



## Idioms in Advertisements of Brand names

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### ABSTRACT

Advertising takes use of the language's great degree of plasticity, which allows for the use of word puns, figurative language, and the blending of many textual styles and kinds.

### Keywords:

brand, language, wordplay and idioms

Advertising language needs to be persuasive, educational, enlightening, and unique. It must use a linguistic style that will aid in grabbing readers' attention and conveying information at the same time. The use of idioms is one of the language strategies employed in advertising. Idioms are employed in advertising because most potential buyers in a culture are familiar with them. An element of an idiom is slightly modified or replaced by another word to generate a pun and, as a result, a link with a product.

Idioms are expressions that cannot be comprehended by examining the meanings of the words alone. Idiomatic phrases are often used. When a buddy is "beating around the bush," they are avoiding having a direct conversation with you. The phrase "that's the way the ball bounces" implies that some circumstances are just beyond our control. When someone uses the phrase "It's raining cats and dogs," they are referring to heavy rain. It is a myth that cats and dogs are descending from the skies. That final idiom could have been

created in England in the 17th century, a time when it was common knowledge that cats and dogs lived under thatched roofs. They could have slid and fallen into the streets during a period of severe rain.

A phrase with a metaphorical meaning that differs from the literal meaning is referred to as an idiom. Idioms are used often in speech and the media. Idioms may effectively magnify information in a way that engages readers and stimulates their senses when used appropriately.

Idioms are used in ads since the majority of prospective buyers in a culture are familiar with these structures. The usage of an idiom in a writing can be formal or creative, depending on the context. When a word in an idiom is slightly altered or substituted to generate a pun and, as a result, a link with a product.

Moss Security: Alarmed? You should be.

Wyborowa Vodka: Enjoyed for centuries straight.

Pioneer: Everything you hear is true.

The Economist: For top laps.

Range Rover: It's how the smooth take the rough.

Holiday Inn: Pleasing people the world over.

Casio: Precisely what you are looking for.

Frozen Meals: Taste. Not waist.

Northern Telecom: Technology the world calls on.

Zanussi: The appliance of science.

In the following table, the brand name appears, but as the solution or promise rather than part of the fun.

Flowers Fine Ales: Always pick Flowers.

Barbados: Barbados. Goodness. Gracious.

Finish Detergent: Brilliant cleaning starts with Finish.

British Steel: British Steel: British mettle.

Kodak Gold: Is your film as good as Gold?

Asda: It 'asda be Asda.

HMV: No HMV, no video.

Ritz Crackers: Nothing fits like a Ritz.

John Deere Tractors: Nothing runs like a Deere

Mumm's Champagne: One word captures the moment. Mumm's the word.

Money Magazine: Reap the rewards of Money.

Red Star: Send your parcels Red Star and pull out all the stops.

Tetley Tea: Tetley make teabags make tea.

Tic Tac Candy: Tic Tac. Surely the best tactic.

Impulse Deodorant: You just can't help acting on Impulse.

In the following table, the brand goes to work,

Absolut Vodka: Absolut magic.

Citibank: Because the Citi never sleeps.

Frosted Chex: Chexcellent, or what?

Quavers Snacks: Do me a Quaver.

Thomas Cook: Don't just book it, Thomas Cook it.

Nytol Sleeping Pills: Good mornings follow a good Nytol.

IBM: I think, therefore IBM.

Arthur's Cat Food: Nothing else is Arthur's good.

Skoda Favorit: Put your money on the Favorit.

Farley's Baby Food: So Farley's, so good.

Thomas Cook Travel: Take a Thomas Cook at our prices!

As one of the most intriguing aspects of the creative language used in advertisements is idioms . The idiom is a group of words that has

a special meaning that is different from the ordinary meaning of each separate word. Idioms are fixed and they have common figurative meaning. Idioms have been shown to be an effective means of fulfilling the persuasive function of promotional language in advertisements. They are used because they are familiar to most potential consumers. Idioms may be slightly changed to create a pun and consequently a connection with a product.

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