in a few women's slogans as well. Such as:

Estee Lauder/ cosmetics

**More** defined. **More** conditioned. **More** beautiful lashes.

The comparison is used in men's slogans more probably because men like to make things better whether it is some car-improvement or improving of house. This fact is connected with certain amount of competitiveness that is natural rather to men than women. Using comparison evokes that things are still on the move which could in a way suggest that they might be some improvement as well. All these implications may be consequently likeable to men more.

## 5.3 Repetition

Repetition means that some words appear in phrase more than once. They may stand in the beginning that is called anaphora or at the end which is epistrophe.

Durex condoms

**Better** shape, **better** sex

Guinness beer

**My** Godness, **my** Guinness

Heineken beer

**How** refreshing, **how** Heineken!

The repeating of the words contained in a phrase may awake an interest of the customer. It is supposed to evoke feeling that something is really important or good. While the appearance of this element is quite high in men's ads, it seems to be lower in women's slogans but it is possible to find a few of them. Here some evidence is enclosed:

Estee Lauder/ cosmetics

**More** defined. **More** conditioned. **More** beautiful lashes.

The reason why repetition occurred in men's slogans more frequently may root in the fact that while men accentuate the understanding some problem, women prefer empathizing it. It may be concluded that such insistent repetition is closer to some kind of intellectual or logical understanding that is, as was already written, more likely attributed to men.

## 5.4 Brand names in slogans

As was already presented in this work advertisers use many means how to attract the customers: alliteration, onomathopoeic sounds, personification, assonance, loan words and many others. However they use the brand name in slogan as well. It means that they include the brand name into the slogan directly. In that way they achieve a repetition and repetition could be considered as an effective means of remembering. This is a crucial factor since remembering is the foundation of success. Here some examples of men's slogans are enclosed:

Guinness beer

My Godness, my **Guinness**

In this particular slogan brand name represents alliteration as well. Advertisers created line that does not include only brand name but also rhyme and repetition.

Watney's beer

What we want is **Watney's**

The slogan promoting beer consists of the words beginning with w, which means there is possible to find alliteration as well.

Bad Frog beer

The Beer so Good its **Bad**

Brad Frog beer slogan includes opposition. Advertising achieved it by the use of the words good and bad. It shows a contrast at the same time.

Courage Beer

Take **Courage**

Courage Beer slogan is pun. Take courage is ambiguous phrase. It may mean take promoted beer or be brave.

Heineken beer

How refreshing! How **Heineken!**

This slogan again consists of brand name that is repeated. It has in it conversion as well.

Nevertheless, this phenomenon appears in women's advertising slogan as well. Such as:

Giorgio Armani lipstick

Dress your lips in **Armani**

The brand name Armani represents personification.

Maybelline make-up brand

Maybe she was born like that, maybe it is **Maybelline**

Covergirl, line of products for face, lips, eyes and nails

Easy Breezy Beautiful **Covergirl**

Smackers lip gloss for girls

Smackers. All the favor of being a girl

Bonne Bell make up brand

**Bonne** Bell. Beautiful. Colorful. You.

According to the samples from my corpus, the brand's name repetition occurs approximately in the same number in women's and men's ads. This event appears in the 32% of men's ad slogan and in 29% of women's slogans. In my opinion these numbers do not depict such a big difference to conclude that this phenomenon is typical only for one gender.

## 5.5 Humour

As some advertisers rely on threats, some rely on shocking formulations and there is also a number of advertising slogans that are based on humour. Due to the fact that humour is one of the most efficient ways how to remember something it is apparent that it is used in advertising branch as well.

### Miller High Life/beer

Champagne of Beers

As it is known champagne is considered to be quality and first-class product. This comparison suggests that this beer is special as well.

### Durex/condoms

Crowdstopper

This word evokes through that is being stopped, which of course is supposed to be an imaginary picture of flow. The word helps to picture the purpose what condoms are used for.

### Utica club, beer

We drink all we can. The rest we sell

In this case the advertisers hint that the beer is so tasty that they sell only the amount that they cannot finish themselves.

### Courage beer

Take Courage

This slogan is an ambiguous one. In first place it puts forward the idea of taking this beer and to be “brave” as well.

It is a pity that it is so difficult to find humour in women’s advertising slogans. One may wonder why. This is a complicated social and psychological issue, but surveys show women are rarely associated with having good sense of humour.

## 5.6 Pun

Pun is a word-play that is very often used to rise or catch the attention of the reader. It is used in advertising slogans, catch phrases, headlines or jokes. (Miššíková 2003, 17) From my point of view introducing pun into the advertising slogan has the similar effect to some mnemonic means. Sometimes it gets into the consciousness of the reader unintentionally. The reader is then able to remember the slogan and product as well.



Singapore Air Force**We Fly High**

This slogan does not include only verb that directly describes the activity of the company but at the same it covers the collocation fly high, which means to be ambitious.

Green King IPA beer**Beer to Dine for**

In this case slogan clearly reminds of the idiom “to die for something” but instead of the word die, there is the word to dine. This word sounds similar but changes the meaning and adapts it to the beverage-food sphere perfectly.

Indian Motorbikes**More smiles per hour**

The slogan promoting the motorbikes works as a reminder of idiom miles per hour that is tightly linked with automotive sphere and it creates a vision of crowds smiling at you when riding on the Indian.

Pun was to be found only in men’s slogan in my corpus. It might be concluded that puns are rather aimed at men. This could be given by the fact that pun is closely linked to humour and as was already stated in this work, men are associated with humour more likely than women.

## CONCLUSION

According to the performed research where the aim was to prove the differences in language means in the advertising slogans for men and women it is possible to conclude following findings.

As far as the phonetics is concerned onomathopoeic words occur in men's slogans in contrast to the women's, where onomathopoeic words appear scarcely. When dealing with the usage of sounds in the slogans it is apparent that voiced plosives are to be found in men's slogans regularly while women's slogans where unvoiced fricatives are used many times over. Research proved the differences in rhyme usage as well. This language means is typical for men's slogans, however, it could be found in a few women's slogan, too. When dealing with syllabic length it is crucial to write that one or two syllabic words fall mainly to man's slogans. For women's slogans longer words are characteristic. The last field under examination was the use of punctuation. There were proved differences in the use of interrogation and question marks that obviously prevail in men's slogan whereas the occurrence of full stops was not so high to prove for what gender it is typical.

Another subject of the research was lexicology. One of the most remarkable differences could be found in application of connotations. In woman's slogans the words that should evoke positive feeling or describe beauty occur mostly. On the other hand in men's slogan words associated with power prevail. Also words that promote traveling, career and sports are characteristic. As far as personal pronouns are concerned they occur in one third of women's slogans and in one seventh of men's slogans. Another language means that was researched was personification. This phenomenon appeared approximately in the same amount in my corpus so it could be concluded that it does not distinguish gender ads.

Taken in the account the word formation as well the following findings could be deduced. It is not possible to state that use of conversion, blending or compounding is characteristic only for one gender according to my corpus. Indeed, loan words appear more often in women's slogans.

When concerning brand names in slogans, the percentage of it's occurrence in slogans both in women's and men's ad is not so different to claim that this phenomenon distinguish gender ads.

Another aspect that was examined in this thesis was the usage of humor in slogans. The findings from the research are overt. Humor was characteristic specifically for men's slogans. There could be discovered many examples, however, to find humor in women's slogan was nearly impossible. As was already written in this thesis women are not supposed to have a good sense of humor.

The last language means that was examined was the use of pun in advertising slogans. As pun is closely related to humor the similar statement as in the case of humor use could be deduced. It occurs in men's slogan more often. However the fact that this phenomenon did not appear in my thesis much may play a key role due to the fact that the number was too low to deduce whether it is typical for men's slogan or women's slogan.

It might be stated that the crucial differences were proved particularly in the phonetic sphere where the distinctions were found in all examined aspects. Although the research proved that there are not so many differences in word-formation of advertising slogans. Only loan words could be considered that are target at one gender.

Brand's name in slogan was not proved to be specific only for one gender. On the contrary according to the findings in the use of humor and pun it is possible to claim that they are aimed at men.

The aim was to prove the differences between men's and women's phenomena used in advertising slogans. In some spheres the differences were confirmed, however, there were spheres, where a difference was not found. Non-conclusive spheres appeared as well.

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