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### **Advertising Slogan: History of Development in Print Media**

In article the interesting phenomenon in the modern advertizing text — a slogan is considered. Authors address to slogan history, its functioning in different conditions, to the factors forming his conceptual idea, receptions of submission of advertizing information. Slogans on a material of the Kazakhstan print media are analyzed. Authors define ways of development of an advertizing slogan, give the general scheme and slogan structure, note further evolution of a slogan.

*Key words:* slogan, advertising concept, advertising image, evolution of advertising slogan, History of Development, Print Media.

Advertisement occupies one of the uppermost places in the conditions of the contemporary market, since it is capable of influencing demand and defines the status of a commodity in the market. Slogan is an integral part of a contemporary media commercial. This part of an advertising text can be called totally unique. If the content of a slogan was well written, it is worth a comparison to an original masterpiece; otherwise, it might completely ruin the whole advertising concept.

Slogan is the core advertising concept compressed in a formula, a recognizable thought brought to the linguistic perfection; it is an original verbal description of a company, commodity, or a politician. It is not used in every advertising text. Slogan can reflect the essence, the philosophy of a company, their corporate policy in various fields. Basic requirements to a slogan include being brief, recognizable, invariable, containing the brand name, and being easy to translate into other languages.

Slogan is an advertising motto, which delivers a compressed advertising message, a part of a long-term communicative platform of the brand. It is used in all types of advertising communication to attract the attention of the target group, to increase their brand loyalty, to promote sales, and it can be registered as a trade mark.

Slogan is an important part of an advertising image, it is well-memorable, and it creates an image of a product. It is often the only thing we remember about one or another commodity; therefore, it is important that a slogan contains the maximum of helpful information.

Let us follow the evolution of advertising slogan throughout the life-span of advertising in print media.

There is an opinion that the first slogan emerged before advertising came to existence. Mottos on noble and national emblems are given as examples of such slogans. Slogan resembling its appearance we got used to perceive emerged much later.

The homeland of advertising, including advertising in print media, is England. In the XVIII century print advertising was a profitable and a well-positioned business. Its objective is to attract potential customers. In the first stages of development advertising texts in newspapers of the Great Britain were mixed on one page and were in no way separated from one another. The only way to distinguish one text from the other was the first line typed in capital letters but not centered.

Banners printed on leaflets in the network of an advertisement campaign of Edwards coffee-shop in London are customary reckoned as the ancestors of slogan. Only one phrase on the leaflets was typed in

capital letters and placed in the centre of the page: «*THE VIRTUE OF THE COFFEE DRINK!*» A little later advertising and advertising slogan appeared on the pages of media of the USA.

In America, as well as in the Great Britain, headlines of advertising announcements play the role of slogan, but then subheads joined them.

A typical headline is a newspaper slogan of the second half of the XIX century, i.e. «*CLARK STANLEY'S trade mark*»; the subhead — «*A wonderful pain destroying compound*».

A subhead bears an emotional charge and positively characterizes a commodity. It resembles something we usually call a slogan but it is part and parcel of the headline and is never used separately. Besides, the aphoristic nature degree is not enough to call it a slogan.

American advertising researchers, outstanding advertisers and pioneers Rosser Reeves and Leo Burnett believe that the reason of slogan appearance in its familiar view as a loud emotional phrase lies in the limited volume of advertising space [1].

In the 50-ies of the XIX century large scale editions created equal conditions for all advertisers. Irrespective of who the buyer was, whether an industrial magnate or a starting entrepreneur, a newspaper used to confer 2–3 lines of a column width at most.

As we can notice while analyzing press of that period, entrepreneurs disposed of advertising space for their convenience. Some simply described their commodities; some were looking for different ways to conquest the attention of consumers, to discriminate their products against all the rest. For instance, the advertisement of «*Pears*» soap was the first to use the technique of repeating the same sentence «*Have you used Pears today?*» This phrase was printed in every line and naturally, would attract attention.

Later Robert Bonner, the owner of several editions, took advantage of the same technique. For the time being the limits for the advertising space in operation were cancelled, therefore, this trick performed by him looked more persuasive. An announcement consisting of the only phrase repeated 93 times was published in *New York Herald*: «*ORION, the GOLD BEATER, is the title of Cobb's sensation story in the New York Ledger*». Next time it repeated another phrase on the page of its own newspaper 600 times: «*Don't go home tonight without the New York Ledger*».

American researcher A.Presbrey believes that the repetition of the same phrase paved the way for slogan appearance. A.Presbrey called the 90-ies of the nineteenth century, when advertisement development became intensive, the «*era of slogan*» [2; 60]. Phrases became totally independent, with no link to a headline, and bore a strong emotional charge. Examples may be the following slogans: «*You press the button, we do the rest*» by Kodak, «*It floats*», the famous soap slogan by Procter and Gamble, and «*Call before seven, delivered before eleven*».

An implacable logic, simplicity, and power can be called the peculiarities of American advertisement since the moment of its appearance and up today. A high value is placed on fluency, verbal communication facilities, i.e. a well-written content of a text makes the base for many plots. Selling skills prosper in the USA every year. According to Americans, advertising is the same trading instrument as any other, and advertisement proves its value in no other place as it does in America («*reclamo*» means «*shout*»). It is both straightforward, as a rule, like in the general address of its advertising messages, and pragmatic, like in the choice of imaging facilities. So called «hard sell» hardly confuses anybody. To make an American think of a purchase, the advertising must be expensive, bright, and bear no indirectness. Such form of appeal to the recipients cannot fail to impact the content and the form of a slogan.

Analysis revealed that advertising underwent different development path in different countries. Long before the appearance of a newspaper in Ruthenia (ancient Russia) fair merchants offering their commodities used short meaningful phrases and humorous catchphrases like «*Вот так квас — в самый раз! Баварский со льдом даром денег не берем*» (Russian for «*Taste this kvass, it's really nice! Bavarian on the rocks, our treat for gratis, folks*»). In the nineteenth century salesmen used to stand next to shops calling people in with phrases like «*Платья венчальные, Для вдов трауры печальные, Для утехи любовной не вредные Криволины проволочные медные*» (Russian for «*Wedding dress, widow mourning lace, copper wire hoop make snogging so good*»).

Phrases resembling slogans emerged in Russian print media approximately at the same time as in America. Just as in the West, they acted either as headlines or as subheads.

We come across a lot of interesting and unconventional advertising in «*Moskovskiye Vedomosti*» of that time: «*Большая дорожная гонка Петербург-Москва. Первый приз был выигран на велосипеде Гумбер знаменитого английского завода Гумбер и К.*» (Russian for «*Big road race Petersburg — Moscow. The winner won the First Prize on Humber bicycle by the famous English factory «Humber and Co.»*») (1895, Ju-

ly 15); «Московское товарищество резиновой мануфактуры: Резиновые галоши первого сорта, высшего качества, усовершенствованных фасонов, не уступающие никакой конкуренции» (Russian for «Moscow rubber manufacturing partnership: High quality first rate rubber overshoes of advanced models out of any competition.») (1895, July 22).

Advertising continued its development after the October Revolution in Russia. There was still no concept of slogan but attempts to define the phenomenon emerge.

V.Uperov wrote in the 20-ies in this regard as follows: «Whether it is a newspaper announcement, a poster, a booklet, or a wrapper, etc. — they all have to have something that attaches a known unity... This unity shall be achieved by various techniques, e.g., by application of manufacturer's or trade mark, particular verbal formulae, banners, mottos...» [3; 37].

D.Bekleshov and K.Voronov, use the term 'brief commercial' while discussing the «slogan-like» poem by Маяковский «Лучших сосок не было и нет — готов сосать до старости лет» (Russian for «The best dummy ever — ready to suck forever»).

M.Sheremevskiy was first to use the term 'verbal cachet of commodity' [3].

It was possible to come across a full-fledged slogan in Soviet time in the advertisement of «Aeroflot»: «Аэрофлот — скорость, комфорт» (Russian for «Aeroflot means speed and comfort»); of savings bank: «Храните деньги в сберегательной кассе» (Russian for «Save your money in savings bank»), even though 'slogan' did not exist as a term in the USSR.

Unfortunately, a general lack of competition in advertising market did not cause its best impact on the quality of advertisement. Advertising positioning and dissemination right was owned by the government, as well as production of all commodities. No necessity to fight for the target groups of the companies existing that time implied no demand in advertising. Advertising would simply inform the audience about commodities in the market, which would fill their consumer basket anyway.

The situation in the CIS countries changed dramatically in the 90-ies of the twentieth century. A large number of privately-owned companies appeared. The acute need to stand out and position oneself in the market and growing competition became an excellent booster of qualitative changes in advertising. It is worth mentioning that advertising developed the fastest in print media.

It is worth mentioning that advertising and advertising slogan in Kazakhstan do not differ greatly from printed advertising production of other CIS countries. In the recent past Kazakh TV commercial and advertisement in print media would be simply translated into the Kazakh language. Today advertisers prefer to develop advertisement for local consumers with regard to the peculiarities of their mindset. Frequent appeal to national cultural values is typical for Kazakh advertising (e.g., *Прага (Praga)*, *Народный Банк (National Bank)*). At the same time local advertisement strives for European standards.

Youth of Kazakh advertising market is one of its important advantages. Today advertising in our market is eclectic; it unites the trends of American school, European and Russian tradition. Frequent appeal to national cultural values and traditions of the ancestors is typical for Kazakh advertising. For instance, *Praga* retail chain makes an emphasis on family traditions. In its video-clip a grandmother is telling her granddaughter, while drinking tea, about how she met her beloved who became her spouse. The girl is imagining herself as if she were her grandmother in youth coming out of yurt\* to meet a young boy riding a horse. At the end of the video we see the motto and the slogan: «Магазины «Прага» — ваши семейные ценности» (Russian for «Praga stores. Your family values»).

An excellent example of similar advertisement could be the TV commercial of «Цесна» («Tsesna») flour. We see on the screen kind hands of a grandmother kneading dough and small hands of a grandson all over in flour. They are cooking together a traditional treat. A senior lady off-camera is singing a lullaby dear and familiar to everyone since childhood. The slogan is really simple — «Мука «Цесна» - добрые семейные традиции» (Russian for «Tsesna» flour. Kind family traditions»).

Survey conducted by us among 100 recipients representing different population groups revealed that the video by «Praga» retail chain is less popular and, as admitted by some recipients, gives an impression of an excessive deliberateness, while the video by «Tsesna» wins the sympathy of one hundred per cent of the respondents. This video is perfect from psychological and aesthetic point of view. It does not simply sell flour; it sells a traditional image of a happy family.

This commercial was shot in a European tradition.

\* Kazakh traditional national house of round shape suitable for living in the middle of the steppe.

Thus, the evolution path of advertising slogan in print media of Europe, the USA, and the CIS keeps within the general scheme: highlighting the headline, its expansion with a subhead, and appearance of a 'separate' motto, i.e., slogan. The evolution process is not finished, since new print media advertising trends come to existence every day making advertisement an interesting and a dynamic subject for study.

#### References

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#### **Жарнамалық слоган: баспа БАҚ даму тарихы**

Мақалада қазіргі жарнама мәтіндегі феномен болып табылатын слоган мәселесі қарастырылды. Сондай-ақ слоганның тарихы, оның әр түрлі жағдайда қызмет етуі, концептуалдық идеясын қалыптастыратын факторлар, жарнамалық ақпаратты беру тәсілдері сияқты мәселелер сөз болады. Авторлар қазақстандық БАҚ материалдарын талдай отырып, жарнамалық слоганның даму жолдарын анықтады. Сонымен қатар слоганның жалпы схемасы мен құрылымын көрсетіп, оның жетілу эволюциясын айқындады.

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#### **Рекламный слоган: история развития в печатных СМИ**

В статье рассмотрен интересный феномен в современном рекламном тексте — слоган. Авторы обращались к истории слогана, его функционированию в разных условиях, к факторам, формирующим его концептуальную идею, приемам подачи рекламной информации. Проанализированы слоганы на материале казахстанских печатных СМИ. Вместе с тем определены пути развития рекламного слогана, даны общая схема и структура слогана и отмечена дальнейшая эволюция слогана.