

## A SYNTACTIC ANALYSIS OF PAKISTANI CLOTHING BRAND SLOGANS

**Aimun Zaka,**

MPhil (Applied Linguistics) Scholar, Kinnaird College for Women, Lahore

[aamitarar786@gmail.com](mailto:aamitarar786@gmail.com)

**Zainab Noor,**

COMSATS University Islamabad, Islamabad Campus

[alaia.khaan@gmail.com](mailto:alaia.khaan@gmail.com)

**Kenza Rifat,**

COMSATS University Islamabad, Islamabad Campus

[kinzarifat73@gmail.com](mailto:kinzarifat73@gmail.com)

### Abstract

*The rise of social media has transformed advertising and introduced new challenges in creating productive slogans. These slogans play a key role in attaining consumer attention and promoting brands. A significant number of studies have explained various aspects of advertising, but limited research has focused on the syntactic patterns that enhance a slogan's effectiveness. Therefore, a qualitative research approach was applied, using Noam Chomsky's Generative Grammar. This study aims to examine the common syntactic patterns used in Pakistani clothing brand slogans and their impact on consumer engagement and promotion. The slogans of brands like Khaadi, Gul Ahmed, and Bareeze are syntactically and thematically analyzed. The findings show that simple and clear syntactic patterns, such as nouns, phrases, gerunds, and prepositional phrases, increase the slogan's memorability and appeal to the customers. These structures successfully communicate the themes of creativity, cultural blending, and comfort that appeal to the customers.*

**Key words:** *Pakistani Brands, Slogans, Syntactic patterns, Social media*

### Introduction

Between the producer of the advertisement and the user, the advertisement is a form of communication. It makes the language crucial that is used in advertising. Leech (1966) demonstrates the language of promotion as 'loaded language'. The profile rules such as concentration value, readability, memory, and selling ability. Advertisements show the prominent strategy of slogans for the advertisement of their products in the market. Such catchwords should be powerful, short, salient, and catchy phrases. They can be used as a precise but captivating language to bring the attention of people and to put a lasting impact on others.

In today's ruthless online marketplace, the power of a fastidious advertising slogan cannot be ignored. Advertising motifs are precisely shaped to resonate with users. The syntactic structure of users plays a necessary role in this process. Slogans are demonstrated as a brand's informal positioning, seizing its life and values in a few catchy words. They are necessary for casting a long-lasting impact. They perform their role in differentiating brands from their competitors and maintaining the logo fidelity.

Useful logos apprehend attention, promote emotions, and give attention to users' actions. They often become synonymous with the brand itself. They play a compulsory role in brand recall and distinction. To know the effectiveness of the motives, this research demonstrates many syntactic characteristics. It regulates how these elements participate in the value of the slogans. This study provides insights into the linguistic strategies by observing slogans from Pakistani clothing brands. It is employed in a particular cultural and advertising substructure. This study also draws on Noam Chomsky's (1957) Generative Grammar Theory. It gives a structure for knowing how different syntactic elements work together to produce meaning and usefulness in advertising language. The findings point out the effectiveness of present advertising techniques. They also provide practical guidance for generating more impactful and powerful slogans in the hypothetical future.

### Problem statement

The usefulness of advertising slogans on social media is impacted by different external factors, including their syntactic structure is also included. Regardless, there is little research that inscription the syntactic designs of these slogans. It also demonstrates their impact on users' interaction and recollection. However, the present study focuses on examining the influence of syntactic patterns of such commercial slogans on shopper interaction and recollection.

### Research Questions

1. What are the most common syntactic structures used in social media advertising slogans?
2. How can different syntactic patterns influence the usefulness of commercial slogans in terms of customer involvement and recollection?

### Objectives

1. To recognise the common syntactic structures that occur in social media advertising motifs.
2. To examine the influence of different syntactic structures on the usefulness of advertising slogans in terms of shopper interaction and recollection.

### Significance of the Study

The discoveries of this study can be applied directly to professionals in advertisements and managers of brands. It can make the campaigns of social media more affective. Brands can create new slogans by using the already identified sentence patterns. These slogans will not only catchy but also they can build a good connection to their audience.

### Literature Review

Advertising slogans are described as "short phrases or expressions, constructed and utilized in marketing, to build or reinforce an image or identity" (O'Guinn et al., 2011, P.1). They help as a rhetorical tool to express attention and transfer essential messages relating to a brand or product. The method these slogans are constructed can significantly affect their ability to grab consumers and their memorability.

Advertising slogans are created to be imaginative and convincing, often utilizing particular syntactic structures to gain these effects. Research has shown that imperative sentences, noun phrases, and verb phrases often emerge in advertising slogans (Leech, 1966; Cook, 1992). These structures support crafting a direct and captivating message that connects with consumers. For example, imperative sentences such as "Just Do It" (Nike) encourage action, whereas noun phrases like "The Ultimate Driving Machine" (BMW) emphasize essential characteristics of the brand.

A recent study has further examined the syntactic patterns found in advertising slogans across various cultures and languages. For example, a research study conducted by Tanaka (2020) examined Japanese advertising slogans and found that the constant use of parallelism and rhetorical questions served as significant syntactic features that increased consumer recall and engagement. Correspondingly, Zhang and Mao (2021) emphasized the power of concise and rhythmic syntactic forms in Chinese advertising slogans. Moreover, Abed and Dakhil (2021) investigated how captivating, clever, and imaginative slogans in English, Arabic, and Russian advertisements, especially within the tourism industry, offer valuable insights for global marketing strategies.

Additionally, a recent investigation by Putri (2022) analyzed the syntactic categories found in automotive advertisement slogans, highlighting the prevalent use of noun phrases and imperative constructions. In another analysis by Fadlila (2023), the syntactic structures in English advertising slogans were explored, revealing that declarative sentences were the most

frequently used, emphasizing the significance of simplicity and clarity in successful advertising.

Noam Chomsky's Generative Grammar Theory provides a strong foundation for exploring the syntactic structures of language. As stated by Chomsky (1957), the ability to create and understand sentences relies on an inherent collection of grammatical principles and rules that are common across all human languages. This theory has been extensively implemented in linguistic studies to explore the syntactic structures of different kinds of texts, such as advertising slogans.

Generative Grammar Theory enables researchers to methodically explore the construction of syntactic structures and their function in conveying meaning and persuading audiences. For instance, research conducted by Smith (2019) used Chomsky's theory to explore the syntactic structures of political slogans and discovered that employing straightforward and repetitive formats was effective in improving message retention and persuasion.

The syntactic arrangement of advertising slogans can greatly influence consumer actions, such as engagement and memory. Studies have shown that specific syntactic structures are effective at grabbing consumer attention and improving message retention. For example, research conducted by Lee and Thorson (2008) discovered that slogans with parallel structures and rhythmic patterns were more memorable and convincing than those with complex syntactic arrangements.

In the framework of social media advertising, the influence of syntactic structures on consumer engagement has considerably increased. Research conducted by Kim and Ko (2012) explored the impact of advertising slogans on social media and discovered that brief and direct syntactic forms were more successful in engaging consumers and fostering interaction. This is especially relevant for Pakistani clothing brands, as social media has a significant impact on marketing and engaging with consumers.

Although existing research offers valuable understanding of the syntactic structures and effectiveness of advertising slogans, a noticeable gap exists in the literature regarding the syntactic investigation of advertising slogans utilized by Pakistani clothing brands on social media. This research aims to address this gap by analyzing the syntactic patterns of slogans from Pakistani clothing brands and their influence on consumer recall and engagement.

## Methodology

The current study adopts a qualitative research approach to analyze the syntactic patterns of Pakistani clothing brand taglines used on social media platforms. The qualitative method provides a thorough understanding of the syntactic structures and their impact on consumers' engagement with the brand. The theoretical framework for this study is grounded in Noam Chomsky's (1957) Generative Grammar Theory, which provides a strong foundation for analyzing the syntactic structures of language. Generative Grammar Theory shows the ability to generate and understand sentences that are based on an inherent set of grammatical rules and principles shared by all human languages. This theory is particularly relevant for examining the syntactic patterns in advertising slogans, as it allows for a systematic analysis of how these patterns are formed and how they function to convey meaning and convince audiences.

## Data Collection

The study focuses on a purposive sample of advertising slogans from prominent Pakistani clothing brands, including:

**Khaadi:** Weaving Culture into Fashion

**Gul Ahmed:** Ideas for Life

**Bareeze:** Where fashion meets comfort

The slogans are collected from the official Instagram pages and websites of the selected brands. Additional data may be gathered from their websites and online advertisements. The gathered slogans are analyzed using Chomsky's Generative Grammar Theory. This involves the identification of the syntactic structures used in each slogan. The categorization of the slogans based on common syntactic patterns (e.g., imperative sentences, noun phrases, verb phrases) is also a feature of the current study.

A thematic analysis is also conducted to understand how these syntactic patterns contribute to the effectiveness of the slogans. It also included the analysis of different syntactic structures that influence the perceived effectiveness of the slogans.

### **Ethical Considerations**

The data of this study is publicly available on social media platforms. So, informed consent is not required. However, ethical guidelines for using publicly available data are strictly followed. The study ensures that the data is used solely for academic purposes and that the privacy of the brands and their consumers is respected.

### **Limitations of the Study**

The research is limited to clothing brands of Pakistan and may not be universal to other industries or areas. The analysis is established on a qualitative approach, which may be subjective and affected by the interpretations of the researcher.

## **Data Analysis and Findings**

### **1. Gul Ahmed: Ideas for Life**

#### ***Syntactic Analysis***

The structure of the Pakistani brand's slogan is a simple noun phrase. It contains the brand name "Gul Ahmed" followed by a colon and the phrase "Ideas for Life."

"Ideas" is a plural count noun that acts as the head of the phrase, while "for Life" is a prepositional phrase that transforms the noun. It defines the purpose or designed domain of the ideas.

According to the X-bar theory, it is said that the head noun (N) "Ideas" determines a complement in the form of a PP ("for Life"), making an N-bar (N'). This N' can be further extended to form a full noun phrase (NP).

#### **Syntactic pattern**

**Noun Phrase (NP):** The main syntactic formation of the slogan is a noun phrase. The noun phrase "Ideas for Life" consists of a head noun "Ideas" and a prepositional phrase "for Life" that transforms the noun.

**Head Noun:** "Ideas" assists as the head noun of the phrase, which is the central element around which the rest of the phrase is established.

**Prepositional Phrase (PP):** "for Life" works as a prepositional phrase transforming the head noun "Ideas." The preposition "for" connects the noun "Ideas" to the noun "Life," which shows the purpose or duration.

**Colon Usage:** The colon after "Gul Ahmed" introduces the slogan, making a pause that highlights the brand name before introducing the main message. This punctuation is used in separating the brand identity from the slogan, making both elements well-known.

The syntactic structure of the slogan is straightforward yet productive. The use of a noun phrase with a prepositional modifier confirms the clarity and conciseness, making the slogan easy to recognize and remember. The pattern also allows for a rhythmic flow, emphasizing its memorability.

#### ***Thematic Analysis***

A slogan can be expressed by multiple themes. The themes of this slogan are as follows:

**Innovation and Creativity:** The word "Ideas" is linked with creativity, revolution, and new thoughts. This theme is designed for consumers who are seeking fresh and unique products. It places Gul Ahmed as a brand that is forward-thinking and constantly evolving.

**Longevity and Value:** The phrase "for Life" proposes that the products are not only creative but also enduring. It forwards a message of lasting value, indicating that the products will remain apposite and useful over a long duration. This theme appeals to consumers who value quality and stability in their purchases.

**Consumer Engagement and Recall:**

The slogan attracts consumers by promising both transformation and lasting value. It appeals to the demand for new, creative products while also comforting consumers of the long-term benefits of their purchase. This dual interest can captivate a wide range of consumers, from those desiring the latest trends to those seeking reliable, high-quality products.

The slogan is easy to recall due to its simplicity and positive implications. Words like "Ideas" and "Life" are well-known and carry positive meanings, which are used in making a long-lasting impression. The alliteration in "Ideas for Life" also introduces a rhythmic quality that improves memorability.

These syntactic and thematic factors in the slogan "Gul Ahmed: Ideas for Life" effectively win the attention of consumers. It transfers a message of innovation and lasting value, and convinces the audience to identify the brand with creativity and endurance. This emphasizes how the structure and themes of the slogan work together to attract consumers and intensify brand recall.

## 2. Khaadi: Weaving Culture into Fashion

### *Syntactic Analysis*

The slogan is a clear noun phrase consisting of the brand name "Khaadi" followed by a colon and the phrase "Weaving Culture into Fashion."

### **Syntactic Pattern**

**Noun Phrase (NP):** The major syntactic pattern of the slogan is a noun phrase. The noun phrase "Weaving Culture into Fashion" is comprised of a gerund "Weaving" and two noun phrases "Culture" and "Fashion" linked by the preposition "into."

**Gerund:** "Weaving" serves as the gerund, which works as the head of the phrase. It highlights an ongoing action.

**Prepositional Phrase (PP):** "into Fashion" acts as a prepositional phrase transforming the gerund "Weaving." The preposition "into" connects the noun "Culture" to the noun "Fashion," showing transformation.

**Colon Usage:** The colon after "Khaadi" presents the slogan and creates a pause that highlights the brand name before introducing the key message. This punctuation choice helps in separating the brand name from the slogan, making both elements prominent.

The slogan's syntactic structure is simple yet meaningful. The work of a gerund paired with a prepositional phrase guarantees simplicity and brevity. It makes the slogan both easy to understand and memorable.

### *Thematic Analysis*

The thematic analysis of the brand's slogan is given below:

**Cultural Heritage and Fashion:** The word "Culture" is linked with heritage, tradition, and identity. This theme appeals to consumers who value cultural reliability and heritage in their fashion choices. Generally, consumers try to attach to their traditions. So, it is a value-purchasing brand for such consumers. It stands for Khaadi as a brand that unites the cultural elements into a modern style.

**Transformation and Integration:** The phrase "Weaving Culture into Fashion" suggests a flawless combination of cultural heritage with modern fashion. It gives a message of



modification and integration. It indicates that Khaadi's products are a blend of tradition and modernity. This theme appeals to consumers who appreciate modern designs that respect cultural roots.

### **Consumer Engagement and Recall:**

The slogan represents consumer interest by highlighting the combination of cultural heritage and fashion. It resonates with individuals who want clothing that incorporates their cultural roots while being popular and contemporary. This dual demand can attract a diversified audience, from those who value traditional designs to those who request modern fashion with a cultural spirit.

The simplicity of the slogan makes it remarkable. Words like "Weaving," "Culture," and "Fashion" are familiar and have positive implication, which helps in leaving an enduring impression. The use of the gerund "Weaving" adds an active component that improves recall. The slogan "Khaadi: Weaving Culture into Fashion" productively draws attention, communicates a message of cultural mixture and modern style, and encourages the audience to link the brand with both tradition and innovation.

### **3. Bareeze: Where fashion meets comfort**

#### ***Syntactic Analysis***

The slogan is a straightforward phrase that contains the brand name "Bareeze" followed by a colon and the phrase "Where fashion meets comfort."

#### **Syntactic Pattern**

**Noun Phrase (NP):** The main pattern of the slogan is a noun phrase. The phrase "Where fashion meets comfort" involves the main noun "fashion" and a relative clause "Where ... meets comfort" that includes more detail.

**Head Noun:** "Fashion" is the main noun throughout which the rest of the phrase is built.

**Relative Clause (RC):** "Where fashion meets comfort" works as a relative clause, starting with the word "Where," which includes more information about "fashion."

**Colon Usage:** The colon after "Bareeze" presents the slogan, making a pause that emphasizes the brand name before introducing the main message. This punctuation is used to separate the brand name from the slogan, making both parts prominent.

The structure is clear and captivating. Using a noun phrase with a relative clause makes the slogan easy to grasp and remember.

#### ***Thematic Analysis***

**Style and Comfort:** The phrase "Where fashion meets comfort" indicates that Bareeze offers clothing that is both elegant and comfortable. This theme attracts people who want to look good and feel pleasant at the same time.

**Balance and Harmony:** The idea of fashion meeting comfort indicates a balance between looking good and feeling good. It indicates that Bareeze products are designed to offer both grace and comfort, appealing to those who value both appearances in their clothing.

### **Consumer Engagement and Recall:**

The slogan attracts consumers by promising fashion that is both elegant and pleasant. It indicates to those who want clothing that looks good and feels good. This dual proposal can attract a wide range of consumers, from those looking for modern fashion to those seeking pleasant everyday wear.

The slogan is easy to recall because it is simple and has positive connections. Words like "fashion" and "comfort" are recognizable and have positive meanings, helping to create an enduring impression. The phrase "Where fashion meets comfort" is impressive and refines memory.

The slogan “Bareeze: Where fashion meets comfort” captures attention, imparts style and comfort, and connects the brand with grace and comfort. This shows how its pattern and themes grab consumers and enhance memory.

The analysis of Pakistani clothing brands' slogans on social media divulges many ordinary syntactic patterns. For Example, "Ideas for Life" from Gul Ahmed's slogan engages a common noun phrase structure, with "Ideas" as the head of the noun phrase and "for Life" as a prepositional phrase, adjusting it. This uncomplicated construction, intensified by the use of a colon, confirms the intelligibility and compactness. It makes the slogans easy to learn and understand. Correspondingly, the slogans of the Khaadi brand "Weaving Culture into Fashion". It uses a noun phrase with a gerund "Weaving" as the head. It also uses a prepositional phrase, "into Fashion," that shows transformation. Here, the use of a colon focuses on the name of the brand before presenting its vital message. The slogan of Bareeze, "Where Fashion Meets Comfort", accompanies a similar pattern, with a noun phrase structure and a relative clause adding description. These syntactic points are distinguished by simplicity and coherence. It also contributes to attaining the attention of the consumer.

The effectiveness of advertising slogans is impacted by different syntactic structures in terms of the intelligibility and compactness of users. The slogan of Gul Ahmed engages consumers with its metrical and memorable quality. It promises the reorganization and its enduring values. It appeals to a huge audience. The words "Ideas" and "Life" enhance the simplicity and positive flavor of it. The slogan of Khaadi focuses on the combination of cultural heritage with modern fashion. It respects the consumers' feelings, who value both tradition and modern style. The presence of a gerund and the transformative preposition "into" builds on dynamic elements which make the slogan unforgettable. The slogan of Bareeze spotlights the balance between grace and alleviation. It brings consumers who want both elegance and ease in their clothing. The directness of the slogan leaves an enduring impact on the user, such as "fashion" and "comfort". Comprehensively, the strategic use of these syntactic structures plays an important role in promoting brand recall and enhancing customer affiancing.

### **Future Recommendations**

Future research could explore the impact of visual elements to determine how imagery and text together impact the attention of the consumer. It can be done by combining it with syntactic structures in commercial slogans. Considering the responses of consumers to syntactic variations in slogans through experimental studies. It can help in the identification of some particular structures that are more effective. From different demographic groups, it creates strong shopper interaction and recollection by using slogans.

### **Conclusion**

In conclusion, the recent study points out the significance of syntactic patterns by formulating the effectiveness of advertising slogans. Similar structures, such as gerunds, noun phrases, and prepositional phrases, are incorporated with strategic punctuation like colons. It identifies the specification and recollection. These syntactic patterns not only attract the attention of customers but also improve the interaction and recollection. It conveys the themes of novelty, cultural mix-up, and the maintenance between style and ease. The usefulness of these slogans depends upon their ability to align with vast customer preferences. It ultimately cast a strong brand recognition and lasting consumer bond.

### **References**

1. Abed, A. N., & Dakhil, T. A. (2021). A linguistic analysis of commercial airline pilot reports. *Multicultural Education*, 7(10), 1034-518.

2. Chomsky, N. (1957). Syntactic Structures. Mouton.
3. Cook, G. (1992). The Discourse of Advertising. Routledge.
4. Fadillah, A. (2023). Syntactic patterns in slogans advertising. *Journal of Applied Linguistics Applied Literature* 40(3), 309. <https://doi.org/10.2307/3120908>
5. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
6. Lee, M., & Thorson, E. (2008). The impact of headline-structure on the effectiveness of print advertisements. *Journal of Advertising Research*, 48(3), 356-370.
7. Leech, G. N. (1966). English in Advertising: A Linguistic Study of Advertising in Great Britain. Longmans.
8. O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (2011). Advertising and integrated brand promotion (6th ed.). South-Western Cengage Learning.
9. Putri, A. R. A. (2020). The analysis of syntactic category in automotive advertisement English slogans. *Linguistics and Culture Review*, 1(1), 174-189. <https://doi.org/10.21744/lingcure.v4n1a13>
10. Smith, J. (2019). The syntactic patterns of political slogans: A generative grammar approach. *Journal of Linguistic Studies*, 45(2), 123-140.
11. Tanaka, K. (2020). Syntactic features of Japanese advertising slogans: A linguistic analysis. *Asian Journal of Communication*, 30(4), 456-470.
12. Zhang, Y., & Mao, J. (2021). The effectiveness of syntactic structures in Chinese advertising slogans. *Journal of Asian Linguistics*, 12(3), 234-250.