

**WORD FORMATION PROCESSES IN PAKISTANI CLOTHING BRAND NAMES  
AND ADVERTISING SLOGANS: A MORPHOLOGICAL STUDY****Mehnaz Ashraf**

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Email: [25011702-035@uog.edu.pk](mailto:25011702-035@uog.edu.pk)**Abstract**

*This paper aims to examine the word formation processes employed in the advertising slogans and brand names of specific Pakistani wear companies. The present study is based on Plag's (2018) framework to find out, categorize and analyze the most dominant word formation processes in Pakistani commercial discourse. The research emphasizes on how clothing brand names and advertising slogans mirror morphological processes such as compounding, borrowing, semantic repurposing, coinage and blending. Furthermore, the study investigates how English and Urdu are blended dynamically in commercial language to reflect multilingual background of Pakistani society. This research uses qualitative descriptive research design to highlight linguistic interpretation rather than numerical measurement. The data consist of 10 Pakistani advertising slogans and 10 clothing brand names taken from both established and up-coming fashion brands such as Sapphire, Khaadi, Outfitters, Bonanza Satrangi, Limelight, Beechtree and Nishat linen. The research collects information from digital advertisements, social media sites and billboards. The data was methodologically examined using Plag's (2018) framework of word formation. The results reveal that most frequently used word formation methods are compounding and borrowing. The findings also show that how Pakistani clothing brands mix English and Urdu words to create expressions that are culturally meaningful and attractive for audiences. This study explains Pakistani wear brands use language to represent uniqueness, modernity and social identity. The research provides useful knowledge for linguists and marketers to understand how creative word formation helps brands to communicate effectively by advancing the domains of advertising discourse and morphology*

**Keywords:** Morphology, Word Formation Processes, Pakistani Clothing Brands, Advertising Slogans, Compounding, Borrowing, Blending, Semantic Repurposing, Commercial Discourse, Multilingualism.

**1. Introduction**

Language plays significant role in expressing identity, culture and influencing people in marketing and business rather than just tool to communicate and share ideas. Words are selected carefully for advertising slogans and brand names because they carry meaning and attract audiences (Nazeer et al., 2023). Scholars can better understand how new words are created, how culture and society influence language and how companies employ language effectively to market their products. Pakistan is significant setting for this kind of research due to its multilingual nature. In Pakistan, Urdu is national language, regional languages such as Punjabi, Pashto and Sindhi represent people's cultural identities while English is used in official contexts. Pakistani advertising and brand language becomes hybrid due to mixture of languages. The fashion industry of Pakistan reflects this hybridity. The clothing brands in Pakistan like Sapphire, Khaadi, Outfitters and Bonanza Satrangi choose unique names and creative advertising language that can attract both Pakistani and international audiences at the same time. They often create brand names that are mixed in style and linguistically complex, for instance they use unique word structures. Though, many researchers are interested to understand how words are formed in language especially brand names and advertising slogans. Although, extensive research has explored morphological processes in Western countries (e.g.

Europe and USA) and East Asian countries (e.g. China and Japan), little attention has been given to South Asian commercial discourse particularly Pakistan's fashion and clothing industry. Therefore, a study practically finds out the morphological structures within Pakistani clothing brands using theoretical framework of Plag (2018). The present study fills the gap by analyzing word formation processes found in 10 brand names and 10 advertising slogans from both well-known and up-coming Pakistani clothing brand. It specifically analyzes how compounding merges lexical items to form new brand identities, how blending combines elements of different words to create innovative expressions, how clipping shortens existing forms for stylistic effect, how borrowing includes elements from Urdu, English, and regional languages, and how neologism develops entirely new lexical terms for branding purposes. It also investigates whether these processes reflect culturally and linguistically distinct nature of Pakistani's multilingual context or follow universal morphological trends. This study is significant because it helps researchers to understand language used in Pakistani advertising slogans and brand names, it helps experts in marketing to use language more creatively. The research demonstrates how mixing English and Urdu in advertisements create new and meaningful words.

### **1.1 Research Objectives**

1. To identify and analyze word formation processes in the brand names and advertising slogans of selected Pakistani clothing brands using Plag's (2018) word formation framework.
2. To examine how these word formation processes reflect the multilingual context of Pakistan where English and Urdu interact in commercial discourse.

### **1.2 Research Questions**

1. What word formation processes are present in the brand names and advertising slogans of selected Pakistani clothing brands according to Plag's (2018) word formation framework?
2. How do these word formation processes reflect the multilingual context of Pakistan where English and Urdu interact in commercial discourse?

## **2. Literature Review**

### **2.1 Word formation in advertising slogans**

Researchers agree that advertising slogans use creative word formation to attract attention, make messages powerful, and influence customers. Some focus on how meaning is reduced, some on what happens due to breaking language rules and others on how these linguistic choices enhance advertising effectiveness. Cook (2001) argued that advertising slogans often use creative word formation methods. In particular, they use compounding (joining words) and blending (mixing parts of words), these strategies help to express complex ideas in simple words, making slogans easier to remember. Goddard (2002) says that advertising language often breaks language rules for some purpose. The deviation from standard grammar or word use is a strategy to grab the attention of audiences. Myers (1994) found that creative word formation particularly neologisms (newly created words) and compound words (new combinations of words) make slogans more powerful and influencing for audiences.

### **2.2 Word formation in Multilingual and Western contexts**

Researchers from different countries argued that brand names frequently combine English with local languages. In Asia, Africa, and South Asia, English words are borrowed and changed to fit according to local languages, or they are blended with local words. Dong and Helms (2001) argued that in Chinese brand names companies often borrow words from English then adjust their pronunciation to fit Chinese sound patterns. This helps foreign brands feel more local and acceptable. Takashi (1990) studied Japan and found that English loanwords are often shortened (clipped) and changed in pronunciation to match Japanese language rules. So, borrowed words

are adapted to fit the local language system. Across all these studies, one major pattern is clear that brand names in multilingual societies often mix English with local languages, but the way they do it (clipping, borrowing and blending) depends on cultural and linguistic conditions.

### **2.3 Word formation in South Asian and Pakistani contexts**

Scholars found that English changes in South Asia by mixing with local languages like Urdu and Hindi. This mixing forms new and creative words in brands advertising. Though, no study has explored these patterns in Pakistani clothing brand names and slogans, which creates the research gap for the present research. Kachru (1986) argued that when English comes into contact with South Asian languages like Urdu and Hindi, it changes and creates new forms. This creates “nativized” English, which means that English adapted to local culture and languages. He found that South Asian English often uses blending, compounding and borrowing from local languages. Later Kachru and Nelson (2006) extended this view and demonstrated that South Asian English develop completely new word combinations that do not exist in standard British or American English. This means South Asian English is creating its own unique morphological patterns. Baumgardner (1993) focused specifically on Pakistani English and found strong Urdu borrowing and hybrid compounds combining Urdu and English. All these studies agree that South Asian languages purposefully mix English with local languages to create new words. Researchers in many countries such as Western, Asian and African have studied how word formation works in advertising and brand names. Scholars like Dong and Helms (2001) and Noor et al. (2015) have studied commercial language in those contexts. Similarly, researchers such as Kachru (1986), Baumgardner (1993), and Sailaja (2009) discussed language mixing and hybridity in South Asia. However Pakistani clothing brand names and advertising slogans have not been specifically studied from a morphological perspective.

## **3. Methodology**

### **3.1 Theoretical Framework**

The relationship between language and commerce especially how words are formed has been widely studied by researchers. The fundamental understanding of word formation processes comes from Plag’s (2018) work. He explains that language create new words through organized methods such as blending, compounding, affixation, clipping and borrowing. Plag argues that these processes are not random; they are systematic and productive. These methods help speakers to create new words. Bauer (1983) also studied how English words are formed but this approach is more technical as compared to others. Bauer explained word formation in English using linguistic rules and focusing more on structure and limitations, rather than just describing the processes in a general way. Matthews (1991) argues that morphology cannot be separated from syntax. He explained that how words are formed is connected to how grammar works in a language as a whole. This study uses Plag’s (2018) model to analyze Pakistani brand names and slogans because Plag’s model is easier to understand, more practical and suitable for real-life language data like brand names and slogans. In the domain of commercial language study, some researchers argue creative word formation makes brand names more attractive. While others show that brand names also carry cultural meanings and influence how people think about a product. Room (1982) explained creative word formation processes such as clipping and blending are used to create effective brand names. These methods make brand names more attractive to audiences. Danesi (2006) argued that brand names are cultural symbols in addition to being simple words. They represent meanings, values, and identities of a society. Therefore, how a brand name is created can affect how customers think about it and emotionally connect themselves with brand. Bergh et al. (1984) proved this argument through experiments. He argued that people remember those brand names better having creative or

unique word structures. This shows a direct link between word formation and advertising success.

### 3.2 Research design

The research examines word formation processes in Pakistani clothing brand names and advertising slogans using qualitative descriptive research design. A qualitative approach is appropriate because the study focuses on understanding and interpreting language patterns in detail rather than using statistical measurements. The main goal of study is to investigate the creative applications of various morphological processes such as compounding, clipping, borrowing, blending and neologism in advertising language. The descriptive nature of study helps the researcher in identification, categorization and explanation of this word formation patterns in the selected data.

### 3.3 Data Collection

The data for this study includes 10 brand names and 10 advertising slogans from both well-known and newly emerging Pakistani clothing brands. These brands include Sapphire, Khaadi, Outfitters, Nishat linen, Bonanza Satrangi and others which represent various fashion industry categories such as luxury, casual and mid-range clothing. The brand names were collected from official brand websites, digital ads and store billboards. The advertising slogans were collected from brands official websites and social media accounts. Slogans that were publically available and officially used by the brands were chosen for the study so that data would be reliable.

### 4. Data Analysis

The current study examines ten chosen Pakistani clothing brand names and ten advertising slogans in order to determine the word formation processes employed in their creation. The data is analyzed using Plag's (2018) framework of word formation which include processes such as borrowing, compounding, blending and clipping. The chosen data was collected from official websites, publicly accessible advertisements and verified social media pages to ensure reality for well-known brands like Khaadi, Sapphire, Nishat Linen, Outfitters, Bonanza Satrangi, and Generation. Everything is methodically analyzed to determine how linguistic components from Urdu and English are blended to produce significant brand identities and slogans. The results are organized into tables to compare various words which shows clear association.

**Table-4.1: Pakistani Clothing Brand Names and Word Formation Processes**

No	Brand name	Word formation process	Description
1	Khaadi	Borrowing	Borrowed from Urdu word meaning hand-woven cloth
2	Nishat Linen	Compounding	Urdu word <i>Nishat</i> combined with English word <i>Linen</i>
3	Sapphire	Coinage	Existing English word reused as a fashion brand name
4	Outfitters	Semantic repurposing	Existing English word creatively

			used as brand identity
5	Bonanza Satrangi	Compounding	English and Urdu words combined together
6	Generation	Coinage	Common English noun reused as brand identity
7	Beechtree	Compounding	Two English words joined together
8	Limelight	Compounding	Compound English word meaning public attention
9	Gul Ahmad	Compounding + Borrowing	Urdu word <i>Gul</i> combined with proper noun <i>Ahmed</i>
10	Ethnic	Semantic repurposing	Existing English adjective used as fashion brand name

**Table 4.1** highlights that different word formation processes are used to create unique and significant brand identities, according to the analysis of Pakistani clothing brand names. Most Pakistani wear brands use word formation processes like compounding and repurposing to create attractive identities. Some brands use already existing English words in making new commercial meanings while others blend English and Urdu words. Brands such as Nishat linen and Bonanza Satrangi blends combines elements of Urdu and English which reflect Pakistan’s multilingual background. For example, Nishat linen blends the Urdu word Nishat with the English word Linen creating modern and traditional brand identity. Similarly, Bonanza Satrangi uses the English word Bonanza with the Urdu word Satrangi showing fashion and cultural change. Though Khaadi is borrowed from an Urdu word which means handwoven fabric and connects the brand with Pakistani cultural and traditional legacy. Other brands employ English words creatively to make a sense of modernity. Sapphire uses the precious stone name to suggest style and luxury. Outfitters is an English word related to fashion which makes the brand identity modern. Generation represents the idea of changing fashion trends and modern youth. Limelight shows admiration. Beechtree combines two English words to create natural brand image. Although Ethnic show’s traditional identity and social style.

**Table-4.2: Pakistani Clothing Advertising Slogans and Word Formation Processes**

No	Advertising Slogan	Source Brand	Word formation process	Description
1	Wear the change	Khaadi	Slogan adaptation	Modified from phrase “Be the Change”
2	Roz Naya	Sapphire	Borrowing	Urdu phrase meaning

				“something new every day”
3	Style with Substance	Generation	Compounding	Two meaningful nouns combined together
4	Colors of life	Bonanza Satrangi	Compounding	Compound phrase expressing vibrant lifestyle
5	Ready for every moment	Outfitters	Compounding	Multiple words combined to express readiness
6	Celebrate your style	Limelight	Compounding	Combines celebration and fashion identity
7	Tradition meets trend	Gul Ahmad	Blend of ideas	Combines traditional and modern concepts
8	Wear your culture	Ethnic	Compounding	Links fashion with cultural identity
9	Fashion for all	Beechtree	Compounding	Compact phrase expressing inclusivity
10	Elegance defined	Nishat linen	Semantic repurposing	Existing English words used creatively in slogan form

Table 4.2 shows that Pakistani clothing brands use creative and meaningful language in their advertising slogans to influence and attract audiences. Many slogans employ simple word blends to convey sense of fashion, lifestyle confidence and identity. For instance, slogans like Colors of Life, Style with Substance, Ready for Every Moment and Fashion for All make use word formation methods such as compounding. Ready for Every Moment represents confidence for every occasion though Colors of Life gives the idea of happiness. Style with substance suggest that fashion is about quality and meaning, not only about appearance. Likewise, Fashion for All highlights that brand is appropriate for everyone. Some slogans use Urdu to create emotional bond with customers. For example, Roz Naya means “something new every day” creates a sense of modern fashion trends. Other slogans such as Tradition meets Trend blend ideas of modern fashion and traditional culture showing a harmony between old and modern styles. While Wear the Change inspires customers to use fashion as means of expressing confidence.

### 5. Findings and Discussion

The examination of Pakistani advertising slogans and brand names highlight that language plays significant role in making strong brand identities and drawing attention of customers. Pakistani wear companies choose words and expressions that sounds modern, fashionable and culturally meaningful. This study shows different word formation methods are productively

used to enhance the creativity of brand names and slogans in the competitive fashion industry. One major finding of the study is that compounding is the most frequently used process in both brand names and advertising slogans. Most brands combine two meaningful words to create attractive expressions for customers. These combinations frequently include blend of English or Urdu words English words only. Such mixtures help brands to reflect both local cultural identity and modern fashion trends. Pakistani brands such as Bonanza Satrangi and Nishat linen blend different linguistic components to make unique commercial identities. The research also finds out that most clothing brands employ already existing words to create new commercial meanings. Words such as ethnic, outfitters, limelight and generation have general dictionary meanings but in fashion they represent style, elegance, identity and lifestyle.

Pakistani clothing brands use everyday words creatively to enhance the demand of their branding names. The study also analyzed that Pakistani advertising and branding language are greatly influenced by Urdu. Urdu words are frequently used in brands and slogans to build and emotional connection and trust with local customers. For example, *Khaadi* represents traditional handwoven culture and Pakistani legacy while *Roz Naya* conveys sense of new fashion every day. Using Urdu helps brands to remain connected with local culture and traditions while maintaining modern and pleasing appearance. The paper also shows Pakistani commercial language is hybrid as English and Urdu words are mixed in brand slogans and names. This combination makes brands more appealing to both local and international customers. In Pakistan, Urdu represents customs, emotional connection and culture whereas English shows fashion and modernity Brands appear to be modern while maintaining connection to Pakistani culture and identity by blending two languages. In general, the research shows that word formation in Pakistani wear brands is planned instead of being random. Fashion brands employ language creatively as marketing approach to make brands culturally meaningful and appealing to audience. The results support Geroge Plag's framework of word formation because examples clearly show processes such as compounding, blending and semantic repurposing.

## 6. Conclusion

The research investigated word formation processes used in the brand names and advertising slogans of specific Pakistani wear companies by applying Plag's (2018) framework. The study aims to find out and analyze most frequent morphological processes used in Pakistani commercial discourse to understand how these processes represent multilingual background of Pakistan. The examination shows Pakistani advertising language is creative and linguistically determined. Word formation processes such as compounding, borrowing, coinage and semantic repurposing create attractive brand identities to influence customers. The study also shows that culture and social identity are often reflected in brand names and slogans. For instance, Urdu and English words are often blended in brands such as Nishat Linen, Khaadi and Bonanza Satrangi to produce identities that feel both traditional and modern. Similarly, slogans like Fashion for All and Fashion for all express ideas about uniqueness, individuality and confidence.

Such examples also show that advertising language serves as powerful marketing tool not only as means of communication. It also represents how Pakistani wear brands employ language to express ideas more than just fashion. Another important finding is that commercial language is influenced by multilingual nature of Pakistan. English and Urdu words are combined to make brands attractive to customers. Urdu helps brands to build emotional connection though English gives a sense of modernity. This combination reflects hybrid nature of Pakistani commercial language. The research also proves that advertising slogans are brief and emotionally influencing. Wear brands employ simple and meaningful language in their slogans and brand names to attract customers. These terms also connect them with personality, fashion choices

and feelings of audiences. This study reveals that word choices in advertising slogans and brand names are planned and purposeful, they are not random. The study advances fields of sociolinguistics, morphology and advertising discourse by focusing on Pakistani commercial language as previous studies have not studied it. It also represents Plag's (2018) model is useful in the analysis of advertising slogans and brand names. Finally, the research also suggests that more studies can be conducted to analyze Pakistani commercial language. Further researchers can examine how social media influences language creativity in branding and advertising and they can also compare various industries.

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