

STYLISTIC DEVICES IN ADVERTISING LANGUAGE IN THE EXAMPLE OF "COCA-COLA ADVERTISING CAMPAIGNS"

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<https://doi.org/10.5281/zenodo.1809567>

Annotation: This article illustrates the use of stylistic devices in advertising language through the example of Coca-Cola advertising campaigns. The study focuses on stylistic devices such as metaphor, repetition, personification, emotional vocabulary, slogans, and rhetorical questions are employed to influence consumer perception. Coca-Cola advertisements are analyzed as a representative case due to their global reach and long-standing marketing tradition. The research highlights the persuasive and pragmatic functions of stylistic devices in shaping emotional appeal, memorability, and cultural relevance in advertising discourse. The findings demonstrate that the effective use of stylistic devices plays a crucial role in transforming a simple product into a symbolic and emotionally charged brand. This study contributes to the linguistic and stylistic analysis of advertising discourse and provides insights into the relationship between language, marketing, and consumer behavior.

Key words: stylistic devices, advertising language, Coca-Cola advertising campaigns, metaphor, repetition, slogan, personification, emotional appeal, advertising discourse.

Advertising plays a vital role in modern society, as it influences people's choices, attitudes, and behavior. One of the main tools that makes advertising effective is language. Advertisers carefully choose words and expressions in order to attract attention, create emotional responses, and persuade consumers to prefer one product over another. For this reason, the study of advertising language has become an important area in linguistics, especially within stylistics and discourse analysis. Stylistic devices such as metaphor, repetition, slogans, personification, and emotionally colored vocabulary are widely used in advertisements to make messages more memorable and appealing. These devices help transform ordinary products into meaningful symbols associated with happiness, success, friendship, or lifestyle. Among global brands, Coca-Cola stands out as one of the most successful examples of effective advertising language. This article rests on the analysis of stylistic devices used in Coca-Cola advertising campaigns. The research highlights the role of stylistic devices in shaping advertising messages and demonstrates why Coca-Cola advertisements remain influential and memorable across different cultures and periods.

Advertising has long been an essential part of modern life and continues to surround us every day. Advertisements appear everywhere — in newspapers and magazines, on billboards, on television and radio, across the internet, and even within movies and TV programs. Because advertising exists in so many forms, people often do not realize how frequently they are exposed to it in their daily lives. A big part of the advertising industry is creativity. Advertising creativity is a very important and complex part of the creation of an advertisement process and

how the final product looks like. Creativity in advertising evolved over time, is by analyzing advertisements done by brands over the years. And Coca Cola is the perfect brand for that.

When it comes to history of Coca Cola, it was invented more than 100 years ago, by a pharmacist called John "Doc" Pemberton. It was first treated as medicine but later became a soft drink. Studying and experimenting a lot, he discovered that coca leaves and kola nuts were said to improve health. Thus, in 1885, he added these to a nerve tonic and headache cure, which he called "French Wine Coca". Because he wanted to be ready by 1886 when the prohibition period was declared, he started working on a drink that did not contain wine. During the winter and spring of that same year, after he concocted his new mixture which included coca, kola, lime, vanilla, nutmeg, and other ingredients, he sent it for a taste test to Jacobs' Pharmacy. He called it "Intellectual Beverage and Temperance Drink", however, his business partner came up with a better name, the one we all know today: "Coca Cola".¹ The United States of America established itself as a world power. They started drilling for petrol, and during this time, the country knew a time of prosperity. However, creatively speaking, the ads were not as impactful as the previous one. The focus is more on textual promotion, rather than visual, as it can be seen below.



It grew so big, it became a cultural symbol. Today, Coca Cola is one of the largest beverage companies in the world. Their headquarter is still in Atlanta. The recipe of the Coke is still a well-kept secret.

Stylistic devices play an important role in advertising language, as they help make messages more attractive, emotional, and memorable. Coca-Cola advertising is a clear example of how effective language use can strengthen a brand and influence consumer perception. Over many decades, Coca-Cola has consistently used stylistic devices to create simple but powerful advertising messages that appeal to a wide audience. One of the main purposes of stylistic devices in Coca-Cola advertising is to create emotional engagement. Instead of focusing only on the product's physical qualities, Coca-Cola advertisements often emphasize feelings such as happiness, togetherness, sharing, and celebration. This is achieved through carefully selected words, phrases, and expressive language forms. As a result, Coca-Cola is presented not just as a soft drink, but as part of everyday life and special moments. Stylistic devices also help ensure

¹ <https://medium.com/swlh/coca-cola-ads-and-the-evolution-of-creativity-in-advertising-b0655b3da780>

memorability and brand recognition. Coca-Cola advertisements often use short, catchy phrases and repeated language patterns that are easy to remember. These linguistic choices allow the brand message to stay in the consumer's mind long after the advertisement has ended. The consistent use of the brand name, slogans, and visual elements supports this effect.

Another important function of stylistic devices in Coca-Cola advertising is persuasion. Through expressive language and symbolic meanings, advertisements subtly influence consumer attitudes and preferences. By associating the product with positive emotions and universal values, Coca-Cola builds trust and emotional loyalty among consumers.

The general slogan is Drink Coca-Cola. It appears in this simple imperative (sounding as an invitation) form: Drink Coca-Cola (1886; 1889) or with variants: Drink delicious Coca-Cola (1909) or Drink Coca-cola with soda (1920). The general slogan is almost always followed by two adjectives that make a direct appeal to our senses: Delicious and refreshing.

Advertising can be considered to be a particular genre since there are conventionalised patterns within it that serve particular goals. As Stöckl and Molnar (2018: 262) write: a genre is a type of text characterized by a particular setting, a distinctive communicative function – which reflects in an ordered series of communicative stages – recognizable linguistic patterns and overall norms of thematic, pragmatic and stylistic organization.²

Coca-Cola advertising is well known for its simple but powerful use of language. Over the years, the brand has successfully used different stylistic devices to create strong emotional connections with consumers and to make its advertisements memorable. Among the most frequently used stylistic devices in Coca-Cola advertising are metaphor, repetition, slogans, and personification. Metaphor is widely used in Coca-Cola advertisements to give the product a deeper symbolic meaning. Coca-Cola is often presented not just as a drink, but as a symbol of happiness, friendship, celebration, or togetherness. For example, slogans like "*Open happiness*" suggest that drinking Coca-Cola is equal to opening the door to joy and positive emotions. Through metaphor, the brand transforms an ordinary soft drink into an experience connected with feelings and lifestyle rather than taste alone. Repetition is another important stylistic device in Coca-Cola advertising. The brand name, key phrases, and slogans are frequently repeated in advertisements to make them easier to remember. Repetition strengthens brand recognition and helps fix the message in the consumer's mind. By repeatedly showing the Coca-Cola logo, red color, and familiar phrases, the company creates a sense of familiarity and trust, which encourages long-term brand loyalty.

Slogans play a central role in Coca-Cola's advertising language. Coca-Cola slogans are usually short, simple, and emotionally appealing, such as "*The real thing*," "*Open happiness*," and "*Taste the feeling*." These slogans are easy to understand and remember, and they communicate the brand's values rather than technical information about the product. Through slogans, Coca-Cola builds a consistent brand image that focuses on joy, sharing, and positive moments. Personification is used in Coca-Cola advertising to give the product human qualities. The drink is often shown as something that brings people together, creates friendships, or shares special moments with consumers. In many advertisements, Coca-Cola appears to "care," "share," or

² Stöckl, Hartmut & Sonja Molnar. 2018. Eco-advertising: The linguistics and semiotics of green(-washed) persuasion. In Alwin F. Fill & Hermine Penz (eds.), *The Routledge handbook of ecolinguistics*, 261–276.

“celebrate” with people. This stylistic device helps make the brand feel friendly and emotionally close, as if it were a companion rather than just a product.

In conclusion, Coca-Cola advertising provides a clear example of how stylistic devices play a crucial role in shaping effective, memorable, and persuasive advertisements. Through metaphor, the brand elevates its product from a simple beverage to a symbol of happiness, friendship, celebration, and togetherness. Repetition ensures that key phrases, slogans, and brand elements remain in the consumer’s mind, strengthening recognition and loyalty over time. Slogans such as “*The real thing*,” “*Open happiness*,” and “*Taste the feeling*” communicate the brand’s values in a simple yet emotionally appealing way, while personification allows the product to connect with consumers on a human level, creating the impression that Coca-Cola with them. These stylistic devices not only engage emotions but also help build a strong brand identity that transcends cultures and generations. By consistently using expressive language and symbolic meanings, Coca-Cola maintains its position as one of the most recognized and beloved brands in the world. The analysis of Coca-Cola advertising shows that the careful selection of words, phrases, and stylistic tools is not merely a marketing strategy but a way to create lasting emotional connections with consumers. Overall, the study highlights the vital link between language, emotion, and persuasion in advertising, demonstrating why Coca-Cola advertisements continue to be influential, memorable, and culturally significant.

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