



A SPEECH ACT ANALYSIS OF TAGLINES OF BRANDS IN SHAPING THEIR CULTURAL IDENTITY

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Abstract

This study explores the use of language in shaping cultural identity through a speech act analysis of brand taglines. Recognizing the pivotal role of taglines in fostering customer loyalty and enhancing brand popularity, the research employs Speech Act Theory, specifically focusing on illocutionary acts (Austin, 1962; Searle, 1976). A qualitative methodology was utilized to analyze taglines from 50 national and international brands across five industries, including banking, footwear, food chains, makeup, and soaps/shampoos. The analysis identifies the dominant illocutionary acts—directives, commissives, and assertives—and examines their variations between local and global contexts. The findings reveal that directives, often used for persuasion and motivation, are the most prevalent across all industries. National brands tend to leverage culturally resonant language to build trust and local appeal, while international brands prioritize globally adaptable language to broaden their reach and enhance market presence. This study contributes to the understanding of linguistic strategies in advertising, demonstrating how brand taglines can influence consumer behavior and cultural perceptions. By offering insights into the pragmatic application of language in brand communication, this research provides valuable guidance for crafting impactful taglines that align with cultural and consumer dynamics.

Keywords: *illocutionary acts, brand identity, speech act theory, cultural identity, language, consumer perception*

Introduction

Are words enough to shape a brand? The response lies in the nuanced behaviour of Speech Acts. The power of brand identity lies beyond the meanings visible on the surface which

are the hidden meanings, applying the illocutionary acts from the Speech Act Theory presented by Austin & Searle (1959) will identify the actual force that shapes brand distinctiveness.

Language is the lifeblood of taglines; consumer behaviour is driven from the perceptions shaped through the power of taglines. A strong competition is visible between different brands among banks, shoe brands, food chains, make up brands and soap/shampoo brands to be the most popular for which different taglines are used to create an image for stronger sales. It is ideal to ensure that every word used in a tagline is specifically crafted to influence a brand identity to engage consumers; the used words need to have distinct characteristics that would make it different from other brands. 'Identity' is a word that has multiple meanings from preferences to behaviour and the use of language in a certain way is done purposely to create a perception (Akerlof & Ranton, 2000). Brands work on the building of their brand identity to ensure a strong customer relationship and the first step is through the use of strong taglines.

Purpose of taglines is to enlighten and influence people about the products and services provided by a brand, this is done to attract consumers and customers. When dealing with the creation of taglines the advertising department of any brand has to deal with language and words through Pragmatics, especially Speech Acts. 'J.L. Austin and John Searle developed Speech Act Theory and argued that our language does not only describe reality but that it can be used to perform acts' Barrero (2023). This aids the advertisers in using language appropriately to convey the desired message to ensure it received well by its readers.

Using taglines to advertise for different brands including makeup, soaps/shampoos, shoes, banks or food outlets at national and international level is important to ensure their dominance or distinctiveness among their competitors in the market. Taglines are advertised through traditional billboards or online system of advertising and it's important to target the

audience they want as customers and ensure that it is memorable. Since years, different brands are not just concerned about promoting their products and services but also how to manipulate and enthrall their buyers. Advertisement is one of the prime sources to educate the masses by using persuasive strategies to catch the attention of the consumers by impacting them psychologically how important a certain product is for them. Companies use multiple ways to gain attention by associating with the social, religious, ethical values of people according to their ethnicity and cultural priorities using emotional, rational, adventurous, romantic, humorous, sentimental, passionate appeals.

Visible disappointment has been experienced by people using products of brands on a personal level by believing in their taglines. The taglines have not lived up to their promises leading to question their power. This research aims to probe deeply to explore the linguistic strategies behind the creation of taglines and how they can be a cause of misleading or misrepresentation of products at times. Speech Acts are used as a tool to see what impression is created to build a relationship with the audience by brand owners. Language is draped and enfolded by brands to create taglines in specific ways and hidden intentions can be recognised by applying illocutionary acts. Using self-collected data from different websites to target the consumers, the annotation of these taglines is done manually by applying illocutionary acts from Speech Acts on the targeted 50 brands of the 5 industries selected on national and international level. A qualitative methodology will be used to identify the illocutionary acts applied in the taglines of different brands.

Rationale of the Study

Brands use language as a tool to create taglines that are compelling; however, there is strong deficiency of the specific linguistic techniques engaged by them to achieve their

persuasive goals. The communication done through the use of speech acts is outside the language dimensions of communiqué (Bayat, 2013). The application of illocutionary acts will identify the language used to make an impact and ensure the goal is targeted to attract the audience and consumers for the required purpose. According to Searle (1999), all possible utterances have a context which consists of a specific speech act.

The aim of this study is to analyse the role of illocutionary acts by applying Speech Act Theory to see how language is used to shape brand identity and how does it impact the perceptions of consumers into using their products. The study will focus on identifying and categorising the different types of illocutionary acts present within taglines of 50 different national and international brands. Moreover, the examination of how these illocutionary acts contribute to the building of brand identity and analyse the contribution of illocutionary acts in ensuring persuasion of the overall message intended to deliver through taglines by the respective brands. Furthermore, evaluation of specific illocutionary acts on the image and repute of the 50 brands targeted in this study would also be done.

The research is significant in several ways and has many reasons including expansion of linguistic analysis by application of illocutionary acts from Speech Acts Theory to the specific sphere of influence of brand communication. Moreover, it will relay the perspective of different brands that maybe beyond the normal marketing and advertising speculations. The research will also present impending approaches on how language can be used in a more efficient way to gain brand loyalty to shape the perceptions of the consumers. This would also gauge strategies in managing crisis situations to maintain reputation of brands by the use of language in a careful manner. Additionally, the global brands would further style their taglines in a way that would navigate their brand through different markets culturally.

Literature Review

Speech Act Theory is a theory presented by a philosopher from Oxford University, J. L. Austin which was developed further by John Searle (1976), an American philosopher. Austin believes the Speech Act Theory as a medium to use language as a sort of action rather than a medium to convey and express in his book 'How do things with words' whereas Searle then took it to a further deeper level by building onto this theory (Henderson, 2015). Austin divided his linguistic act into three categories: locutionary, illocutionary and perlocutionary. As per Searle's view, there are only five illocutionary points that speakers can achieve on propositions in an utterance (Nordquist, 2024), namely:

- The assertive
- The commissive
- The directive
- The declaratory
- The expressive

This being the digital age and the world in the palm of your hands to be able to connect and view everything that is rapidly growing, it is a challenge for brands to maintain their position in the ever-growing industry on a local and international level. According to John L. Austen's (1969) theory of speech acts, 'saying something was doing something. All requests, commands, promises, warnings, declarations have illocutionary force – that which pertains to some form or aspect of action' (Rahman, 2022, p. 78). By understanding the linguistics nuances of brand communication, its ideal to gain insights into the persuasive power of language by applying Speech Acts illocutionary acts on the collected taglines to shed light on how it will aid brands in shaping their identity and build customer loyalty.

Bach & Harnish (1979) have quoted Searle & Strawson saying that the use of illocutionary acts helps in successfully managing to get a larger audience that recognise what is

the purpose of their product. They talk about how language plays an important role in audience engagement. Yule (1996) states that the illocutionary acts are utterances that are made while keeping some kind of function in mind from the hearer's perspective. The intended function is supportive for business owners as they aim to grasp the attention and focus of their clients to increase brand loyalty. Bach & Harnish (1979) chapter 3, talk about how the use of language is majorly client directed. They do not talk only about how the audience is target rather how the shaping of brand identity is done through them; it helps in analysing how brands use language to convince their consumers in using their products and services.

Anderson & Otterheim (2003) talk about how Brands are around us, they play with the mindsets of the consumers to remain in the race with other brands. Language is used to convey messages through their taglines by promising, directing, declaring, expressing or committing to providing a certain services or products. To go further deep into the linguistic strategies used by brands we can draw on the framework presented by Aaker of how brands present the sub-perspective as a concept, associating how the attributes of products as quality/value, occasions, profiles and geographic locations differ on the basis of the tone set through the taglines.

Halliday & Kuenzel (2008) talk about how the consumers build a strong connection with brands on the bases of their taglines, to recognise the use of language by brands to promote their products and services and provoke the consumers. They have talked about how relationship marketing focuses only on the economic nature of relationships as they are usually applied in business-to-business situation, further focusing on the underutilization of social identity theory in marketing and not delving into the role of illocutionary acts in building brand identity. Hancher (2008) has compiled all the taxonomies provided by Austin, Searle, Vendler, Ohmann, and Fraser in his work. He has compared them and proposed a correction in Searle's theory as well,

his work talks about combining two types of illocutionary acts; commissives and directives as they serve the same purpose.

Pandey (2009) identifies in his study how brands use language to lure customers towards their products and services. The choice of using a certain brand is similar to the choice of making friends – something common that clicks instantly. The article focuses on what brands look for when they launch new or sub brands while focusing on the four brands of soap mainly Dove whilst focusing on how people choose to use certain brands basing on the brand personality scale without any focus on speech acts. Krifka (2014) embedding illocutionary acts. The illocutionary acts are used for a certain purpose, embedding them for an aim is the cause whereas it was a belief previously that they cannot be embedded on purpose. Speech acts embedded in Austinian conditionals is talked about in the paper.

Rahayu et al. (2018) talk about the idea of using commissives from illocutionary acts specifically through taglines by promising to deliver or do something in the form of quality or taste, etc yet the credibility of the speaker depends on this for which brands use such acts to shape their identity by building trust and loyalty of the consumers. Specific verbs that are used to perform actions are adapted by brands to engage with their clients. The study is a fine analysis and application of the speech acts theory through descriptive qualitative methodology has been done but it has only been applied on the utterances of two characters: Snow White and the Queen whereas neglecting other characters. Whereas this study focuses on the application of illocutionary acts on brands and how they shape their identity.

Manchón & Geurrero (2019) state about how taglines are used as a tool to make an initial impression with the clients. The point of view in perception of brand identities irrespective of being political or commercial, taglines are used as a tool of communication with the audience

as clients focusing on conveying a message using specific language. Damayanti (2020) has used Yule's theory to analyse the illocutionary acts applied in the slogans of the makeup brands of the UK. The purpose of the study also includes the ease in teaching Pragmatics; however, it focuses on how illocutionary acts are used in makeup brands.

Choudhary (2023, p. 2) states that brand associations are the "thoughts, feelings, images, perceptions, experiences, beliefs, attitudes, and so on that become linked to the brand". These associations are shaped by various factors, including a brand's products or services, advertising, packaging, and customer experiences. This literature quoted is focusing on 25 different brands story telling which is a focusing on the engagement of consumers on the basis of narrative synthesis leaving gap of a comparative study focusing on illocutionary acts in it only.

Mohammed & Abu Bakar (2024) has classified how an illocutionary act as part of speech acts has a purpose of not just an utterance but also to perform something. This research article focuses on the illocutionary acts applied in car advertisements to persuade customers; it also helps in building brands focusing on the power of language.

The scope of the study includes the focus on the application of illocutionary acts in shaping brand identity and influencing consumer perceptions through taglines and taglines. An exploration of the relationship between brand image, reputation and customer loyalty was examined as well. Moreover, an investigation through a textual analysis to identify the recurrent themes and patterns by the 50 different brands on a national and international level to see the shape formation of each brand identity due to the use of the dominant illocutionary act from assertive, expressive, directive, declarative or commissives. Austin talks about the communicative goal and effort made through language to achieve a specific target and convey a message (1962, as cited in Peng, 2024).

A lot of work is visible in the previous research; however, a lack of comparison in different industries in contrast with local and international brands has not been done. Identifying specified language by applying the illocutionary acts from 5 different industries of food chains, make up brands, soaps and shampoos, banks and shoe brands to see how certain taglines are formed to target their audience without making them specifically for different cultures or ethnicity. The use of assertives, commissives, expressives, declaratives or directives among them especially to analyse the relationship between brand identity and the use of specific language to make a connection and shape their identity. Examining the power of persuasion through application of different illocutionary acts to influence the consumer behaviour to shape their identity and ensure brand loyalty on the basis of the dominant acts would be done. Where previous research may have analysed different brand taglines, yet a direct comparison between national and international brands, especially of the highlighted industries is lacking. This study would further explore how taglines are tailored to custom fit when trying to appeal diverse audiences by delving into the application of illocutionary acts that impact brand identity and how they shape them with their use of language. Furthermore, this research will focus on the image building of brands and their long-term effects on reputation. Another gap that has been visible is that one or two industries have been chosen and analysed while several common ones like food chains, shoe brands, soaps/shampoos or banks have not been categorically touched whereas comparison between similar industries on a local and international level is deficient as well. The study would also fill the gap of the existing research on the application of illocutionary acts to identify the most dominantly used ones among the different national and international brands from the targeted companies of different industries for more valuable brand managing strategies.

It would use a pragmatic approach to analyse the brand taglines and offer details on how ethical considerations may be violated by misusing language intentionally to manipulate the consumers.

Research Questions

- Which illocutionary acts are present in the taglines of Pakistan brands to shape their cultural identity?
- How far the taglines of Pakistan brands are different from international brands in terms of illocutionary acts?

Research Methodology

This section of the research comprises type of methodology, research design, research data, data collection and analysis procedure. This research is qualitative in nature because it aids in exploring the quality and nature of the data under study (Zhang & Wildemuth, 2019). The research is based on the social constructivist ontology that talks about how people construct their own ideas to convey a message using specific terms, Baker (2023), suggesting that a social phenomenon like brand identity on a national or international scale is constructed on a social element which is shaped as a product of human interaction. The taglines created by brands are not natural; rather they are created with a specific social and cultural aspect in view to gain the maximum clientage. This research aligns with the pragmatic concept for the epistemological concept, focusing on the fact that each tagline comes from practical experience and analysis of the perception of consumers. This research focuses on the practical application where language is used as a tool to shape the identity of brands and persuade clients.

Research Data

The collection of data was done manually, through online sources including websites of brands, their advertisements, posters and social media pages through Facebook or Instagram

keeping in view the ethical considerations by obtaining desired information from openly accessible websites, social media pages, etc. The selection criteria were to ensure if it was a national brand of Pakistan, or an international brand used by the people in Pakistan which was done through purposive sampling.

Data Collection

Collection of data was obtained through secondary sources for qualitative research, such as the internet (social media pages and websites). The targeted five industries were to take a look at different brands on a broader scale and to avoid any sort of biases by selecting only a certain brand that may be used by a certain age group or gender. Some limitations occurred when identifying soaps and shampoo brands that come under the banner of Pakistan's local brands only, as several products used are owned by multinational companies and are an integral part of the market which made it difficult to identify if they were international or national. Triangulation of data through surveys or focus groups would have helped in diminishing any biases that may have occurred, but limited time kept the focus on contextual analysis only. Moreover, it was an effort to ensure the banks being targeted at an international level are international banks and not national banks of some other country, similarly brands from all other industries were chosen keeping in view their reach and client persuasion.

Data Analysis Procedure

Simple contextual analysis technique was applied by gathering the data and classifying it into tabular form according to its industry in columns of national and international brands. The data was then analysed according to its identified illocutionary act and subcategory. A word-to-word analysis was done to show the words inference of its meaning and purpose for the target audience for one national and one international brand in detail. Another table was formed for the

rest of the four brands in each category to briefly identify the illocutionary act along with its sub act. Moving on, a brief analysis was done identifying the dominant illocutionary act in the industry all over to see the frequency of what type of act is customary in a certain industry to convey the message by applying the illocutionary acts that shape their brand identity.

Data Analysis & Findings

Industry: Banks

Among the ten taglines analysed from banks, five were identified to be ‘commissives’ ‘promises’ with ‘directive’ and ‘assertive’ being divided among the remaining taglines after applying illocutionary acts on each. Providing support, service and a certain level of commitment for its clients has been seen as a pledge or promise visible in their taglines. This aligns with the core function of banks, which is to build trust and reliability with their clients. International banks have ensured that they make the market richer and more trustworthy for them on a global scale. The use of words in the taglines shows a pledge taken by the brand indirectly to create a sense of trust with their customers. They indicate that their clients will be provided the services that their tagline promises by keeping the client as a priority.

National Bank

Table 1

UBL Bank ‘Where You Come First’

Brand: UBL Bank	Tagline: Where you come First
Illocutionary Act	
Commissive	Sub Act
Commits of a future action – Implicitly promises customers as their priority	Promise - The tagline promises its users to take care of their consumers’ needs and well-being. The word ‘First’ shows that the company’s priority is the best service of its customers and to ensure their satisfaction.
Dominant Act	Commissive - Promise

Inference	It does not use the word ‘promise’ or ‘pledge’ yet it implies that the consumer is the top priority. Commitment is the core message to make sure the customers know why they should be their choice.
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The dominance of ‘commissives’ through promising, the use of vocabulary conveys its users to take care of their consumers’ needs and well-being. The word ‘*First*’ shows that the company’s priority is the best service of its customers and to ensure their satisfaction, in a way promising its customers to keep them at priority.

International Bank

Table 2

HSBC ‘Together We Thrive’

Brand: HSBC	Tagline: Together We Thrive
Illocutionary Act	
Directive	Sub Act
Derives the directive force by emphasizing to work together	Pledge - pledges that the customers and the bank go hand in hand inspiring to collaborate for work to make a positive impact in empowering each other. Emphasis on the word ‘together’ motivating to work collectively towards a common or shared goal.
Dominant Act	Directives - Pledge
Inference	Committing people to work in a united effort for a shared goal to get the best financial solutions and support required.

The speech act dominant is ‘directives’ and the tagline pledges that the customers and the bank go hand in hand inspiring to collaborate for work to make a positive impact in empowering each other. Emphasis on the word ‘together’ is motivating to work collectively towards a common or shared goal.

Both banks are keeping customers as a priority in their taglines and giving an impression of being their best choice, however, HSBC is ensuring to walk with the clients through their financial matters making the tagline stronger for clients all over the world irrespective of their origin to build a stronger trust bond especially for international clientage.

Speech Acts within taglines of National and International Banks

The illocutionary act applied on the selected 5 national and international banks include ‘commissives’ as the most dominant act. Providing support, service and a certain level of commitment for its clients has been seen as a pledge or promise visible in their taglines. This aligns with the core function of banks, which is to build trust and reliability with their clients. International brands making the market richer and more trustworthy for them on a global scale.

Industry: Shoe brands

The illocutionary act used on the selected 5 national and international shoe brands is ‘directives’ as the most dominant act. Persuasive techniques are dominant ensuring the use of the brand to take an action and influence the behaviour of the consumers to choose and use a certain brand to motivate and inspire. This is an effective technique to ensure that the consumer behaviour is targeted effectively. Six out of the chosen ten brands, when the taglines were analysed were identified to have used ‘directives’ while the rest were divided among ‘commissives’ and ‘assertives’. The directive illocutionary act was applied on the taglines to persuade the customers to keep their comfort as a priority which shows a genuine concern of the brand towards the consumer rather than to purchase from them only, this approach motivates the clients to choose from certain brands.

National Shoe Brand

Table 3

ECS ‘Buy One, Give One’

Brand: ECS	Tagline: Buy One, Give One
Illocutionary Act	
Directive	Sub Acts

Directive – motivating the customers to buy and add to drive their sales	Persuasion - Along with an emotional appeal, there is an act of a strong call to action to ask the customers to urge them to buy the product. The tagline is in two parts, the first part ‘buy one’ persuades and encourages the customer to make a purchase. While the second part ‘give one’ raises the feelings of empathy and generosity making an appeal to the customers to make a positive social impact.
Dominant Act	Directives – Persuasion
Inference	The tagline is basically applying persuasive language to convince the client to take an action highlighting the positive social impact of the company’s motivating function to improve sales.

Directive, persuasive illocutionary act is visible in this tagline. Along with an emotional appeal, there is an act of a strong call to action to ask the customers to urge them to buy the product. The tagline is in two parts; the first part ‘buy one’ persuades and encourages the customer to make a purchase. While the second part ‘give one’ raises the feelings of empathy and generosity making an appeal to the customers to make a positive social impact.

Table 4

Nike ‘Just Do It’

Brand: Nike	Tagline: Just do it
Illocutionary Act	
Directive	Sub Acts
Directive – It’s a direct command that is forcing its clients to take an action.	Persuasion – Based on just three words yet its persuading, ‘just’ is showing an urgency to take an action to without any hesitation or wait. ‘Do it;’ in itself is a strong and direct command to take an action without any further thoughts; a direct imperative.
Dominant Act	Directive - Persuasion
Inference	It persuades its users to take an action by motivating and inspiring them to overcome difficulties and achieve their goals. Overall, it’s a forceful command that is persuading its customers to push to their limits.

The tagline focuses on persuasive vocabulary with directives as the visible illocutionary act. Based on just three words yet its persuading, ‘just’ is showing an urgency to take an action to without any hesitation or wait. ‘Do it;’ is a strong and direct command to take an action without

any further thoughts; a direct imperative.

Not exactly a direct comparison between both brands as one is a brand that specialises in all kinds of shoes except running shoes, while the international brand focuses more on shoes based on sports and dance activities, however, the urgency shared in the tagline of Nike with the use of the word ‘just’ makes it seem more like an essential for life as health is important while the other is trying to make more of a social impact. Basing on that the national brand is preferred by locals on all occasions yet Nike is the essence when it comes to health or competition on an international scale.

Speech Acts within taglines of National and International Shoe Brands

The illocutionary act applied on the selected 5 national and international shoe brands is ‘directives’ as the most dominant act. Persuasive techniques are dominant ensuring the use of the brand to take an action and influence the behaviour of the consumers to choose and use a certain brand to motivate and inspire. This is an effective technique to ensure that the consumer behaviour is targeted effectively.

Industry: Food Chains

The illocutionary act employed on the selected 5 national and international food chains include ‘assertives’ as the most dominant act. These brands have the aim to entice their customers by persuading them to use the best choice in terms of quality and perfection, making promises of brand loyalty and encouraging them to take the desired action. They imply by motivating the clients through urgency and encouragement to choose their brand over others. The words used by them ensure freshness and quality to prove that they are conscious of their customer’s health thus influencing them to choose their brand over any other. Out of the ten chosen brands, four have chosen ‘assertives’ while the rest are divided among ‘directives’

commissives’ and ‘expressives’, thus using all sort of persuasive techniques from promising to suggesting has been visible when applying illocutionary acts.

National Food Chain

Table 5

Fri Chicks ‘When Moms Not Cooking’

Brand: Fri Chicks	Tagline: When Moms Not Cooking
Illocutionary Act	
Directive	Sub Act
Directive – a direction as a solution for the clients to choose the best alternate to homemade food	Persuasion – a clear statement serving the purpose of grabbing the attention. Persuading its clients to choose the best dining option when nothing is an option at home to eat, offering a perfect solution in the need of time.
Dominant Act	Directive - Persuasion
Inference	This tagline is persuading the customers to choose a healthy option and an alternate to home cooked food – especially when ‘mom’ is not able to cook at home.

Using directives by persuading the customers, a clear statement is serving the purpose of grabbing attention. The tagline is persuading its clients to choose the best dining option when nothing is an option at home to eat, offering a perfect solution in the need of time, a brand providing a catchy tagline for their valued customers.

International Food Chain

Table 6

Dunkin’ Donuts ‘America Runs on Dunkin’

Brand: Dunkin’ Donuts	Tagline: America Runs on Dunkin’
Illocutionary Act	
Assertive	Sub Act

Assertive – confidently making a claim to be the fuel for the nation.	Claim – it’s a bold claim that talks about the role of the brand within the culture of the country. The name of the country makes an impact of pride for the nation; while ‘runs on’ means that the whole country is fueled by it. ‘Dunkin’ is a word that is known worldwide and is trusted for its coffee and doughnuts because of being an essential part of the lives of coffee lovers.
Dominant Act	Assertive – Claim
Inference	This tagline implies that the nation is literally dependent upon the brand to energise them hence they are an integral part of the culture. Despite being a dominant brand, it is an icon at an international level and claiming to power up its customers.

Despite being an international brand, yet they carry the name of the country of origin with pride. Making an assertive claim it’s bold that their tagline talks about the role of the brand within the culture of the country. The name of the country makes an impact of pride for the nation; while ‘runs on’ means that the whole country is fuelled by it. ‘Dunkin’ is a word that is known worldwide and is trusted for its coffee and doughnuts because of being an essential part of the lives of coffee lovers.

Both brands share a catchy tagline, yet the exquisite taste has influenced people from other countries irrespective of their culture. Dunkin’ Donuts has rather influenced communities where tea is a more dominant part of the culture, but trends have changed with the arrival of DD hence making it a successful international brand.

Speech Acts within Taglines of National and International Food Chains

The illocutionary act applied on the selected 5 national and international food chains include ‘assertives’ as the most dominant act. These brands have the aim to entice their customers by persuading them to use the best choice in terms of quality and perfection, making promises of brand loyalty and encouraging them to take the desired action. They imply by motivating the clients through urgency and encouragement to choose their brand over others.

Industry: Makeup brands

The illocutionary act applied on the selected 5 national and international makeup brands include ‘directives’ as the most dominant act. The brands persuade their clients to choose their brands that would help them enhance their beauty hence targeting something that people are very conscious about to achieve their clientage. They focus on their individuality, confidence and beauty mainly. Five companies have preferred ‘directives’ to convince their customers by using language as a social phenomenon while the rest of the brands have used ‘commissives’, ‘assertives’ and ‘expressives’ in language to convince their clients to choose the best for their skin and not take any risks. The taglines persuade their clients by encouraging them to take a specific action. The action would lead them to help in enhancing their natural beauty, using motivational tagline for the clients to ensure brand loyalty.

National Makeup Brand

Table 7

Masarrat Misbah ‘Committed to Pure Beauty’

Brand: Masarrat Misbah	Tagline: Committed to pure beauty
Illocutionary Act	
Commissive	Sub Act
Commissive – claiming to commitment alongside making a serious pledge to provide the best	Promise – the word ‘committed’ itself gives a message of loyalty and dedication to provide the best of their product. ‘To’ points towards the path of the commitment; to augment beauty. ‘Pure beauty’ suggests a dedication towards enhancing natural beauty without any included product that would damage the skin.
Dominant Act	Commissive - promise
Inference	The brand implies the idea through words by promising that the use of their product would help in maintaining the clients beauty as their products are made from pure material and do not harm the skin.

Illocutionary act of commissives, promising through the word ‘committed’ in it gives a message of loyalty and dedication to provide the best of their product. The word ‘to’ in the

tagline can be inferred to point towards the path of commitment for beauty. ‘Pure beauty’ suggests a dedication towards enhancing natural beauty without any included product that would damage the skin.

International Makeup Brand

Table 8

Luscious ‘Unlock your Natural Beauty’

Brand: Luscious		Tagline: Unlock Your Natural Beauty
Illocutionary Act		
Directive	Sub Act	
Directive – this tagline encourages its clients to take a bold step to use their product to enhance their beauty.	Persuasive – persuading the clients to do something for themselves. ‘Unlock’ to uncover the potential of their natural beauty. ‘You’ makes it directly relevant as it is a possessive pronoun making the statement more personalised. ‘Natural beauty’ emphasises on the importance and authenticity of products that would enhance their beauty and not harm it in artificial way.	
Dominant Act	Directive - Persuasive	
Inference	This tagline actually persuading the clients by encouraging them to take a specific action. The action would lead them to help in enhancing their natural beauty, a motivational tagline for the clients.	

Identified as directive persuasive this tagline is using vocabulary to persuade the clients to do something for themselves. The word ‘Unlock’ uncovers the potential of their natural beauty. ‘You’ makes it directly relevant as it is a possessive pronoun making the statement more personalised. ‘Natural beauty’ emphasises on the importance and authenticity of products that would enhance their beauty and not harm it in artificial way.

Both brands have their brand loyalty and reach yet their use of specific vocabulary have made them dominantly a vital part of the life of all those who can afford them as both are considered high end brands. The vocabulary used by Luscious make it appealing to all as it promises to enhance beauty, the culture of Pakistan is dominantly more towards looking beautiful by enhancing it through make up products. Both brands use similar vocabulary where

one talks about ‘pure beauty’ and the other talks about ‘natural beauty’ making each popular on the same level with just the difference of availability on local and international scale.

Speech Acts within Taglines of National and International Makeup Brands

The illocutionary act applied on the selected 5 national and international makeup brand include ‘directives’ as the most dominant act. The brands persuade their clients to choose their brands that would help them enhance their beauty hence targeting something that people are very conscious about to achieve their clientage. They focus on their individuality, confidence and beauty mainly.

Industry: Soaps/shampoo

The illocutionary act applied on the selected 5 national and international soap/shampoo brands include ‘directives’ as the most dominant act. The brands use persuasive vocabulary and make an emotional appeal to identify individuality and to motivate their clients to use their brand. This helps in influencing the customers and increasing the loyalty for each brand. Five out of the chosen ten brands have used ‘directives’ in language to persuade the clients while the rest have used ‘commissives’ and ‘assertives’ when illocutionary acts were employed on them. Language used in the brand taglines is ensuring reliability and trustworthiness for their clients to gain customers.

National Soaps/Shampoos

Table 9

Dettol ‘Be 100% Sure’

Brand: Dettol	Tagline: Be 100% Sure
Illocutionary Act	
Directive	Sub Act
Directive: to choose this product	Persuasive – a direct command for the client to take a specific action to be sure of their choice. ‘Be’ is persuading the client to take an action

as it prevents against germs.	specifically. ‘100% sure’ refers to the reliability and trustworthiness that makes the specific brand totally reliable to get the required protection.
Dominant Act	Directive: persuasive
Inference	The company has used a strong tagline that is directing towards a call of action that would not leave any room for doubt. The consumers are persuaded to use this brand as it guarantees 100% safety and protection against germs and bacteria.

Using persuasive vocabulary in their tagline; a direct command for the client is visible to take a specific action to be sure of their choice. ‘Be’ is persuading the client to take an action specifically. ‘100% sure’ refers to the reliability and trustworthiness that makes the specific brand totally reliable to get the required protection.

International Soaps/Shampoo Brands

Table 10

Rexona ‘It Won’t Let You Down’

Brand: Rexona	Tagline: It Wont Let You Down
Illocutionary Act	
Commissive	Sub Act
Commissive: committing to a result that the client expects	Promise – the promise is visible in the tagline as a sentence to state that ‘it’ that is the product directly would provide the service it is supposed to. ‘Won’t let you down’ promises the reliability and dependability of the product by ensuring consistency to provide the required service.
Dominant Act	Commissive – promise
Inference	Committing to the products trusted services by promising loyalty and faith to rely on the services of the brand generating a bond of trust with the customers.

Using commissives, the tagline shares a promise that is visible in the vocabulary in the form of a sentence to state that ‘it’ is the product that would directly provide the service it is supposed to. ‘Won’t let you down’ promises the reliability and dependability of the product by ensuring consistency to provide the required service.

Both brands are leaving a lasting impact, yet culturally Dettol holds a bigger market in

Pakistan. Being a lesser developed country and having fewer facilities in rural areas specifically, it's a preference to keep them safe from germs. Rexona on the other hand has its own huge market worldwide but fails to make a similar impact; a different tagline might make its competitors run for competition.

Speech Acts within Taglines of National and International Soaps/Shampoo Brands

The illocutionary act applied on the selected 5 national and international soap/shampoo brands include 'directives' as the most dominant act. The brands use persuasive vocabulary and make an emotional appeal to identify individuality and to motivate their clients to use their brand. This helps in influencing the customers and increasing the loyalty for each brand.

Table 11

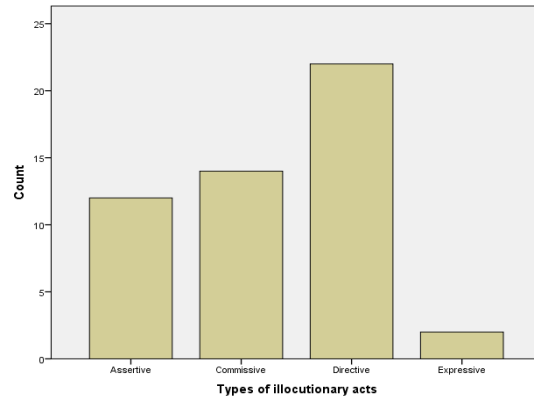
Frequency of Illocutionary Acts Used in Taglines

No.	Types of Illocutionary Acts	Number	Frequency (%)
1.	Assertive	12	24
2.	Commissive	14	28
3.	Directive	22	44
4.	Expressive	2	4
5.	Declarative	0	0
	Total	50	100

Note: This table shares the number of occurrences of each illocutionary act in the chosen 50 taglines along with a percentage.

Figure 1

Illocutionary Acts Results



Note: This figure shows the bar graph denoting the number of occurrences of each illocutionary act in the analysed taglines.

The dominant use of illocutionary acts is visible as the language used is depicting the application of vocabulary in assertive, commissive, directive or expressive tone. According to the results tabulated in table 1 depicted in a bar graph in figure 1 show that directives are the most common while commissives and assertives are jointly fulfilling the same task. Vocabulary based on promise, pledge, suggestion, persuasion, etc is used in taglines by brands to gain customer loyalty. The taglines are subtly touching the feelings of the users in a way that match their cultural norms making it attractive for the clients. Austin calls such sentences ‘imperatives’ as they are essential in creating a perception (Lawrence, 2006).

Findings

The current research focuses on similar types of illocutionary acts that are visible through analysis of vocabulary in a comparison between national and international brands from five different industries. The language used in the taglines was studied by applying the illocutionary acts and using an analytical approach based on directives, commissives, expressives, assertives, declaratory and the sub acts of persuasion, emotion, appeal, promise, pledge, claim, etc. On the whole, the dominance of words that define the illocutionary act within the taglines among the selected national and international brands is ‘directives’. These taglines are dominantly using

directive persuasive language to convince the clients. Comparing national and international brands, analysing on the basis of illocutionary acts directives: persuasive, motivating and suggestive vocabulary has played an important role to gain clientage from all over the world. Focus on catering people from different ethnic backgrounds; cultures make them more popular worldwide. On the other hand, the role of similar vocabulary but on a local level has been visible among the national brands in each industry. Persuasive and promising vocabulary for directives and commissives illocutionary acts has been seen as dominant among the national level brands. They have been employed to shape their identity and to target customer loyalty. The target approach by the local brands is based on the local public mentality of Pakistan to appreciate the products as customer credibility and trustworthiness of the brand takes its own vocabulary. Customer commitment and brand loyalty is more cultural since the people of Pakistan believe in words that are marked as a commitment for a longer period hence the brands use language that shows commitment as it increases transparency and authenticity.

Discussion

The purpose of language is not just to communicate with others; it can be used to convey a message as well. The theory of J.R. Searle was extended by J.L. Austin by classifying them into speech acts. These speech acts are basically five functions further divided into sub acts. This study analyses the use of vocabulary by applying illocutionary acts from speech acts on brand taglines to see which acts are dominantly used. Most brands make an impact through their use of vocabulary within their taglines, the perception of customers is a different approach, yet the hidden meaning is well conveyed by all the brands irrespective of their reach being national or international.

According to Kreidel (1998), Austin says that the intention of the speaker along with the

message that he wants to convey to the listener is what matters. 50 taglines from different online sources were collected for the intention. The results conclude that the most commonly used illocutionary act among all the analysed taglines is 'directives', mostly persuading its clients to use their product. Directives helps identify the fact how certain words show solidarity and blend with the cultural and regional requirements of their clients thus being famous worldwide. A few international shoe brands like Nike, Puma, Reebok and Adidas have used language in such a way in their taglines that they are not just catchy, but they also leave a lasting impact on its readers/listeners showing commitment. While certain brands of Pakistan ensure that they meet their cultural requirements by using words like 'when moms not cooking' a tagline of Fri Chicks a food chain liked by the locals as its customary in Pakistan that mothers cooks and father don't. Similarly certain makeup and soap/shampoo use the word 'beauty' and 'health' in their taglines as that's what people are majorly interested to enhance, while MAC catches the attention of 'all' ages, races and sexes as claimed by their tagline and are famous worldwide.

Huang (2007) believes that the general theory that brings all types of utterances to be a part of a conversation in any language, have been classified as implicit or explicit as they have a meaning of some sort. Other illocutionary acts have also been visible during the analysis but 'directives' has been found to be the most prevailing. Language use overall is visible and can be seen to be influential for its clients to leave an impact on people not just countrywide but also internationally. The perception of being misled due to the tagline remains intact as the product defined through the tagline is on a general scale and may differ from person to person as per their taste and usage, yet language is a factor that increases brand loyalty especially when different cultures are kept in mind while creation.

Conclusion

This study examines why language, and certain words make a difference in making taglines more impactful for the customers. It is also visible that the vocabulary used by Pakistan brands is as much powerful but only on a local scale while certain international brands have a tagline that serves all communities, and their target is visible through the vocabulary used in their tagline that it seems to be made for every individual from any part of the world. To increase the reach or make any brand international among the local brands, the target should be the use of correct vocabulary by keeping culture in mind as well.

The results have proved that the purpose of taglines is to see how language is used influentially. Directive vocabulary to persuade the clients has been employed commonly to share the services by brands on a national and international level. Cook (1996) claims that the purpose of any advertisement helps in persuading its addressee and every advertisement is based on the tagline of each brand as the short sentence leaves a lasting impact on multiple people. It has been seen among the analysed taglines that the words are persuading the users to think and use the product for best results.

The way consumers interpret brand taglines is directly linked to the intention of the promotional purpose of the intended meaning through their taglines. The language used in different taglines helps in identifying the effectiveness in shaping brand identity by applying illocutionary acts. This article has a limited approach by keeping in view only a few brands on a national and international level due to which the analysis of illocutionary acts maybe subjective only whereas the research understudy focuses on 5 different industries. This study recommends how business owners can invest a little more effort in the creation of a more powerful tagline to make a lasting impact.

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Appendix 1

Slogans

<u>National Brands</u>	<u>International Brands</u>
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Banks

<i>Sr. No</i>	<i>Name</i>	<i>Slogan</i>	<i>Name</i>	<i>Slogan</i>
1.	UBL Bank	Where You Come First	HSBC	Together, we thrive
2.	Bank Alfalah	The Way Forward	Citibank	Citi never sleeps
3.	Bank Al Habib	To make banking safe, simple and pleasant.	Bank of America	Better Money Habits
4.	Habib Bank Limited (HBL)	More than Just a Bank	Deutsche Bank	Driving People, Creating Possibilities
5.	Habib Metropolitan Bank	Making Life A Little Better	Standard Chartered	Here for good

<i>Sr. No</i>	<i>Name</i>	<i>Slogan</i>	<i>Name</i>	<i>Slogan</i>
1.	Bata	Every Step, Every Where	Nike	Just do it
2.	Service	Shoes for Everyone	Puma	Forever, Faster
3.	Borjan	Fashion Forward	Adidas	You Got This
4.	ECS	Buy One, Give One	Skechers	Lights, Comfort, Action
5.	Metro	More Shoes to Choose	Reebok	I am What I am

Food Chains

<i>Sr. No</i>	<i>Name</i>	<i>Slogan</i>	<i>Name</i>	<i>Slogan</i>
1.	Fri - Chicks	When Moms Not Cooking	Dunkin Donuts	America Runs on Dunkin
2.	OD Donuts	Hole-Istic Cravings	KFC	Finger Lickin' Good
3.	Daily Deli	The Burger Specialist	Mc Donalds	I'm Lovin' It
4.	Bundu Khan	A Taste of Our Own	Subway	Eat Fresh

5.	Kebabjees Fried Chicken	Fast, Fresh and Flavourful	Time Horton	Always Delicious
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Make Up Brands

<i>Sr. No</i>	<i>Name</i>	<i>Slogan</i>	<i>Name</i>	<i>Slogan</i>
1.	Masarrat Misbah	Committed to Pure Beauty	Luscious	Unlock Your Natural Beauty
2.	Rivaj	I Set My Own Rivaj	Maybelline	Maybe It's Maybelline
3.	BBA by Suleman	Have Best	NYX	Proudly Pro-You
4.	Zero Makeup	<i>Makeup For Real People</i>	L'Oréal	Because You Are Worth It
5.	Bling by Nadia Hussein	Be Bold, Be Beautiful, Be Bling	MAC	All ages, All races. All sexes.

Soap/Shampoo

<i>Sr. No</i>	<i>Name</i>	<i>Slogan</i>	<i>Name</i>	<i>Slogan</i>
1.	Dettol	Be 100% Sure	Rexona	It Wont Let You Down

2.	Capri	Nourishing Skin Naturally	Dove	Let's Change Beauty
3.	Safeguard	Soap For the Entire Family	Palmolive	Best Moisturising Feel Formula
4.	Sandal Soap	Cleanse, Nourish and Moisturise your Skin	Lux	My Beauty My Strength
5.	Meclay London	Transform your hair	Sunsilk	Because Life Cant Wait

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Appendix 2

Industry: Banks

National

Brand: UBL Bank	Tagline: Where you come First
Illocutionary Act	
Commissive	Sub Act
Commits of a future action – Implicitly promises customers as their priority	Promise - The tagline promises its users to take care of their consumers’ needs and well being. The word <i>‘First’</i> shows that the company’s priority is the best service of its customers and to ensure their satisfaction.
Dominant Act	Commissive - Promise
Inference	It does not use the word ‘promise’ or ‘pledge’ yet it implies that the consumer is the top priority. Commitment is the core message to make sure the customers know why they should be their choice.

International

Brand: HSBC	Tagline: Together We Thrive
Illocutionary Act	
Directive	Sub Act
Derives the directive force by	Pledge - pledges that the customers and the bank go hand in hand inspiring to collaborate for work to make a positive impact in

emphasizing to work together	empowering each other. Emphasis on the word ‘together’ motivating to work collectively towards a common or shared goal.
Dominant Act	Directives - Pledge
Inference	Committing people to work in a united effort for a shared goal to get the best financial solutions and support required.

National		International	
Brand Name	Tagline	Brand Name	Tagline
Bank Alfalah	The Way Forward	Citibank	Citi never sleeps
<i>Directive:</i> Suggestion – guiding its clients towards a particular direction.		<i>Assertive:</i> Declaration – ensuring availability of global services 24/7	
Bank Al Habib	To make banking safe, simple and pleasant.	Bank of America	Better Money Habits
<i>Commissive:</i> Promise – making a promise to their clients to provide them the best service.		<i>Directive:</i> Suggestion – suggesting how to improve financial habits	
Habib Bank Limited (HBL)	More than Just a Bank	Deutsche Bank	Driving People, Creating Possibilities
<i>Assertive:</i> Claim - Making a claim to provide the best services.		<i>Commissive:</i> Pledge - Creating opportunities to empower people individually	
Habib Metropolitan Bank	Making Life A Little Better	Standard Chartered	Here for good

Brand: ECS	Tagline: Buy One, Give One	
Illocutionary Act		
Directive	Sub Acts	
<i>Commissive: Promise – to make the life of their clients better with smooth services</i>	<i>Commissive: Pledge – making a long term commitment for the community and its clients</i>	

Dominant Feature among the taglines used by banks:

<u>National</u>	<u>International</u>
<p>Analysis: The illocutionary act applied on the selected 5 national and international banks include ‘commissives’ as the most dominant act. Providing support, service and a certain level of commitment for its clients has been seen as a pledge or promise visible in their taglines. This aligns with the core function of banks, which is to build trust and reliability with their clients. International brand making the market richer and more trustworthy for them on a global scale.</p>	

Industry: Shoe Brands

National

Directive – motivating the customers to buy and add to	Persuasion - Along with an emotional appeal, there is an act of a strong call to action to ask the customers to urge them to buy the product. The tagline is in two parts, the first part ‘buy one’ persuades and encourages the customer to make a purchase. While the second part ‘give one’ raises the feelings of
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drive their sales	empathy and generosity making an appeal to the customers to make a positive social impact.
Dominant Act	Directives – Persuasion
Inference	The tagline is basically applying persuasive language to convince the client to take an action highlighting the positive social impact of the company’s motivating function to improve sales.

International

Brand: Nike	Tagline: Just do it
Illocutionary Act	
Directive	Sub Acts
Directive – It’s a direct command that is forcing its clients to take an action.	Persuasion – Based on just three words yet its persuading, ‘just’ is showing an urgency to take an action to without any hesitation or wait. ‘Do it;’ in itself is a strong and direct command to take an action without any further thoughts; a direct imperative.
Dominant Act	Directive - Persuasion
Inference	It persuades its users to take an action by motivating and inspiring them to overcome difficulties and achieve their goals. Overall, it’s a forceful command that is persuading its customers to push to their limits.

National		International	
Brand Name	Tagline	Brand Name	Tagline
Bata	Every Step, Every Where	Puma	Forever, Faster
<i>Assertive:</i> Claim – making a claim to be able to offer shoes for all occasions.		<i>Commissive:</i> pledge – specific for athletes, the brand is pushing the users to always lead.	
Service	Shoes for Everyone	Adidas	You got this
<i>Commissive:</i> Promise – a commitment to provide shoes to a wide range of customers for all events.		<i>Directive:</i> motivation – empowering individuals by motivating them to strive hard to achieve their goals.	
Borjan	Fashion Forward	Skechers	Lights, Comfort, Action
<i>Directive:</i> suggestion – suggesting that they are the best brand to follow the latest trends.		<i>Directive:</i> persuasive – influencing their customers to keep their comfort at style as priority.	
Metro	More Shoes to Choose	Reebok	I am what I am
<i>Directive:</i> persuasive – persuading to explore the diverse range to choose from.		<i>Assertive:</i> declaration – encouraging individuality to embrace themselves and be genuine.	

Dominant Feature among the taglines used by banks:

<u>National</u>	<u>International</u>
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Analysis: The illocutionary act applied on the selected 5 national and international shoe brands is ‘directives’ as the most dominant act. Persuasive techniques are dominant ensuring the use of the brand to take an action and influence the behaviour of the consumers to choose and use a certain brand to motivate and inspire. This is an effective technique to ensure that the consumer behaviour is targeted effectively.

Industry: Food Chains

National

Brand: Fri Chicks	Tagline: When Moms Not Cooking
Illocutionary Act	
Directive	Sub Act
Directive – a direction as a solution for the clients to choose the best alternate to homemade food	Persuasion – a clear statement serving the purpose of grabbing the attention. Persuading its clients to choose the best dining option when nothing is an option at home to eat, offering a perfect solution in the need of time.
Dominant Act	Directive - Persuasion
Inference	This tagline is persuading the customers to choose a healthy option and an alternate to home cooked food – especially when ‘mom’ is not able to cook at home.

International

Brand: Dunkin’ Donuts	Tagline: America Runs on Dunkin
Illocutionary Act	
Assertive	Sub Act
Assertive – confidently making a claim to be the fuel for the nation.	Claim – it’s a bold claim that talks about the role of the brand within the culture of the country. The name of the country makes an impact of pride for the nation; while ‘runs on’ means that the whole country is fueled by it. ‘Dunkin’ is a word that is known worldwide and is trusted for its coffee and doughnuts because of being an essential part of the lives of coffee lovers.
Dominant Act	Assertive - Claim
Inference	This tagline implies that the nation is literally dependent upon the brand to energise them hence they are an integral part of the culture. Despite being a dominant brand, it is an icon at an international level and claiming to power up its customers.

National		International	
Brand Name	Tagline	Brand Name	Tagline
OD Donuts	Hole-Istic Cravings	KFC	Finger Lickin’ Good
<i>Directive:</i> persuasion – persuading the clients to use their doughnuts to satiate their cravings to eat doughnuts.		<i>Assertive:</i> claim – claiming that the food is so yummy that it would make the consumers lick their fingers	
Daily Deli	The Burger Specialist	Mc Donalds	I’m Lovin’ It

<p><i>Assertive:</i> claim – claiming to be the ultimate choice for burger lovers as they provide the best</p>		<p><i>Expressive:</i> emotion – expressing the emotion that the consumers have made the right choice</p>	
<p>Bundu Khan</p>	<p>A Taste of Our Own</p>	<p>Subway</p>	<p>Eat Fresh</p>
<p>Commissive: promise – promising to provide the authentic experience of quality food</p>		<p><i>Directive:</i> suggestion – implying that they serve fresh and claiming that their products should be consumed as they produce fresh food.</p>	
<p>Kebabjees Fried Chicken</p>	<p>Fast, Fresh and Flavourful</p>	<p>Time Horton</p>	<p>Always Delicious</p>
<p><i>Assertive:</i> claim – claiming to provide the best taste that is full of flavor, fresh and doesn't take much time to be served</p>		<p>Commissive: Promise – promising to provide good quality food that is tasty.</p>	

Dominant Feature among the taglines used by food chains:

<u>National</u>	<u>International</u>
<p>Analysis: The illocutionary act applied on the selected 5 national and international food chains include 'assertives' as the most dominant act. These brands have the aim to entice their customers by persuading them to use the best choice in terms of quality and perfection, making promises of brand loyalty and encouraging them to take the desired action. They imply by motivating the clients through urgency and encouragement to choose their brand over others.</p>	

Industry: Makeup Brands

National

Brand: Masarrat Misbah	Tagline: Committed to pure beauty
Illocutionary Act	
Commissive	Sub Act
Commissive – claiming to commitment alongside making a serious pledge to provide the best	Promise – the word ‘committed’ itself gives a message of loyalty and dedication to provide the best of their product. ‘To’ points towards the path of the commitment; to augment beauty. ‘Pure beauty’ suggests a dedication towards enhancing natural beauty without any included product that would damage the skin.
Dominant Act	Commissive - promise
Inference	The brand implies the idea through words by promising that the use of their product would help in maintaining the clients beauty as their products are made from pure material and do not harm the skin.

International

Brand: Luscious	Tagline: Unlock Your Natural Beauty
Illocutionary Act	
Directive	Sub Act

Directive – this tagline encourages its clients to take a bold step to use their product to enhance their beauty.	Persuasive – persuading the clients to do something for themselves. ‘Unlock’ to uncover the potential of their natural beauty. ‘You’ makes it directly relevant as it is a possessive pronoun making the statement more personalised. ‘Natural beauty’ emphasises on the importance and authenticity of products that would enhance their beauty and not harm it in artificial way.
Dominant Act	Directive - Persuasive
Inference	This tagline actually persuading the clients by encouraging them to take a specific action. The action would lead them to help in enhancing their natural beauty, a motivational tagline for the clients.

National		International	
Brand Name	Tagline	Brand Name	Tagline
Rivaj	I Set My Own Rivaj	Maybelline	Maybe It’s Maybelline
<i>Directive:</i> persuasive – persuading the user to break the norms and set their own trends		<i>Expressive:</i> humor – using humor to say that the use of this brand can bring a dramatic transformation by enhancing beauty	
BBA by Suleman	Have Best	NYX	Proudly Pro-You
<i>Directive:</i> persuasive – persuading the clients to use their products as they are the best		<i>Directive:</i> persuasion – persuading the clients to be proud of themselves, promoting self love.	

Zero Makeup	<i>Makeup For Real People</i>	L'Oréal	Because You Are Worth It
<i>Assertive</i> : claim – claiming that the products are for everyone for everyday wear and not just for professionals like models, etc		<i>Commissive</i> : promise – promising the amazing results of the products suggesting its importance by emphasizing on self worth.	
Bling by Nadia Hussein	Be Bold, Be Beautiful, Be Bling	MAC	All ages, All races. All sexes.
<i>Directive</i> : persuasion – persuading their clients to embrace their beauty boldly and be confident by using their products.		<i>Assertive</i> : claim – claiming inclusivity and diversity to cater everyone regardless of their age, race, or gender.	

Dominant Feature among the taglines used by makeup brands:

<u>National</u>	<u>International</u>
<p>Analysis: The illocutionary act applied on the selected 5 national and international makeup brand include 'directives' as the most dominant act. The brands persuade their clients to choose their brands that would help them enhance their beauty hence targeting something that people are very conscious about to achieve their clientage. They focus on their individuality, confidence and beauty mainly.</p>	

Industry: Soap/shampoo

National

Brand: Dettol	Tagline: Be 100% Sure
Illocutionary Act	

Directive	Sub Act
Directive: to choose this product as it prevents against germs.	Persuasive – a direct command for the client to take a specific action to be sure of their choice. ‘Be’ is persuading the client to take an action specifically. ‘100% sure’ refers to the reliability and trustworthiness that makes the specific brand totally reliable to get the required protection.
Dominant Act	Directive: persuasive
Inference	The company has used a strong tagline that is directing towards a call of action that would not leave any room for doubt. The consumers are persuaded to use this brand as it guarantees 100% safety and protection against germs and bacteria.

International

Brand: Rexona	Tagline: It Wont Let You Down
Illocutionary Act	
Commissive	Sub Act
Commissive: committing to a result that the client expects	Promise – the promise is visible in the tagline as a sentence to state that ‘it’ that is the product directly would provide the service it is supposed to. ‘Won’t let you down’ promises the reliability and dependability of the product by ensuring consistency to provide the required service.
Dominant Act	Commissive – promise

Inference	Committing to the products trusted services by promising loyalty and faith to rely on the services of the brand generating a bond of trust with the customers.
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National		International	
Brand Name	Tagline	Brand Name	Tagline
Capri	Nourishing Skin Naturally	Dove	Let's Change Beauty
<i>Commissive:</i> promise – promising to provide sustenance to the skin naturally as they use quality ingredients.		<i>Directive:</i> persuasive – encouraging the users to challenge the traditional beauty standards, making a call to redefine beauty standards.	
Safeguard	Soap For the Entire Family	Palmolive	Best Moisturising Feel Formula
<i>Assertive:</i> claim – claiming that one soap would be useful for all family members and separate requirements would be fulfilled by it alone.		<i>Assertive:</i> claim – claiming to moisturise skin and provide nourishment with the best formula	
Sandal Soap	Cleanse, Nourish and Moisturise your Skin	Lux	My Beauty My Strength
<i>Commissive:</i> promise – promises to hydrate, nourish and clean the skin in the best possible way		<i>Directive:</i> persuasive – persuading the consumers to embrace their beauty as a strength and be confident about it.	

Meclay London	Transform your hair	Sunsilk	Because Life Cant Wait
<i>Directive:</i> persuasive – promising to enhance hair health and expect a hair transformation.		<i>Directive:</i> persuasive – persuading the users to use the brand and look better now as life will treat the user better by helping in achieving the goals and dreams.	

Dominant Feature among the taglines used by soap/shampoo brands:

<u>National</u>	<u>International</u>
<p>Analysis: The illocutionary act applied on the selected 5 national and international soap/shampoo brands include ‘directives’ as the most dominant act. The brands use persuasive vocabulary and make an emotional appeal to identify individuality and to motivate their clients to use their brand. This helps in influencing the customers and increasing the loyalty for each brand.</p>	