

Advertising Slang Worldwide Usage

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Abstract

The article highlights pluses and minuses of slang like a part of advertising in different countries. How the target audience perceives the slang and complexity of translating such advertisements. Now slang has become much more widely used than before. The purpose of the study is to analyze the process of transmitting sociolinguistic information in slang in the context of word usage to present an approach to slang that is different from the vocabulary, that is, to show slang as a microsystem in advertising and to demonstrate what place separate groups of slangisms occupy in this microsystem.

Key words: slang, advertising, American slang, Spanish slang, Germany slang, market, consumer.

Having seen a lot of advertising on social networks from around the world, we noticed that slang is very often used in advertising. This tendency is most characteristic of the American market and it is not surprising, since American slang is the most widespread in the world.

It is possible that overusing internet slang in advertisements may yield unfavorable results, although such slang might attract more attention compared with standard language (SL).

To explore our topic, we have taken three countries: America, Germany, and Spain.

In order to be understood by the target audience for which the advertising message is intended, one simple rule must be observed: speak the language of this target audience. To achieve this goal, vocabulary of limited, even reduced use can be used, including colloquialism, professionalism, jargon, that is, words used by a certain layer of people [1].

The purpose of the article. To find a place of slang in advertising and how often advertisers use slang for target market.

Presenting main material. Slang is a special word or new meaning of existing words, which is used by a group of people, in our case - American advertising. Using slang is risky because no one knows how long a term will be popular [4].

We can understand language in different case depending on where it is used. Using slang in a slogan or title of advertising can sometimes feel too hard for conception, and for product or promotional purposes might appear unclear.

Conducting research we can find just how many brands use slang in advertising even if it means losing a large percentage of their existing audience.

Actually, some companies do not pay attention to the notion of audience at all, working of a particular phrase or word – regardless of whether or not it makes much sense [3].

We can find a good example using slang in American advertising, American delivery service “Post mates” is a company that shows people that everything delivered within an hour – recently unleashed a billboard using the phrase “Postmates and chill”.

There is the most popular word of advertising slang – “*bae*” (“shudders”) – but it also happened to use it in the wrong context. In case you didn’t know “*bae*” actually stands for ‘before anyone else’. So essentially, Mountain Dew’s Company tweet made no sense whatsoever [9].

In American advertising composite words very quickly enter into active use. For example, “*comeback*” (“renewal of orders”, “return”), “*rag-fair*” (“flea market”), “*moneybags*” (“rich people”), “*slop-shop*” (“cheap clothing store”), “*bosshead*” (“project manager”). Of interest are also blended words, that is, words that are formed, so to speak, from the “spare parts” of other words: “*Brexit*” (Britain + exit = Britain's exit from the EU), “*bomorrow*” (business day + tomorrow = next business day).

And we can say that the use of slang in American advertising is very active. America is not afraid to experiment and add slang to its ads more and more.

In German advertising slang is called youth insofar as the main source of its formation is precisely speech and orientation towards the German consumer, namely in the youth environment, the formation of most new lexical units. Which then replenish the stock of German slang.

With slang in Germany, we need to be especially careful, even if it does not apply to advertising, since such vocabulary is very specific and along with a completely neutral sound can have a pronounced negative and often very rude meaning, used in a specific situation or in the context of a conversation. Therefore, we must use such words in advertising with extreme caution and only if absolutely necessary, when we need to convey information to a very specific target audience.

Although slang is still present in the vastness of the German market, there are several examples where slang in advertising really worked. The German food delivery company "Lieferando" is one of not many who have slang in almost every advertising. Take for example the main advertising of company:

"Deine Mudda Kocht" (Du bestellst online bei lieferando.) [12]

"Deine Mudda" is just an intentionally misspelled *"Deine Mutter"* (your mother) to phonetically mimic the pronunciation of this phrase by a low-educated street bully. Joking viciously about your mother is an indirect way to insult you: if your mother is so bad, you seem to be even worse [15].

With just one word, the company managed to grow about 10 percent of consumers and the company found its strategy: Cheeky sayings, jokes, slang, and delicious food. Unfortunately, such strategies did not work with all companies in Germany.

Since the distinctive features of the national character of the Spanish advertising are increased emotionality, energy, and impulsiveness, the addressee considers these features of the audience's mentality when creating an advertising message. Thus, Spanish advertising is dynamic, expressive, and imaginative. According to *Héloïse Guerrier* (currently editor at Astiberri), the Spanish language is more obscene than other languages, for example, French, which is its mother tongue [8].

That is why in Spanish advertising slang is difficult to find as a component. Spanish slang is, however, more commonly used in everyday life than in advertising, because every person can understand their own meaning.

The most commonly used word in Spanish advertising is “*Guay*” usually refers to something cool, and can even go as far as amazing. In general, we can use it for anything positive [13].

As the study showed the poetic function is most often realized in Spanish advertising.

Conclusions and prospects of research. After analyzing the use of slang in advertising in America, Germany, and Spain, we come to the conclusion that each country has its own unique slang and a system of using it in advertising. Slang in advertising is very often implemented nowadays, and America is a leader in this segment through the use of slang in everyday life.

As for Spain, it also often uses slang in everyday life, but the Spanish people are reluctant to introduce a large number of slang into the advertising field because their language is more obscene than other ones.

Germany is developing the advertising industry with the use of slang, and it is doing well. German companies, following the example of the US, are increasingly using slang without worrying about the consequences.

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