

A Text Analysis of Selected Facebook Marketing Slogans

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تحليل نص لشعارات تسويقية مختارة من على منصة الفيسبوك

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Abstract

The studying of the slogans of marketing within the platforms of social media like Facebook gets a significant value, particularly from an economic point of view. Marketing through Facebook slogans is one of the effective strategies in the modern economy because of its ability to fast expansion. The current study adopts the text analysis approach depending on Carter, Goddard, Reah, Sanger, and Bowring's (2001) model of the analysis to analyze three selected marketing slogans. The study shows that the producers of the marketing slogans employ different aspects to attract the attention of the recipients. It also shows that the linguistic items are used to represent the intended meanings of the slogans.

Key Words: Economy, Facebook, Marketing, Slogans, Text analysis

المستخلص

تحظى دراسة الشعارات التسويقية ضمن منصات التواصل الاجتماعي مثل الفيسبوك بقيمة كبيرة، خاصة من الناحية الاقتصادية. يعتبر التسويق عبر شعارات الفيسبوك من الاستراتيجيات الفعالة في الاقتصاد الحديث لما له من قدرة على التوسع السريع. وتعتمد الدراسة الحالية منهج تحليل النص بالاعتماد على نموذج كارتر وجودارد وريه وسانجر وبورينج (٢٠٠١) للتحليل لتحليل ثلاثة شعارات تسويقية مختارة. وتبين الدراسة أن منتجي الشعارات التسويقية يوظفون جوانب مختلفة لجذب المتلقين. كما يوضح أن المفردات اللغوية تستخدم لتمثيل المعاني المقصودة من الشعارات.

كلمات مفتاحية: الاقتصاد، فيسبوك، التسويق، الشعارات، تحليل النص

Introduction

Peterson and Bunton (2002) elucidate the central role of the concept of text in the research works of the social nature. The main focus of the study in the field of social sciences is the text. This text may be in the form of writing, physical or social practices, or a personal sense of identity, which can be given meaning. These texts are created by human activity, and are a result of the historical context in which they were produced. However, they are incomplete and are subject to continuous reinterpretation, without any single or definitive interpretation.

As previously mentioned, comprehending the full meaning of a text can be a challenging task. One approach to aid this process is to distinguish it from other related concepts such as discourse and sentence. From a linguistic perspective, 'discourse' pertains to the observable connections between 'sentences' or 'statements' that form a 'text'. A 'text' can vary in length, ranging from a short 'one-liner' joke, to a lengthy 'Western philosophy tradition' (Torode, 2016).

Due to its complex nature, Fairclough (2003, p.4) looks at the meaning of discourse in a broader sense:

I shall use the term text in a very broad sense. Written and printed texts such as shopping lists and newspaper articles are 'texts', but so also are transcripts of (spoken) conversations and interviews, as well as television programmes and web-pages. We might say that any actual instance of language in use is a 'text' — though even that is

too limited, because texts such as television programmes involve not only language but also visual images and sound effects.

Texts have a useful application in text analysis, which involves sorting and analyzing data within text for research purposes. The process of text analysis involves the conversion of text into meaningful data. Through text analytics, users can transform text into a structured format that highlights the important elements of the written data. Text analytics and text mining are two terms that are sometimes used interchangeably, but there is a slight distinction between them. Text mining involves using computational analysis to extract information, particularly linguistic features, from a set of text data (Kwartler, 2017).

The examination of texts within the realm of social media holds significant value, particularly from an economic standpoint. Social media has been consistently expanding for the past decade and has reached the height of technological advancements. Social media provides numerous benefits to businesses, especially in promotion, which proves to be more financially effective than traditional promotion methods. The surging popularity of social networking platforms such as Twitter, Facebook, and LinkedIn has drawn a multitude of bloggers, content writers, and article creators (Kumar et al., 2016).

The promotional tools are varied on social media platforms, thus, one of the most effective tools in making interactional relationships with the audience is the marketing slogan through the employment of language. It should be noted that words play a crucial role in making an advertisement memorable to its audience. The brain tends to associate brands with catchy slogans or taglines due to the way it processes information. This is evident from the fact that thousands of ads are created and viewed by individuals all over the world. For example, when someone says “Just Do It,” You immediately associate the phrase "Just Do It" with the Nike brand due to its powerful marketing influence (Zeiser, 2015). Taking into consideration the fast expansion of the social media platforms and the structure of the marketing slogans through these platforms, the current study aims to answer following questions:

1. How are the marketing views constructed through the selected slogans?
2. What are the main functions of the linguistics items of the slogans?

2. Literature Review

2. 1. Social Media Marketing

Bendoni (2020) has demonstrated that social media and marketing are intricately linked. Digital curation and user-generated content have made it possible for brands to shift from traditional storytelling approaches to more experiential ones. In the digital realm, brands can tell stories that foster deeper emotional connections with consumers and influence their purchasing behavior. By leveraging the power of stories, brands can create a more immersive and engaging experience for their target audience. In the world of digital marketing, marketing through social media is an essential strategy that no business can afford to overlook. It has revolutionized the way businesses engage with their customers and has ushered in a new era of marketing campaigns referred to as social media marketing.

Using social media platforms for marketing purposes has become an integral part of the digital marketing mix. Its primary purpose is to promote a business's products or services to a wider audience. Social media marketing is an effective tool for engaging with customers. It involves creating and sharing content on social media platforms to drive traffic to the business's website. Different techniques are used for achieving this goal, including paid advertising, content marketing, and social media management (Art, 2017).

2. 1. 1. Facebook Marketing

Marketers have recently conducted a survey which shows that Facebook continues to be the most effective social media platform for marketing. According to the same survey, 22% of the participants claimed that Facebook provides the highest Return On Investment (ROI), followed by Instagram, YouTube, and TikTok at 16%, and LinkedIn at 7%. To put it simply, Facebook marketing involves promoting a brand and maintaining its presence on Facebook. This can be achieved by using highly targeted paid advertisements and organic reach to the intended audience (Bren, 2019).

Generally, brands use Facebook marketing to create commercial posts and videos that can show up in user feeds, to increase visibility, exposure, and engagement rates. Companies and brands constantly seek out new and creative ways to blend information, making the experience user-friendly and enjoyable at the same time. Facebook marketing gives brands a significant advantage in generating attention, interacting with customers, and leaving a more substantial impact on their marketing efforts (2019).

2. 2. Social Media Marketing Slogans

Grunewald and Henriksoon (2020) present the feature and functions of the marketing slogans. The primary function of a slogan is to create a sustainable associative connection between the brand and the advertising concept. In advertising, text requires the maximum amount of information in a minimum amount of space, and slogans, in particular, must contain the most expressive elements. At times, even an entire text can consist of very quiet slogans, making them semantically rich and easy to remember. For instance, "Do not break, Snickers" (advertising Snickers' chocolate bar) and "Live on the bright side" (advertising operator Beeline) are words that have become synonymous with their respective brands.

Most researchers agree that it is challenging to define rules that lead to successful slogans. A good slogan should meet the following general requirements: be concise, easy to remember, and play both in memory and in speech. A slogan is a phrase that concentrates the essence of the campaign. It is a constant, and the campaign slogan cannot be changed. The effectiveness

promises of the slogans involve three basic steps according to Egolf and McDonough (2015, p. 65-66):

1- Understanding perception involves analyzing the slogan and its effectiveness in appealing to the target audience. It's important to note that perception is not solely based on the potential consumer facing the slogan, but also on the ability to embed the slogan and advertised product into their consciousness. Several factors can impact the perception of specific target groups, including negative stereotypes associated with the advertisement, which can lead to communication failure. Meeting the needs of the target audience is also crucial in creating a connection between the advertised product and the consumer.

2- The goal of creating a slogan is not only to form a certain image in the consumer's mind but also to reinforce it in their memory. Repetition is a proven method for improving memory retention, which is why consumers should be exposed to the slogan as frequently as possible. It is essential to ensure that the memory maintains a link between the slogan and the advertised object. The inclusion of the brand name in the slogan is crucial, especially if the brand is new to the market. If the brand name is not included in the slogan, it should be placed before or after the advertising phrases to avoid separation.

3- The most challenging stage is engagement, as it requires appealing to the subconscious. It's vital to evoke positive emotions and create a specific motif that aligns with the advertising goals. Engaging the consumer means

that they recognize the slogan as a direct address to them, which creates a sense of belonging to the target audience, even if they previously didn't belong

The use of pronouns such as "we," "direct appeal," and "you" can be effective in promoting engagement.

2. 3. Text Analysis: Extensions and Details

The analysis of text generally involves examining the linguistic and stylistic components. This includes the use of rhetorical devices such as metaphors, similes, and ellipses, as well as different levels of style, text-type conventions, and the organization of literary works. To conduct a relevant analysis for translation purposes, it is crucial to identify the "dominant language function" which, according to Koller (1979, p. 33), is a crucial step. Determining the dominant language function requires consideration of external characteristics of the communicative situation, and goes beyond intratextual analysis.

When examining the linguistic characteristics of a specific text, it becomes apparent that each feature must be assessed differently depending on its function within the text. Certain features may be influenced by situational conditions beyond the control of the sender, such as pragmatic factors related to time and space, or the geographical and socio-cultural background of the sender. Other features may be predetermined by decisions made prior to text production, such as the selection of medium or the orientation toward the intended recipient. Furthermore, social norms and conventions may dictate additional features, such as the text type or genre. Throughout the analysis process, the translator must constantly revisit previously examined factors, in accordance with the principle of recursiveness (Nord, 2005).

3. Methodology

The study adopts Carter, Goddard, Reah, Sanger, and Bowring's (2001, pp:18-46) model to analyze the selected slogans of marketing that are found on the social media platform Facebook.

3. 1. The model of Analysis

The text's syntactic components give rise to its meanings and functions in the text analysis model:

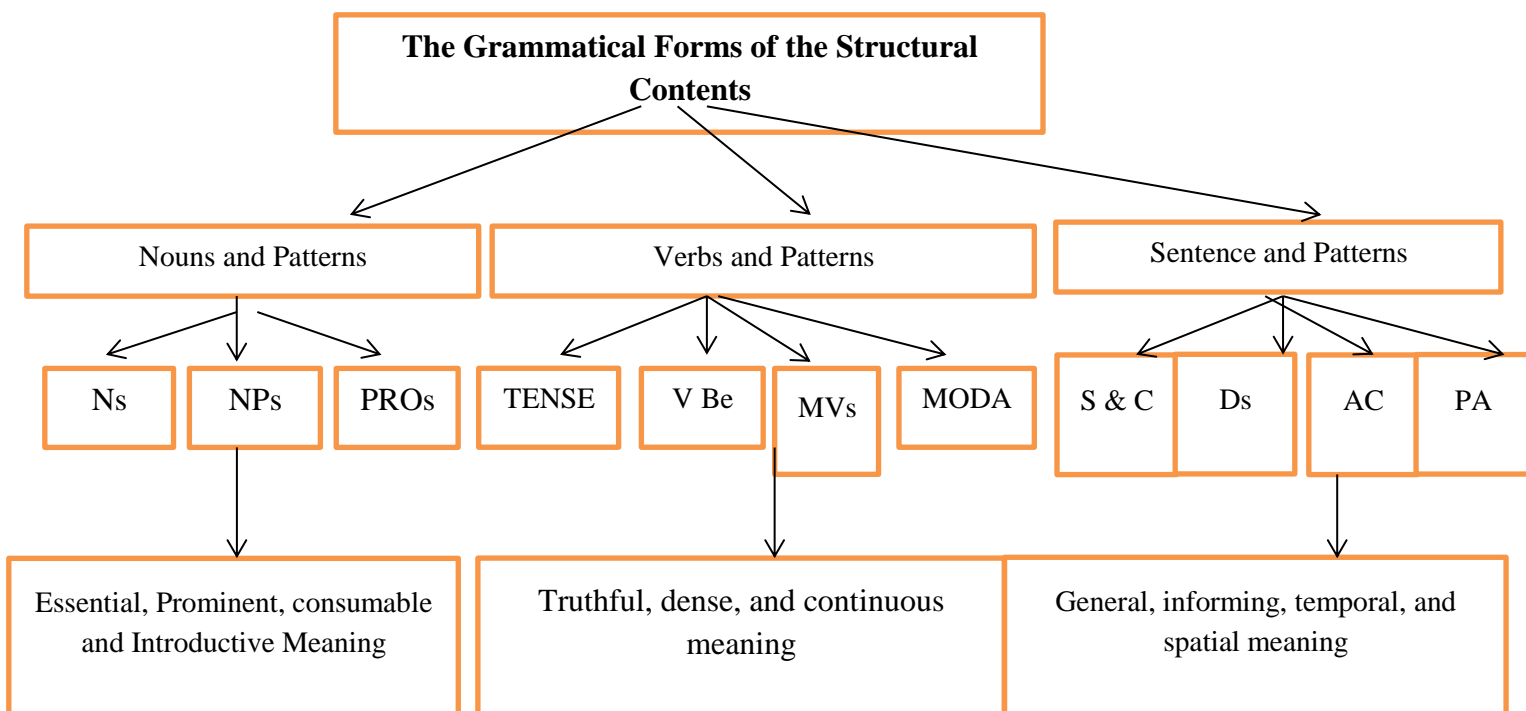
Knowing about these patterns and understanding how they function will help you see how meanings are made in texts and can provide a basis for interpreting what the texts mean to you . Grammar is a central resource for making and communicating meaning, and how the more you understand

how it works , the more systematically you can work with texts that interest you (Carter et al., 2001, P. 107).

One of the types of texts that is analyzed through text analysis is advertisements and slogans (ibid.108). Text analysis focuses on nouns as they have multiple meaning-generating characteristics. Modifiers, on the other hand, can make the text more complicated to read. There are six types of modifiers: essential, usable, consumable, prominent, signposts, and points of introduction. Verbs have the ability to extend the text, for example, present participle verbs create continuity, just as present participle nouns do.

The absence of the verbs removes any sense of time and creates generality. Their using implies an amplifying of the message to refer to vital social, and political sides. For instance, Charles Dickens in *In Black House* in 1852 wrote four paragraphs by using the main verbs only. The pronouns also have a meaningful basis. The pronoun (we), in the advertisements, addresses the customer directly and shows a sensitive and awareness for the individuals (ibid.119). The models also look at the meaning of the tenses, for example, the present tense creates senses of permanent, general, and unchanging truth (ibid.122). The deictics like, this those, and that also are used in the different texts to direct our attention to particular points and references. The phrases with ellipsis are also taken for granted to what speakers are referring to and there is no need to speak more (ibid.135). The model of text analysis can be visualized as follows:

Figure 3.1 . The Model of Text Analysis (Carter et al., 2001).



The Abbreviation	The Name
AC	Active Voice
Ds	Deictics

Moda	Modality
MVs	Modal Verbs
NPs	Noun Phrases
Ns	Nouns
PA	Passive Voice
PROs	Pronouns
S & C	Sentence and Clause Structure
V BE	Verb To Be

3. 2. The Data

Throughout the current paper, the statistical data uncover that the most effective marketing tool in the social media domain is Facebook. Taking into account the marketing supremacy of Facebook over the other platforms, the analysis of the data will be restricted to three marketing slogans taken from the mentioned platform. These slogans are "Futurize your marketing", "Quality and Excellence guaranteed !", and "Makes heart happy".

4. Data Analysis

The first marketing slogan is "**futurize your marketing**". It is one of the marketing slogans of "Nascode" company. It is a company with multiple activities. The main activities are broadening marketing, advertising, and website design. The original center is in Canada and it has agencies all over the world. The selected text is limited according to the

number of structural words. The general linguistic view is loaded with simplicity and directness depending on the primacy of the content words over the functional words. There is a verb (futurize), a noun (marketing), and a pronoun; the functional word (your).

The content words in the first place can produce meaning, or in other words, reflect a major part of the intended meanings regardless of the presence of the functional words. In this realm, the employed functional word can play other pragmatic roles depending on the context without taking into consideration the firm structural and grammatical restrictions and this is inherently annotated in the model of analysis. The producer aims to produce an essential, truthful, and prominent meaning depending on the general or common ground between the producer and the recipient. The textual pieces of language, without quoting or citing from other texts "intertextuality" support the clearness of the message. Thus, the verb presents the producer as a truthful character by its foregrounding and its pragmatic value. "Futurize" pragmatically can be directed to the recipient's interests, or it can be interpreted in a more hopeful way. This value can be directed also metaphorically, to your family and your futural circumstances.

For a more personal and friendly interaction, the producer uses the pronoun "your". It can genuinely refer to your close friend who cares about your interests and future, through especially its use as a bridge to what can be the major source for your living; a job in marketing. In conclusion, the intended messages move smoothly to load the meaning with truthful and prominent hints depending on the dual relation between the verb "futurize" and the noun "marketing". They are highly correlated words. The correlation

of words can be a source of great impact on the recipient especially through the insertion of the interactional word "your".

The second slogan to be analyzed is " **Quality and Excellence guaranteed** ". It is one of the slogans of " Abraxas Business Services " company. The main interests of the company are business brokerage, mergers and acquisitions, exit strategy, and succession planning, all with a focus on small and middle-market companies. One of the best discursal strategies is the ability of language to mirror the identity of its content. Excellency and the confident voice of the slogan reflect the interests, the domains, and the multifunctional character of the company.

The structure of the slogan directs the recipient to its meaning through the shape of the grammatical forms; the compound noun phrase and the past participle which is used as an adjective. And through the pragmatic and rhetorical features that reinforce the values that are generated through grammatical parallelism between two nouns quality and excellence. The meaning in general is consumable, prominent, and highly essential due to the fact that the slogan is awarded three items of informative effectiveness, two nouns, and one adjectival item.

So here the main issue is not to make a temporal or spatial referent but to raise general intentions that the recipient can be brought to it in a consonant manner at any time and place. From the downward circle of linguistics, the grammatical structure of the slogan concerning the parallelism of the nouns " Quality and Excellence", plus the modifying adjective is a well-known and traditional construction in advertising and marketing. It is a form of concise and impactful language and is often used

to convey the message and the promotion of the product depending on the impact and brevity.

The third slogan is "**Makes heart happy**". It is one of the marketing catchphrases of "Kate Spade". It is one of the most successful fashion agencies in New York. There is a soft touch behind the catchphrase and this sense is enhanced by the choice of the words. Many positive and spiritual meanings can be generated out of "happy". Considering the linguistic general meaning, the designer aims to transfer a comprehensive message with a bold touch, especially if the recipients know from a contextual perspective, that this slogan is used to promote a kind of high heels.

The daring presentation is justified because the text must be encased with a feminist gist. The smooth, and soft choice of words excludes the use of other words like beating which has a less rhythmic echo than happy. Happy is dedicated for being more effective and more romantic and these are highly appreciated women's values. The other part of the meaning is loaded with prominence; it is the function of the noun "heart" that can reinforce the overall intimacy of the slogan. Away from the formal structure or playing on the futural dreams and the quality of the product, the phrase imitates common sense and the sensitive part of women.

The previous is confirmed by inserting and foregrounding the verb "makes". The foregrounding aims to strengthen the relationship with the recipient in mimicry for the turn of the direct talk. The other intention of using this verb at the beginning of the slogan is to send truthful advice as if it can be paraphrased "Look my darling, This can really make your heart happy".

5. Discussion

The study raises two questions. The first question is "How are the marketing views constructed through the selected slogans?". The producers of the marketing slogans depend on various ways to achieve their promotional goals. One of the main ways is forming and structuring the slogans depending on simplicity and directness to send truthful values, views, and messages to the recipients.

The clearness of language is the other face of the currency to complete the easiness for comprehending meanings for the recipients. Close interaction is also intended to build a friendly relationship and closeness from the designer or the producer to the recipient. The slogans are produced depending on their ability to reflect the identity of the content by loading the meaning with confident language to raise impactful versions of the marketing views. The values and principles of the recipient are also targeted to build upon the production of the marketing slogans.

The second question of the study is "What are the main functions of the linguistic items of the slogans?". In the beginning, there are contextual factors that contribute to the choice of wording. The content words like nouns, verbs, and adjectives attract the major interest because of their number and meaning values in comparison to the functional words, like pronouns, and conjunctions.

The verbs are used to introduce truthful values besides the nouns and adjectives; the adjectives and nouns are used to highlight the prominence and the importance of meanings. The selected linguistic items reflect the iconicity of their companies and agencies. They represent the softness and

boldness, and the perspectives of the slogans whether their generality or their specificity. The linguistic items are also employed through the respect of the recipient's values, principles, and perspectives.

Conclusion

The investigation of the meaning of the linguistic components and their relationships with each other are the main concerns of the text analysis methodology. The economic activity through social media platforms like Facebook in the last years deserves responsible observations. The marketing slogans on Facebook are a promising area of study because these texts are points to raise certain linguistic features and undeniable sources of meaning to attract the recipients. The study shows that the producers and designers use different ways to reflect the views of the marketing slogans, like simplicity and directness. It also shows that the linguistic items are employed to facilitate the comprehension of the slogans' meanings and to reflect the identities of the producers.

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