

DOĐUŐ UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
MASTER OF BUSINESS ADMINISTRATION

**AN INVESTIGATION INTO THE USE OF RHETORICAL FIGURES IN
ADVERTISING SLOGANS IN TURKEY**

Graduation Thesis

Güngör TAŐPIKAR

200581004

Thesis Supervisor: Assoc. Prof. Dr. Erdoğan KOŐ

Istanbul, June 2008

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ABSTRACT

This thesis has been prepared to fulfill the requirements of the degree of Master of Business Administration at Doğuş University. The purpose of this thesis is to analyze the rhetorical figures in the advertisement slogans, which effect on the permanency ratios in the mind of consumer.

Besides gathering information for the history of a slogan, there are main proposals about creating an effective slogan including; having an eye on the horizon, slogan as a brand positioning tool, a slogan should be linked to the brand, importance of repetition, creativity and jingle. Besides clearly explanation of main proposals for creating an effective slogan, there are mistakes explained to avoid in creating slogans such as; a slogan should not be used by others, a slogan should not be generic, hackneyed or bland, a slogan should not prompt a negative or sarcastic response, should not be pretentious, should not be complex and meaningless.

Moreover, exploratory research and inductive research methodology are used for analyzing of rhetorical figures in advertisement slogans, because there is no hypothesis. Also secondary research and content analysis are examined in this thesis. There are 103 brands listed as the most memorable brands according to a research of A.C.Nielsen. These brands and the competitors of these brands are analyzed through the rhetorical figures on their slogans. Rhetorical figures can be classified according to their some of the specialties such as; phonetic devices, orthographic devices, morphological devices and semantic devices. Thus, there are twenty-one rhetorical figures analyzed and observed in this thesis.

Finally, usage of rhetorical figures in advertising slogans is observed in this thesis. As it is presented in the tables, slogans of the 206 brands have been watched, read and analyzed. Through this analyse, it could be resulted that rhetorical figures on advertising slogans provide a brand image in the mind of consumers. Usage of the rhetorical figures in advertising slogan is widespread in the world and in Turkey, as well. Companies in Turkey should be aware of the effect of the importance of rhetorical figures in the market. This thesis will be helpful for improving attention about rhetorical figures.

ÖZET

Bu tezin amacı, tüketicilerin yani tüm insanların hayatına etki eden ve reklam sloganlarında sıkça ve özenle kullanılan edebi figürlerin önce tanımının ve tarihçesinin anlatılmasıyla birlikte analizinin yapılmasıdır.

Sloganın tarihçesi ile ilgili bilgi aktarımı ile birlikte etkili bir slogan yaratmak için gereken temel öneriler de açıklanmıştır. Bu önerilerden bazıları ise şunlardır; gündemi takip etmek, sloganın marka ile bağlantılı olması, tekrarlanmasının önemi, yaratıcılık ve slogan müziği. Etkili bir slogan yaratmak için gerekli önerilerin açıklanmasının yanı sıra, slogan oluştururken kaçınılması gereken hatalara da değinilmiştir. Sloganın başkaları tarafından kullanılmaması, sloganın bayağı ve kolay hazmedilir, karmaşık ve anlamsız olmaması gibi uyarılardan bahsedilmiştir.

Bu tezde, edebi figürlerin analizinde keşif araştırması ve tümevarım yöntem bilimi kullanılmıştır, çünkü ortada bir hipotez yoktur. İkincil araştırma ve içerik analizi de proje sürecinde kullanılan yöntem biliminin içerisinde yer almaktadır. Edebi figürler bazı özelliklerine göre şöyle sınıflandırılmaktadırlar; sessel(fonetik) hileler, imlasal hileler, biçimbirimsel hileler ve anlamsal hileler. Bu tezde, reklamlardaki 21 edebi figürün gözlemi ve analizi yapılmıştır.

Sonuç olarak, bu tezde reklam sloganlarındaki edebi figürlerin kullanımı gözlemlendi. Tablolarda da görüldüğü gibi 206 marka izlendi, okundu ve analiz edildi. Bu analiz doğrultusunda varılan sonuç, reklam sloganlarında edebi figür kullanımını başarıyla gerçekleştiren firmaların akılda kalma oranının daha yüksek olmasıdır. Reklam sloganlarında

edebi figür kullanımı dünyada ve Türkiye’de yaygınlaşmaktadır. Türk şirketleri, reklam sloganlarında edebi figür kullanımının pazardaki etkisinin farkında olmalıdır. Bu tez Türk firmalarının reklam sloganlarında edebi figür kullanımının önemini vurgulaması açısından pazarlama iletişimde katkıda bulunacaktır.

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CHAPTER 1

INTRODUCTION: ABOUT THE THESIS

1.1 PURPOSE

The purpose of this graduation thesis is to explore the use of rhetorical figures in the brand slogans. It is necessary to introduce and explain the advertisement slogans in which rhetorical figures are used and not used. Rhetorical figures are important both from the viewpoint of the perception of the product and brand and attracting customers or potential customers to the product and brand.

The rhetorical figures in advertisement slogans concept is introduced in this thesis through an analysis of the basic segments of a slogan based on an exploratory research using inductive research methodology.

It is believed that the thesis will be instrumental in better understanding the relationship between the slogans with rhetorical figures and their influences on the target market.

1.2 METHODOLOGY

Exploratory research is applied in this thesis through inductive, primary and secondary research. Therefore, gathering data from the market and analysing data from the reports has been successfully accomplished. Quantitative research is applied with Meta Analysis and also Qualitative research used in this thesis.

1.3 RESEARCH RATIONALE

This research is important because it presents a real effect on using “rhetorical figure” operation on the different markets regarding advertising slogans. There are 103 brands which are cited, and the most memorable brands in Turkish market as well as their competitors were discovered and analysed, by the same research methodology and instituted differences with the slogans without using a rhetorical figure and the slogans with using rhetorical figures.

1.4 PERSONAL INTEREST

The researcher has a personal interest in the area of marketing and advertising. The topic of rhetorical figures in advertising slogans requires an analysis including advertising research. Through this research, many of the brands, and slogans of these brands have been analysed, and valuable knowledge has been gathered.

1.5 SOURCES OF DATA

In the literature review, information has been obtained from a variety of books in the fields of marketing and advertising. Information on the research methodology and research methods have been gathered from various academic articles and web sites in the internet. Data for the most memorable brands in Tukey have been obtained from the A.C.Nielsen Research; and data of the competitors of these brands were collected from T.V. and printed commercials.

1.6 BENEFITS EXPECTED FROM THE THESIS

This thesis has been prepared at the end of a two-year-period of study at the Dogus University's MBA program. One of the targets of this thesis is to meet the requirements of this higher degree program. Both theoretical and practical knowledge supplied from this education was used in this thesis. The author is also expecting that this thesis will be very helpful in her future education and business life.

1.7 LIMITATIONS OF THE RESEARCH

This research contains an analysis of the slogans of 206 brands. The analysis comprises of all the slogans of these brands which are broadcasted in various mediums such as newspapers, magazines, television, radio and billboards. Ideally, the researcher would have liked to investigate the influences of the use of rhetorical figures on groups of final consumers of these 206 brands. However, designing a research study and collecting information from these groups of consumers may have required an allocation of a significant period of time, effort and finances.

1.8 STRUCTURE OF THE THESIS

This thesis contains 6 chapters. Following the introduction section, the concept of slogan is introduced in chapter 2, together with its various definitions, its development as a concept over the past decades. Chapter 3 is a detailed chapter on rhetorical figures. In this chapter rhetorical figures are listed with their definitions and examples from various advertisements. Research methodology is explained in chapter 4.

The findings, analysis and interpretation of these findings relating to the use of rhetorical figures for 206 brands are presented in Chapter 5.

Finally, chapter 6 is the conclusion of the thesis. The benefits of the study for marketing and advertising practitioners are explained in this section.

CHAPTER 2

INTRODUCING A SLOGAN

2.0 General Overview

2.1 Definition of a Slogan

2.2 Slogans in Advertising

2.3 Key Elements of Brand Identity

2.4 Main Proposals for Creating Effective Slogans

2.4.1 Mistakes to Avoid in Creating Slogans

2.5 Theories Combining Rhetorical Figures and Slogans

2.6 Conclusion

CHAPTER OVERVIEW

Definitions and sorts of slogans are analyzed through the theories related to rhetorical figures in this chapter. Besides, main indications are explained for creating an effective slogan in the market. Some theories are explained to combine rhetorical figures and slogans, while other theories are explained to observe scholarss' opposing views.

2.1 DEFINITION OF A SLOGAN

Slogans are a key element of a brand's identity, and contribute to a brand's equity. In today's marketplace, almost all brands employ slogans; they enhance a brand's image, aid in its recognition and recall, and help create brand differentiation in consumers' minds (Kohli, 2007). Furthermore, a slogan is a memorable phrase or motto used in commercial, political, religious and other context as a repetitive expression of a purpose or idea. Similarly, slogans may have varieties between written and visual in accordance to use of rhetorical figures. Their simple rhetorical nature leaves little room for detail, and as such slogans serve more as a social expression of unified purpose, rather than a forecasting for an intended audience.

Historically, the word “slogan” comes from *sluagh-ghairm* (pronounced *slua-gherum*), and it is Gaelic for “battle cry”. *Sluagh-ghairm* expresses dead people’s scream of war. Kelts believe that they hear some kind of sounds at nights and they think those noises belong to the warriors’ soul. It is declared that slogans are to make a sense on human beings to put a positive attitude and behaviour into motion.

Slogans can be analyzed in two main categories; *political* slogans and *advertising* slogans, which are the most, used types throughout the world. While, the main goal of *political* slogans is to summarize a party’s aim or purpose in society, therefore, becoming a connection between the party and the public, advertising slogans are thoroughly analyzed in this thesis.

2.2 SLOGANS IN ADVERTISING

Advertising slogans are generally short and memorable phraseologies used by advertising companies, and they identify a product or service with a life style, a benefit and any other emotional aspect of human life. Advertising slogans are “catchy” words that help consumers remember a particular promoted product or service. They are usually one, two or three words, phrases, or short sentences. The purpose of an advertising slogan is to communicate the brand and embed ideas in the consumers’ minds. Therefore, it can not be denied that, slogans carry a significant role in the marketing communication of a brand. A slogan is a means of communication between people and brands. As a result, the higher the influence of a slogan on consumers’ minds’, the higher the brand recognition.

Primarily, an advertising slogan ought to be part of a strategic view of brand identity, because the slogan, in contrast to the brand name or logo, is capable of telling where the brand is going. An advertising slogan must be memorable, not only an emotional linkage between consumers and the brand.

Furthermore, every brand should have a slogan that is accepted by the advertising agency and then consumers. A slogan is a corporate strategy for investors and an advertising message for consumers. An advertising slogan can be helpful in giving a shape to the brand's image and positioning, and thus plays a key role in implementing a differentiation strategy. Correspondingly, the most effective slogans are those that emphasize points of differentiation, which are not only meaningful, but consistent with existing brand perceptions, as well. The

example of Nike's slogan may be helpful in explaining. "Just Do it", Nike's rallying call to athletes throughout the world, is as familiar as the brand name itself. This example illustrates perfectly the vast power and might that can be wielded by the device known as the slogan, termed in honor of the Scottish Gaelic word *slogorne*, for "battle-cry." Together with the *brand name* and the *logo*, *the slogan* represents one of the three key elements of brand identity; that is, the elements by which the brand communicates with the world around it (Kohli, Suri, & Thakor, 2002).

2.3 THE KEY ELEMENTS OF BRAND IDENTITY

The brand name, logo and slogan are the most important concepts which differentiate the brand from its competitor, and give a short message to the consumers. From the point of view of consumers, there are many messages given to them every day. Therefore, consumers do not have time to analyze all of the messages; the brand name, logo and slogan are the helpful key elements of brand identity.

i) Brand Name: The Brand name gives a product its main identity. In other words, any change in the brand name may lead to a complete loss of identity of the product. Consequently, the brand name is the prerequisite for a brand image, and can not be changed easily.

ii) Logo: Logos are edited depictions of brand names and they are more abstract pointers. While logos serve visual clues, they are changed very rarely, but sometimes they can be updated or modified.

iii) Slogan: While the brand name and logos are limited expressions of a product or service, slogans carry the most important role in introducing and promoting the brand to the whole world. The slogan is the most dynamic element of the brand identity.

Complementing the brand name and logo, the slogan is a significant component of the brand identity. Given its power to communicate what a brand has to offer, a slogan has the potential to change brand perceptions. When effective, a slogan can enhance brand awareness and the brand image, therefore contributing to brand equity in the long run.

“Turkcell” is a suitable example for the usage of these three elements of brand identity in Turkey. “Turkcell” is the largest cellular phone service provider brand of the last ten years, and has provided its consumers with different and original values. The brand name is “Turkcell”, and the logo of the brand is a sympathetic, sweet and a friendly ant. Furthermore, the slogan of “Turkcell” is “Turkcell’le bağlan hayata!” (Connect to life via Turkcell!), with a jingle. “Turkcell” has a significant share in the market as a result of the successful usage of the three elements of brand identity. “Turkcell” successfully used its logo, name and slogan as a whole, for its marketing communication strategy.

2.4 MAIN PROPOSALS FOR CREATING EFFECTIVE SLOGANS

According to Kohli (2007) for reinforcing the relationship between slogans and society which has been explained on the previous page, there are some main suggestions.

i) It is Important to Have An Eye On the Horizon: Regarding brand strategy, the place of where the brand is and more significantly where it is going to go must be known clearly. This requires a point of view which determines in a long term manner. Slogans should not define the brand too narrowly, and the slogans which are created today should have got a connection between the tomorrow's businesses. According to Kohli (2007), "For many years, Xerox Corporation was known to the public simply as the "Copier Company. As its fortunes turned downward, Xerox groped for a way to define itself better, eventually becoming the "Document Company." That slogan didn't do a good job of accommodating the scope of the company's activities, however, so Xerox has now become the provider of "Solutions for a Changing World." On the other hand, BMW's "The Ultimate Driving Machine" has stood the test of time. The slogan is focused, and emphasizes that BMW produces the best driving devices available, a description that easily encompasses any automotive product, including cars and motorcycles."

ii) Every Slogan Is A Brand Positioning Tool, And It Should Position The Brand In A Clear Manner: Enhancing brand awareness and creating, supporting, or changing the brand's image or perceptions; that is, positioning or repositioning the brand (Kohli, 2007). Positioning is drawing a picture of the brand in consumers' minds. Therefore, a brand can be positioned in

so many ways, but the best one is to position the brand on benefits or features. Besides this, positioning can be used for providing reassurance and reinforce brand loyalty.

iii) The Slogan Should Be Linked to The Brand: The footing of incorrect recall for slogans is bewildering and may cause of evoking competitors's brands. For all practical purposes this is a negative advertising. An obvious way to enhance correct brand recall is to include the brand name in the slogan (Kohli, 2007). Slogan of Arçelik brand can be an example: "Arçelik demek yenilik demek" (To say Arçelik is to say innovation).

Therefore, it is confusing that the vast majority of slogans do not include the brand name. Experience of including the brand name in the slogan may cause limited creative flexibility, but on the other hand, there are huge potential benefits to be gained, given the importance of the recall problem.

iv) Repetition: It is obviously seen by observing advertisements that, practicing repetition makes slogans memorable. From many points of views, a slogan is the only tool that can be kept absolutely consistent from ad to ad, thereby leading to a consistent brand image.

Brands which have used their slogans coherently also gather the highest recall rates. The "Turkcell" example suits this suggestion well. The repeated slogan of the Turkcell brand and, ads of this brand may be seen, watched and listened to many times a day.

v) *Jingle, Jangle*: In regard to the fair amount of evidence that jingles ascend memorability, generally in the short run, through repetition, and given enough time, jingles may not be recalled at a magnitudely greater than non-jingle slogans. In such cases, use of meaning, abstraction, and consistency will go a long way. According to Kohli (2007); “For example, “Just Do It” does it for Nike, given its ubiquitous presence. However, for small businesses (e.g., local car dealerships), which may have limited advertising budgets or use an audio-only vehicle like radio, jingles may provide a valuable “jump start” on brand awareness.”

vi) *The Slogan Should be Used at the Outset*: Slogans are a main component of brand identity; marketers, who are not successful in using slogans, lose an important tool for building brand image.

Research on the effect of priming has shown that ideas formed during the encoding of a stimulus are instrumental in influencing memory, and a brand's image is primarily created in its formative stages in the marketplace (Kohli, 2007). Therefore, marketers ought to use slogans at the outset to “prime” the importance of definite attributes of a brand, and to give a shape to brand's image relatively. Otherwise, they certainly lose a significant opportunity.

vii) *Creativity Should be Remembered*: The principle “Keep it simple” may not be a golden rule when it comes to slogans. While most slogans are kept simple for the sake of brevity,

evidence suggests that slogans with a moderate level of syntactic or semantic complexity trigger deeper processing and may be recalled better than simpler ones (Kohli, 2007).

Besides this, it's important to guarantee that the audience "gets it," and is not left wondering what message the slogan is trying to carry.

2.4.1 Mistakes to Avoid in Creating Slogans

A number of guidelines may be suggested so as to be able to avoid some of the mistakes which may be made in creating slogans. In regard to creating an effective slogan, advertisers or companies should avoid the main hazardous measures which are written below:

i) A Slogan Should Not Be Used by Others: The more different users of a slogan, renders it less effective. A slogan should be unique; no other companies should be using the same slogan as the others.

ii) A Slogan Should Not Be Generic, Hackneyed or Bland: A "generic" line includes stereotyped sentences slogans that do not give any message related to the brand, to consumers, such as "The best there is." "Hackneyed" is being cliché and ordinary by overuse. A hackneyed line is monotonous and dull, such as "Country's largest industry." Besides these, a "bland" slogan completely suffers weakness. It does not have any impact on consumers.

iii) A Slogan Should Not Prompt A Negative or Sarcastic Response: A slogan should be respectful to consumers without in colloq joking. For instance, the Delta Airlines “We get you there” slogan. This slogan reminds people that they can get their money back if they crash. It is a hazardous message for an airplane company.

iv) A Slogan Should Not Be Pretentious: A slogan should present what a brand can give to society, not much more. Otherwise, it can be transformed into a deceptive commercial.

v) A Slogan Should Not Be Complex: Generally, long and complicated phrases confuse people. For example, the slogan of Tyco International, “Telecommunication and electronics, healthcare and specialty products, fire and security, flow control.” It is too long and complicated.

vi) A Slogan Should Not Be Meaningless: Every word in the sentence of a slogan should be presenting a kind of positive message for the brand to attract people. A slogan should not be like this; “We’re Exxon” by Exxon. It does not give consumers any “positive attitude creating” messages for the brand.

2.5 THEORIES COMBINING RHETORICAL FIGURES AND SLOGANS

In advertisements, puns are one of the most popular rhetorical figures. The findings of Mulken, Dijk and Hoeken’s (2004) study have showed that the presence or absence of puns had a significant impact on the respondents’ appreciation of the slogans. Furthermore, whether the pun contained two relevant interpretations or only one, did not influence the

extent to which they were considered funny, but the former were considered a better choice than the latter.

Advertisements are designed to persuade consumers to buy a certain products. Advertisers apparently believe that puns are helpful in attaining this goal (Mulken, Dijk and Hoeken 2004). Puns can provide more positive attitudes toward the product in several ways; Firstly, a pun is a humorous ruse. A humorous message can give the spectator a pleasant experience. Secondly, a pun can be determined as a puzzle. Therefore, solving a puzzle is an amiable experience because of praising spectators' intellectual capabilities by pointing them that they have the relevant knowledge to solve the problem. For instance, it is clearly observed that participants appreciated the riddle of a visual metaphor more when they succeeded in generating a relevant interpretation themselves, compared to participants who received the visual metaphor along with a headline in which the intended interpretation was spelled out (Mulken, Dijk and Hoeken 2004).

Literally, there are several theories on the effectiveness of puns, which are centuries old:

i) Graded Salience Principle: The notion of salience plays a critical role in rhetorics. In the salience principle it is explained that the conventionality of a figure is the function of the salience of a meaning. The meaning that is more prototypical, more frequently used, more similar or lately activated by preceding context is the more salient one. The Graded Salience Principle shows that the salient meaning is always accessed first, and that a less salient meaning is activated only if there is no gradual increase in informative content in the most

salient meaning, and if the most salient meaning does not fit the context (Mulken, Dijk and Hoeken 2004).

ii) General Theory of Verbal Humor: Efforts have been made to compete with the graded salience principle, via the General Theory of Verbal Humor. From the viewpoints of various scholars, The General Theory of Verbal Humor (GTVH) is a conflict theory which defines verbal humor as a text compatible with two frames opposed to each other in determined ways. According to some of the scholars, humor (verbal) must be considered as a type of non-bona fide communication because of the incessant violations of the Gricean cooperative principle. In this view, a pun is always compatible with two distinct scripts (interpretations) and these scripts cannot both be true at the same time. Therefore, by changing to the non-bona fide mode of humor, the reader understands that a pun is intended.” (Mulken, Dijk and Hoeken 2004).

iii) Relevance Theory: Although the GTVH refinedly discloses how a receiver understands that humor is intentional, The Relevance Theory reinforces a better account for the type of pun in which there can be two relevant meanings. This is the cause of being referred to the interpretation of puns in terms of The Relevance Theory. The Relevance Theory presupposes ostensive-inferential communication (Mulken, Dijk and Hoeken 2004). Therefore, communication is plain, is jointly manifest to both receiver and sender and can be indirect. Communicators are capable of inferring the intended meaning of a message and they will always strive for an optimally relevant contribution: the receiver assumes that the utterance provides a good balance of cognitive effects in exchange for the effort demanded by the

processing (Mulken, Dijk and Hoeken 2004). Moreover, the receiver's tendency is to exert as little effort as possible to comprehend the message and at the same time will try to acquire as much effect as possible from the message by processing it. The sender will try to make her communication easily processable, at the same time making certain that the change in cognitive environment of the receiver is maximal. To conclude, there is a tension between minimum effort and maximum effect.

2.6 CONCLUSION

A slogan of a brand presents the brand's image throughout the world. It provides communication with the outside world. As a result, companies must pay attention to their slogans which have been created for the consumers. A slogan is not only a sentence that must be written in newspapers and magazines, or to be seen as well as spoken by television or radio ads. A slogan is more than a word, or a sentence. It represents the identity of a brand. As a result, a slogan has a significant place in marketing communication.

CHAPTER 3

RHETORICAL FIGURES

3.0 General Overview

3.1 Definition and History of Rhetorical Figures

3.2 Medieval and Renaissance Rhetoric

3.3 Rhetoric in the Eighteenth Century

3.3.1 The Scottish Influence

3.4 Rhetoric in Nineteenth Century America

3.4.1 The Harvard Influence

3.4.2 Progressive Education in Twentieth Century America

3.5 Consumer Research Needs to Address the Rhetorical Figures Topic

3.5.1 Rhetorical Figures in Advertisements

3.5.2 Rhetorical Figures

3.6 Conclusion

CHAPTER OVERVIEW

It is necessary to have information on the history, meaning and kinds of rhetorical figures in order to assimilate them. The history of rhetorics and kinds of them can be discovered in this chapter with a widespread content.

3.1 DEFINITION OF AND A BACKGROUND FOR RHETORICAL FIGURES

A rhetorical figure can be defined as an artful deviation in the form taken by a statement. It is established more easily in print advertisements. The formal study of rhetoric in the West began in Greece in the fifth century B.C.E. with the Sophists, followed by Isocrates, Plato, and Aristotle. The main line of Greek rhetoric was extended by Roman rhetoricians, notably Cicero and Quintillion. Classical rhetoric, although concerned with oratory, still influences writing instruction. For example, by Roman times a five-stage model of the process of composing a speech had evolved. Three of these stages—invention, or discovering ideas; arrangement, or organizing ideas; and style, or putting ideas into words—have been modified into elements in modern models of writing processes. Memory and delivery, the last two classical stages, dwindled in postclassical times into mechanical techniques before being revived for serious study in modern departments of speech. (<http://www.bedfordbooks.com>)

Scholars traditionally regarded classical rhetoric as a system with the built-in assumption that one first finds knowledge and then puts it into words. In our own day, in the context of a renewed interest in the Sophists, this view has been challenged by a number of historians of rhetoric, who argue that knowledge is actually created by words and Swearingen. But the strongest influence on rhetoric has undoubtedly been the Aristotelian model. Aristotle described a number of topics, for discovering ideas and arguments. These topics—ways of analyzing, evaluating, and extending virtually any subject—constitute a heuristic, or method of systematic inquiry. (<http://www.bedfordbooks.com/bb>)

Scholars have also emphasized classical rhetoric's sorting of discourse forms according to social function. Much classical rhetoric divides oratory into three categories. Deliberative speeches, primarily devoted to political purposes, aim to persuade hearers to choose or avoid some future course of action. Forensic speeches, used primarily in legal situations, aim to accuse or defend someone involved in a disputed past action. Epideictic speeches, produced in classical times on ceremonial occasions, aim to help hearers see some present event or person as worthy of praise or blame. Epideictic orations may make more use than others of literary ornaments and vocal pyrotechnics. (<http://www.bedfordbooks.com/bb>)

Although these classical categories for oral discourse have been reshaped by later rhetoricians, the premise that discourse can be classified according to social function has been persistently influential. In eighteenth-century American colleges, for example, discourse was classified according to its use by clergymen, lawyers, or politicians. Contemporary composition scholars have redirected the interest in social function to analyses of the ways in which audience or social context affects the

interpretation of written text.” Under analyse by the history according to Bedford Bibliography, 2008.

3.2 MEDIEVAL AND RENAISSANCE RHETORIC

It is often thought of the middle Ages as a time when many classical sources were not accessible: Quintillion and much of Cicero, for example, were lost until the Renaissance. However, it is more accurate to see medieval rhetoricians selecting and reshaping the classical heritage in light of Augustine's reinterpretation of rhetoric to suit Christian purposes. One important emphasis in medieval rhetoric following Augustine was the redirection of deliberative discourse from political to religious ends. The goal became saving souls, not leading the state. Another important emphasis was the desire to codify authoritative classical precepts on good composition. Classical rhetoric texts had often been prescriptive, providing rules for achieving effective speeches. In the Middle Ages, this prescriptive impulse so intensified that many medieval rhetoric texts consist entirely of lists of rules and examples illustrating them. (<http://www.bedfordbooks.com/bb>)

However, medieval university students studied grammar, rhetoric, and dialectic—the "trivium." As exemplified in the popular classical textbooks of Donates, grammar means not simply the study of correct constructions but also the analysis of style. The study of grammar thereby shaded over into the medieval study of rhetoric, which

emphasized style. Grammar and rhetoric merely prepared the beginning student for the serious business of the university, the study of dialectic, which offered practice in oral argumentation on historical, religious, or legal issues. Bishop Isidore of Seville wrote a significant summary of the arts of grammar, rhetoric, and dialectic.

Therefore, dialectic was regarded as a preparation for logic, the oral arguments of which became opportunities for stylistic display, but the subject was still not considered closely allied with rhetoric. The study of rhetoric was manifested, however, in techniques for adult practitioners, for example, in arts dictations, the art of composing official letters through which church and state business was conducted, and arts radican, the art of preaching. Medieval theorists of poetry also drew on rhetorical studies of style. (<http://www.bedfordbooks.com/bb>)

In the early Renaissance, major texts by Cicero and Quintillion were recovered. In the sixteenth century, a proliferation of rhetoric following classical models but written in the vernacular appeared, such as those in English by Leonard Cox, Richard Sherry, Thomas Wilson, and George Puttenham. Most of these rhetoricians emphasized the study of style, sometimes linking their practice explicitly with poetic. The generally acknowledged master of stylistic rhetoric in the Renaissance was Erasmus, whose *Copia* (1512) was originally conceived as a textbook.

Another source of change for Renaissance rhetoric was the influential work of Peter Ramus (Pierre de la Ram^ze), whose ideas were recorded in *Institutions Oratoires* (1545) by his colleague Talaeus (Omer Talon). Ramus wished to reform the medieval

trivia by reemphasizing the classical division of the stages of composing. Ramist rhetoric intensifies the separation between these stages and the importance of their sequence, at the same time divorcing invention and arrangement from rhetoric and assigning them to logic. Ramists hoped to define a logical, scientific discourse, untainted by no logical appeals that would win assent from the rational audience by virtue of rationality alone. Ramus's fellow Puritans widely adopted this plain style for all serious matters. (<http://www.bedfordbooks.com/bb>)

Rhetoric under the Ramist scheme is left to deal only with style, memory, and delivery. Memory had figured importantly in some early Renaissance hermetic precursors of modern science, and delivery would give rise in the eighteenth century to elaborate elocutionary techniques for public speakers and actors. Still, memory and delivery tended to continue their decline in importance as the Renaissance dissemination of printing made written texts ever more important to academic, religious, and political life. Rhetoricians, then, came increasingly to focus upon the study of language as the dress of ideas that were generated elsewhere. The goal of rhetorical study was to clothe one's ideas in the most elegant dress possible, and rhetoric therefore came to be seen as the finishing refinement of an upper-class education. (<http://www.bedfordbooks.com/bb>)

3.3 RHETORIC IN THE EIGHTEENTH CENTURY:

3.3.1 The Scottish Influence

Seeing rhetoric as the study of the dress of thought rather than the study of thought it threatened to trivialize it, Rhetoricians from the University of Edinburgh sought to stop this trend by arguing that the study of correct and persuasive style produced not only competent public speakers but also virtuous people. This was a strong defense, for the study of rhetoric in American colleges focused on oratory that would be useful to clergy, lawyers, and politicians. Furthermore, the Edinburgh rhetoricians connected the study of persuasion with the more prestigious scientific discipline of psychology. These rhetoricians adapted ornamentation from Cicero to correct the emphasis on plain style that the Puritans had kept alive from Ramism.

Perhaps the most influential book to come from Edinburgh to America was Hugh Blair's *Lectures on Rhetoric and Belles-Lettres*, published in 1783 and adopted as the standard text at Yale in 1785 and Harvard in 1788. Blair's text was widely used in American colleges and secondary schools until the end of the nineteenth century. Americans found Blair's emphasis on the moral qualities of belletristic taste particularly important, since his approach justified the social leadership of the well-trained orator. (www.bedfordbooks.com/bb/history.html)

Less popular in the schools but perhaps more important for modern rhetoric was another Scottish rhetorician, George Campbell, who's *Philosophy of Rhetoric* (1776) [professes to validate its principles by relating them to the working of the human mind]. More innovative than his contemporaries, Campbell extended the purpose of rhetoric beyond persuasion, defining eloquence as the "art or talent by which discourse is adapted to its end." (www.bedfordbooks.com/bb/history.html)

A later rhetorician in the Scottish tradition was Alexander Bain, who showed the importance of psychology for achieving goals of persuasion in *English Composition and Rhetoric: A Manual* (1866). Bain argued that persuasive discourse is organized by associating ideas in a way that produces the desired emotion in the audience. From Bain's work comes the now familiar taxonomy of essay structures, or modes of discourse: narration, description, exposition, and argumentation.

In America, the Scottish revision of classical rhetoric had special significance. A nascent democracy, therefore the argument went, needed people of refinement who can direct the vulgar taste into virtuous channels; the psychology of persuasion can help these leaders consolidate their control. Hence, the study of rhetoric both conferred and garnered prestige. Long before American colleges had English departments, they had distinguished professors of rhetoric.

3.4 RHETORIC IN NINETEENTH CENTURY AMERICA:

3.4.1 The Harvard Influence

In 1806 Harvard College established the Boylston Professorship of Rhetoric and Oratory and became, thereafter, the dominant influence on the development of rhetoric at other American colleges. Edward T. Channing, who held the chair for thirty-two years (1819–1851), continued the Scottish emphasis on belletristic taste and the psychology of persuasion but shifted the emphasis in practice from speaking to writing and increased attention to literary exempla. From the literary models, Channing derived rules for correct grammar, style, and organization, which were taught more and more prescriptively as the century went on. (<http://www.bedfordbooks.com/bb>)

Francis J. Child, who held the Boylston Professorship after Channing (1851–1876), had studied philology at a German university before taking the chair and came to Harvard, determined to turn the study of English from rhetoric to literature. Child bitterly resented the time he had to spend correcting student compositions.

He delegated as much of this work as he could to faculty underlings and concentrated on enlarging Harvard's offerings in literature. In 1876, to keep Child from moving to Johns Hopkins (the first American university to be organized in departments on the

German model), Harvard created the first Professorship of English for him, and Child spent the next twenty years developing the English literature curriculum. His successor in the Boylston Professorship, A. S. Hill, continued the rule-bound focus on written composition begun by Channing, but it was now clear that composition was a second-class subject and that rhetoric was hardly explained in the English department. (www.bedfordbooks.com/bb/history.html)

These changes are neatly encapsulated in Harvard's 1874 entrance requirement in English composition:

Each candidate will be required to write a short English composition, correct in spelling, punctuation, grammar, and expression, the subject to be taken from such works of standard authors as shall be announced from time to time. The subject for 1874 will be taken from one of the following works: Shakespeare's *Tempest*, *Julius Caesar*, and *Merchant of Venice*; Goldsmith's *Vicar of Wakefield*; Scott's *Ivanhoe* and *Lay of the Last Minstrel*. (www.bedfordbooks.com/bb/history.html)

The Harvard model of freshman composition began to spread, particularly with the publication in 1890 of Harvard Professor Barrett Wendell's *English Composition: Eight Lectures*. Blair and Bain had used literary exempla to illustrate rhetorical principles. In the Harvard course, this belletristic tradition culminated in rules derived from the examples and rigidly applied to student essays. Furthermore, the works of

literature to be studied were strictly specified in lists of standard authors, such as the one given in the entrance requirements. These lists soon came to dictate secondary-school curricula, since one needed to know the listed works to perform well on admissions tests at prestigious colleges. And the prestige of those colleges that regulated their admissions according to the lists made it hard for other colleges to avoid similar requirements. (www.bedfordbooks.com/bb/history.html)

3.4.2 Progressive Education in the Twentieth Century America

In the early twentieth century, more and more secondary-school and college teachers came to oppose the domination of college admissions by the standard lists of works generated at Harvard and other elite eastern schools. The National Council of Teachers of English (NCTE) was formed in 1911 largely to consolidate resistance to the lists and to the conception of English studies they represented. To further this cause, the NCTE began to publish *English Journal* in 1912. The first president of the NCTE was Fred Newton Scott of the University of Michigan. A past president of the Modern Language Association (MLA), Scott possessed impeccable credentials in literary scholarship; nevertheless, he deplored the demotion of rhetoric and promoted an understanding of writing that reemphasized self-expression and the adaptation of prose to its social purposes. (www.bedfordbooks.com/bb/history.html)

At the same time, departments of speech were growing more numerous in American colleges, taking over the study of historical rhetoric and many of its traditional concerns, such as response to audience. Speech teachers broke away from the NCTE in 1914 to form their own professional organization, the National Association for Academic Teachers of Public Speaking—now the Speech Communication Association. (www.bedfordbooks.com/bb/history.html)

English teachers' dissatisfaction with the reading lists soon became caught up in the larger progressive reform movement, which directly challenged the idea that the goal of higher education in America should be to empower an elite. The progressives believed that the purpose of education is to integrate a diverse population into a community of productive citizens. Progressive education sought to equip students with intellectual and social skills they would need as adults and to give attention to the needs of each individual student. John Dewey was an important leader of this movement. He became chair in 1894 of the Department of Philosophy, Psychology, and Pedagogy at the University of Chicago, and his *School and Society* was published in 1899. (www.bedfordbooks.com/bb/history.html)

Progressive education sought for free writing instruction from the service of canonical literary study. Correctness remained a goal of writing instruction, justified not by some authoritative set of rules but by its usefulness in the world beyond school. While respectful of the diverse cultural backgrounds of a school population that included record numbers of immigrants, progressive education stressed the communicative

function of writing to help draw diverse groups together and integrate them into the mainstream of American society. A class writing project, for example, might collect data about some local social problem and prepare a report to be sent to the appropriate public official. (www.bedfordbooks.com/bb/history.html)

The progressives were not very often successful, at least on the college level, in separating composition and literature. In progressive hands, however, writing about literature became a way to understand one's own responses to the text. Such an approach can be found in Louise Rosenblatt's *Literature as Exploration* (1938) and in early issues of *College English*, which the NCTE began to publish in 1939. As progressive education moved into the 1930s and 1940s, its social agenda became more modest, but the main goal was still life adjustment—helping adolescents pass through their difficult developmental period and emerge as productive citizens.

Progressive education was also innovative in its interest in the social sciences as a source of information for English studies. Of course, the progressives were not the first to look in this direction; rhetoric in the eighteenth and nineteenth centuries had incorporated some study of psychology. However, with the demotion of rhetoric in the late nineteenth century, contacts between English and the social sciences were downplayed. Progressive education, in contrast, aimed to study students' abilities, needs, and achievements scientifically and to redesign curricula accordingly. These efforts had very little influence on college writing instruction.

Freshman English courses were rarely devoted only to writing instruction. Their main goal was to introduce students to literary study and in the process to correct the writing in students' literary essays according to long-established standards of grammatical, stylistic, and formal correctness. Where writing courses did exist, they usually patterned their syllabi after Bain's modes of discourse and justified their existence with arguments similar to Blair's for the good writer as a virtuous person. Widespread changes did not begin to occur until after World War II.

3.5 CONSUMER RESEARCH NEEDS TO ADDRESS THE RHETORICAL FIGURES TOPIC

There are three reasons for this necessity. Firstly, newly suitable content analyses have showed the pervasiveness of figuration in the language of advertising. Secondly, there has been continued careless use of rhetorical figures in experimental protocols without appreciation for their history and distinctiveness. And thirdly, the paradigmatic disquiet associated with the advent of postmodern, semiotic ad text based perspectives is conducive to a focus on rhetorical phenomena in advertising.

3.5.1 Rhetorical Figures in Advertisements

As rhetoricians insist that any proposition can be expressed in some kinds of ways, and in any given situation, one of these ways will be the most effective in influencing an audience. The rhetorical perspective suggests that the manner in which a statement is expressed may be more important than its propositional content. The rhetorical approach to advertising language will rest on their premises:

- 1) That alterations in the style of advertising language, in particular the presence of rhetorical figures, can be expected to have significant results for how the ad is processed,
- 2) That these results can be derived from the formal properties of the rhetorical figures by themselves,
- 3) That these formal properties are systematically interrelated.

3.5.2 Rhetorical Figures

In the following section some of the common forms of rhetorical figures and are introduced with examples.

A) Phonetic Devices:

1. Alliteration: Alliteration is comprised of consonant repetitions of words.

For example, Coca-Cola, Cocoon, Peter Parker, Danone Danette, Evy Lady, Evy Baby, Demirdöküm and Doritos Dippas.

2. Assonance: Assonance is vowel repetition of the same sound in words close to each other.

For example, Omo, Kal Kan, Finansbank, Kelebek, Ritmix, Hayat Sabun, Airwick, İstikbal Mobilya, Neşe Mobilya, Esepen, Ultra Prima, Cola Turka.

3. Consonance: Consonance is consonant repetition with intervening vowel changes.

For example, Bank&Think, Strong&String, and Weigth Wathers.

4. *Masculine Rhyme*: A masculine rhyme is seen at the end of syllable stress.

For axample, Max Pax, Ajans Press, Oyak Emeklilik, and Doritos Dippas.

5. *Feminine Rhyme*: A feminine rhyme is unaccented syllable followed by accented syllable.

For example, American Airlines.

6. *Weak/Imperfect/Slant Rhyme*: In this figure, vowels differ or consonants similar, not identical.

For example, Black&Decker.

7. *Onomatopoeia*: Onomatopoeia is the use of syllable phonetics to resemble the object itself.

For example, Wisk, Cif, Wizzard, Alo, Dove, Tek, Golf, Knorr.

8. *Clipping*: Clipping is comprised of attenuated product names.

For example, Chevy for a Chevrolet, Rabbit for Volkswagen.

9. *Blending*: Blending is a morphemic combination of the words, usually with elision.

For example, Aspergum, Duracell, Rodi, Orkid, Motorola, Redbull.

10. *Initial Plosives*: Initial plosives includes these letters “/b/,/c-hard/,/d/,/g-hard/,/k/,/q/,/t”.

For example, Bic, Dash, Pliz, Pim’s, Colin’s.

B) Orthographic Devices:

1. Unusual or Incorrect Spellings: Unusual or incorrect spellings is the spellings of the words in a way that is unusual.

For example, Kool-Aid, Decap'Four, STR8

2. Abbreviations: An abbreviation is a short form of a word.

For example, 7-Up for Seven –Up

3. Acronyms: Acronyms are comprised of brand names which are obtained from capital letters.

For example, DB, Lu, BSN, DHL, J&B, BMC, Avea, THY, YKM.

C) Morphological Devices:

1. Affixation: An affixation is a combination of two unrelated words or letters, usually with a line..

For example, Jell-O, Tipp-Ex.

2. Compounding: A compounding figure is comprised of more than two words.

For example, Janitor-in-a-Drum, Vache-qui-rit.

D) Semantic Devices:

1. Metaphor:

Representing something as if it were something else; simile is included in metaphor when a name describes a likeness and not equality.

Eg: Aqua-Fresh, Head and Shoulders, Maestro, National Geographic, Pioneer.

2. Metonymy: A metaphor is an application of one object or quality for another.

For example, Ajax, Bounty, Uptown, Sony Camera, StarCep, Arow, Eti Çikolata, and Philips Cellular Phone.

3. Synecdoche: A synecdoche is the substitution of a part for the whole.

For example, Red Lobster, Lacoste Parfum, Snickers.

4. Personification/Pathetic Fallacy: Personification or pathetic fallacy is comprised of humanizing the nonhuman or ascription of human emotions to the inanimate.

For example, Clio, Kinder, Betty Crocker, Coco Star, Büyümix, Ülker Totti, Pınar Kido Mini.

5. Oxymoron: An oxymoron is the conjunction of opposite meanings.

For example, Easy-Off, Creme de Peinture.

6. *Paranomasia*: A paranomasia is comprised of pun and word plays.

For example, HawaiianPunch, Raid-insecticide, Fedor-Orange Juice ,İş Bank, Tek Dirt Dishes Detergent, Power FM, Süttaş Meyveli Yoghurt.

7. *Semantic Appositeness*: Semantic appositeness is comprised of fitting a name with the object.

For example, Nutella, Bufferin, Swatch, Caramino, Ipana, Schweppes

3.6 CONCLUSION

To conclude, the history and development of rhetorical figures must be a concern for marketers. Furthermore, rhetorical figures in advertising slogans take a significant place in the mind of consumers, concerning every product and every brand. Every company should pay attention to the importance of the usage of rhetorical figures in their advertising slogans.

CHAPTER 4

RESEARCH METHODOLOGY

4.0 General Overview

4.1 The Research Problem and the Rationale of the Research Study

4.2 Importance of Research

4.3 The Research Methodology

4.4 The Nature of Research and the Research Methodology

4.4.1 Differences between Qualitative and Quantitative Research

4.5 The Research Plan

4.6 Objectivity, Validity and Generalizability in Qualitative Research

4.7 Review of Related Research

4.8 Selection of Data Collection Techniques

4.8.1 Stage I: Literature Search

4.8.2 Stage II: Content Analysis

4.8.3 Stage III: Marketing Research

4.8.4 Stage IV: Exploratory Research

4.8.5 Stage V: Secondary Research

4.8.6 Stage VI: Primary Research

4.9 Conclusion

CHAPTER OVERVIEW

Exploratory research and inductive research methodology are used for the analysis of rhetorical figures in slogans, because there is no hypothesis. The researcher starts with analysing and reaches the hypothesis at the end. Also, secondary research and content analyses are examined in this thesis, with the help of Qualitative and Quantitative Approaches.

4.1 THE RESEARCH PROBLEM AND THE RATIONALE OF THE RESEARCH STUDY

The research topic, “rhetorical figures on advertising slogans in Turkish market”, was chosen to gratify both academic requirements, and to present the importance of the art of rhetoric in marketing communication. Audiences of this research are both academics, and marketing practitioners.

The main research problem has been outlined by reference to a number of key primary questions:

- Are the slogans of product companies which are in the most memorable brands league different?
- What sorts of rhetorical figures are used by these brands in their slogans?

- What is the extent and the nature of the use of rhetorical figures in the slogans of these brands?

4.2 IMPORTANCE OF RESEARCH

The research project ought to be a valuable academic document, as each of the main elements of the research problem seemed to be important. They were resuscitated to make a precious contribution to the information of academics and practitioners. The elements of the research problem were expected to improve knowledge in the viewpoints of academics and practitioners.

Therefore, the research is considered to be important in terms of the most memorable brands and their categories with the ratio of clarification in the tables by A.C. Nielsen research:

Table 4.1 The Most Memorable Brands List

No.	Category	Brand	Permanency Ratio (%)
1	Cellular Phone	NOKIA	69.9
2	Cellular Phone Service Provider	TURKCELL	68.3
3	Beverage (with Cola)	COCA-COLA	68.2
4	Shaving Cream/Bubble	ARKO	66.4
5	Beer	EFES PİLSEN	66
6	Toothpaste	İPANA	64.9
7	Cigarette (Foreigner)	MARLBORO	64.6
8	LPG	AYGAZ	64
9	Made Cofffee	NESCAFE	62.3
10	Canned Fish	DARDANEL	61.2
11	Softener (for Clothes)	YUMOŞ	60.3
12	Glassware	PAŞABAHÇE	60.3
13	Hygenic Ped	ORKİD	59.1
14	Photograph Film	KODAK	57.7
15	Biscuit	ÜLKER	57.1
16	Chocolate and Flavored with Chocolate	ÜLKER	56.4
17	Baby Shampoo	DALIN	56.3
18	Refrigerator	ARÇELİK	54.9
19	Chewing Gum	FALIM	54.8
20	Dish Washer	ARÇELİK	51.7
21	Margarine	SANA	50.1
22	Laundry Washer	ARÇELİK	49.8
23	Ketchup	TAT	47.4
24	Dish Sponge	SCOTCH-BRITE	47.4
25	Dish Detergent (Normal)	PRIL	46.9
26	Ice Cream (Frozen)	ALGIDA	45.8
27	Turkish Coffee	K.KAHVECİ MEHMET EF.İ	44.9
28	Quick Soup	KNORR	44.1
29	Dish Detergent (Dish Washer)	CALGONIT	40.3
30	Detergent for Clothes(Laundry Washer)	ARİELMATİK	39.1
31	Soap	DURU	38.1
32	Tissue For Toilet	SOLO	37.9
33	Fast Food Restaurant	MCDONALD'S	36.7
34	Detergent for Clothes (Normal)	OMO	36.4
35	Cigarettes (Country)	SAMSUN	36.1
36	Tea	ÇAYKUR	36
37	Insecticide	RAID	35.8
38	Sport Shoes	ADIDAS	34.9
39	Pasta	NUHUN ANKARA	34.1
40	Shaving Knife	GILLETTE	32.5

Table 4.2 The Most Memorable Brands List

No.	Category	Brand	Permanency Ratio (%)
41	Milk	PINAR	32.4
42	Chips and Appetizers	DORITOS	32.1
43	Cargo Company (International)	ARAS KARGO	31.4
44	Supermarket	MIGROS	31.4
45	Wall Paint	MARSHALL	30.8
46	Meat Products(Packaged)	PINAR	27.9
47	Beverage (with Fruit)	FANTA	26.8
48	TV Channel	KANAL D	26.7
49	Music Set	SONY	26.5
50	Ağda	SESU	26
51	Furniture	İSTIKBAL	25.8
52	Gasoline Company	SHELL	25.7
53	Jeans	MAVİ JEANS	25.1
54	Newspaper	SABAH	25
55	Toothbrush	İPANA	24.7
56	House Cleaning Materials	VİLEDA	23.5
57	Otogas	AYGAZ	23
58	Analgesic Medicine	VERMIDON	22.9
59	Sugar	KENT	22.8
60	Bank	İŞ BANKASI	22.7
61	Facial Cream	NIVEA VISAGE	22
62	Computer	CASPER	21.6
63	Frozen Food	SUPERFRESH	20.8
64	Mayonnaise	PINAR	20.4
65	Whisky	JOHNNIE WALKER	20.4
66	Cologne	EYÜP SABRİ TUNCER	20.3
67	Shampoo	ELİDOR	20.2
68	Water (in Plastic)	HAYAT	19.6
69	Yoghurt	DANONE	18.5
70	Hair Jelly / Spray	HOBBY	18.1
71	Medicine for Flu	A-FERİN	18
72	Baby Food	MILUPA	17.2
73	Insurance Company	AK	16.7
74	Fruit and Herbal Tea	DOĞADAN	16.7
75	Automobile	RENAULT	16.6
76	Wine	DOLUCA	16.5
77	Toys	TOYS'R'US	15.7
78	Make-up Materials	AVON	15.4
79	Fruit Juice	MEYSU	15.2
80	Flour (Packaged)	PİYALE	15.1

Table 4.3 The Most Memorable Brands List

No.	Category	Brand	Permanency Ratio (%)
81	Hair Paint	KOLESTON	15.1
82	Build Market	BAUHAUS	14.8
83	Medicine for Stomach	TALCID	14.3
84	Oil	YUDUM	13.9
85	Energy and Sport Drink	RED BULL	12
86	Water (Demijohn)	ERİKLİ	11.1
87	Diesel Oil (Oil for Engine)	SHELL	10.3
88	House Cleaning	DURU	9.2
89	Internet Service Provider	SUPERONLINE	9.2
90	Deodorant	8x4	7.2
91	Television	ARÇELİK	30.5
92	Cargo Company (Country)	ARAS KARGO	30.2
93	Rubber	LASSA	30.1
94	Baby Diaper	ULTRA PRIMA	29.5
95	Hand and Body Cream	ARKO	28.8
96	Individual Retirement Company	AK EMEKLİLİK	28.6
97	Battery	DURACELL	27.9
98	Made Clothes	YKM	6.7
99	Hospital (Private)	ACIBADEM HASTANESİ	6.5
100	Vodka	TEKEL	5.6
101	Vitamin	BEMIKS	5.5
102	Cat-Dog Food	WHISKAS	4.3
103	Anti Rheumatic Medicine	ASPIRİN	2.1

As it is clearly listed in the tables above, Nokia, Efes Pilsen and Arçelik are examples of brands that have a significant place in the minds of consumers. These brands provide this brand positioning by creating an effective slogan such as “Connecting People”, “Bira bu kapağın altındadır”, “Arçelik demek yenilik demek” through the successful usage of rhetorical figures that are used; *metaphor*, *alliteration* and *assonance*.

4.3 THE RESEARCH METHODOLOGY

Creswell, J. (1998) explained methodology with three graduals that; methodology can be defined as the analysis of the principles of methods, rules, and postulates employed by a discipline, at the same time it can be defined as the systematic study of methods that are, applied within a discipline or a particular procedure. Methodology includes a collection of theories, concepts or ideas; comparative study of different approaches; and critique of the individual methods.

Methodology refers to the rationale and the philosophical assumptions that emphasize a particular study. As a result of this, scientific literature often includes a section on the methodology of the researchers. In addition to explaining what the researchers' epistemological or ontological views are, this section applies more than outline the researchers' methods.

Therefore, methodology does not refer to the specific analysis techniques. This often refers to anything and everything that can be encapsulated for a discipline or a series of processes, activities and tasks. Project management, software development, and business process fields can be listed as examples.

There are two approaches to be used while applying research methodology;

a) Inductive Approach:

There is no strength of relationship between reasons and conclusions in induction (Cooper and Schindler, 2003). Induction means drawing a conclusion from one or more facts or pieces of evidence. The conclusion explains the facts, and the facts support the conclusion.

While applying an inductive approach, there are instructions to follow:

- Determining the nature of the evidence needed to confirm or reject hypotheses
- Designing methods by which to discover and measure this other evidence.

b) Deductive Approach:

Deduction is a form of inference that purports to be conclusive-the conclusion must necessarily follow from the reasons given (Cooper and Schindler, 2003). These reasons are to imply the conclusion and represent a proof. This is a much stronger and different bond between reasons and conclusions than is discovered with induction. For a deduction to be correct, it must be both valid and true.

A deduction is valid if it is impossible for the conclusion to be false if the premises are true (Cooper and Schindler, 2003). Logicians have established rules by which one can judge whether a deduction is valid. Conclusions are not logically justified if one or more premises are not true or the argument form is invalid.

4.4 THE NATURE OF RESEARCH AND THE RESEARCH METHODOLOGY

As this research involves a cautious study of rhetorical figures in advertisement slogans in a wide range of market area, the adoption of the inductive approach to methodology from the viewpoint of research can be discussed under the following headings:

- The adoption of inductive approach from the rhetorical figures in advertising market research perspective
- The adoption of inductive research from the marketing communications research perspective

The adoption of inductive approach -The rhetorical figures in advertising market research perspective

Qualitative research is a generic term for investigative methodologies described as anthropological, ethnographic, field, naturalistic, or participant observer research. It emphasizes the importance of looking at variables in the natural setting in which they are found. Interaction between variables is important. Detailed data is gathered through open ended questions that provide direct quotations. The interviewer is an integral part of the investigation (Jacob, 1988). This differs from quantitative research which attempts to gather data by objective methods to provide information about relations, comparisons, and predictions and attempts to remove the investigator from the investigation (Smith, 2001).As qualitative approach applied in this thesis, it explains the role of the researcher, the stages of research, and the method of data analysis that including these steps:

- Document analysis is used in this thesis to evaluate historical and public records, reports and opinions. Information through paragraphs which are taken from academic articles can be shown an example of this.
- Psychological testing and projective techniques are also used in the analysis as well as reports about the results of the usage of the rhetorical figures in advertisements slogans in this thesis. There are some corresponding results between slogans with some kind of rhetorical figures used, and the recallable ratios of the brands which are explained in chapter 5.
- Participant observation is applied in this thesis which systematically searches out and organizes data concerning what is being studied based on a methodology rather than focusing on achieving a defined goal. There are 206 brands, and the slogans of

the brands are observed as well as conclusion drawn through this observation and analysis.

There are five types of participant observation;

a) External Participation provides the lowest degree of involvement in observation. This sort of observation is done by watching advertisements via television or hearing radio advertisements on the radios, in this thesis.

b) Passive Participation means the researcher is present at the scene of action but does not interact or participate (Krefting, 1991). The researcher achieves an observation example and assumes the role of a spectator.

c) Balanced Participation explains that the researcher has a balance between being an insider and being an outsider. Although the observer does not participate fully in all activities; the observer participates and observes in some activities.

d) Active Participation assumes that the researcher generally takes part in the observation section. This means that the researcher is actively engaged in the activities of the setting.

e) Total Participation means the researcher is a natural participant. In spite of external participation, this is the highest level of involvement.

The adoption of inductive research -The marketing communications research perspective

It has been explained the reason of why the researcher prefer the inductive approach and use of qualitative techniques from the viewpoint of marketing. As a result, this research primarily requires marketing communications and consumer decision-making behaviour, the researcher ought to establish the reasons why the qualitative approach is appropriate in these areas.

a) Consumer decision making process

This research is concerned with how advertisement slogans with rhetorical figures or without rhetorical figures influence the consumer decision making process. So far, throughout the reflection of this affect some brands are known in the market as most memorable, and worth buying, as well as consuming. Therefore, applying qualitative methods can be considered to be more appropriate to understand how people choose various stages and the *processes* before determining which brands are worth buying and why.

b) Marketing Communications

As this research is concerned with the potential and role of marketing communications, the use of qualitative methods can be considered as more conducive to understanding how marketing communications are received by the target audience and why.

In addition to a qualitative approach, a quantitative approach is also used in this thesis. The Quantitative approach is the systematic scientific research method of quantitative attributes and phenomena and their relationships. Quantitative research is broadly used in both social sciences, from the biology, physics to sociology and natural sciences and involves analysis of numerical data. According to Neill (2006), the aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed in quantitative approach. The differences between quantitative and qualitative research is explained in table *** by James Neill (2006);

4.4.1 Differences between Qualitative and Quantitative Research

Table 4.4 Differences between Qualitative and Quantitative Research

Qualitative Research	Quantitative Research
"All research ultimately has a qualitative grounding" - Donald Campbell	"There's no such thing as qualitative data. Everything is either 1 or 0" - Fred Kerlinger
The aim is a complete, detailed description.	The aim is to classify features, count them, and construct statistical models in an attempt to explain what is observed.
Researcher may only know roughly in advance what he/she is looking for.	Researcher knows clearly in advance what he/she is looking for.
Recommended during earlier phases of research projects.	Recommended during latter phases of research projects.
Researcher is the data gathering instrument.	All aspects of the study are carefully designed before data is collected.
Data is in the form of words, pictures or objects.	Researcher uses tools, such as questionnaires or equipment to collect numerical data.
Data is in the form of words, pictures or objects.	Data is in the form of numbers and statistics.
Subjective - individuals' interpretation of events is important, e.g., uses participant observation, in-depth interviews etc.	Objective – seeks precise measurement & analysis of target concepts, e.g., uses surveys, questionnaires etc.
Qualitative data is more 'rich', time consuming, and less able to be generalized.	Quantitative data is more efficient, able to test hypotheses, but may miss contextual detail.
Researcher tends to become subjectively immersed in the subject matter.	Researcher tends to remain objectively separated from the subject matter.

The Meta analysis method is applied in this thesis from the point of view of marketing communications. From the point of view of Neill (2006), meta-analysis is a statistical technique for amalgamating, summarising, and reviewing previous quantitative research. By using meta-analysis, a broad variety of questions can be investigated; while a reasonable

part of primary research studies exist. Selected parts of the reported results of primary studies are entered into a database, and this "meta-data" is "meta-analyzed", in similar ways to working with other data - descriptively and then inferentially to test certain hypotheses (Neill, 2006).

4.5 THE RESEARCH PLAN

The research methodology approach adopted determined the overall research plan. Research design is the plan and structure of investigation so conceived as to obtain answers to research questions (Cooper and Schindler, 2003). Therefore the research plan is the overall program or scheme of the research. The researcher determined the dominant influence of the inductive approach at each stage of the primary research. In order to familiarise herself with the research process, the researcher reviewed a number of models about research planning developed by various authors including Neill (2006), Jacob (1988), Creswell, J. (1998) , Cooper and Schindler (2003) and Krefting (1991). For instance, Cooper and Schindler (2003) determined main essentials of a research plan as written below:

- The design is an activity-and time-based plan.
- The design is always based on the research question.
- The design guides the selection of sources and types of information.
- The design is a framework for specifying the relationships among the study's variables.

- The design outlines procedures for every research activity.

4.6 OBJECTIVITY, VALIDITY AND GENERALIZABILITY IN QUALITATIVE RESEARCH

Since objectivity and validity are caused in positivist perspective, then they should be redefined for their use in a naturalistic approach. Similar to reliability and validity as used in quantitative research are providing springboard to examine what these two terms mean in the qualitative research paradigm, triangulation as used in quantitative research to test the reliability and validity can also illuminate some ways to test or maximize the validity and reliability of a qualitative study (Golafshani, 2003). Therefore objectivity, validity and generalizability have to be redefined in order to reflect the multiple ways of establishing the truth as they are relevant research concepts.

Furthermore, the idea of objectivity is most often used in all kinds of research. Objectivity is important in qualitative research, and even though the researcher may have a closer relation with the participant than in quantitative research, neither the nature of this relationship, nor the ideological biases of the researcher should be allowed to confuse the data collected. The data should be an accurate reflection of the "truth" for a given situation; otherwise the researcher is engaged in journalism, rather than research.

Therefore, the concept of validity is explained by a wide range of terms in qualitative studies such as; conclusion validity, internal validity, construct validity and external validity by William Trochim (2006).

- *Conclusion Validity* is based on the question of “Is there a relationship between two variables?” This question can be answered with several inferences or conclusions. It can be concluded that there is a positive relationship or it can be inferred that there is no relationship. Conclusion validity can be assessed through each of these conclusions or inferences.

- *Internal Validity* is related to whether the relationship in this study is causal or not and based on experiments. A causal inference is based on a relation when three criteria are accurate:
 - i) The cause precedes the effect in time.
 - ii) The cause and the effect are related.
 - iii) There are no plausible alternative explanations for the observed covariation

- *Construct Validity* refers to there being a causal relationship in this study. The evaluation of construct validity requires practicing the correlation of the measure being evaluated with variables that are known to be related to the construct purportedly measured by the instrument being evaluated, or for which there are theoretical grounds for expecting it to be related. So far construct validity is for an agreement between a theoretical concept and a specific measuring device. Construct

validity can be divided into two sub categories such as *convergent validity* which is the actual general agreement among ratings, gathering independently of one another and the other one is *discriminate validity* which is the lack of a relationship among measures.

- *External Validity* assumes that there is a casual relationship between constructs of the cause and the effect that if they may be generalized from the unique settings, procedures and participants to other conditions in this study. So far, external validity is related to generalizing and usually based on experiments.

Therefore, in science there are two major approaches to how evidence is provided for a generalization (Trochim, 2006). The first approach is called the *Sampling Model*. In this approach it is started by identifying the population which the researcher would like to generalize. Then a fair sample is drawn from the population, and research is conducted with the sample. In conclusion, the results are automatically generalized back to the population because the sample is representative of the population.

The Proximal Similarity Model is called the second approach for generalization. This approach is about considering different generalizability contexts and developing a path about which contexts are more like for the thesis of researcher and which are less so.

4.7 REVIEW OF RELATED RESEARCH

In the investigation and exploration of a topic or field, review of related research is one of the early activities and it needs to be explained under this headline. A literature review is an account of what has been published on a topic by accredited scholars and researchers (Taylor, 2008). The purpose of the researcher is to convey to the readers what ideas and knowledge have been established on this thesis in writing the literature review. The literature review is not just a descriptive list of the available materials and must be defined by a guiding concept.

A literature review must do these things, from the point of view of Taylor:

- Be organized around and related directly to the thesis or research question which is developing.
- Synthesize results into a summary of what is and is not known.
- Identify areas of controversy in the literature.
- Formulate questions that need further research.

4.8 SELECTION OF DATA COLLECTION TECHNIQUES

The selection of data techniques ought to be explained regarding their implementation, selection and interrelationships between the various methods of data collection. In order to be able to investigate the research questions in-depth, the following data collection techniques were used:

i)Literature Search

ii)Content Analysis

iii)Marketing Research

iv)Exploratory Research

v)Secondary Research

vi)Primary Research

4.8.1 LITERATURE SEARCH

A literature search involves using a range of resources to find books, journals, databases and web sites that are concerned with the subject which has been researching, in order to produce a list of references to consult. This search may require finding material held in other libraries. All references which are found always ought to be kept as a list. They ought to be listed at the end of work in the bibliography.

Advertising slogans of the most memorable brands in Turkey were discovered by *exploratory research*. There are 103 brands which are listed as most memorable brands in Turkey, which were discovered by *secondary research*, and 103 brands are listed as competitors of these brands, which were discovered by *primary research* by *inductive reasoning*.

Rhetorical figures in the advertising slogans of the most memorable brands in Turkey were found one by one. They were analysed through the rhetorical figures that they have.

4.8.2 CONTENT ANALYSIS

Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theatre, informal conversation, or really any occurrence of communicative language. Texts in a single study may also represent a variety of different types of occurrences, such as Palmquist's (1990) study of two composition classes, in which he analyzed student and teacher interviews, writing journals, classroom discussions and lectures, and out-of-class interaction sheets. To conduct a content analysis on any such text, the text is coded or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme--and then examined using one of content analysis' basic methods: conceptual analysis or relational analysis.

Content analysis suffers from several disadvantages, both theoretical and procedural. In particular, content analysis:

- Can be extremely time consuming
- Is subject to increased error, particularly when relational analysis is used to attain a higher level of interpretation
- Is often devoid of theoretical base, or attempts too liberally to draw meaningful inferences about the relationships and impacts implied in a study
- Is inherently reductive, particularly when dealing with complex texts
- Tends too often to simply consist of word counts
- Often disregards the context that produced the text, as well as the state of things after the text is produced
- Can be difficult to automate or computerize

Content analysis offers several advantages to researchers. In particular, content analysis:

- Looks directly at communication via texts or transcripts, and hence gets at the central aspect of social interaction
- Can allow for both quantitative and qualitative operations
- Can provide valuable historical/cultural insights over time through analysis of texts
- Allows a closeness to text which can alternate between specific categories and relationships and also statistically analyzes the coded form of the text
- Can be used to interpret texts for purposes such as the development of expert systems (since knowledge and rules can both be coded in terms of explicit statements about the relationships among concepts)
- Is an unobtrusive means of analyzing interactions

- Provides insight into complex models of human thought and language use

4.8.3 MARKETING RESEARCH

Marketing research is the objective and systematic approach to the development and provision of information for the marketing management decision-making process (Kinnear, 1996). A few comments are in order to regard this definition. *Objective* implies that marketing research strives to be unbiased and unemotional in performing its responsibilities. *Systematic* refers to the requirement that the research thesis should be well organized and planned, the strategic and tactical aspects of the research design must be detailed in advance, and the nature of the data to be gathered and the mode of analysis to be employed must be anticipated. One often hears that marketing research is “the application of the scientific method to marketing”. The hallmark of the scientific method is the objective gathering, analysis and interpretation of data. While one may learn of a scholars who violets the rule of objectivity, this is rare and often results in sanctions by the scientific community. Marketing research may operate in settings different from those of the physical, social and medical sciences, but it shares their common standard of objectivity.

The remaining two elements of this definition are *information* and the *decision making process*. It is important to recognize that these are the two elements that differentiate marketing research from research in other fields. The primary purpose of marketing research is to provide information, not data, for the management decision making process.

There are four issues of marketing research according to Colby (2003),

- Use research to keep existing consumers.

For companies with a solid consumer base, retention is critical. It is generally far less costly to keep existing consumers than to attract new ones. You don't have to convince existing consumers to take a chance on you, to break off existing relationships, or to learn a new way of transacting business. Survey research is a cost-effective way to listen to consumer concerns. It enables companies to spot problems before they result in massive attrition, to explore new incentives to encourage consumer loyalty, and to segment the consumer base to help tailor products and services to a variety of consumer tastes or needs.

Retention research may cover a broad range of consumers and products or services, or it can be focused on specific high-impact consumer groups or profit centres. For companies with a limited research budget, this focus can yield the greatest bang for the buck. Consumer satisfaction measurement can be designed to be directly related to retention, or it may be conducted with a more long-range goal of succeeding through a focus on quality.

-Use market research to avoid costly mistakes.

One useful way to evaluate market research expenditure is to ask whether it helps avoid costly mistakes. Market research carried out before serious money is dropped on a product or service rollout can certainly cut down on problems. For example, obtaining feedback from consumers or potential consumers regarding Web site design allows inclusion of the most desired features and exclusion of content that is extraneous or distracting. Similarly, conducting consumer satisfaction research before, during and after instituting major changes in tech support or consumer service departments allows them to be tailored to fix the most important problems, and also provides a way to measure the impact of the changes to help make adjustments going forward.

- Use research to identify and develop strategies for attracting new consumers.

Bankers and investors cringe when a company comes to them with a product in search of a market. They want to know who will buy it, how large the potential market is, and how the company intends to reach that market.

One way to use market research is to explore which consumer needs the product is going to fill. Of course a company should first explore consumer needs on the most basic level, and

then think about what types of products or services it might offer that would meet those needs. The reality is that companies often already have a product or service in mind when they conduct research, and are looking for the best way to refine and market it.

Focus groups or in-depth interviews with potential consumers can be used to uncover issues, explore what consumers think of the product or service and how they think they might use it. This type of research is called qualitative because it is not intended to yield projectable results. That is, it can be used to get a flavour of the market and to attain what people think of the product, but it should not be used to predict potential sales volumes. Qualitative research may serve as an early warning system telling the company that it needs to go back to the drawing board to adapt its product or service to real consumer requirements.

It is important to note that amateurishly planned and conducted focus groups can yield some useful results, but with greater care more can be accomplished. Since a high proportion of the cost of a focus group is field facility rental plus incentives for participants, regardless of who is conducting the group, choosing the low bidder is not the best choice if actionable findings and insights are sacrificed.

Assuming product development is complete, quantitative research can be used to explore the size of the potential market, and to identify different consumer groups or segments within the market. Quantitative research differs from qualitative in that it tries to use statistical sampling methods to achieve projectable results. For example, in an effort to estimate the size of the

market for a new type of loan, a market research study might interview a fairly large group of potential borrowers. Market size research is somewhat like trying to look into a crystal ball to foresee the future — impossible to do with certainty. Yet this type of information is exactly what bankers, investors and corporate decision-makers need.

A good market research firm will work hard on questionnaire design, sample design, sample size, statistical analysis and reporting to provide an estimate of market size that can be used for corporate decision-making. Good research will also point out areas of uncertainty and risk, and a careful researcher will make it clear that the ultimate market decisions are up to the user of the research.

Quantitative research may also be used to segment the market — to identify different consumer groups based on a variety of factors from income to annual expenditures on the product or service to comfort level with new technologies. Sophisticated market research will look at whether several factors combine or cluster in a way that describes a market segment. The research can explore these segments in depth — their buying behaviour, their attitudes, their reactions to advertising, etc. These are exactly the types of questions that need to be answered in planning how to reach a potential market.

The bottom line is that a company rolling out a new product or service may achieve that quantitative research is a necessary cost of doing business — necessary to obtain financing in some cases and to obtain internal support for the product in others. Because of the need to

survey relatively large numbers of individuals to produce project able numbers, and because of the professional skill level required for sophisticated studies, quantitative research is generally far more costly than qualitative.

Advanced use of market research — building on knowledge previously acquired.

Some quantitative research can be seen as investing in a map of a new territory — the potential consumer base. Once a segmentation study is completed, for example, it can be used as the basis for future exploration of the best ways to serve the needs of each segment, the best way to communicate with each segment, how to maximize revenues through pricing strategies for each segment, etc.

Another dimension that can be explored using market research is change over time. A variety of tracking studies can look at issues from consumer awareness of advertising, products, brand names, etc., to consumer satisfaction with prices, products, and services. The temporal dimension can also be added to segmentation studies, serving as a way to keep the map up to date and useful.

For a company that has enjoyed success using market research, building on that research is a cost-effective way to keep providing useful information for management. At its best, qualitative and quantitative research are tools that can be used to quickly and deftly react to changes, opportunities and risks in the marketplace.

4.8.4 EXPLORATORY RESEARCH

Exploratory research is used in rhetorical figures in slogans thesis. Exploratory research is an initial or preliminary stage in the research process (Kinneer, 1996). In exploratory research, information is collected from either primary or secondary sources in order to provide insight into the management problem and identify courses of action. The research design is characterized by flexibility in order to be sensitive to be unexpected and to discover insights not previously recognized. Wide-ranging and versatile approaches are employed. These include secondary data sources, observation, and interviews with experts, group interviews with knowledgeable persons and case histories. Exploratory research is appropriate in situations of problem recognition and definition. Once problem has been clearly defined, exploratory research can be useful in identifying alternative courses of action.

In the manner of inductive *analysis*; this characteristic is prevalent in qualitative research because it allows the observer to become immersed in a group. The researcher starts with answers, but forms questions throughout the research process. Hypotheses and theories can continuously change depending on what the observer wants to know. *Inductive reasoning* works the other way, moving from specific observations to broader generalizations and theories. Informally, it is sometimes called a "bottom up" approach. In inductive reasoning, it is begun with specific observations and measures begin to detect patterns and regularities, formulate some tentative hypotheses that it can be explored, and finally end up developing some general conclusions or theories.

4.8.5 SECONDARY RESEARCH

Secondary research occurs when a project requires a summary or collection of existing data, such as in this thesis. As opposed to data collected directly from respondents or "research subjects" for the express purposes of a project, (often called "empirical" or "primary research"), secondary sources already exist.

These secondary sources can include previous research reports, newspaper, magazine and government statistics and journal content. Sometimes secondary research is required in the preliminary stages of research to determine what is known already and what new data is required, or to inform research design. At other times, it may make be the only research technique used.

A key performance area in secondary research is the full citation of original sources, usually in the form of a complete listing or annotated listing.

4.8.6 PRIMARY RESEARCH

Primary research is research that's tailored to a company's particular needs. By customizing tried-and-true approaches -- focus groups, surveys, field tests, interviews or observation -- information can be gained about the target market of the product. For example, an issue specific to the business can be investigated, feedback concerning the product's Web site can

be attained, the demand for a proposed service can be assessed, the gauge response to various packaging options can be analyzed, and how much consumers will shell out for a new product can be explored.

Primary research delivers more specific results than secondary research, which is an especially important consideration when it has been launching a new product or service. Moreover, primary research is usually based on statistical methodologies that involve sampling as little as 1 percent of a target market. This tiny sample can give an accurate representation of a particular market.

But professional primary research can be pricey. Tabs for focus groups can easily run from \$3,000 to \$6,000, and surveys cost anywhere from \$5,000 to \$25,000 and up. Do-it-yourself research is, of course, much cheaper. Services that provide online survey tools usually charge a flat fee (typically around \$1 or more per response) plus a setup fee. There are also a host of software products available that will help to conduct own online and offline primary research (ALLBUSINESS, 2007).

4.9 CONCLUSION

The research methodology and the data collection techniques have been explained in this chapter. Further knowledge combined with the analysis can be found in Chapter 5.

Numbers of practical and logical actions applied while choosing the data collection methods and methodology in this thesis such as inductive approach, content analysis, quantitative technique and meta analysis, qualitative technique, secondary and primary research and content analysis also used in this thesis to explain and maintain the importance of the usage of rhetorical figures in advertising slogans.

CHAPTER 5

AN ANALYSIS OF RHETORICAL FIGURES IN ADVERTISING SLOGANS IN TURKEY

5.0 General Overview

5.1 Process of Analysis and Interpretation of Findings

5.2 Analysis of the Most Memorable Brands with Their Slogans and the Competitors of These Brands

5.3 Interpretation of the Rhetorical Figures in Advertising Slogans Through to the Ratios which are Resulted From the Analysis

5.4 Conclusion

CHAPTER OVERVIEW

The analysis of rhetoric figures in advertising slogans in the Turkish market is explained in this chapter. There are 206 brands analyzed through research including the competitors of the most memorable brands in the Turkish market and discovered some ratios to be shared.

5.1 PROCESS OF ANALYSIS AND INTERPRETATION OF FINDINGS

There are 103 brands listed as the most memorable brands in Turkey based on a research carried out by A.C. Nielsen Company. Brands are listed into categories and the ratios from the most memorable ones to least memorable ones. Therefore, the influence of the usage of rhetorical figures in advertising slogans is observed through the tables in this chapter. Combining with chapter 2 and chapter 3, it is observed that there is a positive relationship with the effective usage of the rhetorical figures in advertisement slogans regarding permanency ratios.

While table 1 presents these brands with rhetorical figures on their slogans and brand names, table 2 presents all these brands' competitors with rhetorical figures on their slogans and brand names. As it is seen on the tables, the most memorable brands have their names with rhetorical figures.

There are the most memorable brands and their categories with the ratio of clarification in the table 5;

Table 5.1 The Most Memorable Brands List

No.	Brand	No.	Brand	No.	Brand
1	NOKIA	35	SAMSUN	69	DANONE
2	TURKCELL	36	ÇAYKUR	70	HOBBY
3	COCA-COLA	37	RAID	71	A-FERİN
4	ARKO	38	ADIDAS	72	MILUPA
5	EFES PİLSEN	39	NUHUN ANKARA	73	AK
6	İPANA	40	GILLETTE	74	DOĞADAN
7	MARLBORO	41	PINAR	75	RENAULT
8	AYGAZ	42	DORİTOS	76	DOLUCA
9	NESCAFE	43	ARAS KARGO	77	TOYS'R'US
10	DARDANEL	44	MIGROS	78	AVON
11	YUMUŞ	45	MARSHALL	79	MEYSU
12	PAŞABAHÇE	46	PINAR	80	PIYALE
13	ORKİD	47	FANTA	81	KOLESTON
14	KODAK	48	KANAL D	86	ERİKLİ
15	ÜLKER	49	SONY	87	SHELL
16	ÜLKER	50	SESU	88	DURU
17	DALIN	51	İSTİKBAL	89	SUPERONLINE
18	ARÇELİK	52	SHELL	90	8x4
19	FALIM	53	MAVİ JEANS	91	ARÇELİK
20	ARÇELİK	54	SABAH	92	ARAS KARGO
21	SANA	55	İPANA	93	LASSA
22	ARÇELİK	56	VİLEDA	94	ULTRA PRIMA
23	TAT	57	AYGAZ	95	ARKO
24	SCOTCH-BRITE	58	VERMIDON	96	AK EMEKLİLİK
25	PRIL	59	KENT	97	DURACELL
26	ALGIDA	60	İŞ BANKASI	98	YKM
27	K.KAHVECİ MEHMET EF.	61	NIVEA VISAGE	99	ACIBADEM HASTANESİ
28	KNORR	62	CASPER	100	TEKEL
29	CALGONIT	63	SUPERFRESH	101	BEMIKS
30	ARIELMATİK	64	PINAR	102	WHISKAS
31	DURU	65	JOHNNIE WALKER	103	ASPIRİN
32	SOLO	66	EYÜP SABRİ TUNCER		
33	MCDONALD'S	67	ELİDOR		
34	OMO	68	HAYAT		

Nokia, Turkcell and Coca-Cola are the first three brands of the list above with a successful implementation of the rhetorical figures of metaphor and pathetic *fallacy*. Rhetorical figures are both implemented in the brand names and the slogans of these brands.

5.2 ANALYSIS OF THE MOST MEMORABLE BRANDS WITH THEIR SLOGANS AND THE COMPETITORS OF THESE BRANDS

Those were the brands with their categories and clarification rates in the previous section. The most memorable brand list with their *slogans* with *rhetorical figures* will be pointed in Table 6.

Table 6.1 The Most Memorable Brands with Their Slogans List

Brand name& Rhetorical Figures	Slogan	Rhetorical Figures
NOKIA – Metonymy	Connecting people.	Metaphor
TURKCELL-Blending	Turkcell'le bağlan hayata.	Pathetic Fallacy
COCA-COLA-Alliteration	Hayatın gerçek tadı./Mutluluk fabrikası.	Metaphor
ARKO-Onomatopoeia	Erkek adama hikaye gerisi./Adam gibi bakım.	Metaphor
EFES PİLSEN-Feminine Rhyme	Bira bu kapağın altındadır.	Metaphor
İPANA-Assonance	Bemye yaz dişler, kendinden emin gülüşler.	Metaphor
MALBORO-Assonance		
AYGAZ-Assonance	Hayatın değerini bilir.	Pathetic Fallacy
NESCAFE-Blending	Kokusunda davet var./Kahvenin en iyisi.	Personification
DARDANEL-Assonance	Ton ton ton, Dardanel ton./Balık poşete girdi.	Assonance & Metaphor
YUMUŞ- Metaphor&Onomatopoeia	Bebeğim ve ben.	Assonance
PAŞABAHÇE- Assonance&Blending		
ORKİD-Blending	Daha iyi koruyoruz,çünkü sizi daha iyi tanıyoruz.	Personification
KODAK-Alliteration	Gülümseyin Kodak'la./Anıları paylaş. Hayatı paylaş.	Pathetic Fallacy
ÜLKER	Atıştırın, açlığınızı yatıştırın/Günboyu bisküviniz.	Masculine Rhyme
ÜLKER	Masum çikolata./Bi' Biskrem versem./Hayatın içinde	Masculine Rhyme
DALİN-Semantic Appositeness	Yeni şampuanım Dalin Kids.	
ARÇELİK-Blending	Aşk teknik bir hadisedir.	Metaphor
FALİM-Metaphor	Dişine de bakar falına da.	Menonymy
ARÇELİK-Blending	Arçelik demek yenilik demek.	Masculine Rhyme
SANA Assonance&Metaphor	Yaşasın yemek yemek/Özen gösteren anneler için.	Masculine Rhyme
ARÇELİK-Blending	Küçük bir Arçelik'le sevgiye zaman kalır.	Pathetic Fallacy
TAT-Onomatopoeia	Dök dök ye.	Masculine Rhyme

Table 6.2 The Most Memorable Brands with Their Slogans List

Brand name& Rhetorical Figures	Slogan	Rhetorical Figures
SCOTCH-BRITE-Affixation	Temizlik ne rahat!	Assonance
PRIL-Onomatopoeia	Pril'le pırl pırl.	Consonance
ALGIDA-Assonance	Sofraya en son o gelir, akılda bir tek o kalır.	Personification
K.KAHVECİ MEHMET EFENDİ		Personification
KNORR-Onomatopoeia	Lezzetin adı.	Assonance
CALGONIT-Blending	Makineniz uzun yaşar Calgon'la.	Pathetic Fallacy
ARIELMATİK-Blending		Blending
DURU-Assonance	Suya sabuna dokunalım.	Alliteration&Assonance
SOLO-Assonance	Hem yumuşak, hem hesaplı.	Alliteration
MC DONALD'S-Affixation	Mc Donald's gibisi yok./İşte bunu seviyorum	
OMO-Assonance	Çamaşırdır kirlenir,Omo'yla temizlenir.	Masculine Rhyme
SAMSUN-Alliteration	Filtreli sigara.	Assonance
ÇAYKUR-Blending	Türkiye'de çay ondan sorulur.	Personification
RAID-Onomatopoeia	Raid kullanın,sineklerin kabusu gerçek olsun	Metaphor&Personification
ADIDAS-Alliteration&Assonance	Impossible is nothing./Forever sport.	Metaphor
NUHUN ANKARA-Feminine Rhyme		
GILLETTE-Alliteration&Assonance	Erkek için en iyisi.	Metaphor
PINAR-Metaphor&Personification	Gerçek yaşam,gerçek lezzet/Yaşam pınarım	Personification&Metaphor
DORİTOS-Assonance	Hayat senin! Kuralları sen koy!	Metaphor
ARAS KARGO-Assonance &Feminen Rhyme	Önem taşır.	Personification&Metaphor
MIGROS	Alışverişin en keyiflisi.	Metaphor
MARSHALL-Assonance	Bir dokunuşla bambaşka/Boyanın ötesinde.	Metaphor
PINAR-Metaphor&Personification	Pınar hindi döner alın,glu glu yeyin.	Personification&Metaphor
FANTA-Assonance	Canlılığı yakala!/Gel buraya!/Aramızda!	Assonance
KANAL D- Assonance	Senin kanalın, senin dünyanın.	Masculine Rhyme
SONY- Onomatopoeia	Onu Sony yapan sizsiniz/Go create.	Metaphor
SESU- Alliteration	Etkisini uzun süre hisset.	Pathetic Fallacy.
İSTİKBAL-Assonance&Metaphor	İstikbal'de yaşanacak çok şey var.	Metaphor.
SHELL-Onomatopoeia	Harekete geçirir/Değişim dalgaları.	Metaphor
MAVİ JEANS-Metaphor	Çok güzel oluyoruz / Çok oluyoruz.	Personification&Metaphor
SABAH-Assonance	Sabah olmadan sabah olmaz.	Metonymy
İPANA-Assonance	Sağlıklı gülüşler.	Metaphor.
VİLEDA-Blending	Ellerinizi kuru ve yumuşak kalır hoş kokar.	Personification
AYGAZ-Assonance	Türkiye, enerjisini bizden alıyor.	Personification
VERMIDON		
KENT-Metaphor	Bu Kent'te mutluluk var./Ailejek eğlenje./Bildğin meyve	Paranomasia&Metaphor
İŞ BANKASI-Paranomasia	Türkiye'nin bankası.	Metaphor
NIVEA VISAGE-Synecdoche	Güzelliğinizin farkına varın.	Metaphor

Table 6.3 The Most Memorable Brands with Their Slogans List

Brand name& Rhetorical Figures	Slogan	Rhetorical Figures
AK SİGORTA-Feminen Rhyme	İyi ki Aksigortalıyım!	Metaphor
DOĞADAN-Assonance&Alliteration	Bir iyilik yap kendine./Findancaki sağlık.	Metaphor
RENAULT-Onomatopoeia	Otomobiller yaratır./Yaşanacak otomobiller.	Personification&Metaphor
DOLUCA-Metonymy	Evin keyfi.	Feminine Rhyme
TOYS'R'US-Unusual Spellings		
AVON-Onomatopoeia		
MEYSU-Blending		
PİYALE-Metonymy	Biz piyaleciyiz, onlar piyaleciler, siz piyaleci misiniz?	Feminine Rhyme
KOLESTON-Alliteration		
BAUHAUS-Blending	Bauhaus'ta herşey var.	Metaphor
TALCID-Blending		
YUDUM-Alliteration	Hafifim,hafifsin, hafif.	Alliteration
REDBULL-Blending	Kanatlandırır!	Personification&Metaphor
ERİKLİ-Assonance&Metonymy	Türkiye'nin en çok tutulan suyu.	Metaphor
SHELL-Onomatopoeia	Harekete geçirir./Değişim dalgaları.	Metaphor
DURU-Assonance	Şimdi istediğin gibisin.	Personification&Metaphor
SUPERONLINE-Blending	İnternet eşittir Superonline	Metaphor
8x4-Abbreviations	Her an her şeye hazırsın!	Metaphor&Alliteration
ARÇELİK-Blending	Arçelik demek yenilik demek,yenilik demek Arçelik demek	Alliteration&Assonance
ARAS KARGO-Assonance&Feminen Rhyme	Önem taşır.	Personification&Metaphor
LASSA-Assonance	Dünyaya bakın, Lassa'yı göreceksiniz./Çünkü yollar süprizlerle dolu.	Metaphor
ULTRA PRIMA-Consonance	Onlar için tasarladık.	Metaphor
ARKO-Onomatopoeia	En değerli giysiniz cildiniz	Consonance&Metaphor
AK EMEKLİLİK-Masculine Rhyme	Hayalleriniz güvence altında.	Metaphor
DURACELL-Blending	10 kata kadar daha uzun ömürlü	Metaphor
YKM-Acronyms		
ACIBADEM HASTANESİ-Blending		
TEKEL-Assonance		
BEMIKS-Blending		
WHISKAS-Blending	Kedilerin tercihi. /Kediniz Whiskas alırdı. Her gün.	Personification&Metaphor
ASPIRİN-Assonance		

The competitors of those brands which are listed in the previous pages, are shown in the table 7.

Table 7.1 Competitors of the Most Memorable Brands List

Brand name& Rhetorical Figures	Slogan	Rhetorical Figures
SONY ERICSSON-Feminine Rhyme&Metonymy	Gençliğin yeni yüzü.	Personification
VODAFONE	Anı yaşa	Feminine Rhyme
PEPSI-Alliteration	Yeni Neslin Seçimi/Generation Next/Daha Fazlasını İste	Feminine Rhyme
GILLETTE TRAŞ KÖPÜĞÜ-Alliteration	Erkek için en iyisi.	Assonance
TUBORG	Yüzyıldan beri değişmeyen lezzet/Make room for fun	Metaphor
COLGATE	Dünyanın 1 numaralı diş macunu/12 saat tam koruma	Assonance
CAMEL-Metaphor	One life, live it!	Alliteration
MİLENGAZ-Blending		
JACOBS	Şımartan aroma	Feminine Rhyme
SUPERFRESH-Metaphor	Dile benden ne dilersen.	Alliteration
VERNEL-Assonance	Vernel'leyn yumuşacık olsun,Vernel'leyn mis gibi koksun.	Assonance
MUDO.Concept Synecdoche	Ev ve yaşam için herşey.	Assonance
MOLPED-Blending	Delikanlı kızlar Molped kullanır	Alliteration
SONY -Onomatopoeia	Designed for life	Metaphor
ETİ-Onomatopoeia	Lezzet uygarlığı.	Personification
ETİ-Onomatopoeia	Mutlu et kendini!/Farklı olmak suç mu?/Gerçek tutku.	Metaphor
NIVEA BABY-Synecdoche		
BOSCH-Onomatopoeia	Yaşam için teknoloji.	
KENT-Metaphor	Bu Kent'te mutluluk var.	Pathetic Fallacy
BOSCH-Onomatopoeia	Önce güven.	
BECEL-Assonance	Kalbinizle dost./Ritmini koru	Feminine Rhyme
BOSCH-Onomatopoeia	Yaşam için teknoloji.	
TUKAŞ	Gözüm kapalı alırım.	
VİLEDA		
BİNGO-Metaphor	Beyazlığın sonu yok.	Metaphor
ÜLKER	Dondurma hayatı.	Metonymy
ABDULLAHEFENDİ- Personification		
BİZİM- Assonance&Metaphor		
GİZ- Onomatopoeia&Metaphor		
PERSİL	Bir kez Persil daima Persil./Persil fark yaratır.	Personification
HACİŞAKİR-Personification		
PAPİA-Alliteration		
BURGER KING- Personification	Ateş seni çağırıyor!	
MIGROS	Alışverişin en keyiflisi.	Assonance

Table 7.2 Competitors of the Most Memorable Brands List

Brand name& Rhetorical Figure	Slogan	Rhetorical Figures
TEKEL2000-Assonance		
LİPTON	Yaşamayı bilenlere.	Feminine Rhyme
DETAN MAXI	Böceklere karşı kesin çözüm.	
NIKE-Onomatopoeia	Just do it.	Metaphor
PASTAVİLLA-Assonance	Farklı bir lezzet.	
PERMATİK-Blending		
ÜLKER		
RUFFLES	En'lerin patates cipsi./Hayatı geçiştirme.Açlığını geçiştir.	
MNG KARGO-Acrinym	Memnuniyetiniz neyi gerektiriyorsa./Daima önde.	Metaphor
TANSAŞ-Assonance&Blending	Paranızın tam karşılığı./Tansaş'a güveniyoruz.	
POLİSAN-Blending	Gülen boya./Güneşin solduramadığı renkler.	Personification
SUPERFRESH-metaphor	Dile benden ne dilersem.	Personification
ÜLKER GRUBU		
A-TV Unusual Spelling		
BEKO	Her başarılı dünya markasının arkasında kendi ülkesinin insanı vardır.	Personification
VEET-Assonance	Etkisini uzun süre hisset.	Personification
KELEBEK-Assonance	Evini benimser.	Personification
OPETH-Semantic Appositeness		
LEVI'S-Initial Plosive	The original.	
HÜRRİYET-Metaphor	BÜYÜK GAZETE./Hürriyet hürriyettir./Türkiye'nin hürriyeti var.	Metaphor&Metonymy
COLGATE		
MAGIC HAND MICROFIBER		
MİLENGAZ-Blending		
NOVALGIN		
ÜLKER	Her yere gelir, unutmaya gelmez.	Personification&Metaphor
ZİRAAT BANKASI	Türkiye'nin lokomotifini. /Her yerde her zaman.	Metonymy
LANCOME		
ASUS	Heart of technology./Uzmanların seçimi.	Metaphor
PINAR-Personification	Gerçek yaşam gerçek lezzet.	
CALVE		
JACK DANIELS-Personification		
EVYAP-Blending		
GLISS		
ERİKLİ		

Table 7.3 Competitors of the Most Memorable Brands List

Brand name& Rhetorical Figure	Slogan	Rhetorical Figures
TİKVEŞLİ-Assonance	Paylaşmanın lezzeti.	Feminine Rhyme
EGOS	Başınıza gelen en güzel şey/Egos'un yoksa başın belada.	Metaphor
TYLOLHOT-Blending		
ÜLKER HERO BABY-Metaphor&Synecdoche	Doğanın iyisi, bilimin yenisi/Sağlıklı besin kaynağı.	Assonance
ANADOLU SİGORTA	Evdeki huzur, zenginlik budur.	Assonance
LİPTON	Mutfakta biri mi var?/Yaşamayı bilenlere.	Personification
PEUGEOT-Assonance	Otomobil her zaman böyle keyif vermeli.	
KAYRA-Assonance		
LEGO		
MAYBELLINE	May be it's Maybelline!	Paraomasia
CAPPY-Onomatopoeia	En meyveli meyve suyu.	Assonance
KEK UN		
VOLIA-Metaphor	Değiştir beni.	Personification
PRAKTİKER	Uygun fiyatlara pratik çözümler.	
REINER-Assonance		
ONA-Personification&Metaphor	Açık sarı Ona.	Assonance
BURN-Onomatopoeia		
KARDELEN-Blending&Assonance		
BP-Acronyms		
NATUREY-Paranomasia		
E-KOLAY-Unusual Spelling	Hayatın bir tık önünde.	Metaphor
NIVEA DEODORANT-Synecdoche	Daima en iyisi.	
SONY-Onomatopoeia	like.no.other	Compounding
YURTIÇİ KARGO-Blending	Söz verdiğim[iz] gibi.	Abbreviation
GOODYEAR	Yuvana ulaştırır./Çünkü tüm lastikler aynı değildir.	Personification
MOLFIX-Blending		
DOVE	Siz de deneyin, farkı hissedin.	Metaphor
OYAK EMEKLİLİK-Feminine Rhyme		
PANASONIC-Assonance&Blending	Ideas for life.	Metaphor
BOYNER-Blending	Gerçekten istediklerinizi bulabildiğiniz tek yer.	Metaphor
AMERİKAN HASTANESİ	Sağlıkta mükemmellik... 1920'den beri	Metaphor
ABSOLUT-Metaphor		
CENTRİUM-Metaphor		
ROYAL CANIN		
SEDERGINE-Assonance		

5.3 INTERPRETATION OF THE RHETORICAL FIGURES IN ADVERTISING SLOGANS THROUGH THE RATIOS WHICH RESULTED FROM THE ANALYSIS

Table 8.1 Interpretation of the Mostly Used Rhetorical Figures

Rhetorical Figure	N	%	Market
Metaphor	40	38.8	FMCG, ELECTRONICS, FURNITURE, CLOTHING, SUPERMARKET AND BANK& INSURANCE.
Personification	15	14.5	FMCG, AUTOMOBILE AND TRANSPORT BUSINESS.
Assonance	8	7.7	FMCG AND CIGARETTE.
Pathetic Fallacy	6	5.8	TELECOMMUNICATION, ENERGY, FMCG AND FURNITURE.
Alliteration	4	3.8	FMCG AND FURNITURE.
Masculine Rhyme	6	5.8	FMCG, FURNITURE AND MEDIA.
Feminine Rhyme	2	1.9	FMCG.
Metonymy	2	1.9	FMCG.
Consonance	1	0.9	FMCG.
Blending	1	0.9	FMCG.
Paranomasia	1	0.9	FMCG.

Table 4.1 figures out the most used rhetorical figures in slogans in accordance with the markets, with also numbers and ratios. There are 103 brands from automobile, fast moving consumer goods, health, electronics, energy, telecommunication, furniture, bank & insurance, transport business, clothing, cigarette, supermarket and media market. Due to the table, FMCG has a high rate of using *metaphor figure* and at the same time these brands which use *metaphor* are in the first 25 brands of the list of the most memorable brands in Turkey. FMCG market brands also use the other rhetorical figures such as *personification*, *assonance*, *alliteration*, *feminine rhyme*, *masculine rhyme*, *metonymy*, *consonance*, *blending* and *paranomasia*. Other markets which use rhetorical figures on their slogans are seen as; telecommunication, electronics and energy with mostly use of *metaphor* and *pathetic fallacy figures*.

Figure 5.1 Mostly Used Rhetorical Figures List

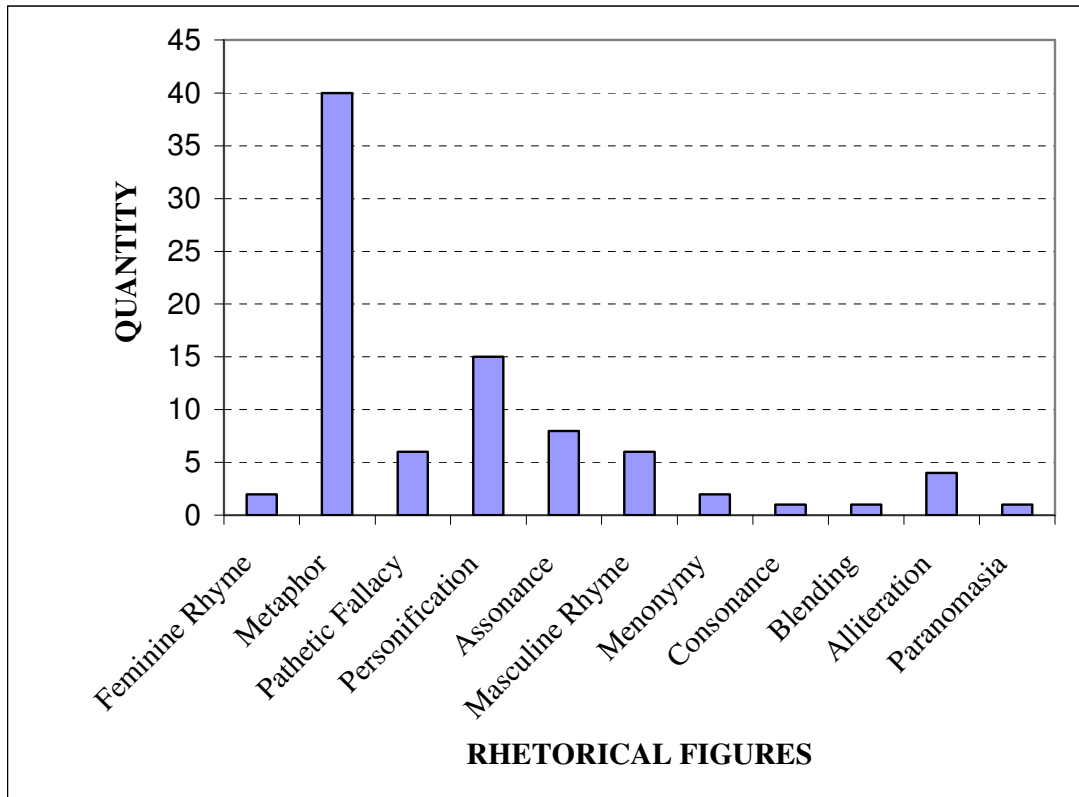


Figure 5.1 points out the most used rhetorical figures via broadcasted advertisements in Turkey regarding to the rhetorical figures used in the slogans of the most memorable brands in Turkey. In accordance with the table, *metaphor* is the most preferred rhetorical figure in Turkish market slogans. The figure of metaphor makes all those brands the most memorable ones. Metaphor provides all those brands to take consumers' attention. On the other hand, the second most used rhetorical figure is *personification*. *Personification* provides a larger definition to a brand, and makes a friendly communication between brands and consumers.

Table 8.2 Interpretation of the Mostly Used Rhetorical Figures by the Competitors

Rhetorical Figure	N	%	Market
Personification	12	11.6	ELECTRONICS, FMCG, FURNITURE, BANK & INSURANCE AND AUTOMOBILE
Assonance	9	8.7	FMCG, BANK & INSURANCE, SUPERMARKET
Metaphor	8	7.7	FMCG, ELECTRONICS, MEDIA, CLOTHING
Feminine Rhyme	6	5.8	FMCG, TELECOMMUNICATION
Alliteration	3	2.9	CIGARETTE AND FMCG
Metonymy	2	1.9	FMCG AND BANK & INSURANCE
Compounding	1	0.9	ELECTRONICS
Abbreviation	1	0.9	TRANSPORT BUSINESS
Pathetic Fallacy	1	0.9	FMCG
Paranomasia	1	0.9	HEALTH

Table 4.2 figures out the competitors' of the most memorable brands' relationship with the usage of rhetorical figures regarding markets and with numbers and the percentage of rhetorical figures used. Despite Table 4.1, personification is in the first place used as a rhetorical figure on these brands' slogans. Following personification figure, assonance and metaphor is used as well. As it can be seen on tables, competitors of the brands which are the most memorable, use rhetorical figures at a lower rate.

Figure 5.2 Mostly Used Rhetorical Figures List by the Competitors

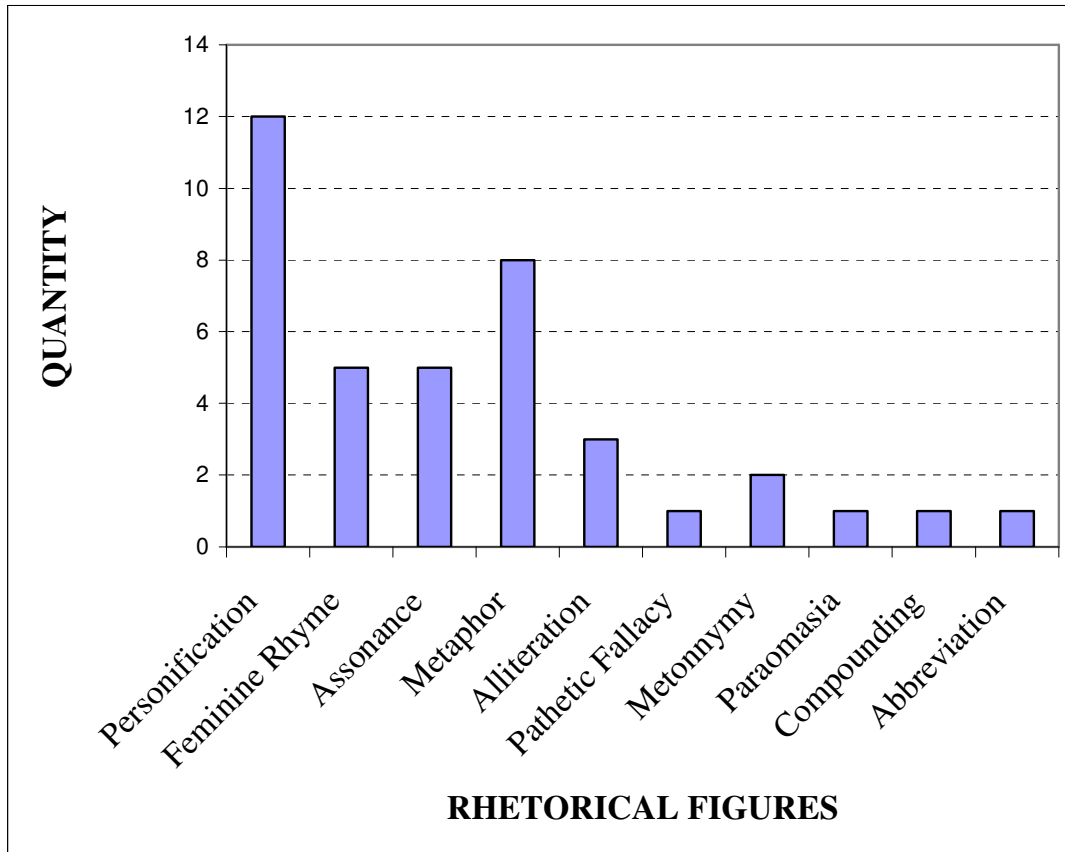


Figure 5.2 points out the most used rhetorical figures of the competitors of the most recallable brands in Turkey according to a research. Due to the Figure 4.2, personification is the most used rhetorical figure in terms of competitors. As it is written on the previous page, *personification* is a kind of friendly way of communication between brands and consumers. Therefore, personification makes brands recallable in the mind of consumers. Oppositely to the first graph, secondly used rhetorical figure is *metaphor*.

5.4 CONCLUSION

Through the analysis of 206 brands and their slogans, it has been seen that there is a relationship between the brands which are on consumers' mind and rhetorical figures. Regarding the result of this analysis, it is concluded that the brands with rhetorical figures on their slogans are listed as the most memorable brands. In addition to this result, the implementation of rhetorical figures is based on the type of the cultural environment of the market. The cultural environment is considered into two parts:

i) High Context Cultures: According to anthropologist Edward T. Hall's theory of high- and low-context culture, high-context cultures are collectivist, intuitive, relational, and contemplative. As a result of this, interpersonal relationships are wisely applied within these cultures same as in Turkey. The importance is on the speaker's tone of voice, facial expression, gestures and posture within high-context cultures. The reason of the words is unimportant as context. Therefore, usage and effect of rhetorical figures in high- context cultures are low.

ii) Low Context Cultures: This type of cultures includes linear, logical, individualistic, and action-oriented elements. People of low-context cultures value facts, logic, and directness. Decisions are based on fact rather than intuition. Words are the most important tools for the interpersonal relationships in low-context cultures, thus the usage of rhetorical figures and the effects of this on consumers are valuable and work within this type of cultures.

CHAPTER 6

6.1 CONCLUSION

To conclude, rhetorical figures in advertising slogans take a significant place in the area of marketing. Every company should beware of the importance of the usage of rhetorical figures in their slogan.

Most significantly, the definition, history and usage of the slogan should be taken into consideration. A slogan of a brand represents the brand's image throughout the world. As a result, companies must pay attention to their slogans, which have been created for the consumers. A slogan is not only a sentence that must take place in newspapers, magazines, or seen as well as be spoken in television or radio ads. A slogan is more than a word or a sentence. It represents the identity of a brand. Therefore, the slogan has a significant place in marketing communication.

Rhetorical figures can be defined as an artful deviation in the form taken by a statement. Its historical seeds have been found in the fifth century, in Greece with the Sophists, followed by Isocrates, Plato, and Aristotle. Classical rhetoric still influences writing instruction. For example, by Roman times a five-stage model of the process of composing a speech had developed through classical rhetorics.

The main significant rhetorical figures are:

- Alliteration- consonant repetition,
- Assonance- vowel repetition,
- Consonance - consonant repetition with intervening vowel changes,
- Masculine rhyme - the rhyme with end of syllable stress,
- Feminine rhyme -*unaccented* syllable followed by accented syllable,
- Weak/Imperfect/Slant rhyme- vowels differ or consonants similar, not identical,
- Onomatopoeia - use of syllable phonetics to resemble the object itself,
- Clipping - formed of the product names attenuated,
- Blending - *morphemic* combination, usually with elision,
- Initial Plosives - /b/, /c-hard/, /d/, /g-hard/, /k/, /q/, /t/,
- Acronyms – seen in the brands which are obtained from the capital letters,
- Metaphor - represents something as if it were something else; simile was included with metaphor when a name described a likeness and not equality,
- Metonymy - the application of one object or quality for another,
- Synecdoche - a substitution of a part for the whole,
- Personification/Pathetic Fallacy - humanizing the nonhuman or ascription of human emotions to the inanim,
- Oxymoron - the conjunction of opposite,
- Paronomasia -originates from pun and word plays
- Semantic appositeness- means fit name with object.

Furthermore, the research methodology and data collection techniques used in this thesis include exploratory research, content analysis, inductive approach, quantitative technique with meta analysis, qualitative technique, secondary and primary research. At the beginning of the research there was no hypothesis, as a result, applying the techniques of inductive research became helpfull in this thesis. These techniques are beneficial in maintaining the importance of the usage of hetorical figures in advertising slogans.

Finally, the usage of rhetorical figures in advertising slogans provides a brand image in the mind of consumers, as can be seen in the results of the analysis in this thesis, which show that the brands with rhetorical figures in their slogans are listed as the most memorable brands. Usage of the rhetorical figures in an advertising slogan is widespread throughout the world, and in Turkey as well. Companies in Turkey should be aware of the influence and importance of rhetorical figures in the market. This thesis will be helpful in increasing attention to the usage of rhetorical figures.

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