

The Language of Fast-Food Advertisements: A Linguistic Analysis

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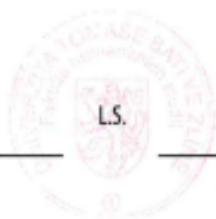
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ABSTRAKT

Tato bakalářská práce se zabývá tištěnými reklamami rychlého občerstvení, jmenovitě, McDonald 's, KFC, Burger King a Subway.

Skládá se ze dvou částí – teoretické a praktické. V teoretické části je definován pojem reklama, jsou popsána i jednotlivá dělení reklam, a také je vysvětlena důležitost reklamy, ale je zde zmíněna i její kritika. Práce se poté soustředí konkrétně na jazyk reklam, protože ten má v reklamách důležitou roli. Praktická část obsahuje lingvistickou analýzu vybraných tištěných reklam, jejímž cílem je najít jazykové prostředky, které byly charakterizovány v teoretické části.

Klíčová slova: jazyk reklam, tištěná reklama, rychlé občerstvení, KFC, McDonald 's, Burger King, Subway

ABSTRACT

This bachelor thesis deals with printed fast-food advertisements of big companies, namely, McDonald's, KFC, Subway, and Burger King.

It consists of the theoretical part and the practical part. In the theoretical part the definition of the advertisement can be found, as well as the division of advertisements, and the usefulness of advertising, but also the criticism of it. Then it focuses on the language because it is the essential part of advertising. The practical part is the linguistic analysis of chosen printed advertisements, and it aims to find the linguistic features which were characterized in the theoretical part.

Keywords: the language of advertisement, printed advertisement, fast-food, KFC, McDonald's, Burger King, Subway

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INTRODUCTION

This bachelor thesis deals with advertisements from the fast-food field and the typical language features of this genre. This topic is primarily linguistic; however, it overlaps with the marketing field, thus I find it ideal because both of these subjects are part of the English for Business Administration program. Regarding fast-food advertisements, many fast-food chains exist all around the world, but I chose just four companies – McDonald's, KFC, Burger King, and Subway, because they are famous and one of the most successful ones, even though the menu of every fast-food chain differs in some aspects. Their success can be ascribed beside other things to their marketing campaigns. Many people do not like advertisements, they skip them on Youtube, or when they watch TV, they switch to another program. Nevertheless, they surround people everywhere and try to catch people's attention. It is hard to find something special that nobody saw before and stick in people's minds. However, some creators of advertisements do a good job, and they turn an annoying thing such as an advertisement into something entertaining and creative.

The first chapter is devoted to advertising and its goals; in addition to that, advertising media are presented such as TV, radio, online world, or print advertisements, which are analyzed in the theoretical part. Furthermore, advertisements can be also divided based on segments, which deal with attributes of customers; for instance, their age, their gender, where they live, or how much they earn. Since all these aspects influence people in many ways, also in their buying behavior or responses to advertisements. It is crucial for companies to know their customers in order to satisfy their wants and needs and reflect them in their advertisements. Even though advertisements have many benefits, they can be problematic in some aspects, and this is described at the end of the first chapter.

The second chapter focuses on the linguistic features; firstly word-formation processes are described; then chosen parts of speech appear in this thesis. Furthermore, figures of speech, syntactical devices, and phonological devices is the division implemented in this thesis. Phraseological units and features of textuality are mentioned in this thesis as well. Since advertising is connected to persuasion, persuasive language is the last part of the second chapter.

The practical part is the linguistic analysis of the sample of twenty advertisements from selected companies; it is five advertisements from every company. The aim of the analysis is to find linguistic features mentioned in the theoretical part of this thesis.

I. THEORY

1 ADVERTISING

Advertisements surround people from an early age, and as a consequence, people see a considerable amount of advertisements during their whole lives. Nevertheless, most people look at them from the point of view of a customer, and some people consider them annoying. Therefore, these people probably do not understand why advertisements are essential (Vysekalová and Mikeš 2018, 39).

Advertising affects people even if they do not realize that. People think that other people are affected by advertisements, but if everyone thinks that, there has to be someone who is the other people, and this is the so-called third-person effect (Cluley 2017, 8–9). Furthermore, people tend to think that they are not influenced by advertisements and the language which is used is just for uneducated people. Nevertheless, this claim is disproved, because advertisements work on a whole variety of people. Additionally, companies would not spend so much money on advertisements if they did not work (Goddard 2002, 2).

1.1 Definition of Advertising

There are various definitions of advertising by many authors showing different approaches to advertising. According to Cluley, advertisements attempt to change the demand through communication, and he also points out that advertisements tend to be diverse, meaning that they send different messages, and can also be found in many places (2017, 3).

Advertising can be described as persuasion, which can be used cleverly, stupidly, truthfully, untruthfully, strictly, naturally, and so on. Persuasion is mainly done through communication, and it has to be with a set business goal. Advertisers want to arouse the feeling of need in potential customers which can be satisfied by offered products or services (Vysekalová and Mikeš 2018, 19). However, some experts do not agree that the goal of advertising is just persuasion, they highlight that building a relationship and trust with the customers is more important in advertising than persuasion (Rodgers and Thorson 2019, 455).

1.2 Advertising Goals

Companies spend a lot of money on advertisements, expecting something in return. The main goals of advertising are increasing profit or brand awareness, providing some information about products or services, and sharing the company's values.

1.2.1 Increasing Brand Awareness

Advertising can help with so-called brand awareness, in other words, to set a brand in people's minds. It means that a particular brand will become the top-of-mind brand, one of the brands of which people think first in the specific field. For instance, Burger King and McDonald's are top-of-mind brands in the fast-food field (Clow and Baack 2018, 159). If some customers already know a brand, advertisements still make sense, because they remind customers of the brand (Pospíšil and Závodná 2012, 20).

1.2.2 Providing Information

Companies provide information which is crucial for buying a particular product they offer, for example, opening hours or location of shops. Customers do not know where and when to buy desired products without this information (Clow and Baack 2018, 160). Furthermore, advertisements inform customers about the attributes or benefits of products. Advertisers want to persuade people that their products are unique and that they should buy them. Especially if there is a big competition, they engage customers' attention and show them why their products are the best ones of their kind (Pospíšil and Závodná 2012, 19). Providing all kinds of information mentioned above may benefit customers by comparing more offers and finding the best option (Shimp and Andrews 2013, 241).

1.2.3 Increasing Sales

It is not a problem for companies to make products with sufficient financial resources, but companies need to sell them. At this point, they need customers, and they cannot just wait for them. Therefore, advertisements are used as one part of the marketing strategies of companies (Vysekalová and Mikeš 2018, 46). Companies gain a more significant market share when advertising is used, which can lead to enormous profitability. This success results besides other things from communication done via advertising which shows a better image of the company and its products (Shimp and Andrews 2013, 243).

1.2.4 Sharing Values

Due to findings about human brains, advertisers decide to connect their brands or products with positive values such as power, love, purity, or patriotism (Sedivy and Carlson 2011, 18). Some brands accomplish this connection, and they have a lot of loyal customers, namely Coca-Cola, Apple computers, Ben & Jerry's ice cream, Kodak, and Cheerios. Loyal customers buy love marks brands' products not because of what the products can do, but it is rather the irrational devotion (Sedivy and Carlson 2011, 21).

1.3 Advertising Media

This part provides a closer look at the division of advertisements based on media channels used to get to customers such as TV, radio, newspapers, magazines, billboards, or the Internet. This division is interconnected with another division called segmentation which is discussed later in the thesis.

1.3.1 Television

Television is the most popular and most widely used medium among advertisers because advertisements are shown to a significant amount of people at the same time. Furthermore, advertisements on TV are perceived by ears and eyes at once. Nevertheless, it is one of the most expensive types of a medium for advertisers (Pospíšil and Závodná 2012, 27). Even though the reach of television is broad, advertisements on TV can be aimed at target groups because there is a diversity of TV programs, and some of them suited to a particular target group can be chosen (Vysekalová and Mikeš 2018, 129).

1.3.2 Radio

A significant number of radio stations are regional, which can be helpful for advertisers if they want to expand in some geographic areas. Another advantage of radio advertisements is their price; they are cheaper if we compare them to other types of advertisements (Shimp and Andrews 2013, 328–329). On the other hand, radio advertisements also have some weaknesses. Some people use the radio just as a background; in other words, while listening to the radio, they are doing something else, and they are not paying full attention to what is being said on the radio (Clow and Baack 2018, 226).

1.3.3 Print

Print media stands mainly for newspapers and magazines but also for some non-periodical publications (Vysekalová and Mikeš 2018, 118). Nowadays, people do not read just printed versions of newspapers or magazines, but they read their digital versions on the Internet, which are often identical (Clow and Baack 2018, 228).

Regarding newspapers, various types of them are published, which can be helpful when advertisers want to target a particular group of customers. The periodicity is not the same, newspapers can come out every day, every other day, every week, every two weeks, every month, or just sometimes. Moreover, geographical areas also differ, some newspapers are international, but some are regional or local. Contents of newspapers are diverse as well, for

instance, the quality press and the popular press is distinguished which is based on the seriousness of newspapers (Pospíšil and Závodná 2012, 32-33).

People do not read just newspapers, but also all kinds of magazines with broad topics, which can be helpful for advertisers when targeting a particular group of people. For instance, advertisers can expect that a reader of a magazine about weddings is interested in this topic, and this can provide a closer look at readers' wants and needs (Clow and Baack 2018, 229). In addition to that, in magazines with more kinds of topics, advertisers can place their advertisements in a section with an article that is connected to their products or services (Katz 2017, 98). One of the benefits of magazines is their long life, because people often borrow magazines from their family members or friends, together with the popularity of magazines in waiting rooms (Shimp and Andrews 2013, 322).

1.3.4 Outdoor

Outdoor is one of the oldest types of advertisements, even though they developed over time. The well-known outdoor advertisements are billboards, but they are not the only ones. There is a variety of places used for outdoor advertisements, such as benches, posters, vehicles, and others (Pospíšil and Závodná 2012, 42). Regarding advantages of this advertising media, these advertisements stay in the same places for a long time, hence, some people who pass by every day can spot the advertisement more times (Pospíšil and Závodná 2012, 42). Additionally, their price is also favorable. Nonetheless, outdoor advertisements can spread just short messages because people do not pay attention for a long time in most cases. For instance, people can drive so they have to watch traffic carefully, unless they are stuck in a traffic jam and they have more time to read texts from outdoor advertisements (Clow and Baack 2018, 227). Another drawback is the fact, that means of outdoor advertising hardly ever can target a specific group of customers like some other advertising media (Vysekalová and Mikeš 2018, 138).

1.3.5 Indoor

Indoor advertisements can be found in stores; for instance, on shopping carts, on shelves, or on floors (Pospíšil and Závodná 2012, 30). A store is a place where a customer comes for his or her desired product, and it is often the place where the final decision about the purchase is made. Indoor advertisements and the general atmosphere of the store such as scent, music, or lighting is crucial because around two-thirds of customers make their decisions about a purchase in stores (Sameti, and Khalili 2017, 534).

1.3.6 Online

Online advertising is a broad term, and advertisements can be found in many places also in the online world, such as search engines, displays, banners, videos, websites, blogs, podcasts, e-mails, mobiles, and others. Concerning search engines, these advertisements appear according to words that are typed in there, so-called keywords. This technique can help to offer a customer something he or she really wants and not just some random advertisement (Shimp and Andrews 2013, 355-356). Using e-mails for advertising can be a great tool, however, people receive a lot of spam from many companies. Spam is problematic because they unable companies which do not spam people from sending e-mails to their customers, hence there are also some laws against it. The best option is to first get a recipient's permission that he or she wants to get these e-mails because he or she is interested in specific products or services (Shimp and Andrews 2013, 365-366). Another tool of online advertising is so-called cookies, which track the activities of Internet users, and thanks to them, a suitable advertisement for an individual user can appear in the online world (Katz 2017, 115).

1.4 Segments of Advertising

Segmentation means dividing a market into smaller groups with similar needs, so it is expected they will react likewise to a marketing action such as an advertisement (Belch et al. 2020, 535). According to Clow and Baack, segments must be homogenous, financially viable, distinct from other segments, and reachable through some kind of media (2018, 113). Companies know that every single customer has different wants and needs, but it would be too expensive and complicated to create a special product with a special advertisement for every single customer; therefore, they use segmentation (Masterson and Pickton 2014, 146). In the previous part of the thesis, advertising media were described, but segments must be considered as well. For instance, if a target group is younger people, appropriate media for this group have to be chosen (Vysekalová and Mikeš 2018, 116). Demographic, geographic, psychographic, and behavioral are types of segmentation that are presented in this thesis.

1.4.1 Demographic Segmentation

Demographic segmentation splits people into groups based on their age, gender, education, income, and ethnicity (Clow and Baack 2018, 114). In addition, Belch et al. mention other types of demographic segmentation such as marital status, household size, or residence tenure (2020, 206).

One of the types of demographic segmentation is connected to gender. There are differences between men and women regarding their buying behavior. For instance, they buy different products or products with different features (Clow and Baack 2018, 114). Genders are connected to stereotypes, and this may also appear in advertisements, which are criticized for creating stereotypes (Rodgers and Thorson 2019, 187). Stereotypes can be harmful because they simplify the perception of the world, and they do not take into account individual personalities. For instance, men in advertisements are presented as strong, ambitious, and with logical thinking, and they are often more dominant than women. Whereas women are often presented as one of three types, namely, successful at work, femme fatale, or mother taking care of a household. A woman successful at work is hysterical, moody, and lonely. A femme fatale is a woman, who is viewed as a sexual object, thus she is attractive but simple. A mother taking care of a household is kind and caring, but not independent, and she has to rely on her husband (Komárková 2006, 38-39).

Another essential demographic segmentation is by age, and it can be combined with other demographic groups such as gender (Clow and Baack 2018, 115). It is crucial to find out not just how old is the target group, but also other information, in order to choose an appropriate medium. For instance, women under thirty frequently read magazines like *Heat*, *Chat*, or *Look* (Brassington and Pettitt 2013, 138). Shimp and Andrews present preschoolers, elementary school-aged children, tweens, teenagers, young adults, middle-aged and mature customers as segments based on age, but this division may differ (2013, 128). Nevertheless, generations can be used as well; they are called millennials, generation X, younger and older boomers, and seniors. It is assumed that people belonging to the same generation tend to gain particular experiences simultaneously (Clow and Baack 2018, 120).

Income is part of the demographic segmentation as well; nonetheless, it is necessary to point out that people should not be divided into segments based on their income only. Income matters; however, social class is not just people's income but also other aspects such as a way of life, where and how they got their money, and how long they have them (Solomon 2018, 452). Income is a part of the socioeconomic segmentation together with education and occupation (Belch et al. 2020, 207).

Ethnic groups play a significant role in advertising, especially in countries like the USA, called "the melting pot," in other words, with several ethnic groups. For instance, McDonald's U.S. chief marketing officer admits that ethnic groups are essential when creating menus or advertisements. Some ethnic groups are more tightly knit than others; thus, they are more sensitive to references to their culture (Solomon 2018, 479).

1.4.2 Geographic Segmentation

Geographic segments are geographic units meaning states, nations, counties, or suburbs (Belch et al. 2020, 207). As Brassington and Pettitt note; tastes, culture, lifestyle, and demand differ in individual geographic areas (2013, 135). Additionally, when advertisements are translated, the specific culture of the target audience has to be taken into account, and translators cannot use word-for-word translation. For instance, when some values are emphasized in advertisements, advertisers have to bear in mind that cultural values differ, and they do not have to work in every state or country (Goddard 2002, 60).

1.4.3 Psychographic Segmentation

Demographic and geographic segmentations provide information about customers, such as their age or address, but they do not show why customers buy products (Vysekalová and Mikeš 2018, 157). Whereas psychographic segmentation does because it is associated with customers' activities, interests, and opinions. For instance, customers can be divided based on the so-called VALS typology, which stands for values and lifestyles, with eight categories of customers; namely, innovators, thinkers, achievers, experiencers, believers, strivers, makers, and survivors (Clow and Baack 2018, 119).

Additionally, another division can be implemented, it is ten groups based on the lifestyles of customers, and they are combined with names; for instance, one of the types is called Eleonora, who is described as an elegant lady; another one is Fred, also known as, a frustrated worker without motivation. This exploration of customers' lifestyles and this division is helpful when an advertising campaign is created (Vysekalová and Mikeš 2018, 177).

1.4.4 Behavioral Segmentation

Behavioral segmentation focuses on how people buy products, how they use them, and their feelings, and based on these features it divides them into groups. Diverse variables are used in this segmentation, such as brand loyalty, frequency, rate of consumption, attitudes towards the product, or if the product is a high involvement or a low involvement purchase. When a customer spends more time thinking about the purchase, because the product is expensive, and it is something he or she does not buy on daily basis, it is a high involvement purchase. Whereas something bought on daily basis without too much thinking and lower price is a low involvement purchase (Masterson and Pickton 2014, 160-161).

1.5 Criticism of Advertising

In the previous parts of this thesis, advertising goals were highlighted, together with the importance of advertising. However, there are also critics of some types of advertisements or advertising in general.

The first criticism is connected to the price, that companies must pay for advertising, and as a result, a product or a service is more expensive (Cluley 2017, 93). On the other hand, customers would not know about products or services without advertisements, so they could not be sold. Furthermore, the production of more products does not increase prices all the time, but it causes the opposite effect based on the theory called the economies of scale (Clow and Baack 2018, 426). Vysekalová and Mikeš note that some people think that advertising is just a waste of money, but they immediately disprove it because advertisements lead to more effective sales (2018, 43).

Another reason why advertising is criticized is that companies are often not completely honest with people in advertisements because it is not beneficial for them. For instance, some companies do not share the whole process of production, thus customers do not see the whole truth which some of them may not accept, such as the destruction of the environment caused by the production (Cluley 2017, 137-138). Belch et al. present a similar idea claiming that companies show just positive things in advertisements, and they rather do not inform customers about negative aspects of their business (2020, 161). Moreover, according to some studies, a lot of people do not trust advertisements, and one of the studies shows that people rather trust somebody they know, meaning friends and family members (Belch et al. 2020, 160).

Advertisements aimed at children are one of the most controversial advertisements, and they come frequently under criticism because children do not gain enough experience to recognize what is real and what is not and they also cannot really decide if they need the product or not (Belch et al. 2020, 165). For instance, some people point to unhealthy food or drink advertisements that are unethical because consuming unhealthy food and drinks harms children's health (Shimp and Andrews 2013, 96). However, some companies advocate that they want to get new customers immediately when they are young and they can stay loyal for the rest of their lives (Clow and Baack 2018, 427). In addition to that, the level of cognitive development of every child is different, but before they reach the level of adult people, they are definitely more vulnerable (Gunter 2016, 23-24).

Last but not least, some critics point to the fact that advertising can lead to overconsumption and materialism, which is the result of the process of convincing people that they need a particular product or service because it will solve all their problems (Cluley 2017, 199–200). Clow and Baack also provide the same thought, however, they add that it is the choice of customers how they spend their money (2018, 425). Moreover, people tend to ignore advertisements of products and services in which they are not interested (Belch et al. 2020, 170).

2 LANGUAGE OF ADVERTISING

The second chapter of this thesis is devoted to the language of advertising. As noted before, one of the goals of advertising is to persuade customers to buy products or services, and the language, which is used in advertisements, should contribute to it. However, it is not just the language, but the combination of verbal and other semiotic means, such as visual, acoustic, or kinesics (Demjén et al. 2017, 324). Moreover, most printed advertisements are pictorial, meaning a picture with a short text, but the main focus is on the picture (McQuarrie et al. 2008, 15). According to Merlina, pictures are memorized more easily than texts in printed advertisements (2020, 136).

Every piece of text or visual image used in advertisements should catch customers' attention. As far as the language is concerned, attractive and memorable language is employed (Nchindila and Torto 2020, 492). Furthermore, Sobrino stresses that creative advertising, including language, is the most efficient method (2017, 1). Additionally, it is not just about drawing the attention of customers, but the goal is also to be unique among the competition. Therefore, advertisers tend to use loaded language with a high degree of stylistic dexterity, which differs from the language which people use on daily basis. The usage of stylistic devices, such as puns, metaphors, neologisms, alliteration, assonance, or rhyme is typical for advertising because they show creativity, and sometimes they also entertain people (Shariq 2020, 566-567). Language devices typical for advertising, some of which are more common than others, are described in this part of the thesis often with examples.

2.1 Word-Formation Processes

New words, also known as neologisms, were always coming to the English language, for instance, when something new was discovered and it needed a name, or when people wanted to extend the English vocabulary. The way a new word is created is a word-formation process. Concerning advertising, there is often a new product and advertisers have to come up with a new name for it. Moreover, they can draw more attention by using new words, and distinguish themselves from the competition (Pookhao and Timyan 2012, 199-200). Derivation, back-formation, conversion, compounding, clipping, blending, acronyms, abbreviations, borrowings, and reduplications are categories of word-formation processes.

2.1.1 Derivation

Derivation, or also affixation, is the word formation process done by adding an affix. It can be a prefix, which appears in front of a word, like in *unhappy*, or *recover* with prefixes un-

and re-. Furthermore, it can be a suffix, which is added at the end of a word, for instance, *portable*, or *purity* with suffixes -able and -ity (Pookhao and Timyan 2012, 202). Additionally, an infix is another type of affix, which is less common than a prefix and suffix, and it can be described as an affix within a word (Wahyuni and Rosa 2013, 260).

2.1.2 Back-formation

The back-formation is the process that is done when a word is divested of an affix. For instance, the word *housekeep* was created from the word *housekeeper* by deleting the affix -er. Another example is the word *biograph*, which is from the word *biography*, where the affix -y disappeared (Wahyuni and Rosa 2013, 259). However, back-formation is not the same process as clipping, because when clipping is used, a part of speech stays the same, whereas regarding back-formation a part of speech differs (Ratih and Ismayoeng Gusdian 2018, 28).

2.1.3 Conversion

When a word is used as a different part of speech than it actually is, it is called a conversion. Words such as *water*, *butter*, and *chair*, which are originally nouns are used also as verbs. It can be seen in these examples – *to water flowers*, *to butter the bread*, *to chair the meeting* (Pookhao and Timyan 2012, 202). Moreover, zero derivation is a term that can be used instead of conversion (Wahyuni and Rosa 2013, 259).

2.1.4 Compounding

Compounding is the method of word creation when two words are combined. Compounds can be written with space, such as in *beer bottle*, with no separation, for instance, *bookcase*, or with a hyphen like in *sugar-free* (Pookhao and Timyan 2012, 202). Additionally, compounding can be exocentric and endocentric. In an endocentric compound, one word describes another word more in detail, such as *a caveman*, a special kind of human. Whereas an exocentric compound is perceived as one unit, for instance, *a sugar daddy* which does not mean a type of sugar or a type of a dad, but it is a woman's lover (Wahyuni and Rosa 2013, 260). As far as advertising is concerned, advertisers like to use compounds as adjectives; *top-quality*, *economy-size*, and *longer-lasting* are examples of them (Kannan and Tyagi 2013, 4).

2.1.5 Clipping

Clipping is a word formation process when a word is shortened. Three types of clipping can be distinguished; the first one is called foreclipping, which means that the first part of the word is deleted, such as in *burger*, which is originally *hamburger*, or *phone*, which is shortened from *telephone*. Moreover, *lab* for *laboratory* and *demo* for *demonstration* are examples of backclipping, which can be described as cutting off the last part of words. Furthermore, fore-back clipping is the last type of clipping, which is not so common, and it is the combination of foreclipping and backclipping, because a word is shortened from both sides. *Flue*, a shortened version of *influenza* is an example of fore-back clipping (Wahyuni and Rosa 2013, 259).

2.1.6 Blending

Blending can be characterized as combining two words which creates a new word. For instance, the word *brunch* was created by the process of blending two words breakfast and lunch, or *smog*, which is the blending of smoke and fog (Pookhao and Timyan 2012, 203).

2.1.7 Acronyms and Abbreviations

An acronym is created from the first letters of a set of words, and it is read as one word. Acronyms are frequently used in the names of organizations, such as *NATO*, or in other words North Atlantic Treaty Organization, as well as in specific terminologies, such as *AIDS*, also known as Acquired Immune Deficiency Syndrome (Wahyuni and Rosa 2013, 258).

An abbreviation can be defined the same way as an acronym; nonetheless, it is not pronounced as one word, but every letter is pronounced separately. Words such as *PC* or *CEO* are considered abbreviations; *PC* stands for a personal computer and *CEO* stands for a Chief executive officer (Pookhao and Timyan 2012, 203).

2.1.8 Borrowings

According to Yule, borrowings rank among word-formation processes as well. The term borrowings means words that are taken over from other languages (Wahyuni and Rosa 2013, 261). *Alcohol* is a word that is originally from Arabic, or *boss* is of Dutch origin, and *pizza* which was first used in the Italian language are all examples of borrowings (Pookhao and Timyan 2012, 203).

2.1.9 Reduplication

Reduplication means the repetition of words, which can be total or partial (Shariq 2020, 570). The repetition of two same words, also known as fully copy, can be found in expressions, such as an *eye for an eye*, *face to face*, or *day by day*. Additionally, partial reduplication can appear, for instance, *trick or treat*, *top to toe*, or *off the cuff* (Wang 2005, 523).

2.2 Chosen Parts of Speech

This subchapter deals with the chosen parts of speech, which play an important role in advertisements. Firstly, adjectives are characterized, then pronouns and their functions are described. Moreover, examples are provided to get an idea of what a particular linguistic phenomenon looks like.

2.2.1 Adjectives

One of the aims of advertising texts is to bring some ideas to customers' minds and to associate the promoted products with positive characteristics (Merlina 2020, 136). Furthermore, adjectives contribute to it, and some adjectives incline to occur in advertisements frequently, namely *new*, *easy*, or *healthy*. On the other hand, adjectives with negative connotations such as *expensive* hardly ever appear in advertisements, the only possible option for the word *expensive* is reassuringly *expensive*. Still, in this case, it evokes relatively positive feelings like feeling privileged to buy something not just anyone can afford. Consequently, the vocabulary including adjectives used in advertisements has to be chosen deliberately (Goddard 2002, 73–74).

Comparative and superlative degrees of adjectives can be often found in advertisements, often to compare a new product with an old one, for instance, that a new one is better than an old one. "*Nobody cools better.*" is the advertisement for air conditions with the comparative degree (Shariq 2020, 571).

2.2.2 Pronouns

Advertisers like to use pronouns *I*, *you*, and *we*, especially the pronoun *you* (Sedivy and Carlson 2011, 165). The reason for using the second person pronouns is a tone of friendliness (Kannan and Tyagi 2013, 6). In advertisements, the pronoun *I* stands for an addresser, and the pronoun *you* stands for an addressee. Moreover, a person who represents the pronoun *I* is an advisor in most cases, and if the pronoun *we* appears, it represents a manufacturer. Pronouns *he* or *she* often refer to people who do not use a product (Cook 2001, 158). For

instance, *I want you for U. S. army* is the text of the advertisement with the picture of the man pointing at somebody who reads the advertisement referred to as *you* (Sedivy and Carlson 2011, 165).

2.3 Figures of Speech

Figures of speech are expressions that are unlike normal usage of words; they change literal meanings, and word order, or create patterns of sounds (Baldick 2001, 97). Additionally, figures of speech are common in advertisements in English language (Nchindila and Torto 2020, 493). Metaphor, simile, metonymy, synecdoche, personification, irony, hyperbole, litotes, oxymoron, and euphemism are all figures of speech presented in this thesis.

2.3.1 Metaphor

One of the figures of speech that appear in advertisements is a metaphor, which means using a word or phrase referring to another concept based on the similarity of these two concepts (Kalmane 2012, 55). Metaphors can simplify some ideas, and it is beneficial because some concepts are too difficult to understand for some people (Sedivy and Carlson 2011, 263). Some metaphors cause emotions in customers' minds; thereby, they can associate products with, for instance, positive feelings or memories (Kalmane 2012, 57). Sedivy and Carlson also claim that if an appropriate metaphor is used, something people can relate to, there is a higher chance to convince them (2011, 265). The phrase used in the advertisement for Schiff vitamins *Your body is a living engine.*, is an example of a metaphor (McQuarrie et al. 2008, 89).

2.3.2 Simile

Metaphors and similes are quite similar to each other because both of them establish some relationship between two objects, A and B. However, in similes, the comparison is more explicit, and they compare two things using words such as *like*, *as*, *as if*, *as...as*. Additionally, in general, the similarity or dissimilarity of objects depends on a speaker or a writer, and the aim of similes or metaphors is most likely to emphasize something. Moreover, similes can be combined with other figures, for instance, a hyperbole, like in the simile *thickened with salt like the Dead Sea* (Baichi et al. 2020, 99–101). Furthermore, similes are popular among advertisers, and some of them even become clichés, such as the simile used in advertisements for laundry detergents *as white as snow* (Lantos 2015, 448).

2.3.3 Metonymy

Metonymy is the transposition within the same domain, and this can be done between a producer and a produced object, an institution and its location, and some others (Simpson 2004, 43). The type of metonymy which is frequently described is synecdoche, but it is only used when the substitution of part for whole or genus for species is applied (Littlemore 2015, 23). Metonymy is used in advertisements because it refers to desired lifestyles or something else people appreciate. Furthermore, verbal metonymy is frequently combined with visual one (Littlemore 2015, 117). An example is the advertisement for the tea brand, which consists of two types of metonymies. Firstly, it is an emblem for product when the tea tag represents the tea bag. Secondly, they use an effect for cause, when they associate drinking tea with relaxation (Littlemore 2015, 117).

2.3.4 Personification

Personification can be defined as personifying an inanimate object, abstract quality, idea, or some others, in other words, this object has human qualities (Kalmane 2012, 58). Personification can be also seen in advertisements like in the following examples: *Now when Pyrex Ware finishes work, it dresses for dinner*, or Chevrolet Equinox's *Form makes sweet love to function*, or Pond's body lotion's *Make your face jealous* (McQuarrie et al. 2008, 89). Moreover, some brands come up with characters in advertisements that are animals, such as the company called Geico and their gecko, which stands for a spokesperson and tells people how much money they can save with the Geico company (Shimp and Andrews 2013, 158).

2.3.5 Irony

People tend to use irony when a negative situation arrives, and they express it by saying a positive sentence in a contrast to the actual situation. For instance, it is raining and freezing outside, and a person says, that it is nice weather. Furthermore, another example of the usage of irony is when a speaker repeats a sentence said by somebody else that the speaker considers inaccurate. (Baicchi et al. 2020, 204). Additionally, advertisers use irony as well, such as in this one: *Sure you could live without Yellow Pages*. (McQuarrie et al. 2008, 90).

2.3.6 Hyperbole

Hyperbole aims to surprise or even shock people because it maximizes certain values (Sobrino 2017, 111). Hyperboles often consist of puffery terms, including words such as *best* or *greatest* (Clow and Baack 2018, 178). As reported by Sobrino, Littlemore, and Ford hyperboles can cause customers' emotional responses, and as a result, they may be

persuasive; in addition, they can be used in humorous ways (2021, 16). *To move heaven and earth* or *to feel like a million dollars* are examples of hyperboles (Naciscione 2010, 36).

2.3.7 Litotes

The purpose of litotes is to intensify an idea or suggest the contrary by using understatements. *Relax, It's just a game.* is an example of litotes that appeared in the advertisement for Hockey Canada. *Peter Island offers nothing.* is another example of litotes from the advertisement for the hotel (McQuarrie et al. 2008, 90).

2.3.8 Oxymoron

An oxymoron consists of two terms that are used together, and they are perceived as opposites. Examples of oxymorons that have occurred in advertisements are: *Kidorable makes the ordinary extraordinary.* or *Chateau Victoria Hotel is a world of casual elegance.* (McQuarrie et al. 2008, 90). Furthermore, oxymoron often creates a paradox, such as in expressions *bittersweet* or *living death* (Baldick 2001, 179).

2.3.9 Euphemism

According to Goddard, people use euphemisms when they talk or write about something considered harsh or embarrassing; hence, they avoid detailed descriptions of these things, namely death, sex, or bodily functions (2002, 64). Advertisers tend to use euphemisms because they sound more pleasant, they have nicer meanings. Therefore, instead of *a used car*, they use the expression *a previously owned automobile*, or instead of *cheap*, they rather describe something as *low-priced* (Lantos 2015, 396).

2.4 Syntactical Devices

Regarding syntax, short simple sentences are typical for advertisements, because they are easier to remember. Moreover, imperatives often appear, such as in *Think different*, or *Buy it. Sell it. Love it.* (Zembytska, and Mazur 2018, 40-41). In this part of the thesis syntactical devices which can be found in advertisements are described; namely, ellipsis, rhetorical question, antithesis, chiasmus, asyndeton, and parallelism.

2.4.1 Ellipsis

Ellipsis is the process of the omission of some words because of poetic emphasis or word economy (Mieder 2004, 281). There are two main reasons why ellipsis is beneficial for advertisers; firstly, they want to save space that they must pay for; secondly, they do not wish to distract customers' attention which should be devoted to something more meaningful

(Cook 2001, 171). *More haste, less speed; once bitten, twice shy*, and *deeds, not words* are examples of ellipses, and all of them are proverbs (Mieder 2004, 7).

2.4.2 Rhetorical Question

The aim of rhetorical questions is not to find answers and ascertain something, but it is just for effect (McQuarrie et al. 2008, 88). An instance of a rhetorical question from an advertisement is: *Did you know that wearing Avanti shoes can reduce your risk of arthritis?* (Rodgers and Thorson 2019, 128). Moreover, the company Wendy's uses a rhetorical question in their advertisement: *Where's the beef?* (Zembytska and Mazur 2018, 42).

2.4.3 Antithesis

According to Nchindilla and Torto, antithesis is an expression in which ideas are directly opposed (2020, 498). *Hot prices on the cool stuff* is the instance of antithesis from the advertisement (Rodgers and Thorson 2019, 237). Another instance of antithesis is: *Minimizes road noise, Maximizes driving comfort.*, where words *minimize* and *maximize* and also *road noise* and *driving comfort* create antithesis (Nchindilla and Torto 2020, 498).

2.4.4 Chiasmus

Chiasmus is a syntactical device, which can be characterized as two or more clauses with reversal structures. *I am stuck on Band-Aid, and Band-Aid's stuck on me.* is a sentence with chiasmus (Zembytska and Mazur 2018, 42). Furthermore, McQuarrie et al. provide the example of chiasmus from the advertisement for Bud Dry's – *Why ask why?* (2008, 87).

2.4.5 Asyndeton

Asyndeton is the omission of linking words in an expression or a sentence; these omitted words are in most cases conjunctions, especially the conjunction *and*. Nevertheless, also pronouns can be omitted. *Veni, Vidi, Vici*, which can be translated as *I came, I saw, I conquered* is the famous quote from Julius Caesar which is asyndeton (Baldick 2001, 21).

2.4.6 Parallelism

Parallelism is when the same syntactic constructions repeat in two sentences (Baldick 2001, 183). Parallelism can also appear in advertisements, such as in *The beauty you crave – The comfort you want*, or *Delicious enough for parties. Simple enough for every day.* (McQuarrie et al. 2008, 87).

2.5 Phonological Devices

Phonological devices can be implemented in advertisements as well as figures of speech and syntactic devices. This subchapter is devoted to phonological devices which are pun, rhyme, alliteration, anaphora, epiphora, assonance, epizeuxis, and onomatopoeia.

2.5.1 Pun

A pun is the usage of words, which are identical or at least sound the same or almost the same, but they have different meanings (Kalmane 2012, 64). An example of a pun used in the advertisement for the diet center is – *Why weight for a success?* (Shelly and Thorson 2019, 237). Moreover, a pun can also be found in the advertisement for an Accurist watch – *Secs machine* (Cook 2001, 105).

2.5.2 Rhyme

Rhyme can be described as a repetition of sounds at the ends of lines, which is frequently used in poetry, as well as in advertising because a slogan with rhyme is easier to remember (Shariq 2020, 568). *Eukanuba gives their teeth the strength they need* is an example of a slogan with a rhyme (Vasiloaia 2009).

2.5.3 Alliteration

Alliteration is described as the repetition of the same consonants at the beginning of contiguous words. The reason why alliteration can be found in advertisements is the higher chance to remember the text of an advertisement (Lantos 2015, 450). Lantos provides an example of alliteration from the advertisement: *The passionate pursuit of perfection* (2015, 450). Moreover, alliteration is used in the phrase - *Totally Terrific Tuesdays*, created by the Guardian (Zembytska, and Mazur 2018, 41).

2.5.4 Anaphora

Anaphora is the phonological device that repeats the same first word or phrase (McQuarrie et al. 2008, 87). The goal of anaphora is to emphasize some ideas; additionally, the text is easier to remember (Fadilah, and Tawami 2020, 6). For instance, anaphors were used in advertisements, firstly for Naturalistic cosmetics – *Natural Beauty. Natural Ingredients. Natural Glow.* or secondly for Ford Mustang – *It runs quick. It runs deep.* (McQuarrie et al. 2008, 87).

2.5.5 Epiphora

When the word is repeated at the end of the following phrase or a clause, it is called epiphora. *Every time a good time*, or *Make everyday a McDonald's day* are both examples of epiphoras from McDonald's slogans (Fadilah, and Tawami 2020, 7). Another example from the advertisement is: *You don't have to butter it, jam it, toast it to taste it*. (McQuarrie et al. 2008, 87).

2.5.6 Assonance

Assonance is the repetition of the same vowel sounds in words, and it is expected that it sticks in the minds of people more easily. Furthermore, assonance can cause musicality or rhyming (Shariq 2020, 569). *Nobody knows like Dominoes*. is an example of a sentence in which assonance is implemented (Lantos 2015, 450). Another example is the sentence: *Sam's has Crab Apples*. (McQuarrie et al. 2008, 87).

2.5.7 Epizeuxis

Epizeuxis is the consecutive repetition of one word to cause emphasis (Baldick 2001, 86). This repetition intensifies the message, for example, *Bacon bacon bacon* is the epizeuxis from the slogan of McDonald's, which emphasized the word *bacon*, because the company advertises its menu with bacon (Fadilah, and Tamawi 2020, 4).

2.5.8 Onomatopoeia

Onomatopoeia stands for the words which imitate some sound, such as *buzz* or *bang* (Sobrinho 2017, 116). Lantos presents the example of onomatopoeia in the sentence: *Campbell's soups are m'mm, m'mm good!* (2015, 450). Another example that Sobrinho provides in her book is connected to vacuum cleaners from the company Bosch, and their advertisement *Boschhhh* which represents the sound *shhhh* meaning to be silent, and the fact that their vacuum cleaners are the quietest ones is something the company wants to emphasize (2017, 116).

2.6 Phraseological Units

Multiword expressions, the term phraseology can be used as well, are defined as fixed phrases. (Mieder 2004, 282). For the purpose of this thesis, collocations, idioms, slogans, and proverbs are characterized, and examples of them are provided mostly from advertisements.

2.6.1 Collocations

Collocations are the clusters of words that are regularly used together. For example, the adjective *auspicious* collocates with the nouns *occasion* and *event* (Demjén et al. 2017, 117). However, the meaning of a word has to be taken into account; for instance, the word *skate* has two different meanings. Firstly, it is a sport; in this case, it collocates with words such as *ice*, *roller*, or *winter*, whereas if it is a kind of fish called *skate* as well, then it collocates with different words like *fish*, *ray*, or *shark* (Barfield et al. 2009, 4).

2.6.2 Idioms

The meaning of an idiom cannot be identified from the meanings of individual words; it has to be done from the whole phrase (McQuarrie et al. 2008, 89). Nevertheless, Naciscione argues that idioms are not just fixed phrases but also indicators of how people think metaphorically about concepts (2010, 23). *Is Toyota a wolf in sheep's clothing?* is an instance of the idiom which means that somebody or something is not like it seems and it was used to promote the pro-environmental approach of Toyota (McQuarrie et al. 2008, 98). Another example is the idiom *put a tiger in your tank*, which was initially the advertisement for Esso petrol, but then became the idiom (Siefiring 2004, 292).

2.6.3 Slogans

A slogan can be defined as a short attention-catching sentence, and its goal is to characterize a brand and its product briefly. Moreover, they should be catchy and easy to remember; however, it is advisable to be distinguishable from other slogans (Heryono 2021, 1300). Since slogans are memorable and are repeated many times, they can become catchphrases, and they may even become a part of the national vernacular. Examples of famous slogans are the slogan of Nike *Just do it*, or Las Vegas's *What happens in Vegas stays in Vegas* (Lantos 2015, 303–304). Another example of the slogan is from Listerine *Even your best friends won't tell you.*, which appeals to emotions, the fear of being embarrassed especially (Lantos 2015, 366).

2.6.4 Proverbs

A proverb is a sentence that is generally known, and its message is some wisdom, truth, or morals, and it is handed down from generation to generation (Mieder 2004, 3). *When the cat's away, the mice will play* or *A penny saved is a penny earned* are examples of proverbs (Demjén et al. 2017, 339). Anti-proverbs, which are parodies of proverbs, may appear in advertising slogans as well. For instance, the advertisement for Volkswagen: *Different Volks*

for different folks is based on the proverb *Different strokes for different folks*. (Mieder 2004, 151).

2.7 Standards of Textuality

Coherence, cohesion, intentionality, acceptability, informativity, contextuality, and intertextuality are the seven standards of textuality, which can be used when the communicative value of the text is analyzed (Sadovets, and Orlovska 2020, 43). Nevertheless, only intertextuality is described for the purpose of this thesis.

2.7.1 Intertextuality

Intertextuality means referring in the text to another text. When intertextuality is used in advertisements, and somebody does not know the referred text, it is expected that they may ask someone. It leads to talking about the advertisement, and this is what advertisers want to achieve (Goddard 2002, 51). Furthermore, Cook distinguishes two types of intertextualities; the first type is called intra-generic meaning referring to a text from the same field, in this case, another advertisement, and inter-generic, which is connected to a different genre than advertisements, such as a film or a story (2001, 193–194).

2.8 Persuasive Language

According to the study in which people from New York were interviewed, it was ascertained that many of them associate advertising with manipulation and persuasion (Cluley 2017, 30). Persuasion can be characterized as the ability to make somebody do something or believe in something by giving arguments (Belch et al. 2020, 132). Rhetorical triangle and framing are two methods of persuasion that are described in this thesis.

2.8.1 Rhetorical Triangle

Aristotle wrote the theory of persuasion many years ago; however, until these days it is still used by many politicians, businesspeople, and advertisers. This theory deals with the rhetorical triangle, also known as, ethos, logos, and pathos (Cluley 2017, 33). Ethos is connected to the representation of an individual; in advertising, it is the brand that presents an advertisement. Logos is related to logical reasoning; the products' descriptions are logos in advertising. Pathos appeals to emotions, and it is evident that it appears in advertisements, for instance, humor or wordplay (Demjén et al. 2017, 324).

The reason and tickle techniques are two approaches of advertising which can also be interpreted as the soft sell and the hard sell. The reason technique appeals to motives to

purchase, whereas the tickle technique appeals to emotions, humor, or mood (Cook 2001, 15). These strategies are interconnected with the rhetorical triangle (Demjén et al. 2017, 324).

2.8.2 Framing

Framing is conveying one information with considered word choices in order to share a certain message. Since words have associations, which can be positive or negative, it matters which words are chosen, because they have an impact on the decisions of some people (Cluley 2017, 28-29). For instance, a product can be described as 75% fat-free, or with 25% fat, and even though it is the same information, the reactions of people differ. 75% fat-free sounds better for many people, because the positive aspect is emphasized. Another example is from one government program, but there are two messages, one mentions 95% employment, and another one 5% unemployment. The first message with 95% employment is more successful, although it is the same message. This technique can be perceived as manipulative (Sedivy and Carlson 2011, 258).

II. ANALYSIS

3 LINGUISTIC ANALYSIS

In this part of the thesis, chosen advertisements of fast-food chains are analyzed, namely, McDonald's, KFC, Burger King, and Subway. Some characteristics of these companies can be reflected in this analysis, but it is necessary to bear in mind that this corpus is only a sample. All these companies launch many advertisements throughout their existence. Moreover, some of the chosen advertisements are older, so their approaches to certain things may differ. These advertisements are targeted at English-speaking people. A year of creating the advertisement in a small font can be found in some of the advertisements.

All advertisements in this analysis are printed, and they were collected online on various websites: *Pinterest, Ads of the World, Miro-medium, Pinimg, Payload.cargocollective, Ad Forum, Daily Star, Campaigns of the Word, Research Gate, Squares Space, Best Media, Newspaper Ads, Subway, TripAdvisor*. The division according to the brands is implemented, and then particular advertisements are presented, five advertisements from every brand to represent them equally. The sample of advertisements can be found in the Appendix of this thesis, and they are clearly numbered (1A-4E). Number 1 stands for McDonald's, number 2 is KFC, number 3 is Burger King, and number 4 is Subway.

3.1 The Aim of the Analysis

The analysis is done this way; the visuals are described, what product is advertised, and then the focus is on the texts and their linguistic features, which were characterized in the theoretical part. Furthermore, the context is explained in some cases in order to understand the purpose of the text, and why advertisers use linguistic features like that. This analysis aims to find linguistic features; namely, figures of speech, syntactical devices, phonological features, phraseological units, some parts of speech, word-formation processes, and features of textuality in chosen advertisements.

I suppose that many linguistic features appear in this sample, since advertising language is creative. However, some linguistic features are more common than others, and some of them are rare. Since they are more typical for other types of texts.

3.2 McDonald's

In all the advertisements from McDonald's in this analysis, a burger is the advertised product, but in the advertisement called *Fuel up... Feel Good!* (Pic. 1D), it is a burger together with fries and Coca-Cola. Regarding the McDonald's logo, it is the yellow rounded letter M on the red background, and it is a part of every advertisement of McDonalds's in

this analysis. Additionally, McDonald's slogan *i'm lovin' it* appear in three out of five advertisements of McDonald's in this thesis. In this slogan is used the progressive instead of simple tense, and it can be assumed that the reason is that they want to highlight the constant enjoyment caused by *it*, and *it* stands for the company and mainly its products.

3.2.1 What's for Lunch? (Pic. 1A)

In this advertisement the silhouette of a head can be found, which is on the red background. It is William Shakespeare's head because inside of the silhouette is this text: *To be, not to be*, which is a paraphrase from his play *Hamlet*. Since the advertisement's text refers to the book, it is intertextuality. Moreover, because only Shakespeare's head and just one sentence from *Hamlet* were used, it can be described as a visual metonymy. Furthermore, in this expression can be found two opposing ideas, which can be characterized as antithesis. There is also the repetition of the same sound in the words *to be*, which is used twice, hence it can be perceived as a rhyme. Moreover, the word *be* is repeated, thus it is an epiphora. Another piece of text is inside of the silhouette, and it is the question *What's for lunch?*, so the readers of this advertisement may start to think about if they are hungry or not. This question can be perceived as a rhetorical question, even though in everyday life, this would be a question for which someone would get an answer, but in this case, the author does not expect a response. Under the silhouette is this text: *Solve lunch first. Introduced the 12 made with seasoned Canadian chicken breast, fresh tomato, and crisp lettuce. The 12* is the burger's name, and this name was probably chosen on purpose because the most typical time in some countries when people have lunch is 12 o'clock. This is the reason why they refer to lunch all the time and not dinner or breakfast. The authors of this advertisement suggest that if people have many thoughts and one of them is hunger, then the first thing they should do is to solve this one. The offered food, namely chicken, is described as *Canadian* because this advertisement was published in Canada in 2016. Therefore, they may try to appeal to their national identity or target people who prefer local food. Moreover, other adjectives are used, *seasoned*, *fresh* and *crisp*, and all of them being positive characteristics that most people expect when they order food. Additionally, in the lower-right corner is the small picture of the burger *the 12*.

3.2.2 Big. Beefy. Bliss. (Pic. 1B)

Double Quarter Pounder with Cheese, *Big Mac*, and *Angus Deluxe Third Pounder* are three promoted burgers, which are depicted in this advertisement on the red background. Above the pictures of burgers is the text *big. beefy. bliss.*, which are three adjectives describing the products. All of them begin with the letter B, thus it is an alliteration. These three words

suggest that a customer will get a *big* portion, tasting like *beef*, and he or she will be satisfied probably due to the great taste because the third adjective *bliss* attempts to connect eating burgers with happiness or satisfaction. For almost every reader of this advertisement is evident that these three adjectives are related to products – burgers. Therefore, they omit subjects entirely, and they do not even use pronouns to create meaningful and proper grammatical sentences. The aim was to put an emphasis on these three words; hence, they omitted other elements, and this phenomenon is known as an ellipsis. Additionally, conjunctions were not used, so it can be perceived as an asyndeton. Regarding phonological features, the same vowel sound [i] or [i:] is repeated in all three words, hence it is assonance.

3.2.3 Stop Staring at Me Like I'm Some Piece of Meat (Pic. 1C)

There is one burger in this advertisement on the red background where pillows can be seen; hence, it looks like the burger is on the bed. The text above the burger says: *STOP STARING AT ME LIKE I'M SOME PIECE OF MEAT*. Another text under the burger in the smaller font says: *You can look but you can't touch. Ok. You can touch. But can you handle me? Check out my dimensions. Two all-beef patties and juicy all over. ARE YOU MAC ENOUGH?*

First of all, the whole text of the advertisement is the personification because it is what the burger is supposed to say. Moreover, it is visible in the picture that the burger consists of some meat, although the burger says *like I'm some piece of meat*, and this is an irony because it is a piece of meat at least partly. This part of the text is also simile because it is comparison, since they use word *like*, which is typical for comparisons - similes. Other linguistic features in this advertisement occur in the last sentence – *Are you mac enough?* This question does not have a literal meaning, but it is a pun because it should remind people of the idiom *Are you man enough?* The word *mac* was used instead of *man*, since it is part of the brand name McDonald's. Additionally, it is a rhetorical question, because they do not expect any answers.

The fact that the burger lies on the bed and the text, especially the part under the burger, suggests that the burger attempts to seduce a reader – a potential customer. The burger may represent a woman who is seduced by a man (customer); the hint is the question *Are you mac enough?*, or in other words, *Are you man enough?* Nevertheless, the advertisement is probably not aimed at men only. Another thing, which supports the claim that it is some sort of a sexual seduction, is the expression *piece of meat*, which can be interpreted as a person

perceived as a sexual object, and bear in mind that the whole advertisement is the personification.

3.2.4 Fuel up... Feel Good! (Pic. 1D)

This advertisement depicts fries, a hamburger, and a glass of Coca-Cola filled up with a gas gun, and it looks like that they are on a table. A gas gun represents a gas station or the act of refueling; hence, it can be described as a visual metonymy. The background is like in the preceding advertisement red, and in the lower part of this advertisement is the telephone number, and the link to the website of McDonald's.

Furthermore, there is the text which is analyzed: *Fuel up... feel good!* These two words begin with the same consonant F, which can be described as alliteration. The expression *fuel up* refers to the filling up of a tank; however, McDonald's does not offer gas or something like that. This advertisement can be used somewhere near a gas station, and that may be the reason why they depict a gas gun and use the word *fuel up*. In any case, this is a metaphor because a person cannot be *fueled up* with a gas gun. The similarity between eating food and fueling up a car is based on the fact that either a person or a car need something to work and have energy. It is food and drinks for people, and for cars, it is fuel. This expression can also be perceived as a pun because *fuel up* is similar to fill up, which means to be full due to eating. Regarding the expression *feel good* meaning that a customer feels good after eating McDonald's food; it appeals to happiness or satisfaction, and this appeal also appears in the advertisement called *Big. Beefy. Bliss.* analyzed above.

3.2.5 Sun's out. Buns out (Pic. 1E)

This advertisement is probably a summer edition since it depicts a burger called Big Mac lying on a beach, so the background is sand and a sea. The text above the burger says: *Sun's out. Buns out.*, which is another hint that this advertisement was most likely promoted in the summer. These two utterances create parallelism, and there is also epiphora because in both utterances the last word is *out*. The word buns represents hamburgers, but buns are just parts of hamburgers, there is always more such as cheese, meat, or vegetables; hence it is synecdoche. Additionally, the same vowel sound [ʌ] is repeated in *Sun's* and *Buns*, so it is assonance.

Think with your mouth. *BIG MAC* is written under the burger. Since taste buds which can be found in mouths are responsible for the taste, thus in this advertisement it is suggested that customers should listen to their mouths. However, the *mouth* can represent the whole digestive system, then it is a synecdoche because a mouth is just a part of it.

3.3 KFC

KFC is another fast-food company; however they do not offer the same products as McDonald's. Three advertisements in this analysis are promotions of chicken nuggets, one advertisement is connected to a burger, and one of them called *FCK* (Pic. 2D) is unusual because it is an apology.

Regarding the logo and the slogan, the logo is the same in all analyzed advertisements, but the slogans differ; therefore, the slogans are analyzed below. The logo of KFC, which can be found in all KFC advertisements, is the white silhouette of a man on a red background. This silhouette of a man belongs to the founder of KFC Colonel Harland Sanders, who is smiling, and it represents the emotion of enjoyment that customers should associate with KFC (Merlina 2020, 145).

3.3.1 Think Inside the Bucket (Pic. 2A)

Chicken nuggets are promoted in this advertisement; in the middle is the halved nugget, and in the lower-right corner is the bucket with the logo of KFC full of chicken nuggets, and all of this is on the white background. It is not written there that they are chicken nuggets, but they look like them, and chicken meat is the typical type of meat offered by KFC. Furthermore, in the lower-left corner is the logo of KFC and their slogan *so good*. This slogan says that the food from KFC is good, but not just that; they emphasize that it is *so good*. This slogan does not follow grammatical rules; it is not even a sentence because a subject is omitted, either a pronoun or a noun. Consequently, this slogan is elliptical.

Regarding the text and linguistic features in this advertisement, the first part of the text is the following – *think inside the bucket*, and the second part of the text communicates this message – *freshly prepared in store*. *Think inside the bucket* does not make sense as far as its literal meaning is concerned, but it is seemingly a pun based on the idiom *think inside the box*. *The bucket* replaces *the box* because chicken nuggets are sold in buckets in KFC restaurants. The adverb *freshly* informs customers about the quality of food, and this attribute is appreciated.

3.3.2 Why Cry over Spilled Milk? (Pic. 2B)

Chicken nuggets are advertised; however, this advertisement does not focus on this product, but it is rather about the campaign with the new slogan *Taste good, Definitely better*, which can be found in the lower-right corner. As in most of the slogans, also this one is elliptical. The goal of this campaign is to share rejected moments, missed opportunities, or something

like that. People can even share their rejected moments on social media, and create a community; therefore, the QR code and the hashtag – *#rejectedmoments'13* are in the lower-right corner. This advertisement is on the beige background with the white line, which looks like spilled milk.

Why cry over spilled milk? When you can celebrate the the LITTLEST things in life! is the text of this advertisement. *Cry over spilled milk* is an proverb, and it means that people should not regret anything about what they cannot do anything at present. Hence, it can also be perceived as a metaphor because it cannot be taken back when milk is spilled, so it is pointless to cry, and this is also true for situations in life that cannot be taken back. Moreover, the whole sentence is a question, and an answer is not expected, thus it is a rhetorical question. In the second sentence *When you can celebrate the the LITTLEST things in life!*, it is suggested that people should be happy about little things, some daily activities, such as eating food. Article *the* is used two times in this sentence without any reason, hence it is epizeuxis. Nevertheless, it may be just a mistake because it does not have any purpose.

3.3.3 When One Fillet Just Won't Fill It (Pic. 2C)

The product advertised in this advertisement is probably a hamburger, and between the sliced two red buns is this text – *When one fillet just won't fill it. NEW STACKER*, and all of this is on the white background. The text means that one fillet is not enough to be full, so it is better to eat a bigger hamburger with more fillets or eat more than one hamburger. However, the first option is more likely because the hamburger in the picture is huge; it is even unrealistic; hence it may be described as a visual hyperbole. *Fillet* and *fill it* are not the same words, but they sound similar, and their positions in this sentence create epiphora. Moreover, *fillet* and *fill it* sound like a rhyme.

In the upper-right corner is the logo of KFC and their slogan – *IT'S FINGER LICKIN' GOOD* The adjective *finger lickin'* is created by the process of derivation from the noun *finger* and the verb *lick*. Furthermore, it is the combination of two words; it means it is the word formation process called compounding. This adjective describes the deliciousness of food that is so good that customers even lick their fingers with the leftovers.

3.3.4 FCK (Pic. 2D)

The main goal of this advertisement is not to advertise a product, even though an empty bucket can be seen there, but to apologize for the shortage of chickens in KFC restaurants in the United Kingdom. The main product of KFC is chicken; therefore, they were really in trouble. The headline of this text that is under the bucket is *WE'RE SORRY* because the main

message of this text is to say sorry. Although it is not the only thing which they mention in the text, they also thank their workers as well as to customers that they bear with KFC. The bucket with the text is placed on the red background.

As far as linguistic features are concerned, the first sentence sounds ironic – *a chicken restaurant without any chicken*. Furthermore, litotes can be found in the second sentence – *It's not ideal.*, which is an understatement of the whole situation since it was much worse than just *not ideal*. Moreover, the expression *It's been a hell of a week...* can be found in this text, which can be described as hyperbole, because hell is probably much worse than no chickens. *FCK* is the text on the empty bucket, and it was created by shortening the vulgar word *fuck*. To put it in other words, it means something like whoops but in a vulgar way. It is probably the reason why they did not use the whole word *fuck*. Moreover, if these letters *FCK* change their order, it turns to the brand name KFC, which is an abbreviation.

3.3.5 Share the Taste, Share the Passion (Pic. 2E)

The main character of this advertisement is the famous football player Cristiano Ronaldo who is holding a bucket from KFC full of chicken nuggets. Moreover, his name and signature can be found in the upper-right corner. The background of this advertisement is a football stadium.

In the upper-left corner is the following text – *SHARE THE TASTE, SHARE THE PASSION. CRISTIANO RONALDO*. The taste stands for the taste of KFC products, and the passion probably represents football. Concerning linguistic features, parallelism is used in this advertisement because of the similar structure of these two utterances. Furthermore, the word *share* is repeated at the beginning, thus there is anaphora. The name Cristiano Ronaldo in this text points out that it was said by Ronaldo, or it is what he thinks. In the lower-left corner is the logo and slogan *so good*, which was analyzed above in the advertisement called *Think Inside the Bucket* (Pic.2A).

3.4 Burger King

McDonald's has the *Big Mac*, whereas Burger King has the *Whopper*, which is a burger, the most common type of product of Burger King. Three out of five advertisements that were chosen for this analysis promote the *Whopper*, but their ingredients differ according to photos and texts. One of these advertisements with the motive of Halloween promotes Burger King in general, however, there is a picture of a burger. The advertisement called *It'll Blow Your Mind Away* (Pic. 3B) depicts *the Super Seven Incher*, which is a baguette.

The logo of Burger King which is included in all five advertisements are two buns and between them is written Burger King, thus it supposes to look like a burger. The colors of these logos differ in these advertisements. Regarding a slogan, it is used just in one advertisement.

3.4.1 Social Distancing Whooper (Pic. 3A)

This advertisement deals with the promotion of the *Whooper*, which lay on the table, and the background looks like a restaurant. The burger is a *SOCIAL DISTANCING WHOOPER*, and advertisers add this text – *THE WHOOPER WITH TRIPLE ONIONS THAT KEEP OTHERS AWAY FROM YOU*. This campaign has to be set in the context of the Covid 19 pandemic because it was launched in the spring of 2020 in Italy. During these days, the rules for avoiding spreading the virus were emphasized, and one of them was to keep social distance, and social distance became a buzzword. Without the pandemic, this campaign would not make sense because nobody wants a bad smell from a mouth because of onions; therefore, the context is necessary.

The whole message of this advertisement is that the smell of onions keeps people away from someone can be perceived as hyperbole for some people. Because first of all, it probably is not so bad, and secondly, some people do not mind, or they can even like the smell if they like onions. Nevertheless, it should not be taken literally because the point of this advertisement is probably humor. Concerning some word formation processes, the burger is described by the adjective *social distancing*, which was derived from the expression social distance, that are an adjective and a noun. This word formation process is known as derivation. Moreover, these two words *social* and *distancing* are often used together in this particular context, thus it is a collocation.

3.4.2 It'll Blow Your Mind Away (Pic. 3B)

BK super seven incher is an advertised product that is depicted in this printed advertisement twice. The first picture is in the lower-left corner, and the second picture is in the upper-right corner aiming at the woman's open mouth. Furthermore, under the second picture is the biggest text – *IT'LL BLOW YOUR MIND AWAY*, and this expression can be called an idiomatic phrase meaning that it will shock someone; it probably stands for the taste of this product. The truth is that someone may be surprised, but not so much shocked as it is described, hence it is hyperbole. Additionally, in this sentence, the possessive pronoun *your* is used because the advertisement addresses the reader of the text. The picture of the woman and the sandwich, together with the word choice, for instance, the word *blow* can be

recognized as a hint to oral sex, which can be called a blow job informally, hence it is visual metaphor.

Furthermore, there is a product price, and it is in dollars; therefore, it was launched in some country where the dollar is used as a currency. The country is probably the USA, also because the collocation of *American cheese* is used in the text of this advertisement. In the advertisement for McDonald's called *What's for lunch* appeared this collocation – *Canadian chicken breast*, and it is analyzed above as either a national appeal or advertisers want to target people who like local food. In the lower-right corner is the smaller text – *Fill your desire for something long, juicy, and flame-grilled with the NEW BK SUPER SEVEN INCHER. Yearn for more after you taste the mind-blowing that comes with a single beef patty, topped with American cheese, crispy onions, and the A.I.* Other adjectives except for *American*, which were used are – *long, juicy, flame-grilled, mind-blowing, single, and crispy. Juicy, flame-grilled, and crispy* are typical for fast-food advertisements or food advertisements in general, whereas *long* is not so common. *Long* is a feature, which is appreciated by people who like bigger portions, or it is a reference to oral sex again.

In the upper-right corner is the logo of Burger King together with the slogan – *IT JUST TASTES BETTER*. The question is better than what or whose products, they may want to suggest that it tastes better than the food from the competition. Moreover, this slogan is similar to the slogans of KFC – *taste good, definitely better* or *so good*, which were analyzed above. It is possible that Burger King's slogan is the reaction to KFC's slogan *so good*, even though their menus differ in some ways.

3.4.3 Come as a Clown, Eat like a King (Pic. 3C)

This advertisement consists of a picture of a clown on the black background. The clown wears a paper crown with the Burger King's logo and holding a burger, along with the text under this image – *OCTOBER 28, FROM 7 PM TO 3 AM, COME AS A CLOWN EAT LIKE A KING, AT BURGER KING LEICESTER SQUARE, #SCARYCLOWNNIGHT*. Because of the date and the whole theme of this advertisement, it can be assumed that it is an advertisement for the special occasion – Halloween. Moreover, the clown looks creepy, and it can be a Halloween costume. There is another text in small font – *Valid for the first 500 quests. One WHOPPER sandwich per person. Validity of clown's costume to be determined by Burger King restaurant personnel in their sole discretion*. According to the text, Burger King lures people to their restaurant, and if they come in a clown costume, they will get a

whopper for free, but it has to be done at a specified time and place. Furthermore, they included the hashtag customers may use, and spread the message via social media.

Regarding the linguistic features in this advertisement, there is simile *eat like a king*, and they compare customers with *a king* because it is in their brand name. Moreover, if someone is described as *a king*, it carries a positive connotation in most cases, hence it is metaphor. In the whole expression *come as a clown eat like a king* are used two similar syntactic structures, also known as parallelism.

3.4.4 Sober Whopper (Pic. 3D)

In this advertisement, a burger called the *Sober Whopper* is introduced, and it is a burger for vegetarians because they include the abbreviation *veg*. Nevertheless, they added – *Also available in chicken*. Regarding the visuals in this advertisement, the *Sober Whopper* is on the right side, and on the left side is an empty glass with limes in front of it, and it seems like in the background are lights or something like that.

Moreover, these visuals complement this text – *Sober Whopper. Experience First Jan. First Hand*. Additionally, they included a hashtag with the name of the product. *First Jan* means the first of January, also known as New Year's Day, and the day before this day is called New Year's Eve, and it is connected to parties, including drinking alcohol in many cases. Even though many people probably get sober on the first of January, but mostly not immediately after midnight, the name of the burger *Sober Whopper* may sound ironic. However, there is a picture of the empty glass instead of the full one; it may be because it is mainly aimed at people who do not drink during New Year's Eve celebrations. The expression *first hand* means to experience something by oneself, but in this context, advertisers might use this expression because customers grab burgers using their hands. Because of the repetition of the word *first* in *First Jan. First Hand.*, it is anaphora. Moreover, the word January was shortened to *Jan* by the process of clipping, more specifically backclipping.

3.4.5 The Whopper Sells Itself (Pic. 3E)

Also in the last advertisement from Burger King is an advertised product a burger called the *Whopper*, which is lying on the table. Above the *Whopper* is this text – *BLAH BLAH BLAH WHOPPER*. Moreover, under the *Whopper* is another text – *The WHOPPER sells itself*. In the upper-right corner is the logo of Burger King, but no slogan is used.

The whole text of this advertisement suggests that the usage of words is unnecessary because the *Whopper* sells itself since it is so great and delicious. However, this is ironic because

they used some words even though they were just *blah blah blah*, which is the repetition, thus it is epizeuxis. Moreover, it is hyperbole because it is never just a product itself, there is always a marketing campaign needed. Of course, a burger cannot sell itself because it is just a burger hence the claim that a burger sells itself is personification.

3.5 Subway

The most typical product of Subway is a baguette, since all five advertisements in this analysis offer them, even though the contents of the baguettes differ. Nevertheless, in the advertisement named *We're baked for each other* (Pic. 4A) a baguette is depicted together with cookies. Additionally, the advertisement called *It's Lunch Time. It's Crunch Time.* (Pic. 4B) is the promotion of a baguette together with chips.

Regarding Subway's logo, it is just the word Subway with the yellow and green or yellow and white color of the font. This logo is used in four out of five advertisements in this analysis. Furthermore, in two advertisements slogans can be found, which are described below.

3.5.1 We're Baked for Each Other (Pic. 4A)

This advertisement was launched on Valentine's Day; hence there is the theme of love – the orange heart with the text - *Valentine's Day special, We're baked for each other.* Furthermore, there is another text – *Buy a Footlong and get 2 cookies free*, which is accompanied by images of products – the baguette called Footlong and two cookies on a plate. Additionally, in the lower part of the advertisement is an e-mail address, and a telephone number, and this text attached with the contact give a hint, that the advertisement was launched in India, or in some parts of India.

The phrase *We're baked for each other* is a pun, and the version, which is typically used in language is – *We're made for each other.* This expression can be classified as an idiom, which is usually used in connection with couples in love; therefore, it is suitable for Valentine's Day. However, this is not about any couple, but about cookies, which are made by baking. The cookies taste good together, thus it is suggested that a customer should try this combination together.

3.5.2 It's Lunch Time. It's Crunch Time. (Pic. 4B)

A baguette is a product depicted in this advertisement, but there are two options for serving, with chips inside or separated from a baguette. Therefore, on the left side is the image of a baguette with chips inside, and on the right side is another baguette with chips in front of it.

In the lower-right corner is the logo of Subway, as well as the logo of the company Walkers, which is the company selling chips.

These images are accompanied by the following text – *IT'S LUNCH TIME. IT'S CRUNCH TIME*. Because of the similar structure of these two sentences, it is parallelism. Furthermore, in both sentences the last word is time, hence it is epiphora. It can be also considered as a rhyme. The expression *crunch time* points out that this baguette is offered with chips, and when chips are eaten, it makes loud sounds. In the middle of this advertisement is another text – *Are you #CRISPIN or #CRISPOUT?*, and it refers to these two options. Assuming that this advertisement was used in the United Kingdom because crisps is a word for chips used in British English. The expressions *crispin* and *crispout* are not used in everyday language, but they were probably made up specially for this advertisement by the process of compounding. Moreover, there is also another text in the lower-left corner – *Decide today. Available in-store and online*. This text convinces customers that they should take a decision as soon as possible, because later than today this offer do not have to be available.

3.5.3 Lettuce Meat All Your Eggspectations (Pic. 4C)

This advertisement introduces the baguette, which consists of eggs, more precisely an omelet, ham, lettuce, tomatoes, and cucumber according to the picture as well as the text. The logo of Subway is missing. In the lower-left corner is a small logo with the image of a train with this text – *Food on Track app*, and under it is the link to a website. In the lower-right corner are logos of Google play and App Store. It can be assumed that it is an app via which customers can order some food, from Subway or probably also from other companies when they travel by train.

Above the baguette can be found this text – *LETTUCE MEAT ALL YOUR EGGSPERATIONS ON THE GO*, which is not ordinary at first glance. Since a pun is used there three times; namely, it is *lettuce*, *meat*, and *eggspectations*. This sentence would look like that without puns – Let us meet all your expectations on the go. Nevertheless, these words were replaced by words describing food which the baguette consists of – lettuce, meat (a ham), and eggs (an omelet).

3.5.4 Biggest. Meatiest. Tastiest (Pic. 4D)

There is the baguette called *Italian B.M.T*, which is placed on a throne with a crown above it, meaning that it is a king or something like that, which is an attribute of humans, hence it is a visual personification. This whole advertisement is on a pink background with three small stars. This baguette is presented as the best baguette, and kings or queens have the

highest position in the social hierarchy. Therefore, it can be described as a visual metaphor. In the upper-right corner is the logo of Subway with the slogan *eat fresh.*, and this is not the first advertisement in this analysis in which the adjective *fresh* is used.

B.M.T. is the abbreviation of the text under the throne – *Biggest. Meatiest. Tastiest*, which refers to the baguette, even though it is an elliptical phrase because of the absence of a subject or a verb, just three adjectives in superlatives. Advertisers tend to use superlatives in connection with products, and it is often hyperbole since they presumably do not do any research. Moreover, especially saying that it is *tastiest* is inaccurate because every person has a different taste. Nevertheless, all these three words have positive connotations, and they want customers to trigger this association in their minds.

3.5.5 Black Pepper Lovers (Pic. 4E)

This advertisement focuses on baguettes from the Subway menu which consist of a black pepper, and it is a limited offer because the text announces this – *limited time only*. These baguettes are called *Black Pepper Chicken* and *Black Pepper Beef*, and their images are on the right side, looking tasty as always in advertisements. The color of the background is black because the flavor of black pepper is promoted. In the lower-right corner is the logo of Subway with the following slogan – *Taste Good. Feel Good*.

Regarding linguistic features in the slogan, there is ellipsis, epiphora, a rhyme, and parallelism. It is elliptical because subjects are missing there. It is epiphora as well as a rhyme because the word *good* is repeated at the end of both utterances. Moreover, these two phrases have a similar structure, hence they create parallelism. On the left side is the main text of this advertisement – *FOR BLACK PEPPER LOVERS. BY BLACK PEPPER LOVERS*. The same linguistic features as in the slogan can be found there; namely ellipsis, epiphora, a rhyme, and parallelism. The only difference is that it is not a slogan.

CONCLUSION

This thesis is devoted to the language used in advertisements for fast-food companies, but not of all fast-food companies, only McDonald's, KFC, Burger King, and Subway. Many linguistic features are introduced in the theoretical part, and most of them are represented in the sample of advertisements. Nevertheless, not all the linguistic features from the theoretical part are among the sample of twenty advertisements. It does not mean that linguistic features absent in the analysis do not appear in fast-food advertisements or advertisements in general at all. Although, they probably are not as common as other linguistic features, which are abundant in this analysis.

Regarding word formation processes, some of them are highlighted in the analysis; namely, it is a derivation, compounding, clipping, and abbreviations. As far as parts of speech are concerned, adjectives and pronouns are described in some advertisements, and the reasons why they are used are given. Nevertheless, certainly, these are not only parts of speech used in advertisements; all parts of speech are used since not just short elliptical texts can be found in advertisements, but also less frequently whole sentences. Another group of linguistic features are figures of speech, from the figures of speech in the theoretical part, oxymoron and euphemism are not in any advertisement in the chosen sample. On the other hand, hyperbole is abundant in this sample. Furthermore, antithesis and chiasmus are syntactical devices absent in this analysis, whereas ellipses and parallelism are used a lot. Furthermore, onomatopoeia is the only phonological device that is not among the picked twenty advertisements. On the contrary, puns and rhymes seem popular in fast-food advertisements, maybe in advertisements in general, at least based on this sample. Regarding phraseological units, slogans are in many of these advertisements as is expected since slogans are created for the business field as well as advertisements. On the other hand, no proverb appears in this sample. Last but not least, intertextuality can be found in one advertisement, which refers to *Hamlet*.

All in all, it makes sense why some linguistic features are less frequent than others, because for instance hyperbole emphasizes something, and this corresponds with the purposes of advertisements. It has to be admitted that this sample is just twenty advertisements, thus the bigger sample may provide more conclusive and truthful results. Still, this sample shows some differences and provides significant results. However, if somebody wants to judge these companies, he or she should look beyond this sample, and not just at their printed advertisements, they also launch TV advertisements. In addition to that, a general

presentation including their products, employees, and image should be taken into account. To sum it up, do not forget that advertisements do not reflect companies as a whole; they show their values and many other things, but keep in mind that this is just a part of the bigger picture.

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Corpus of advertisements

1. McDonald's

- A. https://www.adsoftheworld.com/media/print/mcdonalds_shakespeare
(accessed April 15, 2022)
- B. https://miro.medium.com/max/1400/1*uqGSGpfTRVKfHYCWEwmKxw.jpeg
(accessed April 15, 2022)
- C. <https://cz.pinterest.com/pin/355362226827381308/> (accessed April 15, 2022)
- D. 9e6d5ffb77d58408d6d9a7bf234b2285.jpg (712×1122) (pinimg.com)
(accessed April 15, 2022)
- E. <https://cz.pinterest.com/pin/12666442675234989/> (accessed January 12, 2023)

2. KFC

- A. <https://www.pinterest.es/pin/272256739956580223/> (accessed April 15, 2022)
- B. https://payload.cargocollective.com/1/15/504581/7670413/KFC_Print-copy_905.jpg (accessed April 15, 2022)
- C. <https://www.adforum.com/talent/81797715-fernando-ribeiro/work/34533827> (accessed April 15, 2022)
- D. https://www.adsoftheworld.com/media/print/kfc_fck (accessed April 15, 2022)
- E. https://i2-prod.dailystar.co.uk/incoming/article24333378.ece/ALTERNATES/s615b/0_Screen-Shot-2021-06-16-at-154723.png (accessed January 12, 2023)

3. Burger King

- A. https://i2.wp.com/campaignsoftheworld.com/wp-content/uploads/2020/05/Social_Distancing_Whopper_ft.jpg?w=2340&ssl=1 (accessed April 15, 2022)
- B. <https://www.researchgate.net/profile/Margherita-Dore/publication/344626798/figure/fig2/AS:946094892666886@1602578008991/The-2009-Burger-Kings-Itll-blow-your-mind-away-ad-Source.png> (accessed April 15, 2022)

- C. <https://images.squarespace-cdn.com/content/v1/5aafe15eaa49a17700197468/1521712423853-59VGWDF5VHVN60E3DE5A/Clown+-+Vertical.jpg?format=1000w> (accessed April 15, 2022)
- D. https://bestmediainfo.com/uploads/2021/12/BK-Sober-Whopper-Campaign_3.jpg (accessed April 15, 2022)
- E. https://images.squarespace-cdn.com/content/v1/5ecb975a9d9c412a9d94b681/1591176588889-0N0GKARNBEFV24QL2BYY/Whopper_6sht_Bars_ForefrontType_Wood-4.jpg?format=2500w (accessed January 12, 2023)

4. Subway

- A. <https://newspaperads.ads2publish.com/wp-content/uploads/2019/02/subway-valentines-day-special-we-are-baked-for-each-other-ad-times-of-india-bangalore-14-02-2019.png> (accessed April 15, 2022)
- B. https://www.subway.com/-/media/United_Kingdom/2022/W3/W3_Crisps_1170x610.jpg (accessed April 15, 2022)
- C. <https://i.pinimg.com/564x/2f/cb/be/2fcbbef0b40f9ffed4faa519e04e7268.jpg> (accessed April 15, 2022)
- D. <https://media-cdn.tripadvisor.com/media/photo-p/11/7a/69/b7/italian-bmtbursting-with.jpg> (accessed April 15, 2022)
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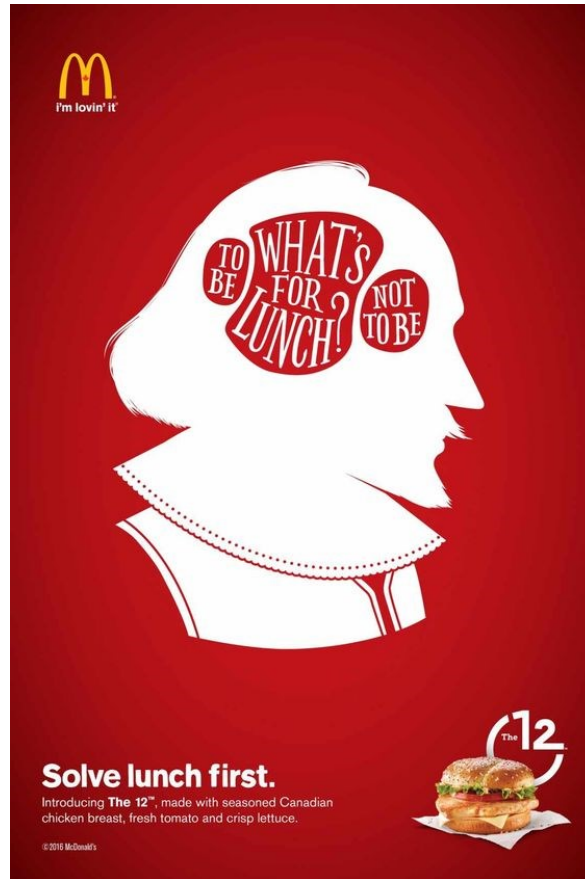
LIST OF ABBREVIATIONS

A Pic. – picture

APPENDIX: PICTURES OF ADVERTISEMENTS

1) McDonald's

A. What's for Lunch



B. Big. Beefy. Bliss.



C. Stop Staring at Me Like I'm Some Piece of Meat



D. Fuel up... Feel Good!



E. Sun's out. Buns out.

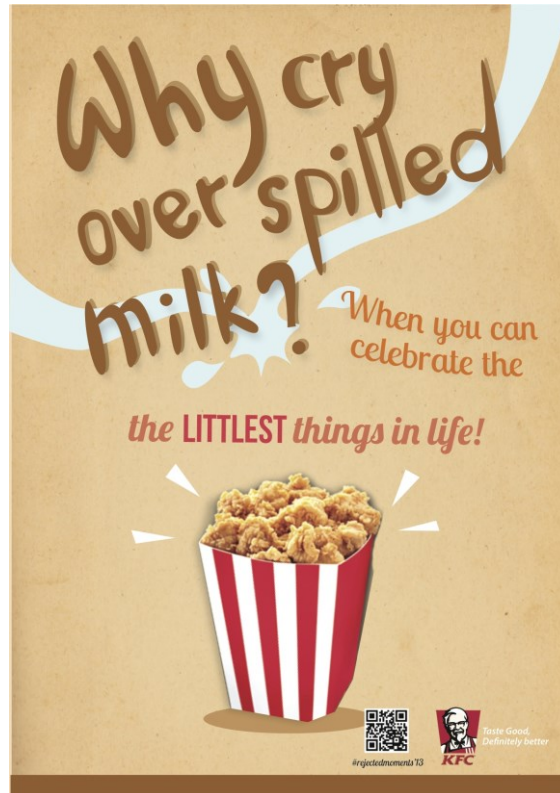


2) KFC

A. Think Inside the Bucket



B. Why Cry over Spilled Milk?



C. When One Fillet Just Won't Fill it



D. FCK



E. Share the Taste, Share the Passion



3) Burger King

A. Social Distancing Whooper



B. It'll Blow Your Mind Away



C. Come as a Clown, Eat Like a King



D. Sober Whopper



E. Whopper Sells Itself



4) Subway

A. We're Baked for Each Other



B. It's Lunch Time. It's Crunch Time.

IT'S LUNCHTIME. IT'S CRUNCH TIME.



Are you
#CRISPIN
or
#CRISPOUT?



Decide today. Available in-store and online.



At participating stores. All third party trademarks are the property of their respective owners. ©/© 2022 Subway IP LLC

C. Lettuce Meat All Your Eggspectations

An advertisement for a sandwich. The background is green and orange. The text reads "LETTUCE MEAT ALL YOUR EGGSPECTATIONS ON THE GO". A sandwich is shown at the bottom. In the top left corner is the IRCTC logo. At the bottom left is the "Food on Track App" logo and website "www.ecatering.irctc.co.in". At the bottom right are logos for Google Play and the App Store.

D. Biggest. Meatiest. Tastiest.



E. Black Pepper Lovers

