

COLECCIÓN CONOCIMIENTO CONTEMPORÁNEO

**Acciones y realidades  
ante la manipulación social:  
redes sociales, publicidad y marketing**

**Coords.**

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ACCIONES Y REACCIONES ANTE LA MANIPULACIÓN SOCIAL:  
REDES SOCIALES, PUBLICIDAD Y MARKETING

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## COUNTRY SLOGANS: LINGUISTIC ELEMENTS TO PERSUADE POTENTIAL TOURISTS

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### 1. INTRODUCTION

In present society everybody tries to sell something, which is why advertising has become so important in our lives. In fact, we are exposed to advertisements all day long and according to some studies, we see between 6,000 and 10,000 ads every day<sup>32</sup>. Traditionally we were influenced by billboards, print ads, direct mail, TV spots, radio ads, newspapers or magazines, but in the 21<sup>st</sup> century we are also used to perceiving that kind of promotional ideas on websites or social media. No matter what kind of advertisement and industry we are dealing with, the key for an excellent kind of advertising is how ads are organized, since companies have specific objectives in mind when developing their advertising campaigns, basically taking into account the design and images as well as the language used, something which is crucial when trying to invite would-be tourists to go to see a country. The current study focuses on the linguistic aspects included in tourism slogans from 170 countries in the world. Destination slogans make use of specific linguistic choices to convey their message in the best possible way. To attract potential customers to visit a foreign country, marketers and advertisers utilize certain techniques where words are selected with greatest meticulousness; therefore, we will analyze all the linguistic devices included in those country slogans to check whether there is a common tendency and how those devices are used in order to influence and persuade prospective tourists.

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<sup>32</sup> <https://bit.ly/44Fak62>

## 2. OBJECTIVES

Not many people admit that they are influenced by advertising, but it is true that good advertising campaigns can produce a huge impact on people's decisions. In fact, companies would not invest such amounts of money if their advertisements did not work properly. In this sense advertisers take many variables into account, from the very design and the layout of an ad to the images used and the language chosen to persuade potential customers. Advertising is something of interest, not only for advertisers, but for anthropologists, sociologists, psychologists and, of course, linguists. Advertising is not something external to us but, as Cook (2001) highlights, advertising is part of our lives and we are also part of the advertising process. On the other hand, advertising is something crucial for any company since as the famous American Psychologist Steuart Henderson Britt<sup>33</sup> mentioned, "Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does", which is why companies have to focus on the advertisements they create. When countries organize their advertising campaigns they have to speak the proper language, that is, the potential tourist language. If you think of the word 'advertising', we see that it comes from Latin 'advertere', which means warn, turn your mind towards, attract somebody's attention. Advertising discourse is considered a very specific kind of language, a different genre, which has in some cases influenced our daily life; we can think of famous slogans such as 'Just do it' (Nike), 'Simply Inspiring' (Germany), 'Belong Anywhere' (Airbnb), or 'The happiest place on Earth' (Disneyland), among others. What they have in common is that they project a positive image of the product or country in question. It is true that there are many advertising techniques, different genre, from shocking images, endorsement and an array of linguistic devices that fall within a very specific kind of language (Bhatia, 2005).

Advertising is considered a very specific type of speech in the sense that it has changed in a certain way not only the type of language used in an advertising context, but also the way of life to some extent, as well as

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<sup>33</sup> <https://bit.ly/3piUFJq>

the way we communicate in our daily routine. Advertising is so present in our lives that sometimes we take advertising taglines and repeat them constantly. If not, let us remember ads like the one related to Lays chips, whose slogan is 'Betcha can't eat just one'. In fact, as Goddard (1998, p. 3) states, "Although advertisements are ephemeral in that each one is short-lived, their effects are longstanding and cumulative." We could underline that advertising tends to sell a lifestyle and in the following sections we will check, with real examples, how advertising discourse is introduced into our lives and our day to day and we are almost not aware of it since all this advertising phenomenon is presented to us in a very natural way.

Our objective has been to select the most representative country slogans and to analyze a high number of them in order to describe and categorize the most used linguistic devices and rhetorical figures found in the selected slogans, which is why next we will comment on the methodology we have used to analyze the different linguistic aspects that appear in advertisements promoting distinct world countries and the slogans they use.

### 3. METHODOLOGY

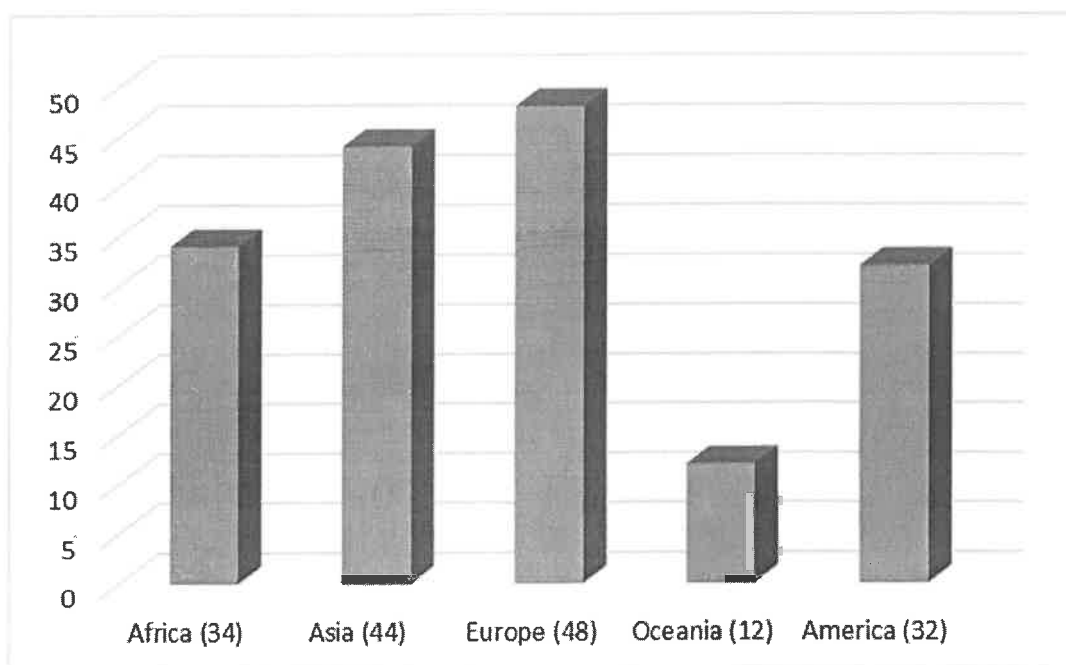
This paper is focused on promotional tourism discourse, more precisely on tourism slogans from different countries in all continents. First of all, we have gathered 170 slogans from the corresponding world countries. The material of study is a corpus of country slogans that were obtained from two touristic websites, mostly from Travel & Leisure website<sup>34</sup> from January 2023 but due to the fact that the list of country slogans was not complete, the rest have been collected from another travel website<sup>35</sup>. The amount of slogans from different continents can be appreciated in Table 1.

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<sup>34</sup> <https://bit.ly/41wKl8U>

<sup>35</sup> <https://bit.ly/3VPoT2O>

**TABLE 1.** Number of slogans per continent



Source: own elaboration

As we can appreciate, the highest number corresponds to Europe, a continent with a long touristic tradition. After compiling the selected country slogans, we carried out a content analysis of every slogan and we analyzed the most frequent linguistic devices used in order to persuade the potential tourist to visit a specific destination. We have to highlight the fact that some of the most memorable country slogans have stayed throughout time because they have really made an impact on tourists' minds and they have worked extremely well. The very word slogan, which is somewhat international since this is the term used in most countries of the world, comes from Gaelic 'sluagh-ghairm'<sup>36</sup>, a battle cry that was used by Scottish Highland or Irish clans; from Celtic 'sluagh', 'army, host, slew' and Balto-Slavic 'slough', 'help, service'; the second element is 'gairm', a 'cry'; that is, it literally means 'army cry', which points to the fact of attracting somebody's attention, exactly what touristic slogans try to do. Slogans are thought of as a few words or a short sentence to serve the purpose of bringing a product, in this case a country, to the mind of prospective tourists. For slogans to work properly,

<sup>36</sup> <https://bit.ly/3nRA1Qj>

they need to have the following characteristics: short, simple and concise, meaningful and memorable, consistent, timeless and long-lasting, slogans should consider the target market and they should focus on what makes the country different. In order to identify the features of persuasive messages and to check whether the selected country slogans follow these requirements and which ones work better and have stayed throughout time, the methodology we have used is to break down the structure and words included in all of them examining the reasons why some tourism slogans work and make people want to visit a specific country, which is directly related to slogan persuasiveness. In this sense Domínguez (2021, pp. 118-9) highlights that slogans are “crucial for an advertising campaign to succeed because it is the slogan that will stick in people’s minds”.

According to Kannan & Tyagi (2013, p. 3), tourism slogans are promotional texts that not only sell physical objects, but they also promote ideas and services (and countries in this case). When dealing with promoting destinations, Vukovic (2020, p. 451) refers to “the elements of authenticity, cultural and social identity of a destination, novelty experience, and elements of play or adventure, as well as mythical or magical elements.” As Blanco (2021, p. 102) highlights, “all these are aspects taken into account by potential tourists and it is something to be born in mind by advertisers.”

The linguistic choices made by governments are an essential prerequisite to transmit a very specific message in order to convince prospective tourists to visit the country. According to Stewart & Clark (2007), slogans should be readily understood by potential customers and these should associate them with a specific product or country in this case. In the same vein, Abdi & Irandoust (2013, p. 68) state that “Advertising slogans, as one of identity components, perform a key role in making brands affect customer’s mind”. Therefore, in the next section we are going to analyze the data we have gathered and we will present our findings regarding the most frequent linguistic devices found in country tourism slogans.



#### 4. RESULTS

As it has been pointed out, there are many persuasive strategies used in advertising, but here we are going to focus only on the most frequent linguistic devices for persuasion in the tourism industry, namely in country slogans. Many centuries ago, Aristotle defined rhetoric as “an ability, in each particular case, to see the available means of persuasion” (Kennedy, 2007, p. 37). More than two decades ago Dann (1996, p. 2) highlighted that “the language of tourism attempts to persuade, lure, woo and seduce millions of human beings, and, in so doing, convert them from potential into actual clients”. More recently, Halmari & Virtanen (2005, p. 5) defined persuasion as follows:

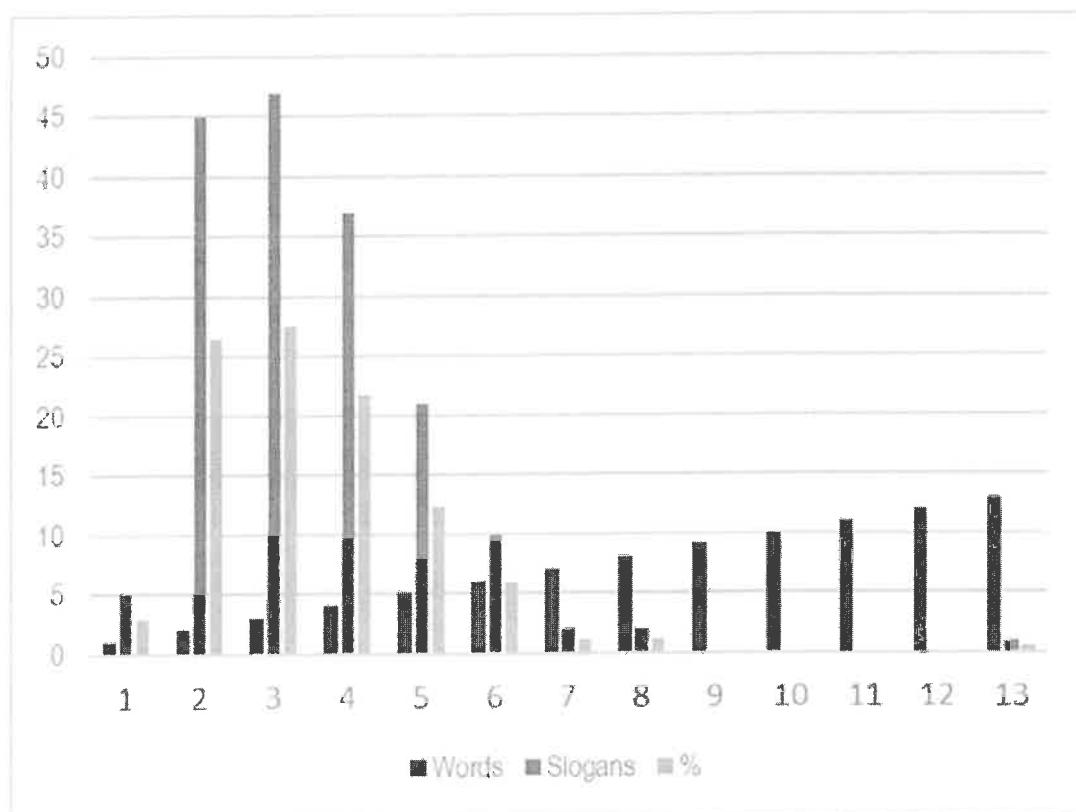
those linguistic choices that aim at changing or affecting the behavior of others or strengthening the existing beliefs and behaviors of those who already agree, the beliefs and behaviors of persuaders included.

It is true that advertisers have to make use of those persuasive linguistic devices but they also have to take into account the paper written by Zakharova (2021, p. 18), who describes tourism as “an information-intensive business”. As we have pointed out, slogans should be direct, short and straight to the point so that they can, on the one hand, inform potential tourists, but also persuade them to visit the place. We should bear in mind that too long slogans are more difficult to remember and could take the reader to information distortion, thus not achieving the main goal of the slogan, which is why Djafarova & Andersen (2008, p. 293) state the following:

The advertiser searches for a way to provide enough information to convey the qualities of an advertised product in a short form. They create methods to provide a large amount of information in a clear and accurate way.

With regard to the length of slogans, we can notice that a high number of them only contain three or even two words, which obeys to the key principle of slogans being short, simple and concise, as we can see in Table 2:

**TABLE 2. Slogan length**



Source: own elaboration

As we can observe in the above table, most slogans are extremely short although there is one which contains 13 words, and that corresponds to Kosovo, an independent republic since 2008. It is a fact that this area was involved in a war and they could not devote their money and energy to advertising a new country and probably their inexperience is the result of this long and (inefficient?) slogan.

What is true is that whether country slogans are really short (2-3 words) or a little longer (up to 8 words generally), the most frequent linguistic devices we have found are the following: on the one hand, most countries make use of any kind of positive language since word choice matters and they want to project a positive image, and they will also trigger your emotions appealing you to visit the country; sometimes they achieve this effect by making use of wordplay, as we will also see. On the other hand, we have identified another common trend in country slogans, namely, the message is addressed to the reader by making use of

imperatives and another technique called ego-targeting Kiss (2018, p. 159). Finally, we have to stress that some rhetorical figures, mainly metaphors in our case, are also common in country tourism slogans.

#### 4.1. POSITIVE VOCABULARY

As we can see, in advertising discourse, in order to create an always favorable impression of the advertised product, it is very common to use nouns and adjectives with a very positive sense, as we can observe in the chosen slogans. Out of 170, we have come across 95 positive terms, that is, 38 positive nouns (beauty, heart, discovery, passion, charm, etc.) and 57 positive adjectives (amazing, magical, incredible, wonderful, great, inspiring, among others).

When dealing with adjectives, we should highlight that the use of comparative and superlative adjectives is very usual to praise the characteristics of the product in question, but curiously enough, this is not a common rule when working with country slogans since we have only found 2 slogans, out of 170, that contained one comparative structure and one with a superlative (It's More Fun in the Philippines; Happiest Place on earth - Denmark). However, we have to point out that the use of positive vocabulary in general is very normal in order to transmit the euphoria effect to potential tourists, thus appealing to their emotions. On the other hand, the language of tourism is extremely evaluative (Calvi 2012), which is why in the tourism discourse we can find such a high percentage of adjectives, being in general positive ones.

Regarding adjectives, another linguistic choice we have to consider is the use of adverbs preceding those adjectives, in this way intensifying their meaning. Suau & Dolón (2007) refer to adverbs -in order to intensify the positive idea of an adjective- as 'attitude markers', which have the function of boosters, that is, highlighting the meaning of the adjective they introduce. If we consider the list of 170 country slogans, we can find only 5 adverbs intensifying the meaning of adjective, which means an extremely low percentage. Although this strategy is usually very common in advertising discourse, we think that the low number of adverbs is due to the fact that slogans have to be direct and concise; therefore, the shorter they are, the better to convey the message to the

prospective tourist. In this sense Khan (2014, p. 28) refers to “project the essence of the destination” by making use of the proper words.

This conciseness is linked to the emotional appeal that advertisers want to create in would-be tourists. Emotional language having to do with desire, curiosity, hope, fear, etc. is also a powerful tool in advertising; in this way we find country slogans such as ‘Endless horizons’ (Namibia), ‘Unforgettable’ (Tanzania), ‘It’s a pleasure’ (Mauritius), ‘Emotions are Georgia’, ‘Endless Discovery’ (Japan), ‘So much to remember’ (Kyrgyzstan), ‘Passion made possible’ (Singapore), ‘Amazing Thailand’, ‘Naturally irresistible’ (Uzbekistan), ‘Hospitality without borders’ (Belarus), ‘A discovery to share’ (Bulgaria), ‘Simply Inspiring’ (Germany), ‘A million different journeys’ (Papua New Guinea), ‘For glowing hearts’ (Canada) ‘You have to feel it’ (Paraguay), ‘Live it to Believe it’ (Mexico), ‘Experience princely moments’ (Liechtenstein); In the last three slogans, we can observe verbs such as ‘feel, experience or live it’, which are related to ‘experiential marketing’ (Khan, 2014, p. 32). As we can appreciate, many country slogans make use of emotional elements in order to create value and enhance the image of the destination.

#### 4.2. WORDPLAY

Wordplay is associated with the innovative language of advertising. The basic goal of wordplay is to catch people’s attention and maintain it through humor or something surprising for the reader. As Cook (2001, p. 217) states when dealing with advertisements, “their brief is to gain and hold attention, fix a name with positive associations and go”. In this way, language can be chosen to persuade and convince people to visit a country and when advertisers create their slogans, they should bear in mind the powerful language they have at hand to create them. One of the techniques is wordplay. In such manner they surprise their readers thus provoking humor as well as curiosity and with this kind of unexpected linguistic choices, they can create a positive impression on potential tourists (some of the slogans mentioned above contained words related to ‘exploration, such as ‘Endless discovery’ (Japan), ‘Endless horizons’ (Namibia), ‘One country, many destinations’ (Yemen), ‘A discovery to share’ (Bulgaria), ‘The land of everyday wonder’

(Denmark), 'Explore France', 'Take another look' (Azerbaijan), 'Answer the call of Vanuatu', 'Seek the unexplored' (Solomon Islands), 'Bolivia awaits you', 'Where the impossible is possible' (Chile), 'Let her inspire you' (Saint Lucia), 'Live it to believe it' (Mexico), 'Experience it' (Haiti). We can see several examples where wordplay is used: Djibeauty (Djibouti), Sieraously Surprising (Sierra Leone), Much Mor (Morocco) – alliteration in the two previous examples-#treasureitaly (Italy), I Feel SLOVEnia, Discover how to Be (Belize), #spainindetail.

Regarding slogans, it can be stated that the creation of a slogan or an advertising message in general requires, apart from knowledge, an enormous amount of creativity, talent and experience, so indeed, advertising can be considered a true art. You have to plan every single detail in advertising, in fact, not only plan but also an ad has the function of being original, it has to entertain and should be profitable for your potential customers. Sometimes the language of advertising has the tendency to break established linguistic norms, which happens to attract the client's attention. There is some controversy regarding the issue of grammatical correctness of advertising language, but sometimes if a text is correct and does not attract attention, it will be less likely to succeed and therefore, and consequently it will be more complicated to sell the product; remember Apple's famous slogan 'Think different', or 'Stay different' (Jumeirah Hotels) or 'Travel light' (Dubai Duty Free). In our corpus, we can find examples such as the following: 'Truly Asia' (Malaysia), 'Qatar, Qurated for you', 'Come Live Our PhilAUsophy' (Australia).

#### 4.3. EGO-TARGETING AND IMPERATIVE CLAUSES

Another technique mostly used in advertising, especially in tourism advertising discourse, is ego-targeting (Kiss, 2018, p. 159) because personal pronouns are used to create a sense of familiarity and closeness and some connection with the would-be tourist. As Blanco (2021, p. 108) underlines, the "use of personal pronouns could also point to the trustworthiness of discourse". The message in a slogan is easily processed cognitively speaking when pronouns such as 'we' and 'you' are used since with the latter advertisers take the reader's standpoint and with the former the reader is also included in the process. As

Scheibmann (2004) points out, pronouns such as ‘we’ most of the time denote inclusive forms whereas we can notice that using ‘you’, that is, addressing your audience directly, enlarges your potential customers’ involvement and they will better memorize the message, which is why Kiss (2018, p.159) refers to ‘ego-targeting’ as a technique in which messages are personalized, therefore being more impactful on the decisions that potential tourists can make.

Here are some examples from the nineteen slogans which contained this kind of pronouns: ‘Our pride, Your destination’ (Botswana), ‘You’re welcome’ (Uganda), ‘Ours, Yours, Bahrain’, ‘Where happiness finds you’ (Fiji), ‘Beats to your rhythm’ (Argentina), ‘Bolivia awaits you’, ‘You have to feel it’ (Paraguay), ‘Time to take a trip with Your imagination’ (Peru), ‘Imagine your Korea’ (South Korea), ‘Choose your Memories’ (Turkey), ‘Fill your heart with Ireland’.

This ego-targeting technique is connected with the use of imperatives because advertisers bear in mind the potential tourist and they tend to include them in the message sent, as we can see in the last three examples above, as well as in the following ones (on the whole we found thirty seven imperative clauses): ‘Remember – Unit – Renew’ (Rwanda), ‘Set forth on a great journey’ (Jordan), ‘Go your own way’ (Albania), ‘Live your Dream’ (Czech Republic), ‘Explore France’, ‘Discover the touristic Moldova’, ‘Explore the Carpathian garden’ (Romania), ‘Get natural’ (Switzerland), ‘Experience Ukraine’, ‘Visit Armenia, it is beautiful’, ‘Experience princely moments’ (Liechtenstein).

#### 4.4. THE USE OF METAPHORS

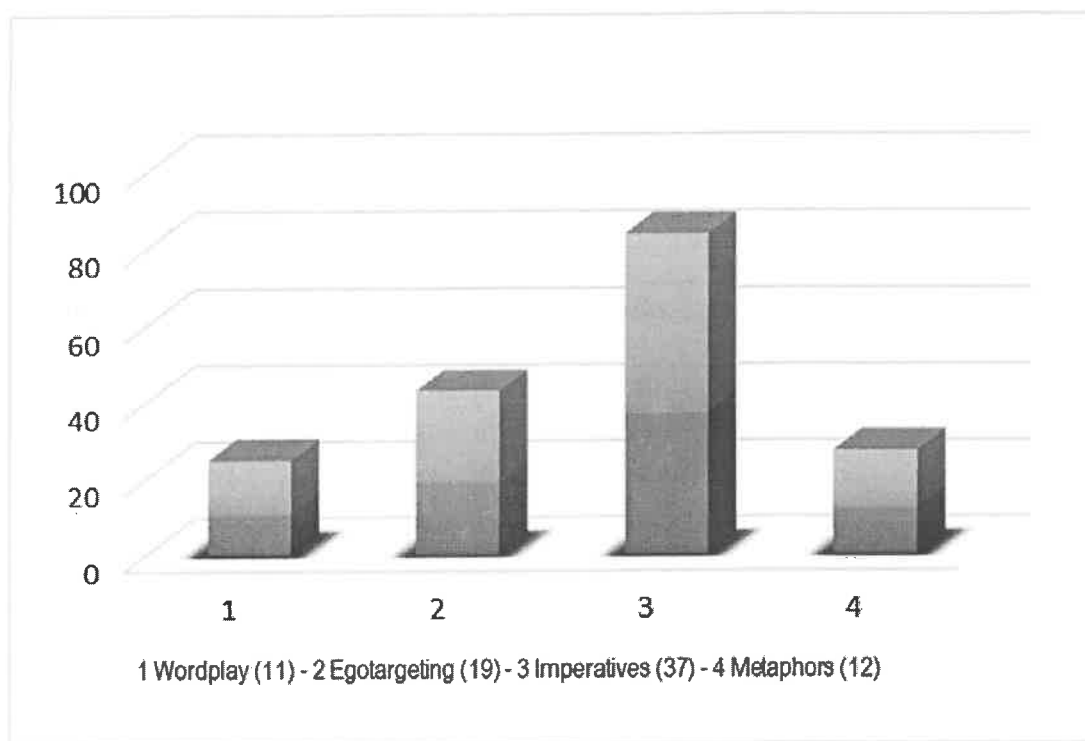
The last most common linguistic element we have found in country tourism slogans is the use of some rhetorical figures, in particular metaphors, which, together, with positive vocabulary, tend to give poeticism to language and present destinations as idealistic and great or magical places. Although it is true, as Katrandjiev (2016, p. 102) highlights, the use of metaphors in tourism advertising slogans (26.4%) is significantly lower than in non-tourism advertising slogans (41.1%), in our case metaphor is the most common rhetorical figure we have found. We have to take into account the fact mentioned by Potočnik Topler (2018), namely that

metaphorical expressions when covering destinations tend to develop sensory combinations that engage different senses, as we can see in the following examples: ‘Feel the spark’ (Austria), ‘The heart shaped and at your fingertips’ (Bosnia & Herzegovina). It is true that advertisers should be extremely careful with metaphors since they can get different meanings depending on the reader’s country and origin due to the fact that the cultural background can influence on the interpretation of a metaphorical message; therefore, the best technique is to keep the message as neutral as possible by using what we could label as ‘global metaphors’: for example, ‘Oasis of the Sahel’ (Chad) ‘The Kingdom in the Sky’ (Lesotho), ‘Land of creation’ (Israel), ‘Home of prosperity’ (Turkmenistan), ‘The land of everyday wonder’ (Denmark). All these concepts are global, that is, prosperity, wonder, oasis... are all global concepts and, once more, positive ideas.

Sometimes this is not easy, but metaphors are crucial in advertising since as Katrandjiev (2016, p. 87) points out, it “is well known that the appropriate use of rhetorical figures in a text [...] can increase its persuasive effect and add vividness to the sentences”. Tanaka (1994, p. 88) points out that the “relevance of a metaphor [...] is established by recovering an array of implicatures”; that is to say, if the reader achieves to retrieve those assumptions presented by copywriters, the message will be successful. What we have found in our corpus is that out of 18 metaphors, eight examples contained the noun ‘heart’, which points directly and literally to the reader’s emotions. Some examples are: ‘The journey of the Heart’ (Algeria), The ‘Eden’ in the heart of Africa (Burundi), ‘The warm heart of Africa’ (Malawi), ‘Heartbeat of Africa’ (Nigeria), ‘The heart of Asia’ (Taiwan), ‘For glowing hearts’ (Canada), ‘Heart of the Mayan world’ (Guatemala), ‘Heartbeat of the world’ (Jamaica).

Apart from the vocabulary chosen, in the following table we can observe the percentages of all the linguistic devices we have been dealing with in this paper.

**TABLE 3.** *Most common linguistic strategies in country slogans*



Source: own elaboration

Once we have mentioned the results obtained, in the next section we will comment on their meaning putting them in context.

## 5. DISCUSSION

For an advertising message to be effective, it must have five components: it must be clear, concise, direct, focused on a specific audience and, of course, credible. In this sense, Goddard (1998, p. 5) assures that “for adverts to work, they must use our commonly shared resources of language in ways that affect us and mean something to us”, that is, the message transmitted by an advertisement has to reach us and must make sense to us; otherwise, the ad would not be effective at all. The situation with country tourism slogans is somewhat different in the sense that this kind of advertising is addressed to an international kind of public and they have to make use of shared knowledge on a global scale. What is certain is that this type of language informs us but apart from informing, its main objective is to ‘persuade’ the potential buyer of the product or



service. Maci (2007) mentions the 'evaluative' aspect of this kind of advertising language, since it tries to show a vision 'evaluating' the -usually- excellent features and benefits offered by a service or product. Hence, it is necessary to emphasize specific characteristics of the product and this is partly achieved through language. We have found that most slogans analyzed contained very few words, which is related to the maxim of slogans related to being short and concise.

The use of positive words and expressions has the objective of transmitting bliss, optimism, pleasure and prosperity. Furthermore, making use of positive vocabulary tries to convey the idea of uniqueness and exclusiveness of the country advertised. By using this kind of positive vocabulary advertisers can impact the reader/potential tourists' attitude and 'persuade' them to visit a country. The use of positive vocabulary is a recurrent strategy. According to Dann (1996), the lexical choices when dealing with touristic promotional discourse are fundamental. By using the words magic, superb, ideal, breathtaking and similar adjectives, texts activate some specific association related to an ideal world, creating a special framework in which tourists can think that at that specific destination their dreams will come true and this will make that destination very attractive and tempting to the potential tourist's eyes. Pierini (2009) refers to tourism discourse as making use of two different strategies when choosing adjectives: description on the one hand, and evaluation on the other. The description side usually underlines the real and positive aspect of a service or destination whereas the evaluation part intends to point at the potential tourists' emotions making them hire the service or visit the country, in this case.

As can observe in the data found, the use of wordplay or puns is very common in advertising since it is an excellent way of surprising and attracting people's attention. Tanaka (1994, p. 68) stresses that "puns attract attention because they frustrate initial expectations of relevance and create a sense of surprise." Puns are many times associated with something shocking, unexpected and somewhat humorous and we have to highlight that humor, or very funny language, or some words that evoke romance or something shocking is basic to attract people's attention (Johannessen et al., 2010). Funny texts, jokes and other texts

“ending in a punch line” (Attardo, 2020, p. 14) have the purpose of provoking humor, and the same happens with slogans when they use funny puns to catch tourists’ attention.

Some authors (Crook 2004; Fuertes Olivera et al. 2001; Tanaka 1994) consider advertising language a type of ‘covert communication’, since the intention of the communicator is to alter the cognitive environment of the receiver; in other words, “to make a set of assumptions more manifest to her [the person who receives the message], without making this intention mutually manifest” (Tanaka, 1994, p. 41). As Ding (2008) states, tourism English tends to make use of a concise and objective type of language in a logical way. On the other hand, ad creatives have a tendency to play with words and distort their original meaning in order to surprise or attract the customer's attention. In advertising we find a type of descriptive language, which is characteristic of certain ads that describe the features of a specific product, but it is also very normal to find narrative elements in some ads that are presented as a story told by someone known or someone who has made the product advertised and who strongly recommends it (endorsement). According to Díaz-Pérez (2012, p. 33), the use of puns and humor in general “help to create in the potential consumer a positive attitude towards the product”, thus attracting them and raising the possibility of potential consumers to buy the product or hire the service. We can also see that sometimes advertisers play with sounds as well: ‘Live it to believe it’ (Mexico), and we can check that phonological aspects as well as rhyme are also important, although we are not going to focus on that aspect in this paper.

Apart from puns and wordplay, we have also observed that ego-targeting is a powerful tool in order to involve the reader. By making use of the pronoun ‘you’, the reader will think she is the main objective of the conversation. This ego-targeting strategy is also linked to the use of imperatives, and we have to emphasize that the percentage of country slogans that contain an imperative is quite significant. We know that in a broad sense, what the language of advertising aims at is to inform or persuade readers of the usefulness, convenience or benefits of a specific product, which is why a persuasive advertisement wants to convince the potential customer in order to manipulate her attitude and cause her to perform an

action and acquire the mentioned product (or service), which is directly related to the maxim in advertising known by the acronym AIDA, that is, to capture the Attention, maintain the Interest and create the Desire to go into Action and acquire the advertised product. Let us remember that imperative clauses urge the reader to take action, as we can verify in the following examples: ‘Come to where it all started’ (Mozambique), ‘Live Love Lebanon’, ‘Seek the Unexplored’ (Solomon Islands), ‘Fly away’ (The Bahamas). As we have been able to check, imperatives are usually employed to maintain the link with potential tourists, and to give them instructions.

The last most common linguistic device we have found in country slogans are metaphors, which have a primarily descriptive function (Lakoff & Johnson, 1980), we have to consider two domains of experience and we understand something in terms of another domain. The use of language figures in general is intended to entertain and present information differently and try again to attract our attention. A widely used strategy is also the use of certain structures, expressions and a specific lexicon in order to reach the emotions of the client and thus move her to acquire the product. If people feel ‘touched’ by a well-told story, which has influence on their heart (in a positive or negative sense), they will remember that product much better than a dull or boring ad, where the language is right but will not leave any trace either in the mind or in – what is more important – the heart of potential tourists. Hence, creatives know that the choice of a certain type of language or specific linguistic strategies is essential to be successful, since language is also a product of evolution in general and adapts to the specific moment in which a new ad is devised. In fact, as we have seen, the word ‘heart’ is used on many occasions in order to get to the prospective tourist’s heart. It is true that there is a clear “relationship between rhetorical figures and advertising impact” Katrandjiev (2016, p. 88). As we have seen, the word ‘heart’ appeals directly to the reader’s emotions, and emotions are definitely the main cause of human motivation; if advertisers can influence the reader’s behavior by persuading and convincing them to visit a specific country, we can definitely refer to a successful slogan.

## 6. CONCLUSIONS

Language is a powerful tool indeed and copywriters and advertisers have learnt to make use of the appropriate strategies in order to attract potential tourists' attention. If we want to achieve an efficient kind of promotion, we have to take into account that language choices are an efficient tool when dealing with country tourism slogans. Companies know that the main aim of advertising is to improve the image of a product -a country in this case- and different governments make use of all the strategies that help them enhance the perception of a country, thus attracting new visitors. In creating a slogan, advertisers should bear in mind many variables, from the vocabulary chosen to its rhythm, phonological features as well as its length.

As we have seen in this research, all the resources used in country tourism slogans are in fact persuasive strategies so that prospective tourists visit the country in question. We have to highlight the fact that persuasion techniques are hardly ever neutral, they always try to cause some effect on the potential tourist. In this study we have found out that most of the slogans chosen satisfy the basic prerequisites of effective slogans, that is, they fulfil the following requirements: simplicity (short and easy to remember), memorability (impact and catchiness), emotion (heart, inspiration, luxury) and differentiation. Moreover, we have to add that we have also identified some recurrent linguistic resources used by most country tourism slogans, namely, some kind of positive vocabulary, producing a positive kind of emotion in readers; furthermore, advertisers like to play with words so that they can create a funny impression on potential tourists; many times countries tend to personalize the message through the use of the ego-targeting approach, which is also linked to the use of imperatives as an encouraging way to take action. Finally, we have to make reference to the use of metaphors as the most frequent rhetorical figure used in all the country slogans included in the corpus used.

After having analyzed all the selected country tourism slogans, we can clearly conclude that the different linguistic strategies mentioned have a crucial role in the promotion of a country as well as in the creation of an image in the potential tourist's mind, thus attracting her to visit the country.

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