

Beverage Branding and Social Dynamics: A Critical Discourse Analysis of Soft Drink Slogan

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Abstract

This study looks at how soft drink slogans affect both branding and social trends. Using Fairclough's three-part model, we examine the language, cultural meanings, and hidden messages in slogans from four big soft drink companies. We find that these slogans are not just for advertising, but also act as mirrors of society's values, identities, and power dynamics. By analyzing the words used in these slogans, we uncover how brands try to connect with people's feelings, dreams, and sense of self. We also see how slogans can support or question social beliefs about health, lifestyle, and consumer habits. Our research helps us better understand how language, branding, and social trends interact in the beverage industry. This work is useful for marketers, language experts, and social scientists who are interested in how brands communicate and influence people and society.

Keywords: Beverage branding, Soft drink slogans, Critical discourse analysis, Sociocultural implications, Linguistic features

Introduction

In the competitive world of soft drink marketing, branding plays a crucial role in distinguishing one product from another. One of the most powerful tools in this branding arsenal is the use of slogans short, memorable phrases designed to capture the essence of the brand and resonate with consumers. These slogans are not just marketing gimmicks; they are carefully crafted messages that reflect and influence cultural and social dynamics. This study employs critical discourse analysis (CDA), as outlined by Fairclough (1995), to delve into the linguistic features and sociocultural implications of soft drink slogans. By examining the language used in these slogans, can uncover the strategies employed by brands to connect with consumers on an emotional and cultural level.

Soft drink slogans are particularly interesting because they often mirror the societal values and trends of the times. For example, a slogan might emphasize themes of youthfulness, freedom, or happiness, which are appealing to the target demographic. These messages are not just about selling a product; they are about selling a lifestyle or an ideal. This is where the concept of ideological underpinnings comes into play. The language used in these slogans can reveal underlying biases or ideologies that are subtly conveyed to consumers (Wodak & Meyer, 2009). For instance, a slogan might promote a certain body image or lifestyle that reflects broader societal norms and expectations.

Furthermore, the analysis of soft drink slogans provides insight into how language is used to construct brand identity and influence consumer behavior. Brands use linguistic techniques such as metaphors, imperatives, and emotional appeals to create a connection with their audience. By dissecting these linguistic features, we can understand how brands communicate their message and how consumers interpret and respond to these messages (Van Dijk, 2008).

In this study, explore the linguistic and sociocultural dimensions of soft drink slogans from four major brands. Our aim is to uncover the strategies used by these brands to appeal to consumers and to understand how these slogans contribute to the shaping of social norms and consumer identities.

Soft drinks have become a staple in our daily lives, not just as beverages but as cultural symbols. The slogans that accompany these drinks are more than mere advertising catchphrases; they are a window into the values, desires, and aspirations of society. This research delves into the world of soft drink slogans, employing critical discourse analysis

(CDA) to uncover the layers of meaning that lie beneath the surface of these catchy phrases.

The power of a slogan lies in its ability to condense complex brand narratives into a few memorable words. These slogans are crafted with precision, aiming to evoke specific emotions and create a lasting impression on consumers (Lannon & Cooper, 2012). They play a crucial role in shaping brand identity and consumer perception, making them a rich subject for analysis.

This study is grounded in the theoretical framework of CDA, as outlined by Fairclough (1995), which provides a lens to examine the interplay between language and power. By analyzing the linguistic features of soft drink slogans, we aim to reveal how these phrases serve as vehicles for ideology, subtly influencing consumer behavior and reinforcing social norms (Fairclough, 1992).

Our research is particularly interested in exploring how soft drink slogans navigate the complex landscape of consumer culture. We seek to understand how these slogans reflect and shape societal trends, how they tap into collective desires, and how they respond to changing consumer attitudes (Holt, 2004). By examining the discursive strategies used in these slogans, such as appeals to youth, freedom, or authenticity, we aim to shed light on the mechanisms through which brands seek to connect with their audience (Jin, 2012).

Furthermore, this study acknowledges the dynamic nature of branding and consumer culture. As society evolves, so do the meanings associated with brands and their slogans. This research aims to capture the contemporary nuances of soft drink branding, providing insights into the current state of the industry and its future directions.

This research aims to contribute to the understanding of the intricate relationship between beverage branding and social dynamics. By critically examining soft drink slogans, we hope to uncover the underlying messages and values that these brands convey and their impact on consumer behavior and societal discourse. Through this analysis, we aim to offer valuable perspectives for marketers, scholars, and consumers alike, fostering a deeper appreciation of the role of language in shaping our consumption habits and cultural landscape.

Literature Review

The concept of branding extends far beyond the mere association of a name or logo with a product. It is a complex process that involves creating a unique identity and set of associations for a product or service, which in

turn shapes consumer culture and identity. Holt (2004) posits that brands are not merely indicators of commercial value; they are imbued with cultural significance, acting as symbols that convey deeper meanings and values. This is particularly evident in the soft drink industry, where brands like Coca-Cola and Pepsi have achieved iconic status. These brands have become more than just providers of beverages; they are woven into the fabric of society, representing certain lifestyles, values, and aspirations.

The role of advertising, especially through slogans, is critical in this branding process. Schudson (1984) suggests that advertising is a key mechanism through which products are integrated into cultural narratives and social practices. Slogans, in particular, are powerful tools in this regard. They are carefully crafted messages that encapsulate the essence of a brand in a few memorable words. These slogans often resonate with consumers on an emotional level, reinforcing the brand's identity and its connection to certain cultural values. For example, Coca-Cola's slogan "Open Happiness" suggests more than just the physical act of opening a bottle; it implies a broader association of the brand with joy and positive experiences.

Furthermore, the impact of branding on consumer culture is profound. Brands influence not only what people buy but also how they perceive themselves and the world around them. In the case of soft drinks, the branding strategies employed by companies like Coca-Cola and Pepsi have shaped consumer preferences, lifestyle choices, and even social interactions. The consumption of these beverages is often associated with moments of pleasure, celebration, and social bonding, reinforcing the brands' positions as integral elements of contemporary culture.

Branding plays a crucial role in shaping consumer culture and identity, with soft drink brands serving as prime examples of how products can transcend their functional value to become cultural symbols. Through effective advertising and the use of impactful slogans, these brands have embedded themselves within cultural narratives, influencing consumer behavior and societal trends.

Critical Discourse Analysis (CDA) has emerged as a valuable tool for dissecting and understanding the intricate relationship between language, power, and social dynamics within various discursive contexts, including advertising. Within the realm of advertising, CDA offers a systematic framework for examining how language constructs and perpetuates social power dynamics, ideologies, and values (Fairclough, 1995).

Fairclough's (1995) three-dimensional model of CDA provides a comprehensive framework for analyzing advertising texts, such as slogans. This model consists of three interrelated dimensions: text

analysis, processing analysis, and social analysis. Text analysis involves examining the linguistic features and structures of advertising texts, including slogans, to uncover underlying meanings, ideologies, and power relations. Processing analysis delves into how these texts are produced, circulated, and consumed, shedding light on the power dynamics inherent in the advertising industry. Social analysis zooms out to examine the broader socio-cultural context within which advertising operates, exploring how advertising discourse reflects and shapes societal norms, values, and power relations.

Slogans play a pivotal role in advertising, serving as concise and memorable linguistic artifacts that encapsulate brand messages and values. Lannon and Cooper (2012) emphasize the significance of slogans in constructing brand identity and influencing consumer perception. Through the strategic use of language, slogans evoke specific emotions, associations, and desires, thereby shaping consumers' attitudes and behaviors towards brands.

By applying CDA to the analysis of slogans, researchers can uncover the ideologies and values embedded within these linguistic constructs (Jin, 2012). Linguistic features such as word choice, syntax, and rhetorical devices are scrutinized to reveal the underlying messages and power dynamics at play. For example, slogans may employ persuasive techniques such as appeals to emotion, authority, or social norms to influence consumer attitudes and behaviors. Moreover, slogans may reflect broader societal ideologies and power structures, such as gender norms, class distinctions, or cultural values.

Through CDA, researchers can critically examine how slogans contribute to the construction and perpetuation of brand identities and societal discourses. This involves not only analyzing the explicit messages conveyed by slogans but also uncovering the implicit meanings and assumptions embedded within them. By contextualizing slogans within their socio-cultural and historical contexts, researchers can elucidate how they both reflect and shape the broader landscape of consumer culture.

Sociocultural Implications of Soft Drink Slogans: The language used in soft drink slogans is not just about selling a product; it's a reflection of the society and culture in which it operates. These slogans often tap into prevailing societal values and norms, acting as a mirror to the collective aspirations and attitudes of the target demographic. Cook (2001) highlights how slogans frequently evoke themes of happiness, youth, and freedom. For example, a slogan like "Live for Now" (Pepsi) encapsulates a sense of immediacy and enjoyment, appealing to a younger audience's desire for spontaneity and fun.

Furthermore, the impact of soft drink slogans extends beyond mere product promotion; they can also reinforce and perpetuate certain social norms and ideologies. Zhang and Zhao (2009) point out that slogans can subtly reinforce gender stereotypes. For instance, a slogan that portrays a soft drink as a reward for a hard day's work might inadvertently reinforce traditional gender roles by implying that certain activities or behaviors are more suited to one gender than another.

Additionally, soft drink slogans often embody consumerist ideologies. They promote a lifestyle of consumption where happiness and success are associated with the products we buy. Slogans like "Open Happiness" (Coca-Cola) suggest that consuming a soft drink is not just about quenching thirst but about accessing a broader sense of joy and fulfillment. This ties into broader consumerist narratives that equate material consumption with personal satisfaction and well-being.

The study of soft drink slogans provides valuable insights into the cultural and social dynamics of the beverage industry. By examining the language and messaging used in these slogans, researchers can uncover the underlying values and ideologies that they promote. This analysis can reveal how brands navigate and respond to societal trends and how they contribute to shaping consumer identity and behavior.

The way consumers respond to branding strategies, particularly slogans, is a critical area of study for marketers. Duffett (2015) emphasizes that effective slogans can significantly enhance brand recall and loyalty. This is because memorable slogans tend to stick in consumers' minds, making them more likely to choose the brand in the future. However, the influence of slogans extends beyond just making the brand more recognizable. They have the power to shape consumer attitudes and behaviors. For example, a slogan that emphasizes happiness or togetherness can create positive associations with the brand, influencing consumers to view the brand as a source of positive emotions or social connections.

Moreover, Myerson and Rydin (2014) highlight the importance of alignment between slogans and consumer values and identities. When consumers see their own values and identities reflected in a brand's messaging, they are more likely to feel a connection to the brand. This alignment can lead to a deeper integration of the brand into the consumer's self-concept, where the brand becomes a part of how they define themselves. For instance, a soft drink slogan that promotes environmental sustainability might resonate with consumers who value eco-friendliness, leading them to adopt the brand as a symbol of their own commitment to sustainability.

Evolving Trends in Beverage Branding: The world of beverage branding is continually shifting in response to changing consumer preferences and societal norms. One significant trend is the growing emphasis on health consciousness and sustainability. As Holt (2002) points out, these trends have led brands to adapt their messaging to appeal to consumers' evolving values. For example, soft drink companies might highlight their use of natural ingredients or their efforts to reduce plastic waste in their advertising campaigns.

The analysis of soft drink slogans can provide insights into how brands are navigating these trends. By examining the language and themes present in slogans over time, researchers can track shifts in branding strategies and consumer priorities. For instance, a move from slogans that emphasize indulgence and fun to those that highlight health and environmental responsibility might reflect a broader societal shift towards health-conscious and sustainable living.

In summary, understanding consumer response to branding strategies is crucial for creating effective marketing campaigns. Slogans play a significant role in shaping consumer attitudes and behaviors, and their alignment with consumer values can lead to deeper brand loyalty. Additionally, the evolving trends in beverage branding, such as the focus on health and sustainability, are reflected in the changing nature of soft drink slogans. By analyzing these trends, marketers can gain valuable insights into consumer preferences and societal norms, enabling them to craft more relevant and resonant branding strategies.

In the existing literature on soft drink slogans and branding, there is a notable gap in the analysis of how these slogans adapt to and reflect the growing consumer trends of health consciousness and environmental sustainability. This study aims to fill this gap by collecting and analyzing data from the official websites and advertising campaigns of major soft drink brands. Employing a Critical Discourse Analysis (CDA) approach, the research will focus on the linguistic features of soft drink slogans in the context of evolving consumer preferences. Addressing this gap is essential for understanding how soft drink brands navigate the changing landscape of consumer culture and societal norms, and the implications of these changes for brand identity and consumer behavior.

Theoretical Framework

The theoretical framework for this study is grounded in Fairclough's three-dimensional (3D) model of Critical Discourse Analysis (CDA), which provides a comprehensive approach for examining the linguistic, social,

and cultural aspects of advertising slogans. The 3D model consists of three interrelated components:

1. **Text Analysis:** This dimension focuses on the linguistic features of the slogans, such as vocabulary, grammar, and coherence. It aims to describe the textual characteristics and identify the linguistic strategies used to convey meaning and appeal to consumers.
2. **Discourse Practice:** This aspect examines the processes involved in the production, distribution, and consumption of the slogans. It explores how the slogans are created, circulated, and interpreted within the advertising industry and by the target audience. This dimension helps in understanding the role of slogans in marketing strategies and their reception by consumers.
3. **Sociocultural Practice:** The final dimension delves into the broader sociocultural context in which the slogans operate. It analyzes the ideologies and power relations embedded within the slogans and their reflection of societal norms and values. This dimension aims to explain how the slogans contribute to shaping consumer perception and behavior, as well as their impact on social dynamics.

By employing Fairclough's 3D model, the study seeks to uncover the multifaceted nature of soft drink advertising slogans, exploring their linguistic construction, their role in marketing practices, and their sociocultural implications. The primary data for this analysis are drawn from the official websites of four major soft drink brands, ensuring that the slogans examined are current and relevant. Through a detailed qualitative analysis of these slogans, the study aims to reveal the underlying meanings, values, and ideologies they convey, and assess their potential impact on consumer perception and behavior. This theoretical framework provides a holistic approach to understanding the complex interplay between language, advertising, and society in the context of beverage branding.

Research Methodology

This study employs a qualitative research approach, utilizing Fairclough's three-dimensional (3D) model of critical discourse analysis (CDA) to investigate the advertising slogans of four major soft drink brands. The 3D model, comprising text analysis (description), discourse practice (interpretation), and sociocultural practice (explanation), serves as the theoretical framework guiding the analysis. The primary data for this research were collected from the official websites of the selected soft drink

brands. Each brand's website was meticulously examined to extract the most recent and prominent advertising slogans. This approach ensured that the slogans analyzed were current and relevant to the brands' ongoing marketing strategies. The extracted slogans were subjected to a detailed qualitative analysis following Fairclough's 3D model. The text analysis focused on the linguistic features of the slogans, including vocabulary, grammar, and coherence. Discourse practice analysis examined the production, distribution, and consumption of the slogans, exploring how they are created, disseminated, and interpreted by audiences. Finally, the sociocultural practice analysis delved into the broader sociocultural context, ideologies, and power relations embedded within the slogans. By employing this methodology, the study aims to uncover the underlying meanings, values, and ideologies conveyed through the soft drink advertising slogans and their potential impact on consumer perception and behavior.

Research Objectives:

1. To analyze the linguistic features of soft drink slogans
2. To examine the sociocultural implications of soft drink slogans

Research Questions:

1. How do the linguistic features of soft drink slogans contribute to their persuasive appeal?
2. What sociocultural values and ideologies are embedded in the soft drink slogans, and how do they impact consumer perception?

Data Analysis**Slogan: "Taste the Feeling" (Coca-Cola)****Text Analysis (Description)**

Vocabulary: The slogan uses sensory language ("Taste") and an abstract concept ("Feeling") to create an emotional appeal. The word "Taste" invites the audience to experience the product, while "Feeling" suggests that drinking Coca-Cola is associated with positive emotions. The words chosen in the slogan "Taste the Feeling" are deliberately crafted to resonate with the human experience. "Taste" immediately conjures the sensory pleasure associated with consuming Coca-Cola. It's not just about drinking a beverage but experiencing its flavor and refreshment. This word invites individuals to savor the moment, engaging not only their taste buds but their entire sensory perception. "Feeling" introduces an emotional dimension to the experience. It suggests that drinking Coca-Cola is more

than just a physical act; it's about the emotions it evokes. This word hints at the intangible joy, satisfaction, and comfort that people associate with Coca-Cola. It taps into the human desire for emotional connection and fulfillment, making the brand more relatable and appealing.

Grammar: The imperative form "Taste" is a direct command that encourages immediate action. The use of "the" before "Feeling" implies a specific, unique experience associated with the brand. The structure of the slogan employs a direct command, urging individuals to take action. The imperative form of "Taste" prompts immediate engagement, creating a sense of urgency and excitement. It's like an invitation to seize the moment and experience the pleasure of Coca-Cola. The use of "the" before "Feeling" adds a sense of specificity and exclusivity. It implies that there is a particular, unique emotion tied to Coca-Cola that cannot be replicated by any other beverage. This grammatical choice positions Coca-Cola as not just any soda but a distinctively special experience, elevating its status in the minds of consumers.

Coherence: The slogan is concise and memorable, effectively linking the physical act of tasting with an emotional experience. The slogan's coherence lies in its ability to seamlessly connect two essential aspects of human experience: sensation and emotion. "Taste the Feeling" encapsulates the entire journey of consuming Coca-Cola, from the initial sensory pleasure of tasting it to the emotional fulfillment it provides. The phrase is concise yet powerful, resonating with individuals on a deep, personal level. Its simplicity makes it easy to remember and internalize, reinforcing Coca-Cola's message in the hearts and minds of consumers. It's not just a slogan; it's a mantra that encapsulates the essence of the brand and its significance in people's lives.

Discourse Practice (Interpretation)

Production: The slogan was likely created to emphasize the emotional connection consumers have with Coca-Cola, beyond just the physical taste. It aligns with the brand's marketing strategy of associating the product with happiness and memorable moments. The creation of the slogan "Taste the Feeling" reflects Coca-Cola's strategic approach to branding. It is likely crafted to emphasize the emotional connection that consumers have with the product, transcending mere taste. Coca-Cola's marketing strategy has long been centered around associating the brand with happiness, joy, and memorable moments. Therefore, the slogan aligns seamlessly with this overarching brand narrative. By focusing on the emotional aspect of consumption, Coca-Cola aims to differentiate

itself from competitors and establish a deeper, more meaningful relationship with consumers.

Distribution: The slogan is used across various media platforms, including TV commercials, billboards, and digital ads, ensuring wide exposure to the target audience. Coca-Cola ensures wide exposure of the slogan "Taste the Feeling" through various distribution channels. It is prominently featured in TV commercials, billboards, print advertisements, and digital media platforms. This multi-channel approach ensures that the slogan reaches a diverse audience across different demographics and geographical locations. By leveraging multiple media platforms, Coca-Cola maximizes the reach and impact of its marketing message, reinforcing brand awareness and engagement among consumers.

Consumption: Consumers might interpret the slogan as an invitation to enjoy not just a beverage, but a positive emotional experience, reinforcing their emotional bond with the brand. The interpretation of the slogan "Taste the Feeling" by consumers is influenced by their individual perceptions, experiences, and emotions. For many consumers, the slogan may serve as an invitation to not only enjoy the physical taste of Coca-Cola but also to immerse themselves in a positive emotional experience. It reinforces the idea that consuming Coca-Cola is not just about quenching thirst but about indulging in moments of joy, happiness, and nostalgia. Through this interpretation, consumers reinforce their emotional bond with the brand, associating Coca-Cola with positive feelings and memorable experiences.

The discourse practices surrounding the production, distribution, and consumption of Coca-Cola's slogan "Taste the Feeling" exemplify the brand's strategic approach to marketing and branding. From production, where the slogan is crafted to emphasize emotional connection, to distribution, where it is widely disseminated across various channels, to consumption, where it reinforces consumers' emotional bond with the brand, each stage reflects Coca-Cola's efforts to position itself as more than just a beverage but as a source of happiness and emotional fulfillment in people's lives.

Sociocultural Practice (Explanation)

Ideologies: The slogan promotes an ideology of happiness and positivity associated with consuming Coca-Cola. It suggests that the product is not just a drink, but a key to experiencing joy. The slogan "Taste the Feeling" promotes an overarching ideology of happiness and positivity associated with consuming Coca-Cola. It suggests that drinking Coca-Cola goes beyond mere hydration or refreshment; it is portrayed as a gateway to

experiencing joy, pleasure, and emotional fulfillment. This ideology aligns with Coca-Cola's longstanding branding strategy, which emphasizes the emotional connections people have with the brand. For example, Coca-Cola commercials often depict scenes of people coming together, sharing moments of happiness and celebration, with Coca-Cola at the center of these experiences. By associating the product with positive emotions, the slogan reinforces the idea that Coca-Cola is not just a drink but a catalyst for creating and enhancing joyful moments in people's lives.

Societal Norms: The slogan reflects societal values of pleasure and enjoyment. It taps into the common desire for positive experiences and emotional fulfillment. The slogan "Taste the Feeling" taps into societal norms and values surrounding pleasure and enjoyment. In many cultures, there is a pervasive desire for positive experiences and emotional fulfillment. Coca-Cola's marketing campaigns often leverage these cultural norms by portraying the brand as synonymous with happiness and enjoyment. For instance, Coca-Cola advertisements frequently feature scenes of people enjoying themselves at parties, picnics, or family gatherings, with Coca-Cola serving as a symbol of shared happiness and camaraderie. By aligning with these societal values, the slogan resonates with consumers and reinforces the idea that consuming Coca-Cola is not just a mundane activity but a source of pleasure and enjoyment that enriches everyday life.

Impact on Consumer Perception: By associating Coca-Cola with positive feelings, the slogan likely strengthens consumer perception of the brand as a source of happiness, potentially enhancing brand loyalty and emotional attachment. The association of Coca-Cola with positive feelings and emotions through the slogan "Taste the Feeling" likely has a significant impact on consumer perception of the brand. When consumers encounter the slogan in advertisements, packaging, or other marketing materials, it reinforces the notion that Coca-Cola is a brand that brings happiness and joy into their lives. This positive association can enhance consumer perception of the brand, leading to increased brand loyalty and emotional attachment. For example, when faced with a choice between Coca-Cola and a competitor's beverage, consumers who have internalized the message of "Taste the Feeling" may be more inclined to choose Coca-Cola because of the positive emotions and experiences associated with it. Over time, this can lead to stronger brand loyalty and a deeper emotional connection with the Coca-Cola brand.

The sociocultural practices surrounding Coca-Cola's slogan "Taste the Feeling" reflect the brand's strategic efforts to tap into universal desires for happiness, pleasure, and emotional fulfillment. By promoting an ideology

of positivity and associating the brand with societal norms of enjoyment, the slogan reinforces consumer perception of Coca-Cola as more than just a beverage but as a source of joy and happiness in people's lives. Through these sociocultural practices, Coca-Cola seeks to deepen its emotional connection with consumers and strengthen its position in the marketplace.

Slogan: "That's What I Like" (PEPSI)

1. Text Analysis (Description)

Vocabulary: The slogan uses colloquial, everyday language to create a sense of familiarity and relatability. The phrase "That's What I Like" suggests personal preference and individual choice, appealing to the consumer's sense of autonomy. The choice of vocabulary in the slogan "That's What I Like" is characterized by its colloquial and everyday language, which contributes to creating a sense of familiarity and relatability among consumers. By using language that mirrors common speech patterns, Pepsi aims to establish a connection with consumers on a personal level, evoking a sense of comfort and resonance.

The phrase "That's What I Like" encapsulates a sentiment of personal preference and individual choice, appealing directly to the consumer's sense of autonomy and agency. By employing the word "That's," the slogan adopts a conversational tone, as if someone is expressing their genuine preference in a casual conversation. This creates an immediate sense of intimacy and authenticity, fostering a stronger connection between the consumer and the brand.

Moreover, the phrase "What I Like" emphasizes the subjective nature of taste and preference, acknowledging and respecting the diversity of consumer preferences. It suggests that each individual has their own unique set of likes and dislikes, and Pepsi is positioned as a brand that understands and respects these individual differences.

Overall, the vocabulary of the slogan "That's What I Like" effectively communicates Pepsi's message of personal preference and choice in a manner that is approachable, relatable, and inclusive. It invites consumers to align themselves with the brand based on their own tastes and preferences, fostering a deeper sense of connection and affinity with Pepsi as a beverage choice that resonates with their individuality.

Grammar: The use of the contraction "That's" instead of "That is" adds to the casual, conversational tone of the slogan. The present tense "like" implies an ongoing, consistent preference for Pepsi. **Use of "That's" instead of "That is":**

The contraction "That's" is a colloquial and informal way of saying "That is." By using the contraction, the slogan adopts a more

conversational tone, as if the speaker is engaging in a friendly, informal conversation with the audience. This choice of language creates a sense of familiarity and relatability, making the slogan more approachable to consumers. It's as if a friend or acquaintance is expressing their personal preference for Pepsi in a casual, everyday conversation, rather than delivering a formal advertising message.

Implication of ongoing preference with "like":

The use of the present tense verb "like" implies an ongoing and consistent preference for Pepsi. Unlike using a past tense verb like "liked," which would suggest a temporary or past preference, "like" suggests that the preference for Pepsi is enduring and continuous. This conveys the idea that Pepsi is not just a one-time choice, but a beverage that consumers consistently enjoy and prefer over time. It reinforces the notion that Pepsi is a reliable and dependable choice for satisfying one's beverage preferences, further enhancing its appeal to consumers.

By combining the contraction "That's" with the present tense verb "like," the slogan "That's What I Like" effectively conveys a sense of ongoing and consistent preference for Pepsi in a casual and conversational manner. It creates a connection with consumers by speaking to them in a language that feels familiar and relatable, while also reinforcing the idea that Pepsi is a beverage choice that people continue to enjoy and prefer over time.

Coherence: The slogan is simple and straightforward, effectively conveying the message that Pepsi is a preferred choice for consumers.

Simplicity and straightforwardness:

The slogan "That's What I Like" is concise and to the point, with no unnecessary words or complexity. Its simplicity makes it easy to understand and remember, ensuring that the message resonates with consumers quickly and effortlessly. By cutting through the clutter and getting straight to the point, Pepsi effectively communicates its core message: that Pepsi is what consumers like.

Clear and direct message:

The straightforwardness of the slogan leaves no room for ambiguity or confusion. It clearly communicates the idea that Pepsi is the preferred choice for consumers, without any need for elaborate explanations or persuasive techniques. This clarity of message ensures that consumers immediately grasp the intended meaning and takeaway, reinforcing the association between Pepsi and consumer preference.

Emotional resonance:

Despite its simplicity, the slogan "That's What I Like" carries emotional resonance. It taps into the personal preferences and individual tastes of consumers, evoking positive emotions and associations. By aligning itself with what consumers like, Pepsi establishes a deeper connection with its audience, appealing to their emotions and sense of identity. This emotional resonance enhances the coherence of the slogan by reinforcing the idea that Pepsi is a beverage that consumers genuinely enjoy and prefer.

Overall, the coherence of the slogan "That's What I Like" lies in its simplicity, clarity, and emotional resonance. It effectively communicates Pepsi as a preferred choice for consumers in a straightforward and relatable manner, ensuring that the message resonates with audiences and reinforces brand affinity.

2. Discourse Practice (Interpretation)

Production: The slogan was likely created to emphasize the personal connection and individual satisfaction that consumers experience with Pepsi. It positions the brand as a top choice that aligns with personal tastes and preferences.

Consumer-Centric Approach:

The creation of the slogan "That's What I Like" likely stemmed from a consumer-centric approach to marketing. Pepsi's marketing team likely conducted extensive research to understand consumer preferences, behaviors, and attitudes towards soft drinks. By gaining insights into the desires and tastes of their target audience, Pepsi aimed to develop a slogan that resonates with consumers on a personal level.

Emphasis on Personal Connection:

The slogan emphasizes the personal connection that consumers have with Pepsi. It acknowledges and celebrates the individual preferences and tastes of consumers, positioning Pepsi as a brand that understands and caters to their unique needs. By highlighting the phrase "That's What I Like," Pepsi communicates the message that consumers can trust Pepsi to deliver a beverage that aligns with their personal tastes and preferences.

Focus on Individual Satisfaction:

The production of the slogan reflects Pepsi's commitment to ensuring individual satisfaction among its consumers. By emphasizing the word "like," the slogan suggests that Pepsi is a beverage that brings pleasure and enjoyment to consumers. It positions Pepsi as a top choice that consistently

delivers on consumer expectations, satisfying their cravings and providing them with a beverage they genuinely enjoy.

Alignment with Brand Values:

The production of the slogan aligns with Pepsi's broader brand values and identity. Pepsi has long positioned itself as a brand that celebrates individuality, diversity, and self-expression. The slogan "That's What I Like" reinforces these brand values by empowering consumers to make choices that reflect their personal preferences and tastes. It reinforces the idea that Pepsi is a brand that champions individual satisfaction and enjoyment.

The production of the slogan "That's What I Like" likely aimed to emphasize the personal connection and individual satisfaction that consumers experience with Pepsi. It reflects Pepsi's consumer-centric approach to marketing and its commitment to understanding and catering to the unique preferences of its target audience. By positioning Pepsi as a top choice that aligns with personal tastes and preferences, the slogan reinforces the brand's identity and values, fostering a deeper connection with consumers.

Distribution: The slogan is used in various advertising materials, including TV ads, social media campaigns, and print ads, ensuring that it reaches a broad audience.

Television Ads:

Pepsi likely includes the slogan "That's What I Like" in its television advertisements, which are broadcasted on various channels and during prime viewing hours. These ads may feature celebrities or influencers enjoying Pepsi products while emphasizing the message of personal preference and satisfaction. For example, a TV commercial may depict individuals expressing their enjoyment of Pepsi and proclaiming, "That's What I Like," reinforcing the idea of consumer choice and preference.

Social Media Campaigns:

Pepsi utilizes its social media platforms, such as Facebook, Instagram, Twitter, and YouTube, to distribute the slogan "That's What I Like." Through engaging posts, videos, and sponsored content, Pepsi reaches a younger and more digitally savvy audience. For instance, Pepsi may create short video clips showcasing people enjoying Pepsi in various settings, accompanied by the slogan "That's What I Like," which encourages social media users to share their own experiences and preferences with the hashtag #ThatsWhatILike.

Print Ads:

Pepsi incorporates the slogan "That's What I Like" into its print advertisements, which appear in magazines, newspapers, and outdoor billboards. These print ads feature vibrant visuals and catchy headlines that highlight Pepsi's appeal to consumers' personal tastes and preferences. For example, a billboard advertisement may display an image of a refreshing Pepsi bottle alongside the slogan "That's What I Like," reinforcing the idea of consumer satisfaction and enjoyment.

Online Marketing:

Pepsi leverages online marketing channels, such as banner ads, sponsored content, and email campaigns, to distribute the slogan "That's What I Like" to a wider digital audience. By targeting consumers based on their online behavior and interests, Pepsi ensures that the slogan reaches individuals who are likely to resonate with its message of personal preference and satisfaction. For instance, an email newsletter from Pepsi may feature exclusive deals on Pepsi products, accompanied by the slogan "That's What I Like," prompting subscribers to make a purchase.

Consumption: Consumers might interpret the slogan as an affirmation of their personal choice and a validation of their preference for Pepsi, reinforcing the brand's appeal to individual tastes.

Affirmation of Personal Choice:

Consumers may interpret the slogan "That's What I Like" as an affirmation of their personal choice in selecting Pepsi as their beverage of preference. The use of the word "That's" implies ownership and certainty, suggesting that consumers confidently identify Pepsi as their preferred choice. By acknowledging and validating consumers' individual preferences, the slogan reinforces the idea that Pepsi respects and values their autonomy in making beverage choices.

Validation of Preference for Pepsi:

The slogan serves as a validation of consumers' preference for Pepsi over other soft drink options. By stating "That's What I Like," Pepsi implicitly acknowledges that consumers enjoy and prefer its products. This validation strengthens the emotional connection between consumers and the brand, fostering a sense of loyalty and affinity towards Pepsi. Consumers may feel recognized and appreciated for their loyalty to Pepsi, further reinforcing their attachment to the brand.

Reinforcement of Brand Appeal to Individual Tastes:

The slogan reinforces Pepsi's appeal to individual tastes and preferences. By emphasizing the phrase "What I Like," Pepsi positions itself as a brand that understands and caters to the diverse preferences of its consumers. This message resonates with consumers who seek beverages that align with their personal tastes and lifestyles. The slogan reaffirms Pepsi's commitment to providing products that satisfy consumers' unique cravings and desires, further enhancing its appeal and relevance in their lives.

Empowerment of Consumer Identity:

Consumers may interpret the slogan as empowering their identity and sense of self-expression. By declaring "That's What I Like," consumers assert their autonomy and agency in choosing Pepsi as their beverage of choice. This empowerment strengthens the emotional bond between consumers and the brand, as they feel validated and understood by Pepsi. The slogan encourages consumers to embrace their preferences confidently, reinforcing their loyalty to Pepsi and solidifying their identity as Pepsi enthusiasts.

Consumers interpret the slogan "That's What I Like" as an affirmation of their personal choice and a validation of their preference for Pepsi. The slogan reinforces Pepsi's appeal to individual tastes, empowers consumer identity, and strengthens the emotional connection between consumers and the brand. By acknowledging and celebrating consumers' preferences, Pepsi fosters a sense of loyalty and affinity among its audience, solidifying its position as a top choice in the soft drink market.

3. Sociocultural Practice (Explanation)

Ideologies: The slogan promotes an ideology of individualism and personal choice, suggesting that Pepsi is the beverage for those who know what they like and are confident in their preferences. The slogan promotes an ideology of individualism and personal choice. It suggests that Pepsi is the beverage for those who know what they like and are confident in their preferences. By emphasizing personal choice and autonomy, the slogan aligns with the cultural value placed on individual agency and self-determination. Consumers interpret the slogan as a validation of their personal preferences, reinforcing the idea that Pepsi caters to their individual tastes. For example, individuals who choose Pepsi over other soft drinks may feel affirmed in their decision, believing that Pepsi understands and respects their autonomy in making beverage choices.

Societal Norms: The slogan reflects societal values of self-expression and personal identity. It taps into the contemporary trend of celebrating

individuality and personal preferences. The slogan reflects contemporary societal values of self-expression and personal identity. It taps into the cultural trend of celebrating individuality and personal preferences. In today's society, there is a growing emphasis on self-expression and embracing one's unique tastes and preferences. The slogan "That's What I Like" resonates with consumers who value authenticity and personal identity. For instance, individuals may interpret the slogan as empowering their sense of self-expression, reinforcing their identity as someone who knows what they like and isn't afraid to express it.

Impact on Consumer Perception: By affirming the consumer's personal choice, the slogan likely strengthens the perception of Pepsi as a brand that values and caters to individual preferences, potentially enhancing brand loyalty and emotional connection. By affirming the consumer's personal choice, the slogan likely strengthens the perception of Pepsi as a brand that values and caters to individual preferences. Consumers perceive Pepsi as a brand that understands and respects their autonomy in making beverage choices. This perception enhances brand loyalty and emotional connection, as consumers feel recognized and appreciated by Pepsi. For example, consumers who identify with the slogan may develop a stronger attachment to Pepsi, believing that the brand aligns with their values and preferences, thus leading to increased brand loyalty and advocacy.

3. Slogan: "Obey Your Thirst" (Sprite)

1. Text Analysis (Description)

Vocabulary: The slogan uses imperative language ("Obey") to command attention and action. The word "thirst" is a physical sensation, but in this context, it also metaphorically suggests desires or cravings. The vocabulary used in the Sprite slogan "Obey Your Thirst" is carefully chosen to convey a powerful message in just a few words:

"Obey": This imperative verb is a strong command that demands attention and action. It's not a word commonly used in casual conversation, so its inclusion in the slogan adds a sense of urgency and authority. The use of an imperative verb in advertising is a persuasive technique that directly addresses the consumer and encourages them to take immediate action.

"Your": The possessive pronoun "your" personalizes the message, making it directly relevant to the individual consumer. It suggests that the thirst or desire being referred to is unique to each person, and thus, the solution (choosing Sprite) is a personal choice that caters to individual needs and preferences.

"Thirst": On the surface level, "thirst" refers to the physical sensation of needing a drink, which is directly relevant to a beverage product like Sprite. However, the context of the slogan suggests a deeper, metaphorical meaning. "Thirst" can also symbolize desires, cravings, or aspirations. By using the word "thirst," the slogan implies that Sprite is not just a drink to quench physical thirst, but also a way to satisfy deeper desires or cravings. Together, these words create a slogan that is both commanding and personal. It goes beyond the literal meaning of quenching thirst to imply that Sprite is a choice that empowers consumers to fulfill their desires. The slogan's imperative tone and metaphorical use of "thirst" make it memorable and impactful, contributing to its persuasive appeal.

Grammar: The imperative verb "Obey" is a strong command that suggests urgency and authority. The use of "your" personalizes the message, making it directly relevant to the individual consumer. The use of the imperative verb "Obey" in Sprite's slogan "Obey Your Thirst" plays a crucial role in its persuasive appeal:

- **Urgency:** The word "Obey" is a command that conveys a sense of immediacy. It's as if the slogan is telling consumers that their thirst or desires are not to be ignored or postponed but to be addressed right away. This creates a sense of urgency, prompting consumers to take immediate action, which in this context means choosing Sprite.
- **Authority:** "Obey" is a term often associated with obedience to authority. By using this word, the slogan positions Sprite as an authoritative figure or a trusted guide when it comes to quenching thirst or satisfying desires. It's as though Sprite is saying, "Trust us, we know what's best for your thirst."

The personal pronoun "your" in the slogan adds another layer to its effectiveness:

- **Personalization:** By saying "Your Thirst," the slogan makes a direct appeal to the individual consumer. It's not just any thirst; it's your specific, personal thirst. This personalization makes the message more relatable and resonant for each consumer, as it acknowledges their unique needs and preferences.
- **Ownership:** The use of "your" also implies a sense of ownership and responsibility. It suggests that the consumer has the power to choose how to satisfy their thirst, and by extension, their desires. It empowers the consumer, making them feel in control of their choices.

The imperative verb "Obey" combined with the personal pronoun "your" creates a powerful and persuasive message in Sprite's slogan. It commands

attention and action with a sense of urgency and authority while also personalizing the message to resonate with individual consumers. This blend of command and personalization makes the slogan effective in appealing to consumers and encouraging them to choose Sprite as their preferred beverage.

Coherence: The slogan is concise and impactful, effectively conveying the idea that Sprite is the solution to satisfying one's thirst or desires.

- **Conciseness:** The slogan is brief, consisting of only three words. This brevity makes it easy to remember and recall, which is crucial in advertising where the goal is to create a lasting impression on the consumer's mind. A concise slogan can quickly communicate the brand's message without overwhelming the audience with too much information.
- **Impactfulness:** Despite its brevity, the slogan packs a punch. The imperative verb "Obey" grabs attention and adds a sense of command, while "Your Thirst" personalizes the message, making it relevant to the individual consumer. The combination of these elements creates a strong impact, compelling the audience to take notice and consider the message.
- **Effective Communication:** The slogan effectively conveys the idea that Sprite is the solution to satisfying one's thirst or desires. By using the word "thirst" both literally and metaphorically, the slogan suggests that Sprite can quench not only physical thirst but also fulfill other cravings or desires. This dual meaning enhances the appeal of the product, positioning it as a versatile and satisfying choice.
- **Brand Solution:** The slogan positions Sprite as the answer to a consumer's needs. It implies that whatever your "thirst" or desire may be, obeying it by choosing Sprite is the right course of action. This clear and direct message reinforces the brand's identity as a refreshing and desirable beverage.

The conciseness and impactfulness of Sprite's slogan "Obey Your Thirst" contribute to its effectiveness in advertising. It communicates a clear and compelling message that resonates with consumers, positioning Sprite as the go-to solution for quenching thirst and satisfying desires.

2. Discourse Practice (Interpretation)

- **Production:** The slogan was likely created to position Sprite as a bold and empowering choice that encourages consumers to take action and satisfy their cravings.

Positioning Sprite as Bold: The use of the imperative verb "Obey" in the slogan is a bold choice. It's not a word commonly used in everyday language, especially in the context of a beverage. By incorporating this strong command, the slogan positions Sprite as a bold and assertive brand that stands out in the crowded soft drink market.

- **Empowering Consumers:** The slogan empowers consumers by urging them to listen to their inner desires and take action to satisfy them. It implies that choosing Sprite is a way to assert one's individuality and make a choice that aligns with one's personal preferences. This empowerment resonates with consumers who value autonomy and self-expression.
- **Encouraging Action:** The imperative nature of the slogan, "Obey," serves as a call to action. It's not merely suggesting or recommending; it's commanding consumers to act on their thirst. This directness can be more effective in prompting immediate action, such as purchasing a Sprite, to quench their thirst or fulfill their cravings.
- **Satisfying Cravings:** The slogan implies that Sprite is not just any ordinary drink; it's the solution to satisfy one's cravings. Whether it's the physical need for refreshment or a deeper desire for a flavorful experience, the slogan suggests that Sprite can fulfill these cravings, making it a desirable choice for consumers.

The production of the slogan "Obey Your Thirst" was likely aimed at crafting a message that positions Sprite as a bold and empowering choice. By encouraging consumers to take action and satisfy their cravings, the slogan effectively captures the brand's essence and appeals to the target audience's desire for refreshment and self-expression.

Distribution: The slogan is featured in various advertising mediums, including television commercials, digital ads, and outdoor billboards, ensuring widespread exposure.

Consumption: Consumers might interpret the slogan as a call to embrace their desires and choose Sprite as a means of self-expression and fulfillment.

3. Sociocultural Practice (Explanation)

Ideologies: The slogan promotes an ideology of individual empowerment and assertiveness. It suggests that consumers should take control of their desires and make choices that satisfy them.

Societal Norms: The slogan reflects societal values of autonomy and self-determination. It resonates with contemporary trends that emphasize authenticity and living life on one's terms.

Impact on Consumer Perception: By encouraging consumers to "obey" their thirst, the slogan likely strengthens the perception of Sprite as a brand that supports individuality and personal satisfaction, potentially enhancing its appeal and brand loyalty.

In this analysis, Fairclough's 3D model is applied to the Sprite slogan "Obey Your Thirst" to explore its linguistic features, its role in marketing strategies, and its sociocultural implications. The slogan's emphasis on individual empowerment and satisfying personal desires aligns with contemporary societal values and reinforces Sprite's position as a brand that champions self-expression and fulfillment.

Slogan: "The Sports Drink for Gamers" (Mountain Dew)

1. Text Analysis (Description)

- **Vocabulary:** The slogan combines the term "sports drink," typically associated with physical activity and hydration, with "gamers," a group known for digital gaming. This unusual combination challenges traditional categorizations and creates a unique niche for Mountain Dew.
- **Grammar:** The use of the definite article "the" suggests exclusivity and superiority, implying that Mountain Dew is not just any sports drink for gamers, but the definitive choice. The phrase "for gamers" establishes a clear target audience, making the message specific and relevant.
- **Coherence:** The slogan is coherent and concise, effectively conveying the idea that Mountain Dew is the ideal beverage choice for gamers seeking the benefits of a sports drink.

2. Discourse Practice (Interpretation)

- **Production:** The slogan was likely created to position Mountain Dew as a unique beverage that bridges the gap between traditional sports drinks and the gaming community. It taps into the growing trend of gaming and the specific needs of gamers for hydration and energy.
- **Distribution:** The slogan is used in advertising campaigns targeted at the gaming community, including digital ads on gaming platforms, social media, and gaming events, ensuring it reaches its intended audience.
- **Consumption:** Gamers might interpret the slogan as an acknowledgment of their specific needs and an invitation to choose Mountain Dew as a drink that understands and caters to their lifestyle.

3. Sociocultural Practice (Explanation)

- **Ideologies:** The slogan challenges traditional notions of sports and athleticism by associating a sports drink with gaming, a predominantly sedentary activity. It promotes an ideology that recognizes gaming as a legitimate and demanding activity that requires its own form of hydration and energy.
- **Societal Norms:** The slogan reflects a shift in societal norms where gaming is increasingly seen as a mainstream and socially accepted activity. It acknowledges the growing influence of the gaming community and their specific consumer needs.
- **Impact on Consumer Perception:** By positioning itself as "The Sports Drink for Gamers," Mountain Dew can enhance its appeal among gamers, fostering a sense of community and loyalty. It reinforces the brand's image as innovative and in tune with contemporary trends and consumer lifestyles.

In summary, the slogan "The Sports Drink for Gamers" effectively positions Mountain Dew as a unique beverage choice for the gaming community. It combines elements of traditional sports drinks with the specific needs of gamers, challenging conventional categorizations and reflecting evolving societal norms. Through this slogan, Mountain Dew aims to connect with gamers and establish itself as a brand that understands and supports their lifestyle.

4. Slogan: "The Sports Drink for Gamers" (Mountain Dew)

1. Text Analysis (Description)

- **Vocabulary:** The choice of words in the slogan bridges two distinct worlds: "sports drink" and "gamers." By doing so, it creates a unique market segment, appealing to gamers who may not have previously seen a sports drink as relevant to their needs. The term "sports drink" connotes hydration and energy, attributes that are desirable even in the context of gaming, which can be mentally and physically taxing during long sessions.
- **Grammar:** The grammar of the slogan, particularly the use of the definite article "the," suggests that Mountain Dew is the premier or ultimate choice for gamers seeking a sports drink. It's not just one option among many; it's the top choice. This grammatical choice helps elevate the brand's status in the minds of the target audience.
- **Coherence:** The slogan is clear and to the point, effectively communicating the message that Mountain Dew is the ideal sports

drink for the gaming community. Its coherence lies in its ability to convey this complex idea in a simple and memorable way.

2. Discourse Practice (Interpretation)

- **Production:** The creation of this slogan likely involved a strategic decision to tap into the growing gaming market. Recognizing that gamers have unique needs, such as staying alert and hydrated during long gaming sessions, Mountain Dew positions itself as a brand that understands and caters to this demographic.
- **Distribution:** The slogan is strategically placed in advertising mediums that are popular among gamers, such as online gaming platforms, social media channels frequented by gamers, and gaming events. This targeted distribution ensures that the message reaches the intended audience effectively.
- **Consumption:** Gamers, the target audience, are likely to interpret this slogan as a validation of their gaming lifestyle. It suggests that their gaming activities are as demanding as traditional sports and that they deserve a specialized sports drink like Mountain Dew to enhance their gaming experience.

3. Sociocultural Practice (Explanation)

- **Ideologies:** The slogan challenges conventional beliefs about sports and gaming. It suggests that gaming, often viewed as a leisure activity, is as strenuous and demanding as physical sports, thus requiring similar nutritional support. This ideology aligns with the growing recognition of esports as a legitimate form of competition.
- **Societal Norms:** By associating a sports drink with gaming, the slogan reflects a shift in societal norms where gaming is increasingly seen as a mainstream activity. It acknowledges the rise of the gaming culture and its integration into broader societal trends.
- **Impact on Consumer Perception:** The slogan's implication that gamers deserve a specialized sports drink like Mountain Dew can significantly enhance the brand's appeal within the gaming community. It can foster a sense of belonging and loyalty among gamers, who may feel that the brand understands and supports their lifestyle. This, in turn, can strengthen Mountain Dew's brand image as an innovative and contemporary brand that stays in tune with evolving consumer lifestyles and preferences.

Finding

In the analysis of soft drink slogans using Fairclough's 3D model, several key findings emerged. The study revealed that slogans employ a range of linguistic features, such as imperative verbs, sensory language, and personal pronouns, to enhance persuasive appeal and evoke emotional responses. Soft drink slogans often reflect and promote sociocultural values and ideologies, such as individualism, empowerment, and contemporary lifestyle trends like gaming. These values significantly impact consumer perception, with slogans that resonate with the target audience's values and aspirations, such as Pepsi's "That's What I Like," being more likely to enhance brand loyalty and emotional attachment. The analysis also highlighted the dynamic nature of beverage branding, with slogans adapting to changing consumer preferences and societal norms, such as a shift towards health consciousness and sustainability. Overall, the study underscored the crucial role of slogans in marketing strategies, serving as concise and impactful tools for conveying brand messages, establishing brand identity, and connecting with consumers on an emotional and cultural level.

Conclusion

In conclusion, the critical discourse analysis of soft drink slogans using Fairclough's 3D model has provided valuable insights into the interplay between language, branding, and social dynamics in the beverage industry. The study revealed that soft drink slogans are carefully crafted to employ linguistic features that enhance their persuasive appeal, evoke emotional responses, and resonate with consumers' values and aspirations. These slogans not only serve as marketing tools but also reflect and shape sociocultural values and ideologies, impacting consumer perception and behavior. The analysis highlighted the dynamic nature of beverage branding, with slogans adapting to evolving consumer preferences and societal norms, such as health consciousness and sustainability. The findings underscore the importance of slogans in marketing strategies, as they play a crucial role in conveying brand messages, establishing brand identity, and fostering emotional connections with consumers. Overall, this study contributes to a deeper understanding of the role of language in advertising and its implications for branding and consumer culture in the soft drink industry.

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