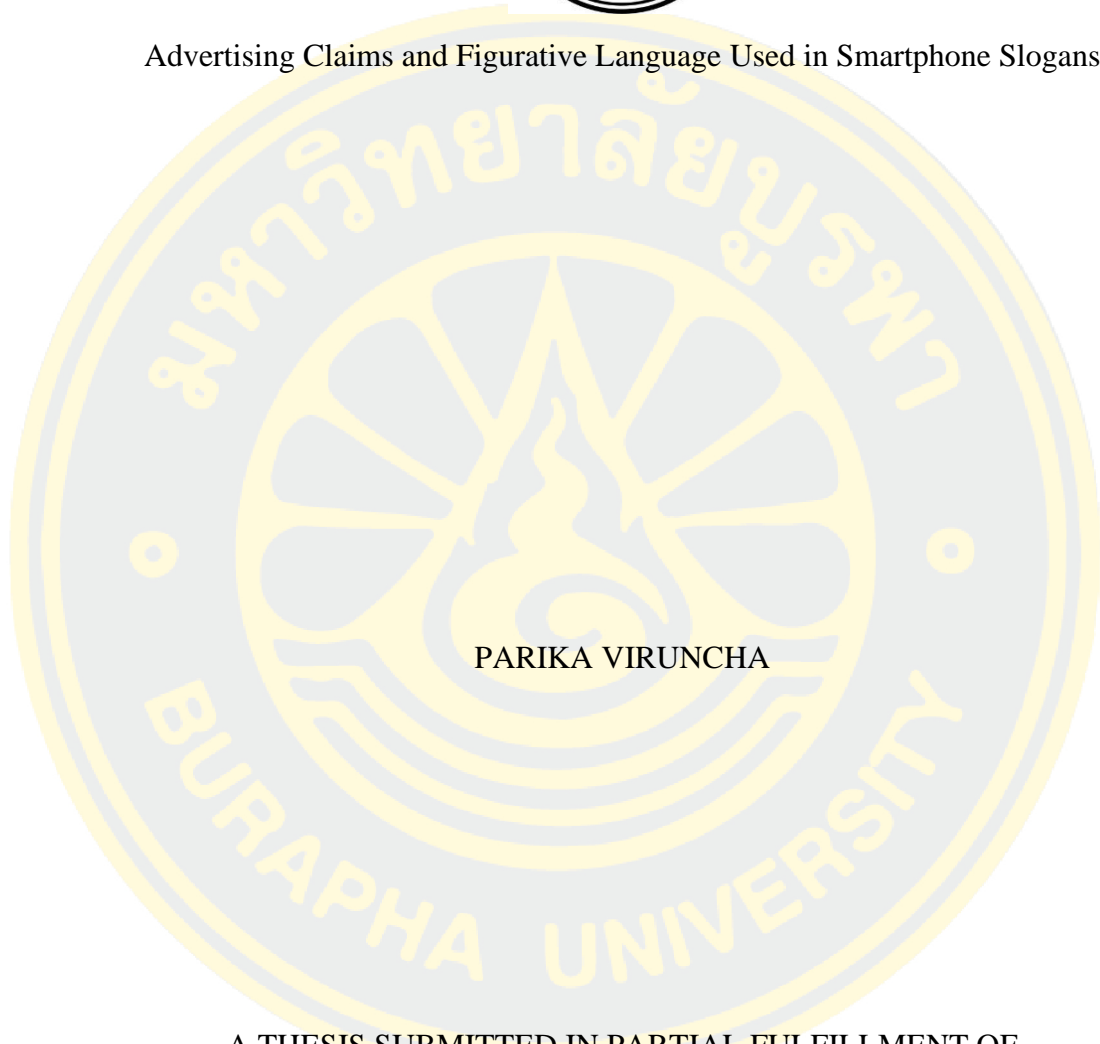




Advertising Claims and Figurative Language Used in Smartphone Slogans



PARIKA VIRUNCHA

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR MASTER DEGREE OF ARTS  
IN ENGLISH FOR COMMUNICATION  
FACULTY OF HUMANITIES AND SOCIAL SCIENCES  
BURAPHA UNIVERSITY

2022

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การศึกษาการกล่าวอ้างในโฆษณาและภาษาภาพพจน์ในคำขวัญโฆษณาโทรศัพท์มือถือ



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ลิขสิทธิ์เป็นของมหาวิทยาลัยบูรพา

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Advertising is a system or method of public communication between businesses and consumers. Advertiser produces an advertisement consisting of messages that the product owner would like to send to the audience. A slogan is widely used in advertisements to grab the attention within a short time. To make slogans attractive, advertisers often use advertising claims and figurative language.

This study employs a qualitative research to examine advertising claims and figurative language found in smartphone slogans from the top global brands: Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi. All slogans are publicized on online advertisements from 2018 to 2021. Schrank's advertising claim categorization (2012) and Fauconnier's figurative language classification (1997) are used as frameworks for analyzing the studied smartphone slogans.

The findings show that the highest frequency of advertising claims found is the weasel claim (42.59%), followed by the unfinished claim (15.43%) and the vague claim (12.96%); while, the highest frequency of figurative language found is imagery (30.59%), followed by alliteration (23.53%) and hyperbole (17.65%).

In conclusion, the weasel claim of advertising claims is the most preferable one for promoting products in a creative way although the claim covers the message through the use of deliberately vague and misleading language. The imagery of figurative language is the popular one that most advertisers choose to create the attractiveness in slogans which allow consumer to create mental image in mind. Lastly, the advertising claims and figurative language in slogans are the language techniques use reflecting unlimited creativity which can be artistically used to color human communication and to gain benefits in the business world.

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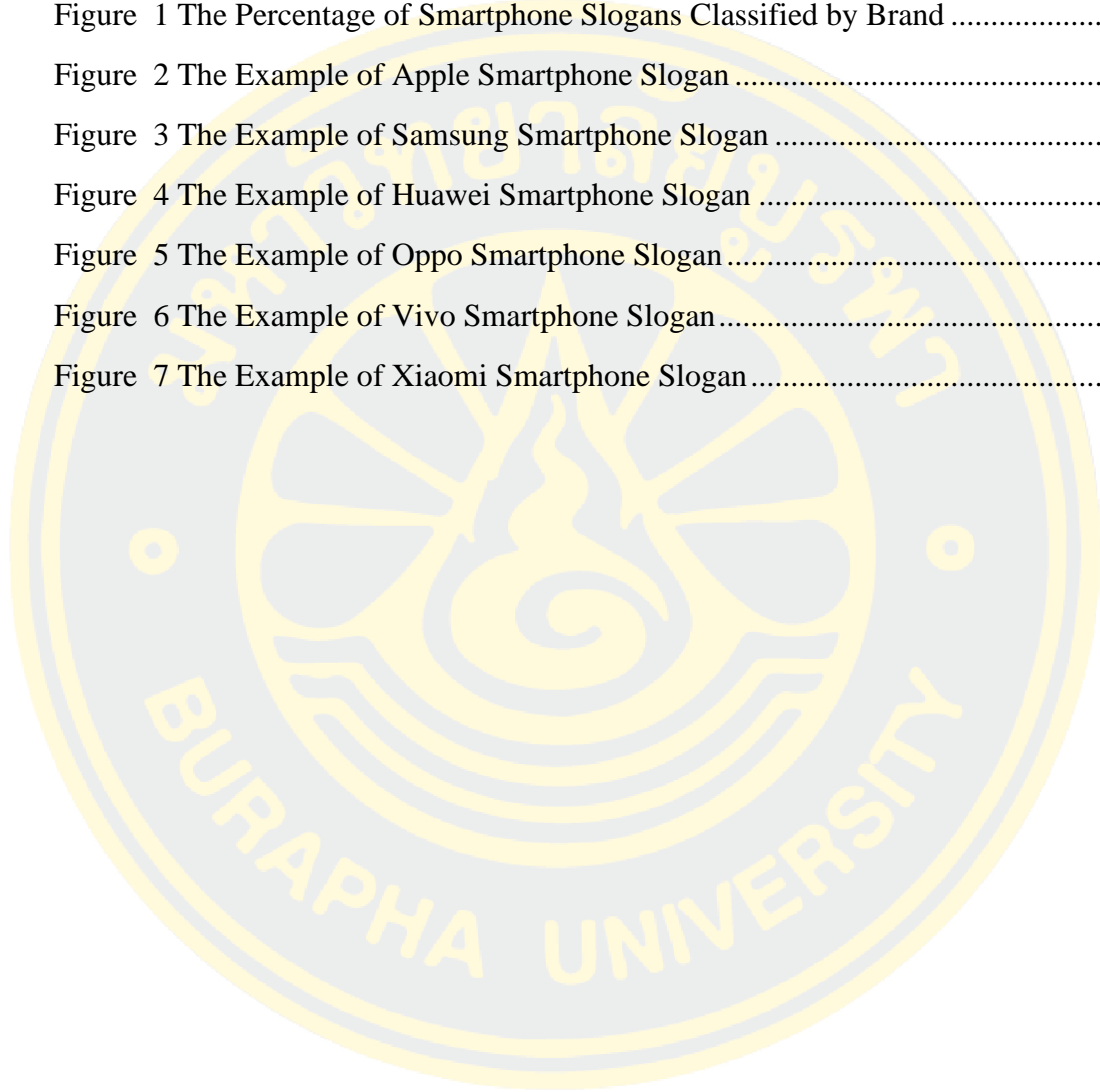


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## **CHAPTER 1**

### **INTRODUCTION**

#### **Statements and significance of the problems**

Advertising is a system or method of public communication between businesses and consumers. According to advertising theory developed from Laswell's model (1948), there are four advertising elements: advertiser, audience, advertisement, and advertising media. The advertiser produces an advertisement consisting of messages the advertiser, and the product owner would like to communicate to the audience. The advertiser and product owner select the most appropriate advertising media for the produced advertisement. Advertisement is a public announcement that promote a products or services (Cook, 2001). From this process, it can be seen that the purpose of an advertisement is mainly to present its target group or consumers with the offers and benefits.

Advertisement is classified into four types: print advertisement, broadcast advertisement, outdoor advertisement, and digital advertisement (Cook, 2001). People, in general, can also see at least one of these four types of ads in their daily lives. According to Allen et al. (2009) all kinds of advertisements have six main components: headline, subhead, image, copy, slogan, and logo. Every component plays an essential role in making the advertisement attractive and influential. However, the component which consists of engaging language that appeals to the audience and creates the catchphrase is the slogan.

It is a debatable topic whether a slogan is as same as a tagline arguing that these two kinds of attractive text are interchangeable. In fact, there are some differences between them. Baack and Clow (2001) state that the differences between these two terms that a tagline is rarely modified or changed because it is created to identify brand's or business's uniqueness; meanwhile, a slogan is often changed because it represents products or campaigns rather than the company. As a result, each product or campaign can have more than one slogan, even under one company. In addition, companies often change product or campaign slogans to be trendy and

suitable for the different functions of the products. Consequently, advertisements widely use slogans to attract audience (Elder & Krishna, 2010).

The purpose of a slogan is to grab the audience's attention within a short time. So, a slogan needs to be short, concise, and easy to remember for effectively affecting the audience's perception (Allen et al., 2009; Elder & Krishna, 2010). Generally, slogan is a memorable phrase or a catchphrase referring to the product's ideas, purposes, or qualifications being advertised (Harold, 1990). The advertising strategy used to show the product's qualifications is advertising claim.

Schrank (2012), an advertising expert who initially categorized themes used in advertisements and introduced advertising claims, states that an advertising claim is a verbal message or the printed part in an advertisement which shows the superiority or exclusivity of the product being advertised. For example, the slogan "There is no other mascara like it." Because this slogan shows that this mascara is different from other mascaras in the market and promotes uniqueness in the consumers' minds, the advertising claim used for this slogan, according to Schrank (2012), is the "we are different and unique" claim. As advertising claim is an element used for attracting or persuading consumers, the rhetorical device, an artful deviation that occurs when an expression deviates from expectation (Connors & Corbett, 1999), that is often used to create particular texts in advertising claims in slogans and reflect the advertising claims through its use is the figurative language.

Figurative language, customarily used to establish aesthetic value to literature, is also used in advertisements. Figurative language is a particular and powerful language for creating advertisements (May, 1995). Perrine and Thomas (1992) define figurative language or figure of speech as the use of language that has a different meaning from its literal meaning. There are many different styles of figurative language used in advertisements (Dyer, 1990). Connors and Corbett (1999) and many other scholars divide figurative language into two types: tropes (which are the use of language that completely changes the meaning) and schemes which are the use of language that does not change its meaning but the order or pattern of language (Jacobus, 2008). Therefore, it can be seen that figurative language is a particular language allowing audiences to use their imagination to interpret the meaning of the message by themselves. Sometimes, an author uses exaggerated sentences or modified

sentences to make the language different and dramatic. Therefore, using figurative language is a way to make advertisements outstanding and can also reflect the advertising claims through slogans.

In the business world, a slogan which is a memorable phrase or catchy phrase (Elder & Krishna, 2010), is used to create a selling point for a product (Kohli, Leuthesser, & Suri, 2007). Nowadays, our communication technologies are rapidly developed all the time. To present innovation and improvement of their products, a company needs to use advertisements to promote their product innovation. Of those communication devices in the market, smartphones seem to be the most constantly changed product. We can see nowadays that a smartphone is not just a telephone because smartphone is a handheld electronic device that combines mobile telephone and integrated computer (Provazza, 2019). Apart from various models, prices, and functions to meet customers' demands and lifestyles, smartphones are more or less like computers with many functions that help the user do many things. Therefore, smartphone companies must present their new products through advertisements, and we can see that slogans are commonly used in commercials.

The report on a global smartphone brand conducted by MarketUs (2020) revealed that among different smartphone producers, there are currently top global brands marketing smartphones: Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi. Apple is a very well-known American company whose smartphone is known as iPhone. For Samsung, its smartphones are marketed under the same name as the company from South Korea. Huawei is a Chinese multinational technology company that designs, develops, and sells telecommunications equipment and consumer electronics. Oppo is a Chinese consumer electronics and mobile communications company. It has also become partnerships with many countries in Asia. Vivo is a Chinese developing technology company that has expanded to more than 100 countries worldwide. Xiaomi is a Chinese multinational electronics company that develops and sells various product lines. According to MarketUs (2020) and statistics of Canalys (2020), the sales number is getting higher over time, and the competition among these companies is more challenging. However, when they launch new products, they need to promote them and, of course, advertisement plays its role.

In 2020, many smartphone companies launched their products, and of course, they came up with catchy slogans. Because of severe competition between these companies, slogans in the advertisements are the tool they use to inform their consumers about their product's innovations. In other words, once a new product is launched into the market, a new slogan is created and presented. For example:

“The most powerful iPhone ever.” by Apple for iPhone 12;

“Change the shape of the future.” by Samsung for Galaxy Z Flip;

“Leap further ahead.” by Huawei for Mate 40 pro;

“Bigger storage, better performance.” by Oppo for A12;

“Ignite your light.” by Vivo for V19;

“Power your creativity.” by Xiaomi for 10T pro.

From these examples, it is clear that the slogans of each smartphone present different selling points in which both advertising claims and figurative language illustrate the product's features through their slogans. The motion or fixed pictures in their slogans are sometimes ambiguous. However, with the help of language, the audiences or the consumers can interpret the implied message the companies intend to communicate to their consumers.

Currently, there are studies on the advertising claims used in slogans of other products and in other platforms and on the use of figurative language in advertisement of other products. There is none of the research studying these two issues in the slogans of smartphone through online platform during the years of 2018 to 2021. In the year of 2018, there are almost 3 billion smartphone users, and the number of smartphone users has been getting higher (Statista, 2020). From the number of smartphone users mentioned, it can be seen nowadays that smartphones are widely used. According to the statistic of MarketUs (2020), the year 2018 was the first year that the sales of top global smartphone companies, including Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi, reached 70% of the worldwide smartphone market share and the sales of these brands have increased annually. In addition, the sales numbers in 2018 were consistent with the more significant number of online advertisements for smartphones from these brands' official websites. As a result, this study will fulfil this gap. The finding can reveal some interesting knowledge beneficial for students and researchers in both language and marketing fields by

making use of Schrank's categorization of advertising claims (2012) to examine the claims found in the smartphone slogans and analyze the figurative language used in the slogans, classification of figurative language in advertisement composed by Fauconnier (1997) is applied. Therefore, this study will provide interesting knowledge, allowing people to understand more about the advertising claim and figurative language in smartphone slogans. By exploring and analyzing the slogans of the smartphone companies, the finding will display the different selling points that the brands use to attract their consumers, which can help to increase their market share. In addition, the conclusion will also highlight the function of language in assisting the business operation.

#### **Purposes of the study**

1. To explore the advertising claims used in slogans of online smartphone advertisements.
2. To study the figurative language used in slogans of online smartphone advertisements.
3. To examine the relationship between the advertising claims and the figurative language used in slogans of online smartphone advertisements.

#### **Research questions**

1. What are advertising claims used in slogans of online smartphone advertisements?
2. What types of figurative language are used in slogans of online smartphone advertisements?
3. What type of figurative language is mainly used to create a particular text in the most popular type of advertising claims?

#### **Contribution to knowledge**

1. The findings of this study will reveal the relationship between artistic use of language as a communication tool and advertising. The students and researchers in both fields can apply into their own research production in forms of reference and an example.

2. The study can shed light on the popularity of business companies in the use of the advertising claims and the figurative language in creating advertising slogans.

3. The findings of this study may help advertisement producers to make use of language elements to produce slogan which can catch the attention of their target customers more effectively.

### **Delimitations of the study**

The study is limited to all advertising slogans of six smartphone brands (Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi) advertised online through their official websites from 2018-2021.

### **Definition of terms**

A slogan refers to smartphone advertising slogans launched via the official websites of the smartphone companies from 2018 to 2021.

Advertising claims are statements implicating the benefits, characteristics, and/or features of a product or service designed to persuade the customer to make a purchase (Schrank, 2012).

Figurative language is a way of saying something with a different meaning from the literal interpretation (Perrine & Thomas, 1992).



## **CHAPTER 2**

### **LITERATURE REVIEW**

The purpose of this chapter is to review the theories and concepts used for developing an analytical framework for this study and previous related research works, which provide information for discussing the finding of this study.

Consequently, the content of this chapter is divided into six parts as follows.

1. Advertising and Advertisement
2. Language in Advertisement
3. Rhetoric in Advertisement
4. Advertising Claims
5. Figurative Language
6. Related Research

#### **1. Advertising and Advertisement**

##### **Advertising**

Advertising begins with a simple system of commerce between individuals and small businesses. From the middle of the 19th century, the structure of the customer, agency, and the media used for advertising officially started. Advertising became the starting point of mass marketing due to the industrial revolution and mass production (Ambler & Tellis, 2007). Essentially, people understand that advertising is a system or method of public communication between businesses and consumers, but there are several definitions of advertising that have been defined by many researchers and literature as follows.

Generally, advertising communicates a message through the media (Nelson, 1985). Brierley (1995) describes more detail that advertising is a component of the marketing mix which works in conjunction with others, such as pricing policies, distribution, and product or service changes to increase the values of the brand, company, or organization. Meanwhile, White (1999) and Cook (2001) define advertising as one of marketing activities which supports brands and companies and promotes products or services for sales by using the media as a channel to present the

information. These definitions imply that the purpose of advertising is to convince people to buy a product or service or to understand and accept a concept or idea the company is trying to communicate to the audience. McNamara (2004) supports that advertising is an activity bringing products or services to the attention of potential customers and current customers to focus on a particular product or service. Hence, an advertising plan for one product or service may be different from another product or service depending on its type of them.

Advertising is found in everyday life and everywhere in different ways (Brierley, 1995; Sinclair, 2012). Consumers need not doubt the line between advertising and other forms of promotion. Usually, it does not differentiate between TVCs and the search results sponsored on the internet. Advertising also covers various promotional activities, including mass media promotion, public relations, sponsorship, and sales promotion. All of these are advertising, especially in the critical public discourses where marketing attracts. There are three influential fundamental factors why marketers use advertising: improve long-term profits by increasing sales, improve the image of the brand, company, or organization, and try to influence consumers' behavior. Many companies have different objectives simultaneously, which can change over time due to market conditions.

In summary, advertising is the communication of a message through the media and the activity of persuading people to buy products or services, improving the brand's image, company, or organization, and influencing consumers' behaviors. In economic development, marketing and advertising are essential elements that work directly together.

### **Advertisement**

In advertising, there must be four elements of advertising, including advertiser, audience, advertisement, and advertising media (Lasswell, 1948). The advertiser produces an advertisement which consists of messages the advertiser and the product or service owner would like to communicate with the target audience and select the most appropriate advertising media channels to publish the advertisement. Advertisement is a public announcement that promote a products or services (Cook,

2001). It can be seen from this process that advertisement is mainly used to present to consumers the offers and benefits.

Advertisements people see in their daily lives are in various forms such as printed media, broadcast media, online media, et cetera (Brierley, 1995). Cook (2001) classified advertisements into four types as follows:

1. Print advertisement such as newspaper, magazines, brochures, et Cetera.
2. Broadcast advertisement including television and radio advertisements.
3. Outdoor advertisement such as posters, hoardings, billboard, banners, et Cetera.
4. Digital advertisement including advertisements on the internet and digital devices.

Generally, each advertisement has different presentations depending on its platforms. However, every advertisement has more or less the same components that make the advertisement more attractive and memorable. The advertisement components are essential to communicate accurate information to consumers. Those advertisement components are headline, subhead, image, body copy, slogan, and logo (Allen et al., 2009).

a) Headline

A headline is a phrase or a sentence to catch audiences' attention to a product or service. A compelling headline should be a brief or a short piece of text. The headline is usually in a large font, designed to be the first point the audience reads. For this reason, the headline is the most influential component in the advertisement because it is the quickest way to get the audience into the advertisement, and it is the best way to get them to read the next section (Bivins & Keding, 1996).

b) Subhead

A subhead is a text below the headline or near the headline. The subhead is usually in a smaller font size, which expands the headline, explains the headline's meaning, highlights the headline's basic concepts, and leads the audience into a body copy. A subhead is sometimes called an additional headline because the advertiser cannot add every message to the headline. Thus, the subhead must be linked with the headline (Patel, 2014).

c) Image

Image is a photograph, drawing, painting, illustration, chart, graph, or other graphic element designed to attract and hold the audience's attention. Frederick (1921) states that a picture is worth a thousand words and image is the first element in the advertisement to catch the audience's eye. Choosing an image to use in the advertisement is important because many advertisers are successful with the effective use of illustration, but many others fail because of the inefficient use of illustration.

d) Body copy

Body copy is the selling message of the advertisement and it is an expansion of the headline (Bivins & Keding, 1996). The purpose of body copy is to persuade consumers to buy a product or service. Body copy describes what the product or service is, how the product or service is, and other details of the product or service such as benefit, price, instructions for use, et Cetera. Body copy makes the audience understand the advertisement clearly.

e) Slogan

A slogan is often used as well as headlines and subhead in the advertisement (Allen et al., 2009). The concept of the product or service is presented through the slogan. A slogan is typically not necessary a sentence, but it can be just a phrase. It is generally short and concise, using distinctive and memorable words. Elder and Krishna (2010) state that a simple and short slogan could affect audiences' perceptions. The purpose of slogans is to attract the audience's attention and to make the audience remember the products, properties, and benefits of the products.

A slogan is sometimes called a catchy phrase, memorable phrase or tagline (Elder & Krishna, 2010). Generally, a slogan and a tagline are similar in meanings, but the difference between these two is that slogans are originally created to be used to represent a specific product or campaign. When a new product is released, the slogan will be created specifically to identify the characteristics or features of that product. In contrast, a tagline is to identify the uniqueness of a brand or business, commonly pronounced at the beginning of the brand or business. Some brands or businesses may customize or edit their taglines to keep them up-to-date, but the idea of the tagline will remain the same (Baack & Clow, 2001). Alternatively, the tagline will be used continuously without changes.

#### f) Logo

A logo or signature is a visual design symbol, graphic mark, emblem, or stylized name that helps to identify the company, brand, or organization. The logo is a key point of the company's brand identity. The product's name is sometimes written in a distinctive style or unique font that acts as a logo. Some logos contain hidden messages that the companies want to communicate to consumers. All logos are intellectual property protected under trademark law (Kenton, 2021).

As mentioned above, advertising is a public communication between businesses and consumers. Advertisement is one element of the advertising process used to present the offers and benefits of the products or services to consumers. Every component that appears in the advertisement is essential. Each component performs a different function, but the purpose of every element is to make the advertisement more attractive and memorable and to get the audience interested in what the advertiser wants to communicate to consumers. However, slogans are the main focus of this study because the component of advertisements which is a memorable phrase or catchphrase that appeals to the audience, is a slogan. In producing a slogan, the rhetorical language device, figurative language, is used to create the advertising claims, and the advertising claim is used as a theme to convey a message in slogans.

## **2. Language in Advertisement**

There are many forms of advertisement, but in most of them, language is fundamental (Schroder & Vestergaard, 1985). Language is important for communication and language also has a powerful influence on human behavior (Sells & Gonzalez, 2008). Language in an advertisement is the use of language to advertise a company's product. In the advertisement, language plays a role in reflecting the natural value of the advertised product or service (Hum & Widyahening, 2015). The choice of language used in an advertisement significantly affects advertising and communication. The use of correct and effective language in advertisement brings more success in advertising (Kannan & Tyagi, 2013). Thus, choosing a language used in advertisements to catch people's attention is very important.

The primary purpose of language in advertisement is to attract, convince, and persuade a consumer to buy a product through the language used. The language in

advertisements differs from the general language used daily (Leech, 1966).

Additionally, the language used in the advertisement differs from the language used in the news or the language used in literature. The difference exists because language use has several goals (Fitriyah, 2008).

Language in advertisements is charming, attractive, and sometimes mysterious (Zuhair, 2018). Moreover, it should be creative, informative, engaging, and persuasive because this type of language can change the opinion or attitude of the audience (Fitriyah, 2008). Furthermore, it also changes an indifferent customer into a potential purchaser. Therefore, the advertisement's language impacts the consumer's perception and purchasing decision (Sells & Gonzalez, 2008).

As mentioned above, it can be seen that language has a powerful influence on people, especially when it is used in advertisements. It can change people's thoughts and behaviors. In addition, language can reflect the product's value through advertisements. Since language is essential in an advertisement and different from the general language, the choice of language in the advertisement must be considered carefully.

### **3. Rhetoric in Advertisement**

Rhetoric began in the 5th century B.C. in Athens (McKay, 2010). Aristotle (350 B.C.E), the creator who established the system of understanding and teaching rhetoric, defines rhetoric as the faculty of observing the available means of persuasion in any given case. He also states that rhetoric is neither science, has no specific subject matter, and produces belief nor knowledge (Olmsted, 2006). Alternatively, Brierley (1995) defines rhetoric as a language technique used to persuade and help to memorize. It is commonly known as the art of speaking or writing effectively. As a result, rhetoric is prevalent in advertising to impress consumers and make the advertisement outstanding (Mesac, 2021).

The rhetoric in advertisement began when rhetoric was used in advertisement as a device to persuade consumers (Blair, Almjeld, & Murphy, 2014) and it can be called a rhetorical device. The rhetorical device is an artful deviation that occurs when an expression deviates from expectation (Connors & Corbett, 1999). The primary purpose of advertisement is not only to inform consumers but also to persuade them.

Unsurprisingly, the advertising is full of rhetorical devices (McQuarrie & Mick, 1996). Anmaric and Gail (1999) stated that rhetoric in advertisement leads to greater recognition and is more persuasive. Therefore, rhetorical device is widely found in advertisements and plays a critical role in advertising.

The classical rhetoric is figurative language or figure of speech (Connors & Corbett, 1999). It is another way to give “distinctness” and “liveliness” to express thoughts. It fascinates audiences with words and sentences. Especially when it is combined with argumentative passages, it does not only persuade audiences but is also engaging to them. Figurative language can create an image in customers' minds and make our thoughts concrete, and as a consequence it helps the author or producer communicate with the audience clearly and effectively. Thus, the advertising industry immensely uses figurative language in their advertisement campaign. Likewise, advertising claims are a part of rhetoric in which words and linguistic structure mainly attract and persuade the audience (Pornsuriya, 2018).

As mentioned above, it can be seen that rhetoric is important in advertisement because rhetoric is considered a concept, method, and device involved in persuasion. Rhetoric is mostly used in advertisement with the purpose of persuading customers to buy products. Since figurative language is used in advertisements to attract attention with a distinctive language and advertising claims is the technique perform to persuade consumer and to make the advertisement more attractive, both figurative language and advertising claims are part of rhetoric.

#### **4. Advertising Claims**

Advertisement has been being developed all the time. Language is applied together with media, advertising techniques, and marketing plans to make the advertisements more attractive. In short, the central aspect of advertising language is using it to convince customers of the advantages, features, benefits, and value of products or services to persuade them to believe, do something, and decide to purchase the products and services offered. The use of advertising language to attract customers to make a purchase can also be addressed as advertising claims.

Advertising claim is a part of rhetorical language in which words, sentences, grammar, and linguistic structures attract, persuade consumers, and make the

advertisement more attractive (Dyer, 1990). According to Schrank (1976), an advertising expert who initially introduced advertising claims used in advertisements, advertising claims are a verbal or printed part of an advertisement that makes some claim of superiority for a product. Schrank (2012) categorizes advertising claims into ten types. The ten basic techniques emphasize language use, word choice, and comparison. Each technique will be described below.

1) The weasel claim – the word weasel is named after the weasel’s egg-eating habit. A weasel will only suck inside an egg and leave the egg hollow. Therefore, it describes words or claims that seem substantial at first glance but considers them carefully, it is meaningless at all. For example,

“*Helps control dandruff symptoms with regular use.*” The weasel words are ‘helps control’ and can even be ‘symptoms’ and ‘regular use’. The product does not stop dandruff, but it only helps when used regularly.

“Only half the price of *many* color sets.” The weasel word is ‘many’. The claim is supposed to remark that the set is not expensive.

2) The unfinished claim – the unfinished claim is a claim to say that the product is better or has something more but does not finish the comparison. Consumers have to assume by themselves which product is better or what product offers more. This sometimes confuses consumers and makes them question these claims. For example,

“Magnavox gives you *more.*” The claim does not state what Magnavox give customers more. Audiences might feel that ‘what more?’.

“Anacin: *Twice as much* of the pain reliever doctors recommend *most.*” This claim says that Anacin has twice as much, but it does not say twice as much as what.

3) The “we’re different and unique” claim - the “we’re different and unique” claim is used to proclaim the superiority of the products. This claim intends to convince consumers that a product is unique or different from other products. For example,



“There’s no other mascara *like* it.” The claim is supposed to say that there is no other mascara like this one to show that this mascara is different and unique.

“If it doesn’t say Goodyear, it can’t be *Polyglas*.” Since Goodyear copyrighted that trade name ‘Polyglas’, Polyglas is available only from Goodyear. Other companies could make the same product as Polyglas but could not call it ‘Polyglas’.

4) The “water is wet” claim – the “water is wet claim” is a factual statement to describe the details of the product. It is to give truthful information, not a comparison between products and not a real advantage over other products. For example,

“Mobil: the *Detergent Gasoline*.” Commonly, any gasoline acts as a cleaning agent. Not only Mobil’s, but other companies are as well. Of course, there is nothing more special than others.

Rheingold, the *natural beer*.” Doubtless, it is a natural ingredient. In fact, it is made from grains and water, as are other beers.

5) The “so what” claim – the “so what” claim is to give the truth but does not provide any real benefit of the product. It will only mention details related to the advertised product. This claim sometimes confuses consumers and makes them react by saying ‘so what’. This claim is similar to the “water is the wet claim”, but this claim mentions an advantage that most other brands in the same product category do not mention. For example,

“Geritol *has more than twice the iron* of ordinary supplements.” This claim tells us twice as much iron but does not tell us that it is twice as much benefit to the body.

“Strong enough for a man *but made for a woman*.” This claim does not provide any benefits or advantages to consumers. It only shows that the product is aimed at the female market.

6) The vague claim – the vague claim is a claim of an ambiguous and unclear statement that cannot be proven. Beautiful and colorful words are used in this claim but are meaningless. It is generally associated with consumers' emotions and feelings toward advertisements. This claim is often combined with other claims. For example,

“Lips have never looked so *luscious*.” The word ‘luscious’ means sweet, juicy, tasty, et cetera. This word is related to feelings and emotions.

“Its deep rich lather makes hair *feel good* again.” In fact, hair has no feelings, but it is supposed to tell the owner of the hair to feel more emotional along with this claim.

7) The endorsement or testimonial claim – the endorsement or testimonial is a claim of using a celebrity or authority to appear in an advertisement to give the product a distinctive and memorable feature of their reputation. Sometimes those famous people claim that they use the product, but often they never use those products. For example,

“*Joan Fontaine* throws a shot-in-the-dark party and her friends learn a thing or two.” Joan Fontaine was a British-American actress and the younger sister of actress Olivia de Havilland.

“Darling, have you discovered Masterpiece? The most exciting men I know are smoking it.” (*Eva Gabor*). Eva Gabor was a Hungarian-American actress, businesswoman, singer, and socialite.

The images of Joan Fontaine and Eva Gabor made the products more distinctive, and their popularity could persuade consumers to purchase products without giving too much information about the benefits.

8) The scientific or statistical claim – the scientific or statistical claim is used to give consumers scientific proof, experiments, statistical numbers, ingredients, proportions, percentages, various experts, and other information related to scientific evidence to create the product more valuable and reliable. For example,

“Special Morning—33% more nutrition.” The percentage is used in this claim to refer to scientific information to make this claim more reliable. This claim is also unfinished.

“Sinarest. Created by a *research scientist who actually gets sinus headaches.*” This claim makes credibility by referring to a scientist who gets sinus headaches. As everyone knows, this career is very reliable. They could convince people to buy the product.

9) The “compliment the consumer” claim – the “compliment the consumer” claim is to praise the consumer for thinking, to impress and let consumers see that they are valuable in their ways. It is generally flattering and exaggerated in words to convince consumers that this product understands them and makes them more special than others. For example,

“We think a cigar smoker is *someone special.*” Smoking cigar has many negative effects on health. In fact, a cigar is not good for health. As a result, the company praises the consumer who smokes a cigar as a special person to make them buy a cigar.

“The lady has *taste.*” The word ‘taste’ does not refer to flavor or feeling, but it is flattering to women with good taste.

10) The rhetorical question – the rhetorical question is a technique that requires a response from the audience. The audience will participate in answering the questions to demonstrate the values and benefits of the products. Mostly, answers are predetermined or provided with guidelines for the audience. For example,

“Shouldn’t your family be drinking Hawaiian Punch?” It is a question of convincing consumers to think they should drink the product.

“What do you want most from coffee? That’s what you get most from Hills.” This question asks consumers to think and answer it themselves that what do they want the most from coffee. Then, suggesting that their product could fulfill the needs of consumers.

From the advertising claims mentioned above, it can be seen that the purpose of the advertising claim is to make the product more outstanding and memorable. Schrank (2012) concludes that advertising claims are related to the process of creating the illusion from the use of language that appears in the advertisement. In order to create the illusion from the use of advertising claims, figurative language which is a rhetorical device to persuade consumers is often used to reflect the advertising claims.

### **5. Figurative Language**

Figurative language is the most persuasive and optimal method for communicating in any particular situation (McQuarrie & Mick, 1996). In general, people understand that figurative language is speech that is not meant to be taken literally, but there are several definitions of figurative language as follows.

A way of saying something other than the ordinary can be defined figurative language and figure of speech (Perrine & Thomas, 1992). A figure of speech is often used to emphasize particular thoughts or feelings. The figure of speech can give the effect and connotations, an alternative way to add an extra dimension to language. Figurative language is generally used to describe something in comparison with another or used word that has no literal meaning. Similarly, Kahn (2008) defines figurative language as a colorful expression in which words diverge from literal senses to create a dramatic image or to impress the audience.

Figurative language is used not only to communicate and establish aesthetic value in literature but also advertisements. It is used in advertisements to enhance quality and attract attention with a specific language (Leigh, 1994). Connors and Corbett (1999) divide figurative language into two forms: the first form is a trope which is the use of language that changes the meaning in order to create a particular mental effect and the second form is a scheme which is the use of language that does not change its meaning but change the order or pattern of language in order to create the difference of language use.

Many researchers have developed and revised the classification of figurative language to be more modern and comprehensive. The study by Leigh (1994) divides figurative language into 41 types which are 21 tropes and 20 schemes. The study of McQuarrie and Mick (1996) divide figurative language into 19 types: 9 tropes and 10

schemes. The study of Connors and Corbett (1999) divide figurative language into 44 types which are 14 tropes and 21 schemes. The study by Jacobus (2008) divides figurative language into 45 types which are 18 tropes and 27 schemes.

Following all the classification, many different styles of figurative language are used in advertisements (Dyer, 1990). Al-Furaiji and Hussein (2015) state that both tropes and schemes are commonly used in slogans. Fauconnier (1997), a linguist, author, and researcher in cognitive science, suggests 8 types of figurative language mostly used in advertisement. These 8 types of figurative language consist of both trope and scheme: metaphor, synecdoche, personification, hyperbole, imagery, neologism, alliteration, and rhyme. Thus, this study will focus on eight types of figurative language to explore the figurative language in the advertisement as follow.

**Table 1** The Types of Figurative Language Mostly Used in Advertisement

Types	Definitions	Examples
1. Metaphor	Metaphor is a comparison between two things. It is implied the meaning or uses a connotation to compare it to a sentence (Jacobus, 2008).	“Freedom was something you feel” From this example, freedom is compared to something. These words are compared to convey an implicit meaning for the reader to interpret (Al-Furaiji & Hussein, 2015).
2. Synecdoche	Synecdoche mentions a distinctive part of something to introduce the whole thing. It is a comparison by using the features that are part of it instead of all. In contrast, a synecdoche can also use the whole thing to represent a part	“Apple for Apple Computer” From this example, Apple is referred to Apple computer. It mentions the whole to stand for a part (Imanda, 2018).

	(Jacobus, 2008).	
3. Personification	Personification refers to an object, idea, or animal that expresses a human feeling or something close to human traits. It is sometimes used to give life to inanimate objects with human qualities or abilities (Jacobus, 2008).	<p>“The jovial moon is smiling benignly down at us” (Chumsri, 2009).</p> <p>This example brings the moon to life by describing that the moon is smiling. In fact, this cannot actually happen because the moon cannot smile.</p>
4. Hyperbole	Hyperbole is an exaggeration. It uses an exaggerated word in the sentence to emphasize or enhance the writer’s feelings or thoughts and uses an extra word to give the ideas to the audience (Jacobus, 2008).	<p>“A million thanks” (Hicks, 1993).</p> <p>This example means “thank you a lot”, but the word “million” is the extra word to enhance the feeling.</p>
5. Imagery	Imagery is the use of words or sentences that convey the reader’s imagination to create images in their mind (Leigh, 1994).	<p>“Continuous as the stars that shine and twinkle on the Milky Way” (Damanhuri, 2011).</p> <p>From this example, it creates an imagination of the beauty and uses the word “shine and twinkle” to convey it.</p>
6. Neologism	Neologism is a made-up word. It refers to the creation of a new word or any word which has not obtained legitimate acceptance (Fauconnier,	<p>“Staycation” (Vappingo, 2012).</p> <p>From this example, this word is derived from the word “stay” and</p>

	1997).	“vacation”.
7. Alliteration	Alliteration is a repetition of initial consonant sounds that occurs at the beginning or the middle consonant of a word in the sentence (Jacobus, 2008).	“Sing a song of sixpence” (Hicks, 1993). From this example, the consonant sound “s” is a repetition of the word <u>s</u> ing, <u>s</u> ong, and <u>s</u> ixpence in the phrase.
8. Rhyme	Rhyme is a repetition of similar sounds in the phrase or sentence (Fauconnier, 1997). There are two types of rhyme: external rhyme (a repetition of the accented vowel sound at the end of the line) and internal rhyme (a repetition of the accented vowel sound within the line) (Leigh, 1994).	“Be a woman for a cause not for applause” (Romanenko, 2014). From this example, it is a repetition of the accented vowel sound of the word “cause” and “applause” in the phrase.

The figurative languages in the advertisement mentioned above are used to add an extra gimmick to language, create colorful writing, and make the phrase or sentence outstanding. Moreover, figurative language is the rhetorical device that is a component used to create advertising claims. Therefore, figurative language can reflect the advertising claims through its use.

## 6. Related Research

Studying advertising language will help the researcher to gain more knowledge about language and advertising. Moreover, it helps student and researcher in both language and advertising fields understand and consider creating media messages on advertisements.

Language is a powerful tool in communication. The study of Kannan and Tyagi (2013) pointed out the significance of language that language greatly influences

people, especially in marketing and advertising. The conclusion from the study explained that advertising language is positive and emphasized why this product is outstanding compared to other products. However, the language of advertising may not always be the correct language in the ordinary sense.

Several studies focus on the advertising claims. For example, the study of Ketamon (2013) studied on the advertising claims used by seven hair product co-creators focused on quotes in Sunsilk's advertising. The study showed that the most basic goal of an advertising message is to persuade people to believe or do something. Additionally, Ariffin, Razali, Nikman, Baharum, and Wahab (2013) investigated that the weasel claim is prevalent among advertisers. Most consumers believe and trust this claim because it is easy to understand. They interpret the words from the weasel claim to confirm that the products can indeed fulfil the claims. Similarly, Janjić and Vidaković (2017) studied the weasel claims in advertisements in English and Serbian. The weasel claim represents an acceptable and legal way of communicating in the advertising discourse. This claim has been used for many years and still widespread in advertisements. It means that this claim is an effective form of covert communication. Likewise, the study of Pornsuriya (2018) aimed to analyze the language of advertising claims in food and supplement product advertisements and examine consumers' purchase intention. These advertising claims were mentioned as a framework for studying and analyzing the food and supplement product advertisements. The results showed that the vague claim was the most used in the headline. The scientific and statistical claim was the most used in the body part. The study's results indicated that the language of advertising claims and believability determine purchase intentions in food and supplement advertisements. Besides, Ngam-ek (2001) study presented the relationship between claims and advertising effectiveness. It pointed out that the advertising claims give consumers the truth and information have more influence on customers' purchase intention than exaggerating advertising claims, which do not provide any information. The results of the study by Ngam-ek (2001) show that different advertising claims have different efficacy. The conclusion also stated that the gimmicks and language used in the advertising claim are the most important factors in attracting consumers.



The studies focus figurative language covering various studies of figurative language used in advertisements and slogans. For example, the study of Suryasa (2016) studied on figurative language found in printed advertisements. The study aimed to analyze and discuss figurative language in an advertisement. The result showed that metaphors, personification, hyperbole, simile, and synecdoche are used in printed advertisements. These types of figurative language effectively influence the audience's feelings to get them to buy the product. Also, the study of Fatma (2019) studied the use of figurative language in product advertisements. The study aimed to investigate the use of figurative language in printed and online advertisements. The result discussed metaphor, simile, hyperbole, personification, and synecdoche used in an advertisement. The researcher stated that figurative language makes the advertisement more attractive and persuasive. In addition, the study of Aziz, Daud, and Sofyan (2020) aimed to discover the types of figurative expressions and their functions used in cosmetic advertisements. The result found that there are hyperbole, personification, repetition, metaphor, simile, and parallelism used in cosmetic advertisements. The most dominant figurative language that has found in the research was hyperbole. The analysis also showed that each type of figurative language used in the advertisements has a different function and goal, which depends on the purpose of each cosmetic advertisement. Likewise, Imanda (2018) studied the figurative language used in smartphone advertisements. The study focused on the slogans of Apple product advertisements on Apple's official website. The result showed ten types of figurative language used in Apple website advertisements: metaphor, synonymy, hyperbole, personification, simile, repetition, polysemy, periphrasis, enumeration, and wordplay. The study also discussed the reasons for using these figurative languages in Apple website advertisements. There are four reasons: to give a persuasive quality, gain more attention, lead to higher memorability, and recall, and ease the message process. Furthermore, the study of Moonkrueakham (2017) analyzed the rhetorical figures used in car advertisements headlines found in the Bangkok Post. The rhetorical figure mostly found was imagery. Encouraging consumers to use their imaginations was probably the first thing that advertisers would like to communicate and convince. This is the main purpose of imagery that was mostly used in advertisements. Additionally, the study of Kallayanamit and Sornsomrit (2019) aimed

to examine frequency and percentage of occurrences of figures of speech in English headlines of western fast food printed advertisements available on Google Image websites in 2015 and to study possible factors of the most frequent figures of speech. The study categorized figurative language into tropes and schemes. In form of trope, imagery was often used and in form of scheme, alliteration was also often used. Imagery was frequently used in advertisement because this type of figurative language can effectively achieve the goals of advertising and can also stimulate five sense activation.

Advertisement is one of the factors that influences consumer to buy smartphone. The study of Kanda and Misra (2019) studied the impact of advertisements on consumer behavior focused on Samsung and Apple. The study found that both Apple and Samsung advertisements had a great influence on respondent's buying decisions. Advertisements can present smartphone's information and features that the consumer would like to know. The memorable and attractive advertisement gain more attention from the respondents. The researcher concluded that advertisements are very successful in influencing the buying behavior of consumers. Additionally, the study of Esmaili and Akkucuk (2016) mentioned that using celebrities or authorities to appear in advertisements and providing product information to be more credible also influence the consumers' decision to purchase smartphones.

All the research mentioned above has studied the advertising claims and figurative language used in advertisements for many products, including hair, food, supplement, and cosmetic products. Mentioning on the smartphone products, there is only research on Apple's advertisements. There is no research studying advertising claims and figurative language in the smartphone slogans of top global companies, including Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi, through online platforms from 2018 to 2021. For that reason, this current study explores and analyzes these advertising claims and figurative language.

## **CHAPTER 3**

### **METHODOLOGY**

This study is a study on the use of the advertising claims and figurative language in online smartphone advertisements. This chapter describes the methodology of this study which consists of four parts:

1. Research Method
2. Data Sources
3. Analysis Frameworks
4. Data Analysis

#### **Research Method**

This study uses a qualitative research method to answer the research questions. For the qualitative method, content analysis is used for interpreting the collected data. Since the primary data of this study are slogans which are texts or non-numerical data, this study is the content analysis to analyze the advertising claims and figurative language used in slogans of online smartphone advertisements. The collected data is examined the frequency of the figurative language and advertising claims used in slogans of online smartphone advertisements. The findings from the examination are out in form of frequency and percentage.

#### **Data Sources**

The data sources for this study are smartphone slogans in online advertisements. The smartphone slogans are advertised on Apple's official website, Samsung's official website, Huawei's official website, Oppo's official website, Vivo's official website, and Xiaomi's official website. All the slogans of online advertisements are those publicized from 2018 to 2021.

#### **Analysis Frameworks**

To analyze the advertising claims, Schrank's categorization of advertising claims (2012) is used as the analysis framework of the study. The 10 advertising claims include 1) the weasel claim, 2) the unfinished claim, 3) the we're different and

unique claim, 4) the water is wet claim, 5) the so what claim, 6) the vague claim, 7) the endorsement or testimonial claim, 8) the scientific or statistical claim, 9) the compliment the consumer claim, and 10) the rhetorical question.

To examine the figurative language, Fauconnier's classification of figurative language in advertisement (1997) including 1) metaphor, 2) synecdoche, 3) personification, 4) hyperbole, 5) imagery, 6) neologism, 7) alliteration, and 8) rhyme is used.

Each slogan of online smartphone advertisement is reviewed to examine and count the frequency of the advertising claims and figurative language used in slogans and to analyze the advertising claims used in slogans of online smartphone advertisements based on frameworks of Schrank (2012) and Fauconnier (1997).

### **Data Analysis**

To achieve the objectives of this study, the data are analyzed in accordance with following steps of content analysis.

1. Advertising slogans of online smartphone advertisements release during the years of 2018 to 2021 from Apple's official website, Samsung's official website, Huawei's official website, Oppo's official website, Vivo's official website, and Xiaomi's official website are collected.
2. 150 smartphone slogans from six smartphone brands are selected and read thoroughly.
3. All smartphone slogans from each brand are excerpted and organized as following example.

**Table 2** The Example of the Analysis Form of Each Brand

No.	Apple Slogans	Type of Advertising Claims Found	Type of Figurative Language Found
1.	Welcome to the big screens.		
2.	Brilliant. In every way.		
3.	Just the right amount of everything.		

4.	Pro cameras. Pro display. Pro performance.		
5.	The most advanced iPhone yet.		
6.	Lots to love. Less to spend.		
7.	The most powerful iPhone ever.		
8.	Mini but mighty.		
9.	Faster forward.		

4. The keywords identifying the advertising claims and figurative language found on slogans are recorded and analyzed.
5. The frequency of advertising claims and figurative language for each slogan is tallied and calculated into percentage as following tables:

**Table 3** The Example of the Frequency Form of Advertising Claims

No.	Advertising Claims	Frequency	Percentage
1.	Weasel claim		
2.	Unfinished claim		
3.	“We’re different and unique” claim		
4.	“Water is wet” claim		
5.	“So what” claim		
6.	Vague claim		
7.	Endorsement or testimonial claim		
8.	Scientific or statistical claim		
9.	“Compliment the consumer” claim		
10.	Rhetorical question		
	Total		

**Table 4** The Example of the Frequency Form of Figurative Language

No.	Figurative Language	Frequency	Percentage
1.	Metaphor		
2.	Synecdoche		

3.	Personification		
4.	Hyperbole		
5.	Imagery		
6.	Neologism		
7.	Alliteration		
8.	Rhyme		
	Total		

6. The analysis is re-checked, and the result accuracy is verified for the correction by experts to make the analysis of advertising claims and figurative language accurate and reliable.
7. The comments and suggestions from the experts are considered to revise the analysis.
8. Lastly, the findings from the data analysis of slogans are summarized, discussed, and reported in Chapter 4.

## CHAPTER 4

### RESULT

In this chapter, the researcher presents the use of figurative language and advertising claims in slogans of online smartphone advertisements. The findings are divided into eight parts as follows.

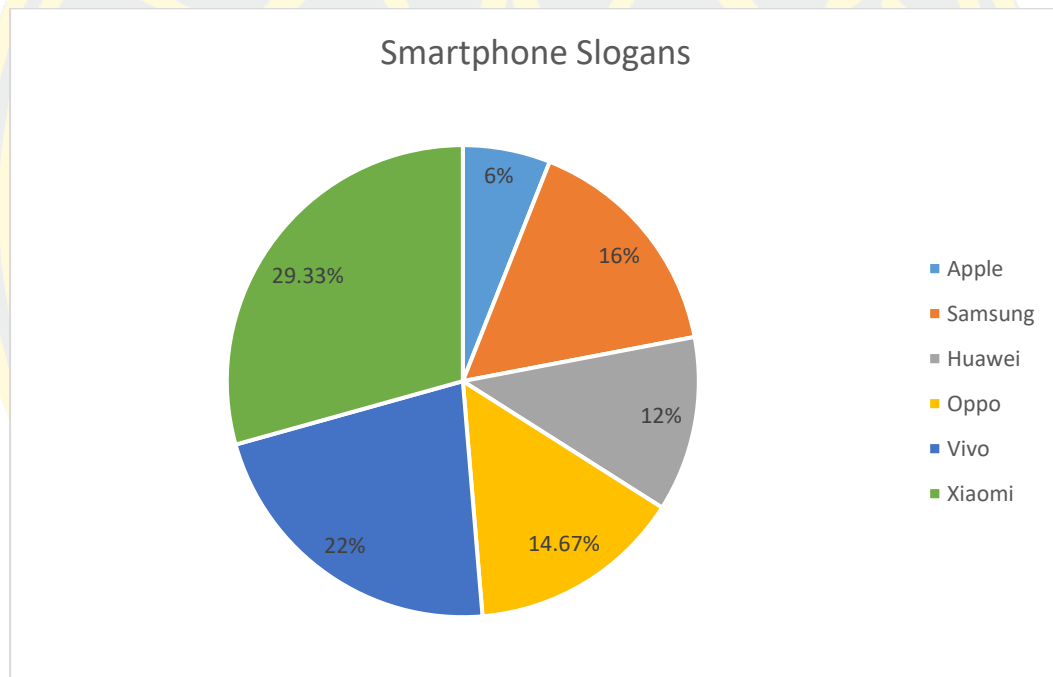
1. The Basic Information of Smartphone Slogans
2. The Use of Advertising Claims and Figurative Language in Apple Smartphone Slogans
3. The Use of Advertising Claims and Figurative Language in Samsung Smartphone Slogans
4. The Use of Advertising Claims and Figurative Language in Huawei Smartphone Slogans
5. The Use of Advertising Claims and Figurative Language in Oppo Smartphone Slogans
6. The Use of Advertising Claims and Figurative Language in Vivo Smartphone Slogans
7. The Use of Advertising Claims and Figurative Language in Xiaomi Smartphone Slogans
8. The Total Use of Advertising Claims and Figurative Language in Smartphone Slogans

#### **1. The Basic Information of Smartphone Slogans**

The data for this data analysis are smartphone slogans in online advertisements including Apple's slogans, Samsung's slogans, Huawei's slogans, Oppo's slogans, Vivo's slogans, and Xiaomi's slogans. All smartphone slogans are advertised on their official website and those slogans are published from January 1, 2018 to June 30, 2021. The total number of smartphone slogans from six brands are 150 slogans, divided by each brand as follows.

**Table 5** The Total Number of Smartphone Slogans Classified by Brand

Brand	Number of Slogans	Percentage
1. Apple	9	6%
2. Samsung	24	16%
3. Huawei	18	12%
4. Oppo	22	14.67%
5. Vivo	33	22%
6. Xiaomi	44	29.33%
Total	150	100%

**Figure 1** The Percentage of Smartphone Slogans Classified by Brand

As shown in Table 5 and Figure 1, there are 150 slogans from six smartphone brands. The majority of analyzed slogans are from Xiaomi consisting of 44 slogans account for 29.33% of the total slogans. Other 33 slogans accounted for 22% are from Vivo, 25 slogans account for 16.67% are from Samsung, 22 slogans account for 14.67% are from Oppo, 18 slogans account for 12% are from Huawei, and the minority of analyzed slogans are from Apple consisting of 9 slogans account for 6% of the total slogans.



## 2. The Use of Advertising Claims and Figurative Language in Apple Smartphone Slogans

The use of advertising claims and figurative language on the 9 Apple's smartphone slogans from official website, could be seen in the following Table.

**Table 6** The Frequency of Advertising Claims of Apple Slogans

Advertising Claims	Frequency	Percentage
1. Weasel claim	7	70%
2. Unfinished claim	1	10%
3. "We're different and unique" claim	0	0%
4. "Water is wet" claim	0	0%
5. "So what" claim	1	10%
6. Vague claim	1	10%
7. Endorsement or testimonial claim	0	0%
8. Scientific or statistical claim	0	0%
9. "Compliment the consumer" claim	0	0%
10. Rhetorical question	0	0%
Total	10	100%

As shown above, the frequency of advertising claims from Apple's smartphone slogans are 10 times. The majority of advertising claim is the weasel claim consisting of 7 times (70%). Followed by the unfinished claim consisting of 1 time (10%), the "so what" claim consisting of 1 time (10%), and the vague claim consisting of 1 time (10%).

**Table 7** The Frequency of Figurative Language of Apple Slogans

Figurative Language	Frequency	Percentage
1. Metaphor	-	0%
2. Synecdoche	-	0%
3. Personification	-	0%
4. Hyperbole	3	37.5%
5. Imagery	2	25%

Figurative Language	Frequency	Percentage
6. Neologism	-	0%
7. Alliteration	3	37.5%
8. Rhyme	-	0%
Total	8	100%

As shown above, the frequency of figurative language from Apple's smartphone slogans are 8 times. The majority of figurative language is hyperbole consisting of 3 times (37.5%) and alliteration consisting of 3 times (37.5%). Followed by imagery consisting of 2 time (25%).

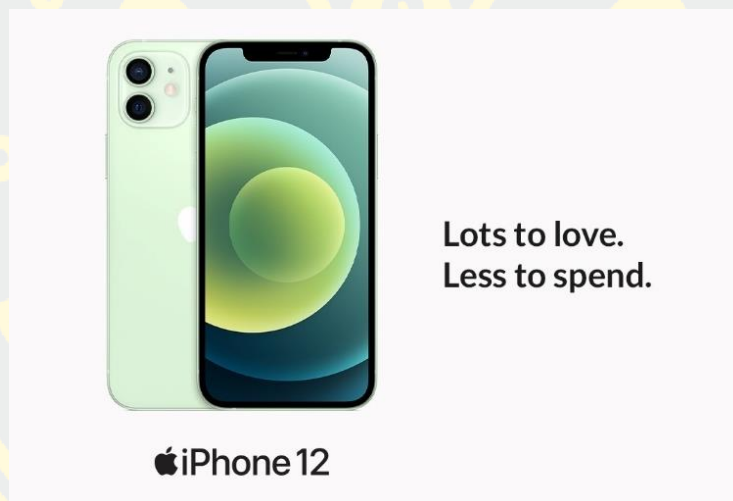


Figure 2 The Example of Apple Smartphone Slogan

These are the Apple's smartphone slogans and the analysis of advertising claim and figurative language found in slogans as follows.

1. "Welcome to the big screens." (iPhone XS/XS Max)

Vague claim – the word "welcome" is a greeting word to invite people into any place, but it is used in this claim as an invitation just to present the big screen.

Imagery – the word “big” sounds enormous and luxurious, but the word “welcome” represents the friendliness and approachability. It uses the word to give a visual image of the greatness, but they can easily afford it.

2. “Brilliant. In every way.” (iPhone XR)

Weasel claim – the word “brilliant” is only used to make this phone elegant and superior

“So what” claim – this claim does not provide any real benefits or advantages to consumers. It only shows that this phone is fabulous.

Imagery – the word “brilliant” is used to give consumers a visual image of the exclusivity, if they use this phone.

3. “Just the right amount of everything.” (iPhone 11)

Weasel claim – it uses the weasel words such as “right amount” and “everything”. The word “everything” is used to highlight the amount. The use of word seems substantial, but it only sounds superior.

Hyperbole – this is an exaggeration because the word “right amount” and “everything” are general and does not mention any specific information. It implies the meaning of perfect combination of the qualifications a phone should have.

4. “Pro cameras. Pro display. Pro performance.” (iPhone 11 Pro)

Weasel claim – the word “pro” is an abbreviation of the word “professional”. This word is used 3 times to emphasize the whole statement and to show the superiority. It means that this phone is a professional in terms of the camera, display, and performance.

5. “The most advanced iPhone yet.” (iPhone 11 Pro Max)

Weasel claim – this slogan consists of the word “most” which is the weasel word. It means that this phone is as good as other phones, but using this superlative form only makes this phone sound superior.

Hyperbole – this is an exaggeration that this phone is the most advanced iPhone yet. It uses beautiful words to give consumers an idea that this phone is the best phone and persuades them to buy it.

6. “Lots to love. Less to spend.” (iPhone SE 2nd gen)

Weasel claim – “lots” and “less” are kind of weasel word. These words are used to highlight the quantity. It means that this phone has a lot to love but spend less money to buy it.

Alliteration – this is a repetition of the letter “l” in the word “lots”, “love” and “less”.

7. “The most powerful iPhone ever.” (iPhone 12/12 Pro)

Weasel claim – the word “most” is a weasel word. It means that this phone is as good as other phones, but using the word “most” only makes this phone superior. The word “powerful” also remarks that this phone is excellent, but it only sounds elegant.

Hyperbole – this is an exaggeration because it uses beautiful words to give consumers an idea that this phone is the best phone, but cannot prove it.

8. “Mini but mighty.” (iPhone 12 Mini)

Weasel claim – the word “mini” has a contrary meaning to the word “mighty”. The claim is supposed to remark that this phone is so small, but the performance is great. The use of words makes this phone superior.

Alliteration – this is a repetition of the letter “m” in the word “mini” and “mighty”.

9. “Faster forward.” (iPhone 12 Pro Max)

Unfinished claim – this claim does not finish the comparison of faster forward than what.

Alliteration – this is a repetition of the letter “f” in the word “faster” and “forward”.

### 3. The Use of Advertising Claims and Figurative Language in Samsung Smartphone Slogans

The use of advertising claims and figurative language on the 24 Samsung's smartphone slogans from official website, could be seen in the following Table.

**Table 8** The Frequency of Advertising Claims of Samsung Slogans

Advertising Claims	Frequency	Percentage
1. Weasel claim	14	56%
2. Unfinished claim	5	20%
3. "We're different and unique" claim	2	8%
4. "Water is wet" claim	0	0%
5. "So what" claim	1	4%
6. Vague claim	2	8%
7. Endorsement or testimonial claim	0	0%
8. Scientific or statistical claim	0	0%
9. "Compliment the consumer" claim	1	4%
10. Rhetorical question	0	0%
Total	25	100%

As shown above, the frequency of advertising claims from Samsung's smartphone slogans are 25 times. The majority of advertising claim is the weasel claim consisting of 14 times (56%). Followed by the unfinished claim consisting of 5 times (20%), the "we're different and unique" claim consisting of 2 times (8%), the vague claim consisting of 2 times (8%), the "so what" claim consisting of 1 time (4%), and the "compliment the consumer" claim consisting of 1 time (4%).

**Table 9** The Frequency of Figurative Language of Samsung Slogans

Figurative Language	Frequency	Percentage
1. Metaphor	1	3.33%
2. Synecdoche	1	3.33%
3. Personification	1	3.33%

Figurative Language	Frequency	Percentage
4. Hyperbole	4	13.33%
5. Imagery	11	36.67%
6. Neologism	0	0%
7. Alliteration	9	30%
8. Rhyme	3	10%
Total	30	100%

As shown above, the frequency of figurative language from Samsung's smartphone slogans are 30 times. The majority of figurative language is imagery consisting of 11 times (36.67%). Followed by alliteration consisting of 9 times (30%), hyperbole consisting of 4 times (13.33%), rhyme consisting of 3 times (10%), metaphor consisting of 1 time (3.33%), synecdoche consisting of 1 time (3.33%), and personification consisting of 1 time (3.33%).



Figure 3 The Example of Samsung Smartphone Slogan

These are the Samsung's smartphone slogans and the analysis of advertising claim and figurative language found in slogans as follows.

1. “The new super powerful note.” (Galaxy Note 9)

Weasel claim – the word “powerful” is used to remark that this phone is excellent and the word “super” also emphasizes the exclusivity. These two words seem substantial, but it only makes this phone superior.

Hyperbole – the word “powerful” conveys sufficient meaning but the word “super” is added to show the higher quality.

2. “The phone. Reimagined.” (Galaxy S9/S9+)

“We’re different and unique” claim – the word “reimagined” conveys consumers to leave the image of the previous phones. It sounds like other phones have never been done like this phone before.

3. “The coolest new action phone.” (Galaxy A10/A20/A40/A50)

Weasel claim – this phone is as good as others, but the use of the word “coolest” makes this phone superior.

Hyperbole – this is an exaggeration that this phone has the coolest new action.

The word “coolest” is an exaggerated word which makes this slogan superior.

Personification – the word “action” can refer to the verb “act” which is a verb of animated being.

4. “Long lasting battery life.” (Galaxy A51/A71)

Weasel claim – this slogan means that this phone has a long battery life, but does not state how long it is. The use of words “long lasting” only sounds superior.

Alliteration – this is a repetition of the letter “l” in the word “long”, “lasting” and “life”.

5. “Open up to something bigger.” (Galaxy Fold)

Unfinished claim – this conveys consumers to “open up to something bigger”, but does not state that what something is and how bigger it is. Consumers must think and assume by themselves.

Imagery – this slogan persuades customers to imagine to something and that thing is bigger. Consumers must imagine and conclude it in their minds.

6. “The next level of power.” (Galaxy Note 10/Note 10+)

Weasel claim – the word “next level” is used to highlight the word “power”. It means that the power of this phone is good. The use of words clearly presents the superiority of phone.

Imagery – the words “the next level” means advancement or innovation which leads the audiences’ thought to think of being trendy and powerful.

7. “The next generation Galaxy.” (Galaxy S10/S10+)

“So what” claim – this statement gives the truth that this is the next generation of Samsung Galaxy, but does not provide any real benefit of this phone.

Imagery – the words “next generation” means advancement or innovation which leads the audiences’ thought to think of being trendy and people of new generation.

8. “Premium fun. For everyone.” (Samsung Galaxy S10e)

Weasel claim – this claim remark that if consumers use this phone, they will get extraordinary fun. The use of word presents the luxury of the phone.

Hyperbole – this is an exaggeration that the phone is for everyone. In fact, it probably not everyone can afford it, but the word “everyone” gives consumers more incentive to buy this phone.

Imagery – the word “premium” is to convince consumers to create a visual image of the luxury fun if they use this phone.

Alliteration – this is a repetition of the letter “f” in the word “fun” and “for”.

Rhyme – this is a repetition of the accented vowel sound of the word “fun” and “everone” at the end of the line.

9. “Bigger, better, faster.” (Galaxy S10 5G)

Unfinished claim – this slogan consists of 3 words: “bigger”, “better”, and “faster” which are counted as the unfinished words. It is a comparison, but it



does not finish comparisons of bigger than what, better than what, and faster than what. Consumers must assume the missing items by themselves.

Alliteration – the repetition of “b” sound in “bigger” and “better”.

Rhyme – this is a repetition of the accented vowel sound of the word “bigger”, “better” and “faster” within the line.

10. “Be more awesome.” (Galaxy A11/A21s)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys consumers that this phone can be more awesome, but does not state that what the benefit makes it more awesome. Consumers must assume by themselves.

Rhyme – this is a repetition of the accented vowel sound of the word “more” and “awesome” within the line.

11. “Keep the moments you cherish.” (Galaxy A12)

Weasel claim – this only imply that this phone can take a picture or video of the cherished moments. The use of words weakens the meaning of the whole sentence and sounds superior.

Imagery – it gives a visual image of the cherished moments of consumers, and it also convinces consumers that using this phone can keep those moments.

12. “Go faster with Galaxy.” (Galaxy A42 5G)

Unfinished claim – the word “faster” is used in slogan, but it does not finish the comparison of faster than what. Consumers must assume themselves.

Imagery – the phrase “go faster” conveys the meaning of “better” which allows the audience to realize the greater quality of the phone.

Alliteration – this is a repetition of the letter “g” in the word “go” and “galaxy”.

13. “Powerful yet lite.” (Galaxy Note 10 Lite)

Weasel claim – the word “powerful” has a contrary meaning to the word “lite”. It is supposed to remark that this phone has a great performance, although this phone is thin and light. The use of words makes it superior.

14. “Power your work and play.” (Galaxy Note 20/Note 20 Ultra 5G)

“Compliment the consumer” claim – this statement encourages consumers' works and plays. It conveys consumers that both their work and play are important.

Imagery – the word “power” allows the audience to image the great performance of the phone.

Alliteration – this is a repetition of the letter “p” in the word “power” and “play”.

15. “Welcome to the pro-grade camera.” (Galaxy S10 Lite)

Weasel claim – the word “pro” is an abbreviation of the word “professional”. It conveys that this phone has a professional-grade camera. The use of word makes this message elegant and superior.

Vague claim – the word “welcome” is a greeting word to invite people, but it is used in this claim as an invitation just to present the pro-grade camera.

Imagery – the word “pro-grade” represents the luxury and greatness of the phone, while the word “welcome” represents the friendliness and approachability. It uses words to persuade consumers to imagine the high level of camera and persuade consumers to buy it.

16. “Photography has a new chapter.” (Galaxy S20/S20 Ultra/S20+)

“We’re different and unique” claim – this says that the photography of this phone has a new chapter. It conveys consumers that the photography is different from others.

Metaphor – this slogan is a comparison between the new feature of photography and the new chapter of a book or movie to present this phone.

17. “All you want, to do all your love.” (Galaxy S20 FE 5G/S20 FE 5G UW)

Weasel claim – the word “all” is used to highlight the amount of demand. It means that this phone has everything consumers want and to do everything

they love.

Alliteration – this is a repetition of the letter “y” in the word “you” and “your”.

18. “Get more done. Without sacrifice.” (Galaxy XCover Pro)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys consumers that this phone can get more done, but does not state that what are the benefits making it get more done. Consumers must assume by themselves.

Synecdoche – the word “sacrifice” means an act of surrendering a possession which here can refer to sacrifice your energy, your time or what belongs to the consumers.

Imagery – this slogan allows the audience to imagine that this phone give the consumers greater benefits while they do not lose anything.

19. “Change the shape of the future.” (Galaxy Z Flip/Z Flip 5G)

Vague claim – this is impossible to change the shape of the future. The future has not happened yet. Moreover, the future is an abstract and it has no shape. Nothing can change its shape. It is related to the feeling of consumers, but it cannot be proven or concluded.

Hyperbole – this is an exaggeration because it is impossible to change the shape of the future. The future is an abstract and nothing can change its shape.

20. “Flexed for infinite possibilities.” (Galaxy Z Fold2 5G)

Weasel claim – this claim presents the appearance which is the distinctive point. The phone can be folded in half. The word “flex” refers to this feature and the word “infinite” means too many to be counted. It means that this phone is foldable and can do a lot of things.

Alliteration – this is a repetition of the letter “f” in the word “flexed”, “for” and “infinite”.

21. “Stay connected on the go.” (Galaxy A32 5G)

Weasel claim – “Stay connected” weakens the meaning of the whole sentence. It is related to the feeling of human. The purpose is to convey that this phone

can connect with others wherever they are.

Imagery – this slogan gives a visual image of a communication of human that being connected in everywhere. It makes the consumers feel that there is no distance between them.

22. “Get in on all the action.” (Galaxy A52 5G)

Weasel claim – the word “all” is used to highlight that this phone gets in on every action. The use of word seems substantial, but it only sounds superior.

Imagery – this slogan lets the audience think of the beneficial qualifications of this phone which allow them to enjoy lives.

23. Everyday epic. (Galaxy S21 5G/S21+ 5G)

Weasel claim – the word “epic” is used to highlight that this phone is luxurious, and this luxury happens every day. This message seems substantial, but it only makes it elegant and superior.

Alliteration – this is a repetition of the letter “e” in the word “everyday” and “epic”.

24. “Epic in every way.” (Galaxy S21/S21 Ultra/S21+)

Weasel claim – the word “epic” is used to highlight that this phone is luxurious in every way. This word seems substantial, but it only makes this message elegant and superior.

Alliteration – this is a repetition of the letter “e” in the word “epic” and “every”.

#### **4. The Use of Advertising Claims and Figurative Language in Huawei Smartphone Slogans**

The use of advertising claims and figurative language on the 18 Huawei’s smartphone slogans from official website, could be seen in the following Table.

**Table 10** The Frequency of Advertising Claims of Huawei Slogans

Advertising Claims	Frequency	Percentage
1. Weasel claim	5	27.78%
2. Unfinished claim	2	11.11%
3. “We’re different and unique” claim	5	27.78%
4. “Water is wet” claim	2	11.11%
5. “So what” claim	1	5.56%
6. Vague claim	3	16.67%
7. Endorsement or testimonial claim	0	0%
8. Scientific or statistical claim	0	0%
9. “Compliment the consumer” claim	0	0%
10. Rhetorical question	0	0%
Total	18	100%

As shown above, the frequency of advertising claims from Huawei’s smartphone slogans are 18 times. The majority of advertising claim is the weasel claim consisting of 5 times (27.78%) and the “we’re different and unique” claim consisting of 5 times (27.78%). Followed by the vague claim consisting of 3 times (16.67%), the unfinished claim consisting of 2 times (11.11%), the “water is wet” claim consisting of 2 times (11.11%), and the “so what” claim consisting of 1 time (5.56%).

**Table 11** The Frequency of Figurative Language of Huawei Slogans

Figurative Language	Frequency	Percentage
1. Metaphor	1	4.35%
2. Synecdoche	0	0%
3. Personification	4	17.39%
4. Hyperbole	2	8.7%
5. Imagery	6	26.09%
6. Neologism	1	4.35%
7. Alliteration	6	26.09%

Figurative Language	Frequency	Percentage
8. Rhyme	3	13.04%
Total	23	100%

As shown above, the frequency of figurative language from Huawei's smartphone slogans are 23 times. The majority of figurative language is imagery consisting of 6 times (26.09%) and alliteration consisting of 6 times (26.09%). Followed by personification consisting of 4 time (17.39%), rhyme consisting of 3 times (13.04%), hyperbole consisting of 2 times (8.7%), metaphor consisting of 1 time (4.35%), and neologism consisting of 1 time (4.35%).

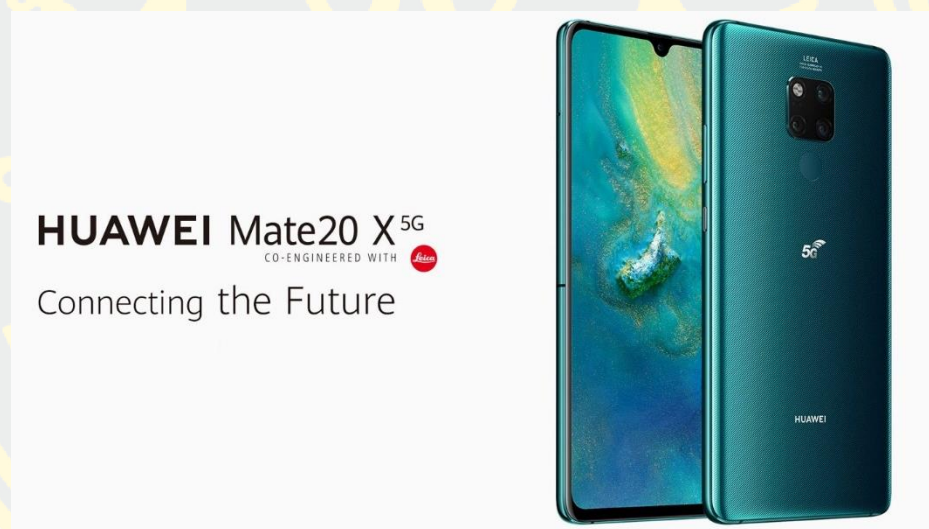


Figure 4 The Example of Huawei Smartphone Slogan

These are the Huawei's smartphone slogans and the analysis of advertising claim and figurative language found in slogans as follows.

1. "Photography will never be the same again." (P20/P20 Pro)  
 "We're different and unique" claim – this creates the uniqueness of the photography by using the phrase "never be the same again" to show that this phone is different from others which have ever been done before.  
 Imagery – this slogan makes the audience think of the big change which represents the new innovation of the phone

2. “A higher intelligence.” (Mate 20/Mate 20 Pro)

Unfinished claim – this claim mentions a higher intelligence, but does not finish the comparison of higher intelligence than what.

3. “Connecting the future.” (Mate 20 X/20 X 5G)

Vague claim – this is impossible to connect the future, which is an abstract and has not happened yet. It is related to the feeling of consumers, but it cannot be proven or concluded.

Hyperbole – this is an exaggeration because the future cannot be connected. It only shows the writer’s feeling toward the phone.

Imagery – the word “connecting” leads the audience to imagine that the phone is the agent which leads them to the future.

Metaphor – the word “future” can mean “advanced technology” which means that the phone users are using advanced technology.

4. “Technolive content.” (P Smart)

“So what” claim – this claim gives the truth about the technolive content, but does not provide any real benefit other than the combination of the two words “technology” and “live”.

Neologism – it removed the syllable ‘logy’ at the end of the word ‘technology’ and added the word ‘live’ to become the new word “technolive”.

5. “Rethink possibilities.” (Mate 30/ Mate 30 Pro)

“We’re different and unique” claim – this claim mentions the possibility which can be an unexpected thing. It implies consumers that this phone is different from other phones.

Personification – the word “rethink” is an action of human. The phone is an object, it cannot rethink the possibilities by itself.

6. “Rethink your style.” (Nova 5/Nova 5 Pro/Nova 5i/Nova 5T)

“We’re different and unique” claim – this claim mentions the style of consumers which are different for each consumer. It implies consumers that this phone is different from other phones.

Personification – the word “rethink” is an action of human. The phone is an object, it cannot rethink the style by itself.

7. “Rewrite the rules of photography.” (P30/P30 Pro)

“We’re different and unique” claim – this conveys consumers that the rules of photography of this phone have been rewritten to be different from other phones.

Personification – the word “rewrite” is an action of human. The phone is an object, it cannot rewrite the rules by itself.

Alliteration – this is a repetition of the letter “r” in the word “rewrite” and “rules”.

8. “Exceptional clarity.” (P30 lite)

Weasel claim – this claim presents the resolution which is the distinctive point of the phone. The word “exceptional” is used to highlight the word “clarity” which only presents the notability and superiority of the phone.

Imagery – it convinces consumers to imagine that the clarity of this phone is not usual, but it is great and special. This slogan visualizes the exclusivity and distinctiveness of the phone more clearly.

9. “Bigger view better shot.” (P Smart 2019)

Unfinished claim – this claim mentions a bigger view and better shot, but does not finish the comparison of bigger view and better shot than what.

Alliteration – this is a repetition of the letter “b” in the word “bigger” and “better”.

Rhyme – this is a repetition of the accented vowel sound of the word “bigger” and “better” within the line.



10. “Ultra fullview display.” (P Smart Pro)

Weasel claim – the word “ultimate” means high and extreme. It conveys that this phone has special fullview display. This only sounds superior.

Hyperbole – the word “ultra” showing the greater screen of this phone.

11. “The faux-leather finish.” (Y5 2019)

“Water is wet” claim – this is a true statement that mentions a “faux-leather” of the back cover, which is the distinctive points of the phone, but does not convey any real benefit to consumers other than the appearance of the phone.

Alliteration – this is a repetition of the letter “f” in the word “faux” and “finish”.

12. “Dewdrop display with leather back cover.” (Y6 2019)

“Water is wet” claim – this is a true statement that mentions a “leather back cover” which is the distinctive points of the phone, but does not convey any real benefit to consumers other than the appearance of the phone.

Alliteration – This is a repetition of the letter “d” in the word “dewdrop” and “display”.

13. “Large storage, powerful octa-core processor.” (Y6s)

Weasel claim – the word “powerful” remarks that the octa-core processor is good. This word seems substantial, but it only makes this phone superior.

Rhyme – this is a repetition of the accented vowel sound of the word “storage” and “octa-core” within the line.

Alliteration – this is a repetition of the letter “p” in the word “powerful” and “processor”.

14. “Leap further ahead.” (Mate 40/Mate 40 Pro/Mate 40 Pro+)

Weasel claim – this only implies that it is “leap further ahead.”, but it does not state that it is better. There is no specific feature mentioned in this message.

The word “further” only makes this phone sounds superior.

Personification – the word “leap” means to jump or bounce something which is an action of human. The phone is an object, it cannot leap further by itself.

15. “Meet the unprecedented.” (Mate Xs)

“We’re different and unique” claim – the word “unprecedented” refers to something new that never done or known before. It conveys that this phone is different from others.

Imagery – this slogan persuades customers to imagine to something new that never done or known before. It does not state anything, it only informs that it is unprecedented.

16. “Visionary photography.” (P40/P40 Pro/P40 Pro+)

Vague claim – the word “visionary” is a fancy which commonly used with human. This claim is related to the feelings of advertiser towards the phone.

Rhyme – this is a repetition of the accented vowel sound of the word “visionary” and “photography” within the line.

17. “Entertain your life.” (P40 lite)

Vague claim – the word “entertain” means to provide someone with an enjoyment. This is an action of human and the phone cannot entertain. It implies that the overall factor can make customers entertained.

Imagery – this slogan allows the audience to imagine that this phone is a gadget which can function more than an ordinary phone and make the consumers’ lives entertaining.

18. “Brilliant camera, big battery.” (Y5p/Y6p/Y8p)

Weasel claim – the word “brilliant” is used to highlight that the camera is good. It only shows the exclusivity and superiority of the phone. The word “big” is supposed to give the impression of the size of battery.

Imagery – the word “brilliant” allows the audience to imagine to the colorful photos taken by this phone.

Alliteration – this is a repetition of the letter “b” in the word “brilliant”, “big” and “battery”.

### 5. The Use of Advertising Claims and Figurative Language in Oppo Smartphone Slogans

The use of advertising claims and figurative language on the 22 Oppo’s smartphone slogans from official website, could be seen in the following Table.

**Table 12** The Frequency of Advertising Claims of Oppo Slogans

Advertising Claims	Frequency	Percentage
1. Weasel claim	7	30.43%
2. Unfinished claim	5	21.74%
3. “We’re different and unique” claim	1	4.35%
4. “Water is wet” claim	0	0%
5. “So what” claim	0	0%
6. Vague claim	9	39.13%
7. Endorsement or testimonial claim	0	0%
8. Scientific or statistical claim	0	0%
9. “Compliment the consumer” claim	1	4.35%
10. Rhetorical question	0	0%
Total	23	100%

As shown above, the frequency of advertising claims from Oppo’s smartphone slogans are 23 times. The majority of advertising claim is the vague claim consisting of 9 times (39.13%). Followed by the weasel claim consisting of 7 times (30.43%), the unfinished claim consisting of 5 times (21.74%), the “we’re different and unique” claim consisting of 1 time (4.35%), and the “compliment the consumer” claim consisting of 1 time (4.35%).

**Table 13** The Frequency of Figurative Language of Oppo Slogans

Figurative Language	Frequency	Percentage
1. Metaphor	1	3.23%
2. Synecdoche	2	6.45%
3. Personification	5	16.13%
4. Hyperbole	6	19.35%
5. Imagery	7	22.58%
6. Neologism	0	0%
7. Alliteration	7	22.58%
8. Rhyme	3	9.68%
Total	31	100%

As shown above, the frequency of figurative language from Oppo's smartphone slogans are 31 times. The majority of figurative language is imagery consisting of 7 times (22.58%) and alliteration consisting of 7 times (22.58%). Followed by hyperbole consisting of 6 times (19.35%), personification consisting of 5 times (16.13%), rhyme consisting of 3 times (9.68%), synecdoche consisting of 2 times (6.45%), and metaphor consisting of 1 time (3.23%).



Figure 5 The Example of Oppo Smartphone Slogan

These are the Oppo's smartphone slogans and the analysis of advertising claim and figurative language found in slogans as follows.

1. “Seize the night.” (R17/R17 Pro)

Vague claim – the night cannot be seized or caught. It uses beautiful word which relates to the feeling of consumers to present the feature of taking photos at night.

Personification – the word “seize” means to grab or hold something which is an action of human.

Hyperbole – this is an exaggeration because the night cannot be seized.

2. “Find X find more.” (Find X)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys consumers to find something more, but does not state that what is more.

Consumers must think and assume by themselves.

Hyperbole – the word “more” leads the audience to think of more benefits than Oppo previous models or than other brands.

3. “The era of light.” (A91)

Weasel claim – this phone presents the feature of the light. The word “era” means a period (of time) and it also refers to the glory of things. This means that the phone has an outstanding lighting feature.

Metaphor – this is a comparison between the phone and the era of light which is prosperous. It is intended to present the greatness and luxury of the phone.

4. “Brilliant portrait in low light.” (F11 Pro)

Weasel claim – this claim presents the photography. The word “brilliant” is used to highlight the phrase “portrait in low light” which only means that this phone can take good portrait in low light. It implies the exclusivity and superiority of the phone.

Imagery – the phrase “brilliant portrait” leads the audience to imagine good quality of photos even taken in rather dark area.

Alliteration – this is a repetition of the letter “l” in the word “brilliant”, “low” and “light”.

5. “Further your vision.” (Reno Z/Reno 5G/Reno 10x Zoom)

Weasel claim – this only implies that it is “further”, but it does not state that it is better. The word “further” only makes this phone sounds superior.

Imagery – this slogan makes the audience imagine that their vision can go beyond their ability at the present. This means this phone can give the consumers greater benefit.

6. “Clear in every shot.” (Reno 3/Reno 3 Pro)

Weasel claim – this claim presents the resolution of the camera which is the distinctive point of this phone. The word “every” is used to highlight the amount of shot and claims that the camera is great. The use of word only makes this phone superior.

Imagery – this slogan seems to be a normal description of the phone, but it also lets the audience see the performance of its camera.

7. “The new expert.” (A5 2020/A9 2020)

Weasel claim – the word “expert” refers to a person who has a particular skill. It is used to create the credibility and make the phone superior.

Hyperbole – the word “expert” here claims the performance of the phone or the phone producer’s specialty.

8. “Bigger storage, better performance.” (A12)

Unfinished claim – this claims that this phone has bigger storage and better performance, but it does not finish the comparison of bigger storage and better performance than what.

Alliteration – this is a repetition of the letter “b” in the word “bigger” and “better”.

Rhyme – this is a repetition of the accented vowel sound of the word “bigger”, “better” and “performance” within the line.

9. “Sleek and smart.” (Oppo A15)

Vague claim – this uses the words which are related to the feelings of human to describe the phone. Generally, the words “sleek” and “smart” are used with human.

Personification – the word “sleek” and “smart” are normally used with human, but this slogan uses these words with the phone. It is the use of words to give life to the phone.

Alliteration – this is a repetition of the letter “s” in the word “sleek” and “smart”.

10. “Bigger storage, bigger screen.” (A15s)

Unfinished claim – this claim states that this phone has bigger storage and bigger screen, but does not finish the comparison of bigger storage and bigger screen than what.

Alliteration – this is a repetition of the letter “s” in the word “storage” and “screen”.

11. “Beyond the ordinary.” (A31)

Weasel claim – this claim presents the overall improvements of the phone, but there is no specific feature mentioned in this statement. The word “beyond” is used to highlight the word “ordinary” and to make this phone more special and superior.

Hyperbole – the word “ordinary” sounds common, but the word “beyond” in this slogan is an exaggerated word because no one knows that what the “ordinary” is meant to be mentioned. It is an advertiser’s thoughts towards the phone in order to emphasize that this phone is special.

12. “Faster and smoother, feel the speed.” (A33/53)

Unfinished claim – the words “faster” and “smoother” are used in this claim, but it does not finish the comparisons of faster than what and smoother than what. Consumers must think and assume by themselves.

Vague claim – this uses the word which is related to the feelings of human to describe the speed of the phone.

Imagery – the words “feel the speed” allows the audience to imagine the faster performance of the phone.

Alliteration – this is a repetition of the letter “f” in the word “faster” and “feel” and the letter “s” in the word “smoother” and “speed”.

Rhyme – this is a repetition of the accented vowel sound of the word “faster” and “smoother” within the line.

13. “Shine up your A-moment.” (A52)

Vague claim – it uses the beautiful word, which is related to the feeling, but it is ambiguous. The word “A-moment” does not provide anything. It is only used to describe the specific name of Oppo A series.

14. “Activate the moment.” (A73)

Vague claim – the moment cannot be activated. It uses the word which is related to the feelings of human.

Synecdoche – the word “moment” for this claim is the short term for “moment of life”.

15. “Live my way.” (A92)

“Compliment the consumer” claim – this claim is supposed to understand consumers that they have different ways of life. It encourages consumers to live in their own ways.

Imagery – the word “my way” represents “my identity” and “my style”. This slogan allows the audience to imagine that this phone shows their identity and their unique style.

16. “More to love. More than looks.” (A93)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys consumers that this phone has more, but does not state that what the benefit



makes it more to love and what the feature makes it more than looks.

Consumers must think and assume by themselves.

Alliteration – this is a repetition of the letter “l” in the word “love” and “looks”.

17. “Uncover the ultimate.” (Find X2/X2 Pro)

Weasel claim – the word “ultimate” implies that this phone is the best. It means this phone is as good as other, but it only makes this message superior.

Alliteration – this is a repetition of the letter “u” in the word “uncover” and “ultimate”.

18. “Explore a new realm of design and speed.” (Find X Lamborghini)

“We’re different and unique” claim – this mentions a new realm of design and speed. It sounds like the design and speed of this phone is different from others.

Imagery – this gives a visual image of traveling to explore or find something new. It implies consumers that interesting thing has been discovered.

19. “Beyond the light.” (Reno 4 5G/Reno 4 Pro 5G/Reno 4 Z 5G)

Vague claim – this uses beautiful word to create the feeling of, but unable to prove. It is impossible to go beyond the light or do something with the light.

Hyperbole – This is an exaggeration because it is impossible to go beyond the light or do something beyond the light. It only uses a beautiful word to emphasize the advertiser’s feeling.

20. “Awaken colour.” (Find X3 Pro)

Vague claim – this slogan consists of the word “awaken” which is normally used with living things, but the colour is an abstract which has no life and feeling. This word is only used because it relates to the emotions and feelings of consumers.

Hyperbole – the word “awaken” adds extraordinary feeling to the noun “colour”. It is used to substitute “bright” or some adjectives conveying the meaning of excitement.

Imagery – the slogan allows the audience to imagine the good quality of the colour feature of this phone.

Personification – the colour cannot wake itself and the phone cannot wake the colour up, but it only used to describe the colour resolution.

21. “Picture life together.” (Reno 5 4G/Reno 5 5G/Reno 5 Pro 5G)

Vague claim – this claim uses the colorful words, but it is simply not clear.

There is no explanation of how does this picture life together.

Personification – the word “picture” means “to imagine”, “to draw” or “to take a picture”. This word is a human action, but it is applied in this slogan to make consumers understand the product better.

Rhyme – the ending sounds in “picture” and “together” are similar.

22. “Color your moment.” (A94)

Vague claim – in fact, the moment cannot be colored. This claim uses the word which is related to the feeling of human to present the feature of color of this phone.

Personification – the word “color” means to paint or to change the color by painting, dyeing, or shading it. It is an action of human and it only used to present the feature of the color resolution of photography.

Synecdoche – the word “moment” for this claim may be from “moment of life”.

## 6. The Use of Advertising Claims and Figurative Language in Vivo Smartphone Slogans

The use of advertising claims and figurative language on the 33 Vivo’s smartphone slogans from official website, could be seen in the following Table.

**Table 14** The Frequency of Advertising Claims of Vivo Slogans

Advertising Claims	Frequency	Percentage
1. Weasel claim	14	38.89%
2. Unfinished claim	6	16.67%
3. “We’re different and unique” claim	2	5.56%
4. “Water is wet” claim	2	5.56%
5. “So what” claim	1	2.78%
6. Vague claim	3	8.33%
7. Endorsement or testimonial claim	0	0%
8. Scientific or statistical claim	6	16.67%
9. “Compliment the consumer” claim	2	5.56%
10. Rhetorical question	0	0%
Total	36	100%

As shown above, the frequency of advertising claims from Vivo’s smartphone slogans are 36 times. The majority of advertising claim is the weasel claim consisting of 14 times (38.89%). Followed by the unfinished claim consisting of 6 times (16.67%), the scientific or statistical claim consisting of 6 times (16.67%), the vague claim consisting of 3 times (8.33%), the “we’re different and unique” claim consisting of 2 times (5.56%), the “water is wet” claim consisting of 2 times (5.56%), the “compliment the consumer” claim consisting of 2 times (5.56%), and the “so what” claim consisting of 1 time (2.78%).

**Table 15** The Frequency of Figurative Language of Vivo Slogans

Figurative Language	Frequency	Percentage
1. Metaphor	3	8.57%
2. Synecdoche	0	0.00%
3. Personification	0	0.00%
4. Hyperbole	9	25.71%
5. Imagery	11	31.43%
6. Neologism	0	0.00%

Figurative Language	Frequency	Percentage
7. Alliteration	6	17.14%
8. Rhyme	6	17.14%
Total	35	100%

As shown above, the frequency of figurative language from Vivo's smartphone slogans are 35 times. The majority of figurative language is imagery consisting of 11 times (31.43%). Followed by hyperbole consisting of 9 times (25.71%), alliteration consisting of 6 times (17.14%), rhyme consisting of 6 times (17.14%), and metaphor consisting of 3 times (8.57%).



Figure 6 The Example of Vivo Smartphone Slogan

These are the Vivo's smartphone slogans and the analysis of advertising claim and figurative language found in slogans as follows.

1. "Elevating camera." (NEX)

"So what" claim – this claim gives the truth about the camera, does not provide any benefits or advantages to consumers. It only shows that the camera is good, but there is no explanation of how does it good.

Imagery – this slogan gives consumers a visual image of the elegance of the camera of this phone.

2. “Innovative dual display.” (NEX Dual Display)

Scientific or statistical claim – the “dual display” is a composition of the phone. It mentions the number of displays which is related to the scientific information.

Alliteration – this is a repetition of the letter “d” in the word “dual” and “display”.

3. “24MP clearer selfie, perfect shot.” (V7/V7+)

Weasel claim – this is also the weasel claim because the word “perfect” means as good as it is possible to be. It means that the shot is good, but the use of the word only makes this phone superior.

Scientific or statistical claim – this contains a number “24MP” of the graphic resolution of the camera which is the scientific information of the phone.

Hyperbole – the words “clearer” and “perfect” are used to claim that the camera of this phone is better than that of other brands; so that, the photos taken by this phone are better in quality.

4. “Perfect shot, perfect view.” (V9/V9 Youth)

Weasel claim – the word “perfect” means as good as it is possible to be. It means that the shot and view are good, but the use of the word only makes this phone superior.

5. “In-display fingerprint scanning.” (X21/V11/V11i)

“Water is wet” claim – this is a true statement that mentions an “in-display fingerprint scanning” which is the distinctive points of the phone, but does not convey any real benefit to consumers other than the appearance of the phone.

6. “Capture fun moments.” (Vivo Y71)

Weasel claim – this implies that this phone can take a picture or video of fun moments. The use of words weakens the meaning of the whole sentence and sounds superior.

Imagery – this slogan explicitly convinces the audience that camera of this phone produces good quality photos.

7. “See more than ever.” (Y81i)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys consumers to see more than ever, but does not state that what is more.

Consumers must think and assume by themselves.

Hyperbole – this is an exaggeration because this phrase does not state anything other than an unsubstantiated claim. It only conveys the feeling of the superiority to consumers.

8. “Dual camera, explore the beauty.” (Y83 Pro)

Scientific or statistical claim – the “dual camera” is a composition of the phone. It mentions the number of cameras which is related to the scientific information.

Imagery – this word “explore” gives the atmosphere of exploring something beautiful. The beauty from exploration comes from the camera of this phone which is used to take a photo.

9. “AI shots, beauty just for you.” (Y85)

“Compliment the consumer” claim – this is used to convince consumers and to make them special more than others if they buy this phone.

Imagery – this slogan gives consumers a visual image of the beauty. It allows consumers to feel that if they want to see the real beauty of the photos taken by this phone.

10. “Bigger memory, enjoy more.” (Y93)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys consumers to enjoy something more, but does not state that what is more.

Consumers must think and assume by themselves.

Hyperbole – this slogan uses the word “more” to modify the verb “enjoy”.

This only enhance the feeling toward the memory.

11. “Beyond clearer.” (Y95)

Weasel claim – this claim presents the photography of the phone. The word “beyond” is used to highlight the word “clearer”. It means that the resolution of photography is very sharp. It only presents the notability and superiority of the phone.

Hyperbole – Although this indicates that it is beyond clearer, but the point of this slogan only means that it is clearer than ever. The clarity remains the same, but the use word is to enhance the advertiser’s feeling.

12. “Future beyond edges.” (NEX 3)

Vague claim – the future is an abstract and has not happened yet. As a result, the future has no edge or boundary. It is used to create the emotion and feeling of consumers, but unable to prove.

Hyperbole – this is an exaggeration because the future is an abstract and has not happened yet. It only points up the advertiser’s feeling towards this phone.

13. “32MP AI selfie, perfection captured.” (S1)

Weasel claim – the word “perfection” seems substantial, but it is used to highlight the word “captured”. The use of the word only makes this phone superior.

Scientific or statistical claim – this is the scientific or statistical claim because it contains a number “32MP” of the graphic resolution of the camera and “AI selfie” which is the scientific information of the phone.

Hyperbole – the word “perfection” shows exaggeration. It only emphasizes the advertiser’s feeling towards this phone.

14. “Explore your style.” (S1 Pro)

“Compliment the consumer” claim – this statement encourages consumers to explore their styles. It conveys consumers to see that they are valuable in their styles.

Imagery – the word “explore” gives the atmosphere of traveling to explore or find something new. This slogan gives the idea of exploring own styles.

## 15. “32MP pop-up selfie. Go pop.” (V15/V15 Pro)

Scientific or statistical claim – this contains a number “32MP” of the graphic resolution of the camera which is the scientific information of the phone.

## 16. “Clear as real.” (V17/ V17 Pro)

Weasel claim – the word “as” is a weasel word. It means that it looks like the real, but it is not. This only sounds superior.

Hyperbole – this is an exaggeration. Although, it looks like the real one, but it cannot be the real. This only uses the extra word to emphasize the advertiser’s feeling.

## 17. “The big blockbuster.” (Y11)

Weasel claim – the word “blockbuster” refers to a thing of great power or size. Especially, when it combines with the word “big”, it presents the greatness and superiority of the phone.

Alliteration – this is a repetition of the letter “b” in the word “big” and “blockbuster”.

## 18. “Power beyond limits.” (Y12)

Weasel claim – this claim presents the power which is the distinctive point of the phone. It conveys consumers that the power of this phone is good, but the use of word only makes this phone superior.

Hyperbole – this is an exaggeration because in fact, the power cannot exceed the limit. If the power exceeds the limit, the phone will be overloaded and cannot continue to use.

## 19. “AI Triple rear camera.” (Y17)

Scientific or statistical claim – the “AI triple rear camera” is a composition of the phone which is the scientific information of the phone.

## 20. “Bigger battery, better experience.” (Y19)

Unfinished claim – this claim states that this phone has bigger battery and



better experience, but does not finish the comparison of bigger battery and better experience than what.

Alliteration – this is a repetition of the letter “b” in the word “bigger”, “battery” and “better”.

Rhyme – this is a repetition of the accented vowel sound of the word “igger” and “better” within the line.

21. “Halo screen, bigger battery.” (Y91C)

Unfinished claim – this claim does not finish the comparison of bigger battery than what.

Alliteration – this is a repetition of the letter “b” in the word “bigger” and “battery”.

22. “Ignite your night.” (V19)

Vague claim – the night cannot be ignited by the phone. It only uses word which is related to the emotion and feeling of consumers.

Hyperbole – this is an exaggeration because something can be ignited at night, but it is impossible to ignite the night.

Imagery – this slogan allows the audience to imagine the performance of the phone which helps them to take photos at nighttime better.

Rhyme – this is a repetition of the accented vowel sound of the word “ignite” and “night” within the line.

23. “Delight every moment.” (V20/V20 Pro)

Weasel claim – this claim only uses beautiful word to emphasize the emotion and feeling. The use of word seems substantial, but it only conveys that this phone makes customers happy.

Imagery – this slogan gives consumers a visual image of the happiness in every important moment. It also convinces consumers that this phone makes consumers happy when using it.

Metaphor – the word “moment” refers to “time of using the phone” or “photographing”.

## 24. “Be the focus.” (V20 SE)

“We’re different and unique” claim – this conveys that this phone is the center of interest which stands out from others phone.

Imagery – this slogan allows the audience to feel that when they use this phone, they become a spot of interest.

Metaphor – the word “focus” means “spot of interest” or “focused person”.

## 25. “Photography. Redefined.” (X50/X50 Pro/X60/X60 Pro/X60 Pro+)

“We’re different and unique” claim – This claim states that the photography of this phone has been redefined. It seems like other phones have never been defined like this phone before.

## 26. “Light up the night.” (X50 lite)

Vague claim – the night cannot be lighted up by the phone. It only uses beautiful word to create the emotion and feeling of consumers.

Imagery – this slogan allows the audience to imagine the good performance of the phone when used for taking photos at nighttime.

Rhyme – this is a repetition of the accented vowel sound of the word “light” and “night” within the line

## 27. “Smoother play, all day.” (Y1s)

Weasel claim – the word “all” is used to highlight the amount of time. It means that this phone can be played for a long time.

Unfinished claim – the word “smoother” is used in this statement, but it does not finish the comparisons of smoother play than what. Consumers must think and assume by themselves.

Imagery – this slogan allows the audience to imagine the great capacity of the phone battery which allows the users to use the phone all-day long.

Rhyme – this is a repetition of the accented vowel sound of the word “play” and “day” within the line.

## 28. “Side fingerprint scanner.” (Y12s)

“Water is wet” claim – this is a true statement that mentions a “side fingerprint scanner” which is the distinctive points of the phone, but does not convey any real benefit to consumers other than the appearance of the phone.

Alliteration – this is a repetition of the letter “s” in the word “side” and “scanner”.

## 29. “More power more fun.” (Y20)

Unfinished claim – the word “more” is a part of unfinished claim. It does not finish the comparisons of more power than what and more fun than what.

Consumers must think and assume by themselves.

## 30. “Non-stop play, all day.” (Y30)

Weasel claim – the word “all” is used to highlight the duration of playing. It means that this phone can be played for a long time.

Imagery – this slogan makes the audience imagine the powerful battery of the phone which allows them to use the phone last long.

Rhyme – this is a repetition of the accented vowel sound of the word “play” and “day” within the line.

## 31. “Ultra speed, ultra style.” (Y50)

Weasel claim – the word “ultra” means high, special, extreme, and best. It conveys that this phone has very high speed and special style. This makes the message sounds superior.

Alliteration – this is a repetition of the letter “s” in the word “speed” and “syle”.

## 32. “All fun in one.” (Y51)

Weasel claim – the weasel word is “all”. The claim is supposed to highlight that this phone has a lot of fun. The use of word seems substantial, but it only sounds superior.

Rhyme – this is a repetition of the accented vowel sound of the word “fun” and “one” within the line.

33. “Capture my life” (Y31)

Weasel claim – this only imply that this phone can take a picture or video. The use of words weakens the meaning of the whole sentence and sounds superior.

Metaphor – the word “life” refers to “photos” or “memory.”

## 7. The Use of Advertising Claims and Figurative Language in Xiaomi Smartphone Slogans

The use of advertising claims and figurative language on the 44 Xiaomi’s smartphone slogans from official website, could be seen in the following Table.

**Table 16** The Frequency of Advertising Claims of Xiaomi Slogans

Advertising Claims	Frequency	Percentage
1. Weasel claim	22	44%
2. Unfinished claim	6	12%
3. “We’re different and unique” claim	4	8%
4. “Water is wet” claim	0	0%
5. “So what” claim	1	2%
6. Vague claim	3	6%
7. Endorsement or testimonial claim	2	4%
8. Scientific or statistical claim	11	22%
9. “Compliment the consumer” claim	1	2%
10. Rhetorical question	0	0%
Total	50	100%

As shown above, the frequency of advertising claims from Xiaomi’s smartphone slogans are 50 times. The majority of advertising claim is the weasel claim consisting of 22 times (44%). Followed by the scientific or statistical claim consisting of 11 times (22%), the unfinished claim consisting of 6 times (12%), the “we’re different and unique” claim consisting of 4 times (8%), the vague claim

consisting of 3 times (6%), the endorsement or testimonial claim consisting of 2 times (4%), the “so what” claim consisting of 1 time (2%), and the “compliment the consumer” claim consisting of 1 time (2%).

**Table 17** The Frequency of Figurative Language of Xiaomi Slogans

Figurative Language	Frequency	Percentage
1. Metaphor	3	6.98%
2. Synecdoche	1	2.33%
3. Personification	3	6.98%
4. Hyperbole	6	13.95%
5. Imagery	15	34.88%
6. Neologism	0	0.00%
7. Alliteration	9	20.93%
8. Rhyme	6	13.95%
Total	43	100%

As shown above, the frequency of figurative language from Xiaomi’s smartphone slogans are 43 times. The majority of figurative language is imagery consisting of 15 times (34.88%). Followed by alliteration consisting of 9 times (20.93%), hyperbole consisting of 6 times (13.95%), rhyme consisting of 6 times (13.95%), metaphor consisting of 3 times (6.98%), personification consisting of 3 times (6.98%), and synecdoche consisting of 1 time (2.33%).



Figure 7 The Example of Xiaomi Smartphone Slogan

These are the Xiaomi's smartphone slogans and the analysis of advertising claim and figurative language found in slogans as follows.

1. "Picture perfect 20MP cameras." (Mi A2)

Weasel claim – the word "perfect" word seems substantial, but it only means that the picture is good. The use of the word only makes it superior.

Scientific or statistical claim – this contains a number "20MP" of the graphic resolution of the camera which is the scientific information of the phone.

Alliteration – this is a repetition of the letter "p" in the word "picture" and "perfect".

2. "Dual camera, two-day battery." (Mi A2 Lite)

Scientific or statistical claim – the "dual camera" is a composition of the phone. It mentions the number of cameras which is related to the scientific information. "Two-day battery" is also an information related to scientific evidence because the battery usage time must be examined before.

Alliteration – this is a repetition of the letter "d" in the word "dual" and "day".

3. "Big display, bigger battery." (Mi Max 3)

Unfinished claim – this claim states that this phone has big display and bigger battery, but does not finish the comparison of bigger battery than what.

Alliteration – this is a repetition of the letter "b" in the word "big", "bigger" and "battery".

4. "Art x Technology." (Mi MIX 3/Mi MIX 2S)

"We're different and unique" claim – this claim combines the word "art" and "technology" to convey that this phone is different from other phones.

Imagery – Art x Technology means the multiplied combination between creativity and innovation.

5. “Pioneering commercial 5G smartphones.” (Mi MIX 3 5G)
 

“We’re different and unique” claim – this claims that it is the pioneer of commercial 5G smartphones. It makes the phone unique and no one else can be.

Imagery – the word “pioneer” produces the feeling of leadership, so they consumers can feel like a leader if they use this phone.

Personification – the word “pioneer” is a verb of human being.
6. “See beyond the future.” (Mi 8 Pro)
 

Vague claim – it is impossible to see the future, which is an abstract and has not happened yet. It is used to create the emotion and feeling of consumers, but unable to prove.

Hyperbole – this is an exaggeration because it is impossible to see beyond the future, which is an abstract and has not happened yet.
7. “The 2018 Xiaomi flagship.” (Mi 8)
 

“So what” claim – it claims that this is the 2018 Xiaomi flagship which means that this phone is the main and the best phone of Xiaomi in the year of 2018, but does not provide any real benefit of this phone.
8. “Photograph in style.” (Mi 8 Lite)
 

“We’re different and unique” claim – this it states that this phone takes pictures in style. It conveys consumers that the photography is different from others.

Imagery – the words “in style” conveys the meaning of “artistic” and “stylish”, so this slogan allows the consumers to feel that the photos taken by this phone is artistically good.
9. “Four cameras, all-new AI portraits”. (Redmi Note 6 Pro)
 

Scientific or statistical claim – the “four cameras” is a composition of the phone. It mentions the number of cameras which is related to the scientific information.

Alliteration – this is a repetition of the letter “a” in the word “all” and “AI”.

10. “The entry-level dual camera king.” (Redmi 6)

Weasel claim – the word “king” is a kind of beautiful word which is normally used to create the greatness. It means that this phone is the leader of the entry-level dual camera. The use of word only shows the superiority of this phone.

Scientific or statistical claim – the “dual camera” is a composition of the phone. It mentions the number of cameras which is related to the scientific information.

11. “The entry-level smartphone king.” (Redmi 6A)

Weasel claim – the word “king” is a kind of beautiful word which is normally used to create the greatness. It means that this phone is the leader of the entry-level smartphone. The use of word only shows the superiority of this phone.

12. “Photos without limits.” (Mi A3)

Weasel claim – The phrase “without limits” sounds superior because the use of word implies that this phone can take good pictures.

Hyperbole – this is an exaggeration because in fact, the photo has its limit, but the limit might be too high and customers cannot reach that point of the limit.

13. “Dream big, shoot epic.” (Mi Note 10/Mi Note 10 Pro)

Weasel claim – the word “epic” is used to highlight that this phone is good at taking photos. It only makes this message sounds superior.

Vague claim – the word “dream” is an action of human and the phone cannot dream.

Personification – the word “dream” is an action of human. The phone is an object. It cannot dream itself.

Rhyme – this is a repetition of the accented vowel sound of the word “big” and “epic” within the line.



14. “The display for exploring the future.” (Mi MIX Alpha)

Vague claim – this is impossible to explore the future by the display.

Hyperbole – this is an exaggeration because the future is an abstract and has not happened yet. The display cannot explore the future.

15. “48MP details matter.” (Mi 9)

Scientific or statistical claim – this contains a number “48MP” of the graphic resolution of the camera which is the scientific information of the phone.

Rhyme – this is a repetition of the accented vowel sound of the word “48MP” and “details” within the line.

16. “Snap your story.” (Mi 9 Lite)

Weasel claim – this only imply that this phone can take a picture or video of consumers. The use of words weakens the meaning of the whole sentence and sounds superior.

Alliteration – this is a repetition of the letter “s” in the word “snap” and “story”.

17. “Pocket size. Big picture.” (Mi 9 SE)

Weasel claim – the use of word can emphasize the distinctive point of the phone. It is supposed to give the impression that the size of picture large, although this phone is small.

Alliteration – this is a repetition of the letter “p” in the word “pocket” and “picture”.

Rhyme – this is a repetition of the accented vowel sound of the word “big” and “picture” within the line.

18. “Power in full.” (Mi 9T)

Weasel claim – this claim is supposed to give the impression that the power of this phone is good by using the word “full”. The use of word seems substantial, but it only sounds superior.

Imagery – the word “in full” allows the audience to imagine the highest degree of the battery power which helps the users to use this phone last long.

19. “Performance in full.” (Mi 9T Pro)

Weasel claim – this claim is supposed to give the impression that the performance of this phone is good by using the word “full”. The use of word seems substantial, but it only sounds superior.

Imagery – the word “in full” allows the audience to imagine the highest degree of the phone quality which helps the users to satisfy with its quality and performance.

20. “Go smart, do more.” (Redmi Go)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys that this phone does more, but does not state that what to do more. Consumers must think and assume by themselves.

Imagery – the term “go smart” makes the audience imagine the qualification of the phone; at the same time, the audience can realize the greater benefits this phone can give when they combine with “do more”.

21. “48MP quad camera all-star.” (Redmi Note 8/Note 8T)

Weasel claim – the word “all-star” is a kind of beautiful word which is normally used to present the notability. It means that the camera is the highlight and key point of this phone.

Scientific or statistical claim – this contains a number “48MP” of the graphic resolution of the camera and “quad camera” is a composition of the phone. It mentions the number of cameras which is related to the scientific information.

22. “Pioneer of 64MP quad camera.” (Redmi Note 8 Pro)

Scientific or statistical claim – this contains a number “64MP” of the graphic resolution of the camera and “quad camera” is a composition of the phone. It mentions the number of cameras which is related to the scientific information.

Personification – the word “Pioneer” is a verb of human being.

Imagery – the word “pioneer” produces the feeling of leadership, so consumers can feel like a leader if they use this phone.

23. “Fastest in class. Power that lasts.” (Redmi 7)

Weasel claim – this phone is as good as others, but the use of the word “fastest” makes this phone superior.

Hyperbole – this is an exaggeration that this is the fastest in class and power that lasts. It only gives an idea of the superiority of this, but cannot prove it.

Rhyme – this is a repetition of the accented vowel sound of the word “class” and “lasts” at the end of the line.

24. “Bigger battery, faster performance.” (Redmi 7A)

Unfinished claim – this states that this phone has bigger battery and better experience, but does not finish the comparison of bigger battery and faster performance than what.

Alliteration – this is a repetition of the letter “b” in the word “bigger” and “battery”.

Rhyme – this is a repetition of the accented vowel sound of the word “bigger” and “faster” within the line.

25. “25 days standby, 5000 mAh battery champion.” (Redmi 8)

Weasel claim – the word “champion” is a kind of word refers to the winner or the first rank on the chart. It is used to remark that the battery is the best.

Scientific or statistical claim – this contains a number “25 days” and “5000 mAh” which are the scientific information of the battery usage and capacity.

Imagery – the term “25 days standby” allows the audience to think of the lasting life of battery for one charge.

26. “31 days standby, 5000 mAh battery champion.” (Redmi 8A)

Weasel claim – the word “champion” is a kind of word refers to the winner or the first rank on the chart It is used to remark that the battery is the best.

Scientific or statistical claim – this it contains a number “31 days” and “5000 mAh” which are the scientific information of the battery usage and capacity.

Imagery – the term “31 days standby” allows the audience to think of the lasting life of battery for one charge.

27. “Power your creativity.” (Mi 10T 5G/Mi 10T Pro 5G/Mi 10T Lite 5G)

“Compliment the consumer” claim – this statement encourages and empowers consumers the creativity. It conveys consumers that their creativity is valuable.

Imagery – this slogan allows the audience to imagine that the phone can help the users to make use of this phone for artistic work and photography.

28. “Lights. Camera. Action.” (Mi 10/Mi 10 Pro/Mi 10 Lite)

Endorsement or testimonial claim – this claim is the traditional phrase of film crew at the beginning of a take. It is used when they will start filming. So, it is considered a testimonial reference to convince the consumers. It implies that the quality of this phone is like the camera used in film.

Imagery – this claim convinces customers to imagine to the professionalism if they use this phone to take pictures.

29. “Epic camera, epic display.” (Mi Note 10 Lite)

Weasel claim – the word “epic” is used to highlight that this phone has good camera and display. The use of word only makes this message elegant and superior.

30. “Capture your moment.” (Redmi 9)

Weasel claim – this only imply that this phone can take a picture or video of the moments. The use of words weakens the meaning of the whole sentence and sounds superior.

Metaphor – the word “moment” can be represented “photo”.

Synecdoche – the word “moment” can be a short term of “moment of life”

31. “Big battery, big display.” (Redmi 9A/Redmi 9C)

Weasel claim. – the word “big” in this claim can emphasize the distinctive point of the phone. It is supposed to give the impression of the size of battery and display.

Alliteration – this is a repetition of the letter “b” in the word “big” and “battery”.

32. “The legend continues.” (Redmi Note 9/Note 9 Pro)

Weasel claim – the word “legend” in this claim refers to something extremely famous. It is a kind of beautiful word which only sounds substantial and superior.

33. “Power to win.” (Redmi Note 9S)

Unfinished claim – this is the unfinished claim because it does not specify that power to win of what. There is no explanation that what does this phone compete with.

Imagery – this slogan allows the audience to imagine that using this phone, they have power to get through all obstacles and to win over others.

34. “Powerfully cool.” (POCO F2 Pro)

Weasel claim – the word “cool” in this claim means the attractiveness, not the temperature. The word “powerfully” is a kind of word that make this phrase seems best, but it only makes this phone elegant and superior.

Imagery – this slogan makes the audience imagine that using this phone make them stylish.

Rhyme – this is a repetition of the accented vowel sound of the word “powerfully” and “cool” within the line.

35. “More than you expect.” (POCO M3)

Unfinished claim – the word “more” is a part of unfinished claim. It conveys that this phone has something more than consumers expect, but does not specify that what is more. Consumers must think and assume by themselves.

Hyperbole – this is an exaggeration that this phone is the phone more than they expect or the phone has something more than they expect because the brands does not know what consumers expect from this phone.

36. “Exactly what you need.” (POCO X3 NFC)

“We’re different and unique” claim – the phrase “what you need” sounds like this phone different from other phones because this phone has exactly what customers need, but other phones do not have it.

Hyperbole – this is an exaggeration that this phone is the phone what consumers need. In fact, this might be a false claim for some customers if they do not need this phone.

37. “Movie magic.” (Mi 11)

Weasel claim – besides the supernatural power, the word “magic” can imply to the splendor and fascination. It means that this phone is good and suitable for watching movies.

Alliteration – this is a repetition of the letter “m” in the word “movie” and “magic”.

38. “The star performer.” (Mi 11i)

Weasel claim – the word “star” is a kind of beautiful word which is normally used to present the notability. This means that this phone is very popular.

Metaphor – the word “performer” refers to the phone.

39. “Show your style.” (Mi 11i Lite/Mi 11i Lite 5G)

Weasel claim – this only implies that it shows consumers’ styles, but it doesn't indicate to make their styles better.

Imagery – his slogan makes the customers proud of themselves when others see them use this phone because this phone is unique or stylish.

40. “The performance all-star.” (Redmi Note 8 (2021))

Weasel claim – the word “star” is used to present the notability of the phone. It means that the performance is the highlight of this phone.

41. “Ready, Set, 5G.” (Redmi Note 9T)

Endorsement or testimonial claim – this claim is the imitation of the original phrase “Ready, Set, Go” that the referees use to notify runners when they are on their marks. It is considered a testimonial reference to convince the consumers. The word “5G” replaces the word “go” to imply that the 5G smartphone is ready.

Imagery – this slogan mimics the original phrase “Ready, Set, Go”. This provides customers with a visual image of the availability of 5G innovation of this phone.

42. “The AMOLED explorer.” (Redmi Note 10)

Scientific or statistical claim – the “AMOLED” or “Active Matrix Organic Light Emitting Diode”, which is a component of the phone, is related to scientific information.

43. “The 108MP voyager.” (Redmi Note 10 Pro)

Scientific or statistical claim – this contains a number “108MP” of the graphic resolution of the camera which is the scientific information of the phone.

Metaphor – the word “voyager” means “ones taking long trips to places”.

44. “Power Up!” (Redmi 9T)

Unfinished claim – this does not state power up of what. Consumers must think and assume by themselves.

## 8. The Total Use of Advertising Claims and Figurative Language in Smartphone Slogan

After analyzing smartphone slogans from six brands, this part shows the total frequency and percentage of the use of advertising claims and figurative language to answer the research questions.

### 1. Advertising Claim

In analyzing the type of advertising claims used in all 150 smartphone slogans from six brands, Schrank's classification of advertising claims is used to analyze slogans including the weasel claim, the unfinished claim, the we're different and unique claim, the water is wet claim, the so what claim, the vague claim, the endorsement or testimonial claim, the scientific or statistical claim, the compliment the consumer claim, and the rhetorical question. The study found that some slogans employed more than one type of advertising claims. The result of frequency on the types of advertising claims could be seen in the following Table.

**Table 18** The Frequency and Percentage of Advertising Claims

Advertising Claims	Frequency	Percentage
1. Weasel claim	69	42.59%
2. Unfinished claim	25	15.43%
3. "We're different and unique" claim	14	8.64%
4. "Water is wet" claim	4	2.48%
5. "So what" claim	5	3.09%
6. Vague claim	21	12.96%
7. Endorsement or testimonial claim	2	1.23%
8. Scientific or statistical claim	17	10.49%
9. "Compliment the consumer" claim	5	3.09%
10. Rhetorical question	0	0%
Total	162	100%



As shown above, the majority of advertising claim is the weasel claim consisting of 69 times accounted for 42.59% of the total. On the other hand, the minority of advertising claim is the rhetorical question which is not found in the smartphone slogans from six brands.

## 2. Figurative Language

For the analysis of the type of figurative language used, Fauconnier's classification of figurative language mostly used in advertisement including metaphor, synecdoche, personification, hyperbole, imagery, neologism, alliteration, and rhyme is used to analyze slogans. The figurative language found in those smartphone slogans are both trope and scheme. Some slogans employ more than one types of figurative language. The result of frequency on the types of figurative language could be seen in the following Table.

**Table 19** The Frequency and Percentage of Figurative Language

Figurative Language	Frequency	Percentage
1. Metaphor	9	5.29%
2. Synecdoche	4	2.35%
3. Personification	13	7.65%
4. Hyperbole	30	17.65%
5. Imagery	52	30.59%
6. Neologism	1	0.59%
7. Alliteration	40	23.53%
8. Rhyme	21	12.35%
Total	170	100%

As shown above, the majority of figurative language is imagery consisting of 52 times accounted for 30.59% of the total. In addition, the minority of figurative language is neologism consisting of 1 slogan accounted for 0.59% of the total slogans.

### 3. Advertising Claims and Figurative Language

Regarding the 10 types of advertising claims, the study found that some types of advertising claims use 2 types of figurative language with the same amount. The result of the use of figurative language mostly used to create particular texts for each advertising claim are as follows.

**Table 20** The Advertising Claims and Figurative Language

Advertising Claims	Figurative Language mostly used	Frequency
1. Weasel claim	Imagery	22
2. Unfinished claim	Alliteration	13
3. “We’re different and unique” claim	Imagery	7
4. “Water is wet” claim	Alliteration	3
5. “So what” claim	Imagery	3
6. Vague claim	Hyperbole	9
7. Endorsement or testimonial claim	Imagery	2
8. Scientific or statistical claim	Imagery	4
	Alliteration	4
9. “Compliment the consumer” claim	Imagery	5
10. Rhetorical question	-	-

As shown above, imagery is mostly used for the weasel claim, the unfinished claim, the so what claim, the endorsement or testimonial claim, and compliment the consumer claim. Second, the scientific or statistical claim used imagery the same amount as alliteration. Lastly, hyperbole is mostly used for the vague claim and alliteration is mostly used to create particular texts for the unfinished claim and the water is wet claim.

## CHAPTER 5

### DISCUSSION

This chapter consists of four parts: a summary of findings, a discussion, a conclusion, and a recommendation for future research. The first summarizes the findings and presents in summary of findings part. The second discusses the data and presents in discussion part. The third summarizes the data and presents in conclusion part. The last part suggests a recommendation for future research.

This study analyzes figurative language and advertising claims used in slogans of online smartphone advertisements published from January 1, 2018, to June 30, 2021. This research aimed to study figurative language and explore the advertising claims used in smartphone slogans of top global brands marketing smartphones: Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi. The data sources for this study are smartphone slogans from six brands with a total number of 150 slogans.

The criteria for data analysis are the classification of advertising claims proposed by Schrank (2012) and the classification of figurative language mostly used in advertisement proposed by Fauconnier (1997). The ten types of advertising claims include the weasel claim, the unfinished claim; we are different and unique claim, the water is the wet claim, the so what claim, the vague claim, the endorsement or testimonial claim, the scientific or statistical claim, the compliment the consumer claim, and the rhetorical question. The eight types of figurative language in advertisements include metaphor, synecdoche, personification, hyperbole, imagery, neologism, alliteration, and rhyme.

#### **Summary of findings**

The key findings of this study are summarized as follows:

1. The top 3 of the most frequent advertising claims found on the slogans of online smartphone advertisements are the weasel claim (42.59%), the unfinished claim (15.43%), followed by the vague claim (12.96%).
2. The top 3 of the most frequent figurative language found in the slogans of online smartphone advertisements are imagery (30.59%), alliteration (23.53%), followed by hyperbole (17.65%).

3. Some smartphone slogans employ more than one type of advertising claim, and some smartphone slogans employ more than one type of figurative language.

4. From the findings, the weasel claim of advertising claims and imagery of figurative language is found the most in smartphone slogans. Focusing on the weasel claim, it is found that the type of figurative language mainly used to create particular texts for the weasel claim is imagery.

### **Discussion**

Among the types of advertising claims, the findings of this study indicate that the weasel claim is most found for smartphone slogans. The slogans that employ the weasel claim often found weasel words that suggest meanings without being specific, but it makes the product superior (Kannan & Tyagi, 2013). Since the weasel claim uses a word that looks meaningful at first glance but considers them carefully, it is meaningless. An example of the use of the weasel claim in the smartphone slogans are:

*“The most powerful iPhone ever.”*

In this slogan, the word “most” is a weasel word. It means that this phone is as good as other phones, but the word “most” only makes this phone superior. The word “powerful” also remarks that this phone is excellent, but it only sounds elegant.

*“The new super powerful note.”*

In this slogan, the word “powerful” is used to remark that this phone is excellent, and the word “super” also emphasizes exclusivity. These two words seem substantial, but it only makes this phone superior.

*“All fun in one.”*

In this slogan, the word “all” is the weasel word. The use of words seems substantial, but it only sounds superior. The claim is supposed to highlight that this phone has much fun.

From these examples, it can be seen that the weasel claim consists of words that seem substantial because they sound luxurious and classy. Also, consumers and audiences are satisfied with these kinds of words. Although the product is nothing new or special from the previous one, the use of beautiful and extra words makes the product look good and attractive. The weasel words commonly used in smartphone

slogans are ‘most,’ ‘powerful,’ ‘premium,’ ‘brilliant,’ ‘pro,’ ‘perfect,’ and ‘epic.’ Additionally, the word ‘all’ and ‘every’ was applied in smartphone slogans combined with other words, for example: ‘all day,’ ‘all fun,’ ‘all-new,’ ‘all-star,’ ‘everything,’ ‘everyone,’ ‘every day,’ ‘every way,’ ‘every shot,’ and ‘every moment. All the example words mentioned above are used in slogans to create an excellent image for the advertised smartphones.

The findings of advertising claims are in line with the study of Ariffin et al. (2013) who studied the use of weasel words as disclaimers in superiority claims. The weasel claim is viral among advertisers, and consumers prefer this type. Advertisers usually qualify the claims with ‘weasel words’ that consists of the modifiers to create the superiority claims. Although some words are misleading as words do not guarantee the effectiveness or benefit of the product, the weasel words help advertisers create advertisements that attract consumers’ attention. Besides, most consumers believe and trust the weasel claim because this claim is easy to understand. They can interpret the weasel words to confirm that the advertised products truly fulfill the claim. As in the study of Janjić and Vidaković (2017), who studied the weasel claims in advertisements in English and Serbian, the weasel claim represents an acceptable and legal way of communicating in the advertising discourse. This claim is an effective form of covert communication widely used in advertisements. Since studies are presenting on the weasel claim and the advertising claim in the advertisement, it can be proved that the weasel claim is an effective claim, frequently and popularly used in the advertisement to show and promote the product.

However, the current study’s findings do not support the study of Pornsuriya (2018). The previous study found that the vague claim was the most used. It might be because the advertisement components of the previous study were the headline and the body part. Also, the previous study aimed to analyze the advertising claims in food and supplement product advertisements. Meanwhile, this current study aimed to analyze the advertising claims used in smartphone slogans of online advertisements. Most food and supplement product advertisements consist of fancy and colorful word that is unprovable. It gives the vague and unclear meaning to avoid the Federal Trade Commission law.

Throughout the analysis of advertising claims, the unexpected findings of this study can be pointed out as interesting points. The use of advertising claims of more than one type occurs in this study. The example is shown as follows:

*“Dream big, shoot epic.”*

The findings show that the slogan employs more than one type of advertising claim. In this slogan, the word “epic” is the weasel word used to highlight that this phone is good at taking photos. It only makes this phone sounds superior. The word “dream” is an act of humans, and the smartphone cannot dream. So, this slogan is a weasel claim and a vague one. In short, the vague claim is an ambiguous and unclear statement. Colorful words are used in this claim, but they are meaningless. It is generally associated with consumers’ emotions and feelings toward advertisements. This claim is often combined with other claims (Schrank, 2012). To sum up, the advertising claims can be mixed with other advertising claims. The mixed claims make the slogan more attractive and make the advertised product outstanding.

In terms of figurative language, the findings of this study indicate that imagery is most found for the smartphone slogan. Some words or sentences used in the slogan may not occur in actual situations, but it gives a visual image of the advertised product. Imagery is popularly used in the slogan because influencing the consumers by allowing them to use their ideas to visualize might be the first thing that the advertiser wanted to convey to consumers through the slogan. In addition, it is also a way to persuade consumers to buy products. The example of the use of imagery in smartphone slogans are:

*“Lights. Camera. Action.”*

The original of this slogan is the traditional phrase of a film crew at the beginning of a take. It is usually mentioned every time the filming starts. This slogan convinces customers to imagine the film crew and the professionalism of the camera when taking pictures with this phone.

*“Light up the night.”*

This slogan allows the audience to imagine the good performance of the photography feature of the phone when it is used for taking photos at nighttime and in dark places.

*“Explore a new realm of design and speed.”*

This slogan gives a visual image of traveling to explore something or to find something new. This slogan refers to the new design and speed. This implies to consumers that an exciting thing has been discovered.

From these examples, it can be seen that imagery is the use of words or sentences that convey the reader's imagination to create mental pictures. Although consumers have yet to learn what the actual products look like, they can imagine the products, the functions, and the features of the advertised products. Also, imagery is not just about visual representations or mental images but includes physical and emotional sensations (Leigh, 1994).

The findings of figurative language are consistent with the study of Moonkrueakham (2017) who studied the rhetorical figures used in car advertisement headlines in the Bangkok Post. The imagery was frequently found in advertisements. The primary purpose of imagery is to encourage consumers to use their imaginations which is the first thing advertisers want to communicate and convince. Also, consumers are satisfied when they can use their imaginations to fulfill what they want from the products, as in the study of Kallayanamit and Sornsomrit (2019). They studied the figures of speech in English headlines of Western fast food printed advertisements on Google Image websites. The imagery was frequently used in advertisement because it can effectively achieve advertising goals. Imagery is a form that uses words to stimulate consumers' perception and imagination. It helps the consumers visualize the image of the advertised product and makes them trust the product's value.

The current study's findings are contrary to that of Aziz et al. (2020), who found that hyperbole was mostly found in advertisements. It might be because the product type and advertisement of the previous study and this study are different. The previous study aimed to analyze the figurative language used in cosmetic advertisements on Indonesian television. Meanwhile, this current study aimed to analyze the figurative language used in smartphone slogans of online advertisements. Hyperbole was used in cosmetic advertisements to describe incredible things that can be done by using the products. The use of exaggeration causes the slogan to sound lively.

Similarly to the analysis of advertising claims, the unexpected findings of the analysis of figurative language can be pointed out as interesting points. The use of figurative language more than one type occurs in this study. The example is shown as follow:

*“Brilliant portrait in low light.”*

This slogan leads the audience to imagine the great photography function and the good quality of photos, although the photos are taken in rather dark areas. Besides, there is a repetition of the letter “l” in the word “low” and “light.” So, this slogan is not only imagery but also alliteration. In short, alliteration is a repetition of initial consonant sounds that occurs at the beginning or the middle consonant of a word in the sentence (Jacobus, 2008).

The findings also accord with the study of Moonkrueakham (2017), which showed that the advertisement can employ figurative language more than one type. Using figurative language of more than one type can convince consumers better than using only one type and lead consumers to repeat purchases. To sum up, the figurative language can be combined with other figurative language. The combination of figurative language in advertisement can be more successful in advertising.

To answer the third research question, it found that the weasel claim of advertising claims is found the most in smartphone slogans, and the type of figurative language mainly used to create particular texts for the weasel claim was imagery. In addition, to focus on the most type of advertising claims and figurative language found, it showed the relationship between the advertising claims and the figurative language. The example is shown as follows.

*“Premium fun. For everyone.”*

This consists of the word “premium,” that used to emphasize the word “fun,” and also the word “everyone,” used to convince consumers that if they use this phone, they will get awesome fun. These words sound superior and represent luxury and superiority to create an excellent image for the smartphone. In this slogan, it allows consumers to imagine an image of exclusivity when they use this phone. Also, this slogan is an exaggeration that the phone is for everyone. In fact, probably not everyone can afford it, but the word “everyone” gives consumers more incentive to buy this phone. Moreover, this is a repetition of the letter “f” in the word “fun” and



“for,” and this is also a repetition of the accented vowel sound of the word “fun” and “everyone” at the end of the line.

From the example, the types of figurative language including imagery, hyperbole, alliteration, and rhyme are used for creating the weasel claim in the smartphone slogan. Apart from using the claims to show the superiority in the slogan, 4 types of figurative language can be used to create the exaggeration, convey the reader’s imagination, repeat initial consonant sounds, and repeat similar sounds to make them attractive and outstanding. To summarize, figurative language is used to create particular texts or modified sentences to make the language different and dramatic for the advertising claims.

### **Conclusion**

After analyzing all the data, the data analysis of advertising claims and figurative language used in slogans of online smartphone advertisements from Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi can be concluded as follow.

From the analysis, advertising claims and figurative language are applied to slogans. This means slogan is necessary for smartphone advertisement, which is a part of every brand’s marketing activity. This also highlights the important role of language techniques in promoting products.

Based on the ten types of advertising claim proposed by Schrank (2012), not every type of the claim are found. This can be interpreted that only some types of advertising claims are popular. From all types of advertising claims found in the studied slogans, the weasel claim is the most used in the advertising slogans of six brands. This means that the kind of claim is the most preferable one in promoting or showing the benefits and the qualifications of their products. Also, this means that six brands creatively communicate with their consumers. However, the weasel claim is a covert communication of the message through the use of deliberately vague and misleading language.

According to the figurative language mostly used in advertisement proposed by Fauconnier (1997), all eight types are found in smartphone slogans. Among all types of figurative language, the imagery is the most popular for smartphone slogans of six brands. This type of figurative language is the one that most advertisers choose

to apply to create attractiveness in their advertisements. The obvious highlight of this type is to allow consumers to create a mental image in their minds. Of course, the imaginations and thoughts of consumers are unrestrained.

For the relationship between the advertising claims and the figurative language, it is found that the imagery of figurative language is mainly used for creating the weasel claim of advertising claims in smartphone slogans. Also, alliteration and hyperbole of figurative language are often used to create advertising claims. The use of figurative language can create and empower the advertising claims. As an advertising claim is an element used for attracting or persuading consumers, figurative language is the rhetorical device advertisers prefer to create particular texts in advertising claims in slogans.

In conclusion, the use of advertising claims and figurative language are to create outstanding and memorable slogans because the purpose of a slogan is to grab the audience's attention within a short time. It can be seen that most slogans are short, concise, and easy to remember for effectively affecting the audience's perception. The findings of this study emphasize the importance of language that it is not only for daily communication but it is also beneficial for business world. Apart from that, the language use is a channel to show human's creativity which not limited to one specific form.

### **Recommendation for future research**

This study is only part of the study of advertising language focuses on the slogans of smartphone advertisements from Apple, Samsung, Huawei, Oppo, Vivo, and Xiaomi from 2018 to 2021.

For future studies, researcher who are interested in studying the language in advertising could study more in the other advertisements such as print advertisement (newspaper, magazines, brochures), broadcast advertisement (television and radio advertisements), outdoor advertisement (posters, hoardings, billboard, banners) or in the other type of advertisement components such as headline, subhead, and body copy.

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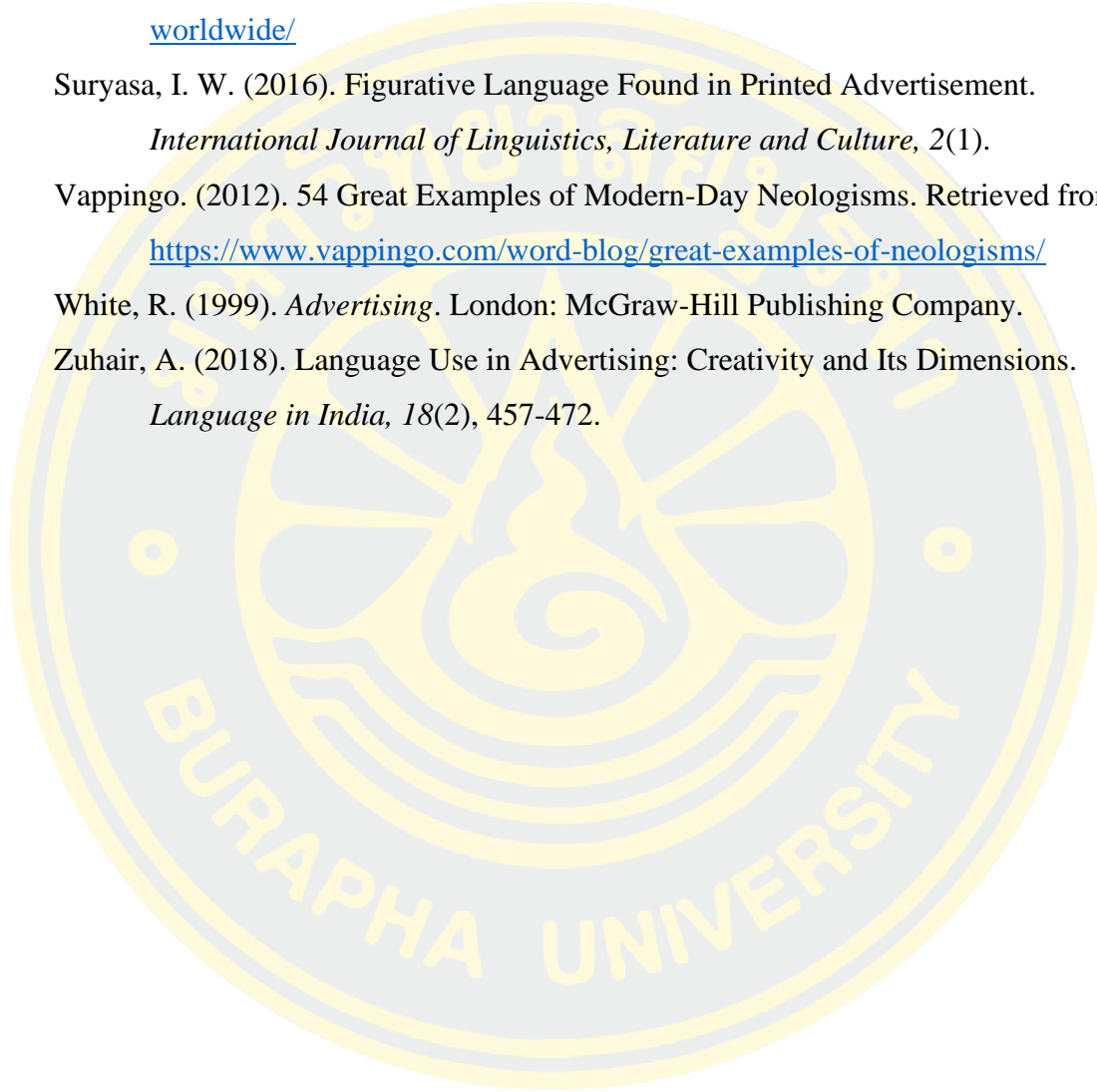
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