

ARTICLE

## Linguistic Insights into Philippine Automobile Advertisements

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### ABSTRACT

Language choice in automobile advertisements is vitally important in conveying specific messages aimed at influencing consumer behavior. This study used a descriptive-quantitative approach to analyze the multilevel linguistic features in the verbal components of 492 automobile advertisements from various media in the Philippines, focusing on phonological, lexical, semantic, and syntactic levels. Textual analysis reveals that the most frequently utilized sound techniques are alliteration, assonance, and rhyme, enhancing retention and memorability. Advertisers prefer using noun words, monosyllabic verbs, positive adjectives, personal pronouns, and disyllabic verbs, while avoiding compounds, coinage, and borrowed words. By prioritizing such lexical items, advertisers can enhance the clarity and persuasive appeal of their messages. Figurative language, though rare, includes personification, metonymy, puns, synecdoche, and hyperbole to add color and increase the memorable quality of the ads. The limited use of complex figurative tools suggests an inclination for straightforward communication that resounds quickly and universally across diverse audiences. Syntactically, minor sentences are most common, followed by imperatives, simple sentences, interrogatives, and exclamatory sentences. These choices reflect a preference for simplicity and directness to ensure the messages are easily understood. The study recommends expanding linguistic analysis of automobile advertisements to include cultural, economic, and multimodal perspectives to better understand and enhance cross-cultural consumer engagement, and the effectiveness of advertising strategies in the automotive industry.

**Keywords:** Lexical Level; Philippine Automobile Advertisements; Phonological Level; Semantic Level; Syntactic Level

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#### ARTICLE INFO

Received: 12 September 2024 | Revised: 5 November 2024 | Accepted: 6 November 2024 | Published Online: 7 January 2025  
DOI: <https://doi.org/10.30564/fls.v7i1.7248>

#### CITATION

Agbayani, R.S., Lucas, R.I.G., 2025. Linguistic Insights into Philippine Automobile Advertisements. *Forum for Linguistic Studies*. 7(1): 578–588.  
DOI: <https://doi.org/10.30564/fls.v7i1.7248>

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# 1. Introduction

Advertisements, in contemporary society, pervade people's daily lives through various channels such as television, radio, newspapers, magazines, billboards, and internet. These advertisements serve as a central communication system, enabling businesses to effectively engage with potential customers<sup>[1]</sup>. By providing information on the latest trends and updates, advertisements meaningfully take part in shaping public attitudes, making individuals more informed and active participants in society<sup>[2]</sup>. Accordingly, the impact of advertisements on consumer behavior and societal awareness is highly valued and regarded<sup>[3]</sup>.

The influx of numerous innovations has solidified the automobile's status as a highly sought-after product, making the automobile industry one of the world's most lucrative sectors<sup>[4]</sup>. This feat is largely attributed to the effective advertisements produced by the industry<sup>[5]</sup>. Despite a highly competitive and dynamic market, the automobile industry employs varied advertising strategies aimed at governing, controlling, and leading the market<sup>[6]</sup>. Advertisers use multiple linguistic strategies to enhance consumer awareness about cars, utilizing different language styles and resources to make the ads more appealing to consumer's senses<sup>[7]</sup>. According to<sup>[8]</sup>, the language of advertisements significantly influences both social and individual lives, even permeating daily activities. Recent studies by<sup>[9, 10]</sup> confirm that advertising language continues to have a profound impact on individuals. The increasing use of four-wheel vehicles on roads reflects the growing demand for automobiles<sup>[11]</sup>. In the Philippines, the car industry has experienced significant growth in recent years, driven by effective advertising strategies, such as slogans, taglines and statements designed to boost sales and reduce competition<sup>[12]</sup>.

Given that the primary role of these advertisements is communication, analyzing their language use is crucial. Understanding the linguistic features of advertising not only sheds light on how messages are crafted but also reveals the underlying strategies that shape consumer perception and behavior. In the context of automobile advertising, this becomes even more essential, as the language must not only inform but also captivate a competitive audience. Despite the widespread recognition of the importance of linguistic techniques in advertising, there remains a gap in research specifically examining the multifaceted linguistic features

used in automobile ads. This study, therefore, seeks to fill that gap by analyzing the linguistic strategies employed at various levels, uncovering how auto advertisers shape their stance and influence consumer response through language.

## 1.1. Literature Review

Language has always been a fundamental tool for communication<sup>[13]</sup>. In automobile advertisement, the use of thought-provoking language is vital for conveying information and engaging consumers, especially in the competitive landscape of car promotions. Advertisers employ various persuasive linguistic techniques to make ads more appealing and to foster a positive consumer response, ultimately driving consumption. Vasiloaia<sup>[14]</sup> notes that advertising language is constantly reinventing itself to capture attention and remain relevant. This dynamic nature involves changing styles and breaking conventions to influence audiences effectively. According to<sup>[15]</sup>, advertisers utilize linguistic features and techniques to alter the attitudes of their target audience.

At the phonological level, advertising language frequently employs sound techniques such as rhyme, alliteration, assonance, consonance, and onomatopoeia to create memorable and catchy phrases<sup>[16, 17]</sup>. These techniques play a crucial function in making advertisements more appealing and easier to recall. Rhyme and alliteration create rhythmic and engaging qualities, making phrases pleasant to hear and aiding in retention.

Cohesive devices, including pronouns and vocabulary specific to the target audience, are essential in the language of advertising<sup>[18]</sup>. These elements create a sense of connection and relatability. Buzz words and specific grammatical structures also contribute to the effectiveness of advertisements, instantly grabbing attention. The power of specific words, particularly monosyllabic verbs and favorable words, conveys strong messages<sup>[19]</sup>. Monosyllabic verbs are straightforward and impactful. Favorable words evoke positive emotions and associations. The use of personal pronouns further strengthens the connection with the audience, making them feel directly addressed, and making the message feel personalized and directed at the consumer. Additionally, compounds and neologisms capture modern trends and lifestyles, making the advertisement relevant and engaging.

Sentence structures in advertisements are often carefully crafted to maximize impact. Minor sentences, which

are incomplete sentences that still convey meaning, are frequently used for emphasis. Imperatives urge immediate action, while simple sentences are clear and easy to remember. Interrogative sentences challenge the audience and provoke thought<sup>[20]</sup>.

Figurative language adds another layer of creativity and memorability to advertisements. Devices such as personification, simile, metaphor, and hyperbole make slogans and headlines stand out<sup>[21, 22]</sup>. Personification implies that the product can energize or uplift, while similes suggest reliability and friendliness. Metaphors create strong, lasting images, and hyperboles exaggerate qualities to leave a lasting impression.

Despite the widespread use of these techniques, there is a notable lack of studies specifically focusing on the discourse of automobile advertisements<sup>[23]</sup>. Given the significant role of cars in society and their influence on consumer behavior, this area presents a valuable opportunity for further research in both sociolinguistics and marketing. Understanding the unique linguistic strategies employed in car ads, which often blend technical specifications with emotional appeals to persuade potential buyers, can provide deeper insights into how language shapes consumer perceptions and decisions in the automotive market. Recent studies continue to emphasize the importance of these techniques in modern advertising, highlighting their relevance in an increasingly competitive market<sup>[5]</sup>.

Moreover, recent studies have furthered the understanding of language use in car advertisements. Peng et al.<sup>[24]</sup> explored the impact of search and non-search online advertising on automobile sales in China, revealing that both positively affect sales, with non-search requiring moderate spending and search advertising having no such limits, aiding companies in optimizing advertising strategies. Holmquist and Cudmore<sup>[25]</sup> analyzed English use in Japanese and Filipino advertisements, finding it widely present and well-received, serving as a symbol of globalization for Japan and a tool for attracting international business in the Philippines. Karsita and Apriana<sup>[23]</sup> noted the value of analyzing automobile advertising texts from sociolinguistic and marketing perspectives. Zabuzhanska<sup>[26]</sup> examined phonostylistic devices in car industry slogans and taglines, finding alliteration to be the most effective and frequent technique, while assonance, rhyme, and onomatopoeia are less common, with sound sym-

bolism also playing a key role in enhancing brand image and consumers recall. Atmaja<sup>[27]</sup> analyzed 22 automotive brand slogans using qualitative methods, disclosing that hyperbole, personification, and metonymy are the most favored types of figurative language in automobile advertising. Motaqed and Annapurna<sup>[28]</sup> investigated 150 English advertising slogans to identify syntactic linguistic devices, divulging that declarative sentences are the most apparent structure in print advertising with variations based on product specialization. Puspasari and Irhash<sup>[13]</sup> delved into metaphors in car advertisements, emphasizing the language's ability to provide detailed information and describe product features. Skorupa and Duboviciene<sup>[29]</sup> examined advertising slogans in marketing communication and highlighted the frequent use of sound techniques and figurative language in commercial slogans to enhance memorability and brand appeal, while such linguistic features are less common in social advertising campaigns. Tom and Eves<sup>[30]</sup> found that rhetorical devices in advertisements enhance recall and persuasion. Emodi<sup>[31]</sup> stressed that sociolinguists study how societal factors influence language use in auto advertising. Siyu<sup>[32]</sup> scrutinized the translation principles and linguistic features of automobile advertising, emphasizing the need for culturally aware strategies to enhance comprehension and effectiveness in promoting car sales. These studies collectively underscore the dynamic and culturally nuanced approaches in contemporary car advertising.

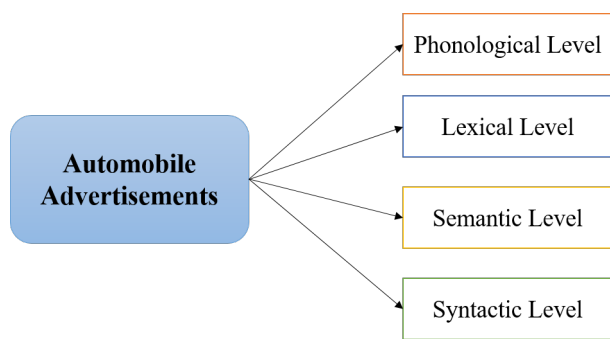
Previous studies on automobile advertisements have varied concentrations and typically covered one or two linguistic levels, leaving a gap for more comprehensive analysis. This study aims to fill that gap by examining four linguistic levels: (1) phonological; (2) lexical; (3) semantic; and (4) syntactic. By adopting multilevel approach, it strives for a general image of the usage of linguistic tools in Philippine car advertisements, decoding the complex messages embedded in car ads and reveal how advertisers may influence audience's beliefs, feelings, and actions through language. Incorporating insights from recent research, this study will provide a holistic analysis of evolving strategies, and specific practices in the Philippines. Moreover, investigating this area provides global perspectives, enhancing the understanding of linguistic diversity within international English, and supporting respectful and culturally resounding marketing practices worldwide.

## 1.2. Research Framework

The schematic diagram presented in **Figure 1** is envisioned on the assumed relationship among several variables that were scrutinized. It can be seen in the leftmost part of the paradigm the selected static automobile advertisements, which include print ads (i.e., newspapers, magazine, posters, flyers, brochures), and outdoor ads (i.e., billboard ads, tarpaulins, wall displays), and online ads. The study’s concentration was on the textual properties or characteristics armed in the various car advertisements under analysis. The paradigm clearly depicts the use of language in the creation of advertisements. Typically, an advertisement would offer a vibrant presentation and structure of the information it needs to convey. Hence, advertisement and the advertiser are expected to utilize linguistic features to realize the intention of the discourse. Language choice in the discourse of advertisements is unquestionably essential in order to achieve its purpose of touching and winning over the target audience.

This study examined advertising texts using Linguistic Theory, based on sound techniques classifications<sup>[16, 17]</sup>, word categories<sup>[19]</sup>, figurative languages<sup>[16]</sup>; and sentence categories<sup>[19]</sup>. Linguistic Theory encompasses both the expression, and the meaning conveyed in communication, which is foundational for advertisements.

Advertisements serve as both expression and sources of information, shaped by linguistic forms<sup>[33]</sup> and stylistic features<sup>[34]</sup>. Effective advertisements balance urgency and memorability<sup>[20]</sup>, with urgency achieved through concise wording, and memorability through simple, memorable sentences. Space efficiency in advertisements requires careful selection of phonological, lexical, semantic, and syntactic elements.



**Figure 1.** A schematic diagram of the conceptual framework of the study.

## 2. Materials and Methods

This study employs a descriptive-quantitative design to analyze the linguistic features in the verbal components of automobile advertisements in the Philippines at phonological, lexical, semantic, and syntactic levels. The corpus is selected through random sampling, adhering to criteria such as the presence of headline, tagline, slogan, or passage in car ads released from January 2013 to January 2018 by the top 10 car sellers (Toyota, Mitsubishi, Hyundai, Ford, Honda, Isuzu, Nissan, Suzuki, Chevrolet, and Mazda) in the Philippines. Sources include magazine (Top Gear Philippines), newspapers (Philippine Daily Inquirer, Philippine Star, and Manila Bulletin), brochures, flyers, billboards, posters, wall displays, and online platforms, resulting in 492 advertisements. The 2013–2018 period is strategically chosen as it captures the Philippine automobile market during a phase of relatively stable economic conditions. Sourcing and analyzing ads from a five-year window offer a pre-pandemic benchmark, essential for understanding how advertisements are crafted and designed in a “normal” market environment. Further, this period helps establish a more stable data set, which is indispensable for drawing reliable advertising visions and trends that might avoid skew results in a shorter timeframe. Consent was obtained from dealer managers for certain materials, while public domain ads from online and print sources did not require additional consent.

The study is grounded in Linguistic Theory and the textual analysis framework of<sup>[35]</sup>. An interpretative approach ensures a deep, insightful analysis, aided by three English language teachers serving as intercoders, having a Cohen’s Kappa value of 0.87 indicating an almost perfect agreement between and among them. The study utilized classifications from<sup>[16, 17, 19]</sup> to code, list, analyze, interpret, and discuss the linguistic features. Descriptive statistics, such as frequency and percentages, are used, with data presented in graphs and supported by sample car advertisements for each feature. This methodological approach provides a comprehensive examination of the language used in Philippine car advertisements.

## 3. Results

This study investigated how creative writers employed specific linguistic tools to enhance persuasion in automo-

ble advertising and effectively communicate with potential consumers. The analysis focused on four language levels: phonological, lexical, semantic, and syntactic. The results of the microstructure analysis are organized as follows:

### 3.1. Phonological Level

The analysis commenced based on phonological ground of car advertisements. **Figure 2** shows that among the myriad sound techniques available to advertisers, a notable rhetorical scheme known as repetition stands out, where similar phonemes or sounds are repeated<sup>[16]</sup>. Upon evaluation of 492 automobile advertisements, it is found that 168 ads, amounting to 35.15%, incorporated linguistic devices at the phonological level. Alliteration emerged as the predominant device, featured in 111 ads, which constitutes 66.07% of the phonological instances observed. Following closely, assonance appeared in 38 ads (22.62%). Rhyme is utilized in 11 ads (6.55%), while consonance is present in 8 ads (4.76%). Interestingly, onomatopoeia did not appear in any of the advertisements analyzed. These findings underscore the strategic use of phonological techniques like alliteration and assonance to enhance the appeal and memorability of car advertisements.

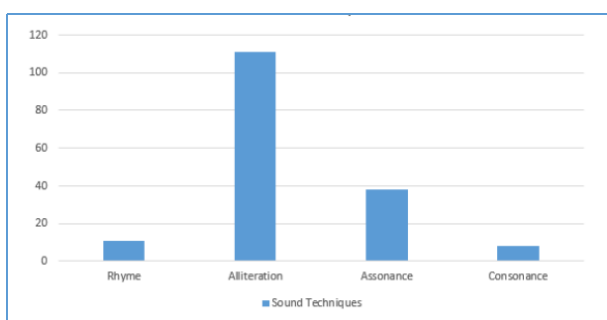


Figure 2. Sound repetition used in automobile advertisements.

### 3.2. Lexical Level

**Figure 3** provides a comprehensive summary of the lexical devices observed across 492 automobile advertisements. Favorable noun words emerged as the most frequently used, appearing in 179 ads (36.38%). Following closely, monosyllabic verbs and positive adjectives occupied the second and third positions, with 89 (18.09%) and 48 (9.76%) occurrences, respectively. Personal pronoun (42 or 8.54%) and disyllabic verbs (35 or 7.11%) rounded out the top five categories. Comparative and superlative degrees, adverbs, and verbs in the -ING form collectively accounted for 16 instances (3.25%). Less frequently observed were trisyllabic verbs (12 or 2.44%), phrasal verbs, prepositions (both 10 or 2.03%), quadrisyllabic verbs (5 or 1.02%), and inflected verbs (4 or 0.81%). Demonstrative pronouns, infinitival verbs, complementizers, and indefinite pronouns each appeared twice or less. Notably, anagrammatic spelling was used once (0.20%), while neologisms such as coinage and borrowed words, as well as compounds, were absent from analyzed advertisements. The predominance of noun words underscores their significant role in automotive advertising, leading by a considerable margin over other lexical choices like verbs and adjectives.

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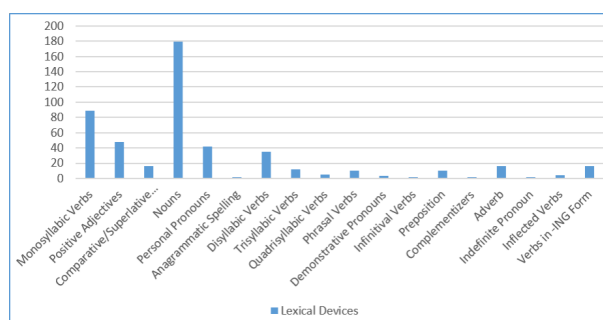


Figure 3. Lexical devices in automobile advertisements.

### 3.3. Semantic Level

In the analysis of advertisement slogans and taglines, as shown in **Figure 4**, it was found that only 40 (8.13%) utilized figurative language.

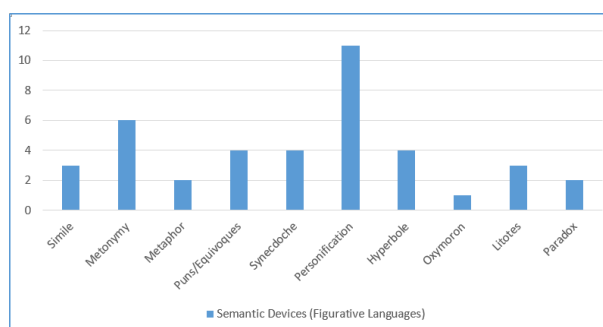


Figure 4. Semantic devices (figurative languages) in automobile advertisements.

Among these, personification was the most prevalent, appearing in 11 instances (27.50%). Metonymy followed with six occurrences (15.00%). Puns or equivoques, synecdoche, and hyperbole each appeared four times, accounting for 10.00% each. Simile and litotes are each found in the

examples (7.50%). Metaphor and paradox are used twice, making up 5.00%, while oxymoron is identified in a single instance (2.86%). Notably, catachresis, epithets, allegory, allusion, and antithesis incurred no manifestations.

### 3.4. Syntactic Level

Figure 5 reveals that automobile advertisements predominantly use minor sentences, which appeared 202 times (41.06%). Imperative sentences were also common, making up nearly a third of the total with 148 instances (30.08%). Simple sentences were used 122 times (24.80%). Interrogative sentences appeared 16 times (3.25%), and exclamatory sentences were the least frequent, with only four occurrences (0.81%).

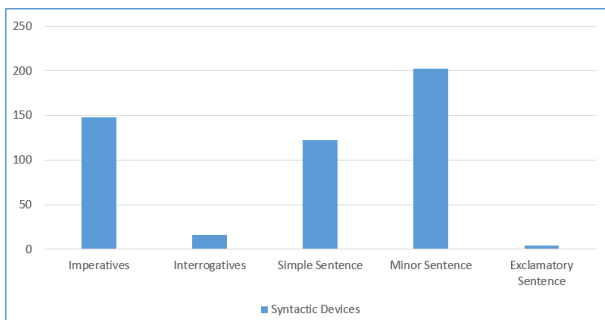


Figure 5. Syntactic devices in automobile advertisements.

## 4. Discussion

The examination of automobile advertisements across various language levels underscores the strategic use of linguistic techniques to influence consumer perceptions. Lee<sup>[15]</sup> highlights how advertisers utilize language to shape audience attitudes and behaviors, particularly within the distinct domain of car advertising. These advertisements serve not only to convey messages about the products but also to construct their overall image and appeal. The choice of language aims to maximize attractiveness, memorability, and persuasive impact on consumers<sup>[36]</sup>.

Automobile advertisements strategically utilize phonological techniques to enhance the impact of their messages on potential customers. One prominent method is alliteration, which uses repeated consonant sounds at the beginning of words to create catchy and memorable slogans. Examples include Chevrolet’s “CONNECT. CONTROL. CRUZE.” and Toyota’s “Power. Passion. Play.”, consistent with stud-

ies highlighting its attention-grabbing and mnemonic qualities<sup>[37]</sup>, and establishing a unique style. This supports the notion that this sound technique, known for its rhythmic and memorable qualities<sup>[5]</sup>, enhances brand recognition and etches a lasting imprint on consumer’s minds. These align with findings by<sup>[22, 38, 39]</sup>, who all affirm that alliteration is a leading rhetorical device in English advertising slogans. Assonance, while less frequent, is also utilized to create vowel harmony and add an appealing tone to slogans such as Hyundai’s “Never bow down” and Isuzu’s “Beat the heat rebates”. While subtle, assonance creates a harmonious effect that challenges customers to think critically and adds a stylish flair to the slogans, making them more unforgettable. References<sup>[20, 29]</sup> agree to this by highlighting assonance’s role in making advertisements more appealing and memorable. Rhyme, evident in slogans like Isuzu’s “ARE YOU TOUGH ENOUGH?”, is another technique commonly used. Rhymes enhance the emotional impact and make the slogans more recognizable and memorable, a finding coherent with<sup>[14]</sup>, who noted that rhyme in slogans leads to greater recognition, recall, and reminiscence. Similarly, consonance, exemplified by Nissan’s “More fun in an URVAN”, uses repeated consonant sounds at the end of the words to strengthen the slogan’s emotional effect, reinforce message retention, and augment its influence. This coincides with<sup>[22]</sup> notion that consonance adds a motivating style to advertising discourse, as well as<sup>[39]</sup>, who emphasized its role in making slogans more impactful. Interestingly, combining multiple phonological techniques, such as alliteration and assonance or alliteration and consonance, can amplify the impact even further. Overall, the use of sound repetitions, whether individually or in combination, is a deliberate strategy by automobile advertisers to create advertisements that are more noticeable and capable of long-term recall, as documented by<sup>[40]</sup>. These techniques are valued for their ability to leave a lasting impression on the audience, making the product and the advertisement itself more effective and memorable.

Car advertisements also exhibit a rich lexical diversity and vibrancy across several categories, reflecting the strategic use of language to enhance product appeal and persuasion<sup>[11]</sup>. Nouns, being content words, are essential in providing clarity and descriptive depth, conveying specific meanings, and providing critical information about the advertised product. Abstract nouns such as “passion” and

“love” highlight the product’s qualities rather than physical attributes. The use of specific brand names (e.g., Ford, Toyota, Isuzu) sustains customer interest and encouragement, supporting<sup>[17]</sup> view that favorable nouns heighten ad’s persuasive power. This technique underscores the product’s appealing qualities, paralleling<sup>[20]</sup> findings on maintain consumer interest. Furthermore, advertisers deploy positive adjectives like “fit,” “tough,” “smart,” and “bright” to vividly describe the fine points and attributes of their advertised vehicles. These modifiers not only differentiate the advertised cars from competitors but also evoke positive associations and enhance desirability, supporting with the goal of persuasive advertising. This aligns with<sup>[41]</sup> claim that car advertising language is rich in adjectives. Positive adjectives not only highlight the product’s qualities but also position it competitively, corroborating<sup>[42]</sup>, who assert that such adjectives enhance the ad’s appeal and selling power. The use of personal pronouns distinguishes advertising language from other genres, as noted by<sup>[43, 44]</sup>. Personal pronouns such as “you” and “we” create a warm, friendly tone, and establish a direct connection between the advertiser and the consumer. The pronoun “you” addresses readers personally and individually, as seen in slogans from Toyota, Honda, and Mitsubishi, creating a sense of warmth and inclusivity; while “we” signifies inclusion, involving both the companies and the target audiences. This supports<sup>[20]</sup> finding that “we” in ads implies responsibility and promises, enhancing consumer trust. In addition, car advertisements utilize a variety of verbs to prompt action and convey dynamic qualities. Monosyllabic verbs like “make,” “take,” and “get” are particularly effective in delivering concise, direct, simple messages. Linghong<sup>[19]</sup> remarks that simple words, especially monosyllabic verbs, are effective in catching attention, motivating action, and ensuring memorability. These verbs paired with implied pronouns, directly address the audience, making the ads more persuasive<sup>[20, 38]</sup>. Multisyllabic verbs such as disyllabic (e.g., surprise, rethink, transform), trisyllabic (e.g., experience, navigate, celebrate), and quadrisyllabic (e.g., rediscover) are also used to connect with customers by urging action. These verbs elicit visual experiences, emotions, and movements, reinforcing<sup>[21]</sup> assertion that such verbs in ads create personal effects and enhance memorability<sup>[20]</sup>. Comparative and superlative adjectives are also used to specify product excellence. Linghong<sup>[19]</sup> highlights that these adjectives

emphasize the advertised car’s superior qualities without explicit comparisons. Words like “better,” “more,” “best,” and “fastest” implicitly claim the product’s advantage, conforming<sup>[45]</sup> findings that comparative and superlative adjectives powerfully convey product superiority. Other notable lexical features in cars ads include adverbs like “distinctly,” enhancing the intention and meaning of the message. Verbs in -ING form (e.g., driving, moving) are used to emphasize ongoing actions and characteristics of the vehicles, portraying them as dynamic and in motion, thereby appealing to consumers’ aspirations and lifestyle choices. Linguistic elements such as phrasal verbs (e.g., buckle up) emphasize favorability, prepositions (e.g., in, beyond) clarify intentions, demonstrative pronouns (e.g., this, that) replace specific nouns, enhancing context clarity and emphasis, infinitives (e.g., to call) add dynamism, complementizers (e.g., if) mark complement clause, indefinite pronouns (e.g., everybody) involve the audience, and anagrammatic or unconventional spellings (e.g., XTRA) catch attention and enhance memorability, are integrated into slogans and taglines. While neologisms indicate language dynamism, the study finds a lack of coinage, loanwords, and compounds in car ads, suggesting limited productivity in this aspect.

Automobile advertisements often go beyond conventional language use, employing figurative language that requires special interpretation due to its deviation from common expressions. The aim is to persuade potential customers, and various figures of speech serve as focal threads in this endeavor. Many car ads, including those from Isuzu, Toyota, and Mazda, use personification. Words like “meets,” “care,” “listening,” and “marries” attribute human characteristics to the automobiles. This approach, as noted by<sup>[29]</sup>, helps customers better understand and remember the brands, turning them into relatable, lifelike figures. Metonymy is also prevalent in car ads, where a word closely associated with another is used to represent it. Examples include “crown” for title and “THE PINE” for Baguio City. This representative-symbol relationship, described by<sup>[46]</sup>, embellishes the language, making slogans concise and imaginative, thus enhancing their impact on consumers. Puns or equivoques, similar to neologisms, showcase the dynamic nature of language in advertising. Examples like “X-LIFE” and “TU” (referring to past life and to) demonstrate advertisers’ creativity. This wordplay adds novelty and impressiveness to the slogans,

engaging and amusing the target audience<sup>[47]</sup>. Synecdoche, where a part represents the whole, appears in slogans like “hands” for people and “wheels” for cars. This figure of speech imbues basic ideas with deeper meanings, capturing attention by making the advertisements more intriguing. Hyperbole, though less frequent, adds a dramatic flair to car ads. Phrases like “no boundaries” and “all eyes” exaggerate features to create a strong impressions and emotional reactions. While they highlight the product’s best attributes, they also risk leading to different interpretations<sup>[29, 48]</sup>. Similes explicitly compare using “like,” as in “DRIVE LIKE A CHAMPION” (Toyota), promoting positive attributes of the car<sup>[13, 39]</sup>. Metaphors, like “Tomorrow is today” (Nissan), implicitly compare, allowing for more imaginative interpretations. They create an emotional connection and charm, enhancing the product’s appeal<sup>[21]</sup>. Litotes, or double negatives, create positive statements by negating their opposites. Examples include “can’t refuse” (meaning “can accept”) and “no further” (meaning “near”). This ironic use of understatement emphasizes the positive aspects of the product, making the ads more impactful<sup>[16]</sup>. Paradox and oxymoron, though rare, effectively capture attention by presenting contradictory ideas. A paradox like “small and big” and an oxymoron such as “You have no more excuses!” provoke curiosity and engage the audience with their surprising combinations.

Analysis on the level of syntax unfolds that car advertisements frequently utilize minor sentences, a type of sentence fragment that conveys a complete idea despite its brevity. Examples from Mazda, Nissan, Honda, and Toyota – such as “New Direction,” “Innovation that excites,” and “A Landslide Victory” – demonstrate this. Karsita and Apriana<sup>[23]</sup> highlight that advertisers favor minor sentences for their simplicity and space-saving nature, maintaining meaning while being memorable<sup>[30]</sup>. These fragments often include nouns and comparative or superlative words, effectively capturing the public’s attention. Imperatives are another common syntactic feature in car ads. Phrases like “Make your MOVE” (Suzuki) and “Let your spirit roar with a Fiesta” (Ford) illustrate this approach. Imperatives engage the audience directly, encouraging action rather than merely providing information, reflecting a confidence in the product<sup>[38]</sup>. This interactive communication style suggests positivity and assurance, enhancing the persuasive power of the advertisements<sup>[49]</sup>. Advertisers also employ straightforward

constructions like simple sentences, as evident in “Black is the new bold.” (Ford) and “Change is here.” (Chevrolet). These sentences, armed with both content and function words, prevent ambiguity and maintain the ads’ memorability<sup>[50]</sup>. Skorupa and Duboviciene<sup>[29]</sup> confirm that simple sentences in ads make key points explicit and easy to remember. Interrogatives also feature purposefully in car advertisements. Questions like “Why settle?” (Mitsubishi) and “What’s your Everest?” (Ford) engage readers by prompting curiosity and reflection. Structurally, they often feature subject-operator inversion and are designed to be succinct and memorable. These interrogatives function rhetorically, inviting consumers to consider their needs and desires in relation to the advertised vehicles. These rhetorical questions do not seek direct answers but stimulate further engagement with the ad<sup>[51]</sup>. According to<sup>[29]</sup>, interrogatives are attention-grabbing and memorable. Lastly, exclamations such as “WOW!” (Toyota) add emotional emphasis to slogans, conveying excitement and impact through brief, powerful statements. These exclamatory sentences are characterized by their ability to evoke strong emotional responses from consumers, enhancing the memorability and appeal of the advertisements. Unexpected syntactic structures, such as Mitsubishi’s “Sit back and relax in a pick-up? Why not?”, blend interrogative and imperative elements, indirectly commanding while posing questions. This duality enhances the directive nature of the message, making it more compelling.

## 5. Conclusions

The microstructure analysis of the automobile advertisements in each of the four pertinent linguistic levels helps several trends and patterns to transpire. As regards phonological level which deals with the use of sound techniques, alliteration grossed a three-digit frequency dominating the rest of the devices such as assonance, *rhyme*, *consonance*, and *onomatopoeia* (no occurrence). Due to the intention to create ads to win over others, advertisers are also found to use combinations of two or more kinds of sound repetitions which include alliteration and assonance, alliteration and consonance, as well as alliteration, assonance and consonance. Moreover, the study exposed 21 lexical items which are part of the preference list of automobile advertisers. The five most ideal include favorable noun words, monosyllabic



verbs, positive adjectives, personal pronouns, and disyllabic verbs, while the least priorities are compounds, coinage and borrowed words. Figurative languages are often used in automobile advertising to add colors and increase the memorable quality of the advertisements. The semantic characteristics of the corpus are personification, metonymy, puns/ equivoques, synecdoche, hyperbole, simile, metaphor, litotes, paradox, and oxymoron. In general, the 40 total occurrences of all the semantic tools in the 492 ads scrutinized shows great scarcity. Thus, it can be inferred that advertisements creators do not favor much these features as it may require deeper level of thinking to eventually grasp their meanings. It is also observed that in terms of syntactic features, minor sentences are the most widely utilized, followed by imperatives, simple sentences, interrogatives, and exclamatory sentences, respectively.

Grounded on findings and discussion, it reveals that designers or makers of automobile advertisements chose from a bulk of linguistic means to creatively craft the texts and the entirety of the ads. With respect to their structures, the contents are well-organized for strategic purposes. The consideration of various linguistic devices in each of the four significant language levels namely, phonological, lexical, semantic and syntactic are also placed in order. The study illustrates that while customers may already have the desire to purchase the product, not all of them are instantly decided. This is where advertisers, through the ads, take their place to have a continuous effort of moving and altering the mindset of the customers from being doubtful to becoming certain. Advertisers choose among the arrays of striking and effective words or expressions as many advertisements compete for the people's attention. The selection and incorporation of eye-catching mediums in the automobile advertisements they produce help brings out every side of the promoted product so that the target audiences evidently and unswervingly comprehend the advertisers' intent.

The study's findings leave potential inferences for advertisers, highlighting the reputation of strategically using linguistic tools across phonological, lexical, semantic, and syntactic levels to create persuasive and memorable messages. Advertisers can enhance their effectiveness by guiding consumers from uncertainty to confidence, ensuring their ads not only capture attention but also build a clear, compelling case for the product. This approach can help drive consumer

decisions and improve the overall impact of automobile advertisements.

Future direction of this kind of research may include the perspective of the advertisers to elucidate issues on economics. The main goal is not only promotion, but also acquisition. As illustrated, linguistic aspect of communication is important in creating slogans and taglines, it would be conclusive to identify which of these forms really contribute to the actual purchase of the product on sale. Furthermore, since this study considered only pre-pandemic reference point, comparing present findings with more recent data, influenced by pandemic-related economic shifts, could yield discernments into how advertisements adapted to unforeseen global events. Correspondingly, auto ads do not only encompass one kind of symbol like language, but also contain the font, color, and so on, making it belong to the multimodal texts. Hence, multimodal discourse research is highly recommended.

## **Author Contributions**

Conceptualization—R.S.A. and R.I.G.L., methodology—R.S.A., data gathering—R.S.A., data analysis—R.S.A. and R.I.G.L., and writing of the manuscript—draft, review, editing, and final copy—R.S.A. and R.I.G.L. The authors have read and agreed to the final version of the manuscript.

## **Funding**

This research received no external funding.

## **Institutional Review Board Statement**

Not applicable.

## **Informed Consent Statement**

Not applicable.

## **Data Availability Statement**

The data that support the findings of this study are available from the corresponding author upon reasonable request.

## Conflict of Interest

The authors declare no conflict of interest.

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