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RESEARCH PAPER

Discourse Analysis of Rhetorical Linguistic Modes in Digital Marketing Brand Slogans for Enhancing Consumer Attraction and Engagement: A Corpus Study

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ABSTRACT

In the quick-paced world of advertising in digital marketing, brand slogans attempt to persuade to develop and cultivate a brand status. Brand Slogans typically focus on the affective aspect of the message, which makes them very straightforward and appealing to a certain audience. This research aims to critically investigate the use of persuasion in digital marketing brand slogans through a qualitative analysis of 50 digital marketing brand slogans. The study uses a corpus of 50 digital marketing brand slogans chosen from a population of 500 brand slogans through the basic probability process of simple random sampling. The Researcher applies the three rhetorical devices developed by Aristotle: logos, ethos, and pathos to those 50 brand slogans. The study manually organizes, classifies, and analyzes marketing slogans to get significant results at the nexus of discourse analysis and rhetorical techniques. The result reveals that 'Pathos' is generally the most used Rhetorical Linguistic Mode in digital marketing Brand Slogans. This study attempts to fill a knowledge vacuum about how these rhetorical modes are used in digital brand slogans to successfully attract customers.

KEYWORDS Brand Slogans, Digital Marketing , Discourse Analysis, Ethos, Logos, Pathos, Persuasiveness, Rhetorical Modes

Introduction

In discourse analysis, the data are recorded to merely suggest what was discovered rather than to account for variability. Discourse analysis in linguistics goes beyond the sentence level. Researchers conduct their studies in speech, which is a higher level than a phrase. According to Warning (2018), discourse is everything used in written or spoken language. Discourse, as we define it, is any kind of language given by any source or platform, not just spoken or written language. The use of discourse is not restricted to in-person, interactive communication. Furthermore, discourse includes semiotic resources like gestures and other body language in addition to spoken word (Schiffrin, 1994).

In the fast-paced world of advertisements in digital marketing, brand slogans build and cultivate a brand status (Miller & Toman, 2016) and they aim to persuade by utilizing persuasive magic and covert persuaders (Utomo & Suprajitno, 2018). Slogans tend to be very simple and have an exclusive appeal, which comes from emphasizing the affective component of the message (Mityagina & Sidorova, 2018). Aristotle (1926) asserts that the interaction of the three rhetorical components of ethos, pathos, and logos determines the success of rhetoric. When the speech is presented with pathos, which makes the speaker deserving of trust, persuasion occurs. An overview of all three rhetoric modes is given in the rhetorical triangle shown in Figure 1 (Hamed, 2019).

THE RHETORICAL TRIANGLE
AN OVERVIEW OF THE THREE RHETORICAL APPEALS

SPEAKER | Ethos is the Greek term for "**ethics**," but has been made to represent credibility of the person making a communication (the "speaker"). Ethos is established through a variety of factors, including status, awareness, professionalism, celebrity endorsement, research, and so forth. Build ethos to make your audience trust what you are saying.

AUDIENCE | Pathos is the Greek term for "**emotion**," but has been made to represent how an audience feels or experiences a message. The appeal of pathos makes a person feel excited, sad, angry, motivated, jealous, or any other number of emotions that may persuade them to act based on what you say.

MESSAGE | Logos is the Greek term for "logic," but has been made to represent the facts, research, and other message elements that provide proof or evidence to a claim. Use logos to convince your audience that what they are hearing or seeing is well researched, well built, or otherwise worth their time.
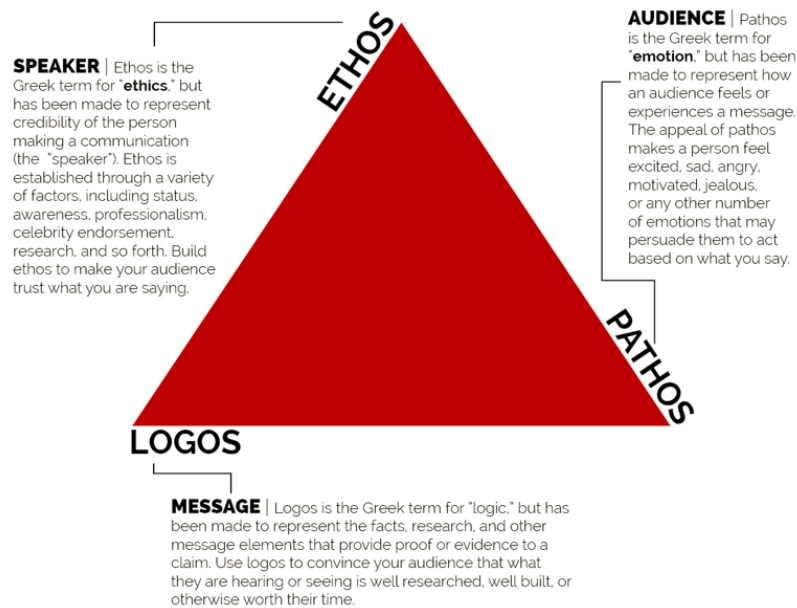
Figure 1. The Rhetorical Triangle

As a result, speech is emphasized rather than the speaker. The speech's reasoning and logic are referred to as the "logos" (Knape, 2000). Either the speaker's reliability in implying that he will tell the truth or the speaker's skill in evoking the audience's sympathies can constitute ethos in rhetoric (Wisse, 1989). So, to demonstrate professional expertise, one must make a compelling argument (Knape, 2000), and ethos also calls for ideological credentials that enable affiliation with a certain cultural milieu (Atkins & Finlayson, 2014; Finlayson, 2012). In other words, ethos provides the legitimacy of a claim that is convincing on both a rational and cultural level. Fischer describes that the aspect of rhetoric is characterized by pathos (Fischer, 2009), which is defined as "the emotional mobilization of the audience"

Logos

Logos have to do with the logic and reasoning behind a claim. By providing accurate, impartial information that acts as arguments for the position, speakers make use of logos. A speaker should provide enough relevant instances to back up a claim, draw inferences based on information that is already known, and use reliable evidence such as expert testimony, definitions, statistics, and literal or historical comparisons (Aziz, 2022).

Ethos

Persuasion is achieved when the speech is given in a way that leaves us thinking the speaker is credible. This word has Greek roots and signifies a familiar setting, practice, or routine. Originally, this ethos was a call to the speaker's authority or integrity. It is also known as the listeners' or audience's sense of the speaker's moral position. In a nutshell, ethos serves as a reflection of the speaker's personality (Aziz, 2022).

Pathos (emotions)

According to Aristotle and Kennedy (1991), the purpose of pathos is to evoke strong feelings in both writers and readers. The use of metaphors, hyperboles, story-telling techniques, and other language devices that elicit strong emotions can be used to appeal to emotions (Aristotle & Kennedy, 1991). Myllylä (2019) asserts that while this persuasive method can be an effective instrument in academic writing. Ultimately, pathos helps to communicate emotions and evoke a reaction from the audience (Aristotle & Kennedy, 1991).

Literature Review

Discourse Analysis

There have been suggestions for a more citizen-centric strategy that is less technology-focused due to growing practice interest in smart cities. In response, this article (Joss et al., 2017) explores the citizenship mode outlined in the British Standards Institution's smart city standard. The analysis makes use of the idea of a citizenship regime as well as a combination of quantitative and qualitative approaches to uncover the key discourses that define the smart city and the specific citizenship features that are at play. The findings support the explicit citizenship justification for the smart city (standard), notwithstanding some significant flaws and inconsistencies. The article finishes with suggestions for further developing both theory and practice.

Discourse Theory

According to van Dijk (2008), participants create a socially based mental model of "the for-them-relevant properties" of communication scenarios in real-time. The distribution of discourse information resources in the interest conflict in business dispute resolution is influenced by the social setting. Discourse information theory (DIT) (Du, 2007, 2013, 2015) is used in the current study (Guo et al., 2019) to assess the social elements influencing interest conflict in corporate dispute settlement throughout the litigation stage. It has been discovered that any disputing party's lawyer could use a variety of social identities and connections to target the counterparty's weaknesses and obtain more interests for his side in commercial dispute settlement.

Models

Software assistance for collaborative engineering design is provided through the creation of a discourse model, which comprises a structure and a process. A workspace with frames, limitations, semantic networks, libraries of transferrable design elements, agents, and a Virtual Workspace Language make up the framework. Finding agent interest sets, applying state transformations to the design model, switching design contexts, identifying designer conflicts, and tracking resolved conflicts are all steps in the approach. The model can be used in many of the existing academic and commercial design environments, regardless of how it is implemented (Baskin et al., 2017). Collaboration between the disciplines of architecture, engineering, and construction is evident in the conceptual design of a fire station.

Persuasiveness and Rhetoric Modes

This essay examines the idea of metaphor as it appears in political speech. The paper focuses on the usage of metaphors by politicians and how metaphors function persuasively in political discourse. The publication also gives a broad theoretical

framework for metaphor theories. The ideas of manipulation and persuasion in political speech are also discussed. Metaphors from the Cold War era serve as a good representation of the real instances of metaphorical language. (Hampl, 2012).

The current study (Allaf-Akbary, 2023) investigates the use of verbal and visual meta-discourse markers (MMs) and their function in persuasion in graphical resumes. Digital content marketers, software engineers, and service consultants contributed a corpus of 30 infographic resumes with a combined word count of around 2463. To compare the employment of the two meta-discourse types and ascertain how perfectly visual meta-discourse coordinated with linguistic meta-discourse in creating persuasive interaction and inspiring employers to hire job applicants, we used Hyland's (2019) meta-discourse model and Kumpf's (2000) visual meta-discourse to analyze the corpora. The findings showed that attitude markers and boosters had a higher frequency than other verbal MMs and were seen as significant and powerful forms of persuasive language.

The gap in this study shows that the subject of rhetorical analysis in branding is acknowledged, but there aren't many thorough studies that specifically address the interaction between digital marketing, brand slogans, and the three Aristotelian persuasion mode techniques—Logos, Ethos, and Pathos. In-depth analyses of how these various linguistic tactics are strategically used in the context of digital brand slogans to enthrall and connect with consumers in a rapidly changing digital ecosystem are sometimes lacking in existing research. This study tries to meet this gap.

Material and Methods

From a large population of 500 marketing slogans, 50 brand slogans were selected for this study as a sample. Using simple random selection, a sample from the population was chosen for this investigation. A simple random sample is a selection of individuals that have an equal chance of being chosen at random from a bigger population (Wang et al., 2014). Three Rhetoric modes of Aristotle (Aziz, 2022) have been taken and applied to these 50 digital marketing brand slogans i.e., Logos, Ethos, and Pathos. The researcher implemented three modes of rhetoric on it manually. Carefully classifying each digital marketing brand slogan, the researcher has made a table to make it more comprehensible for the audience. Accurately concluded analysis has been done using three rhetoric modes on 50 digital marketing brand slogans under the roof of discourse in this study.

Results and Discussion

Table 1
Analysis of Brand Slogans through Rhetorical Modes

No	Brand Slogan	Rhetorical Mode
1.	L'Oréal: "Embrace Your Unique Beauty"	Ethos
2.	Honda: "The Joy of the Open Road"	Pathos
3.	Panasonic: "Enhancing Your Lifestyle, Enhancing the World"	Logos
4.	Mastercard: "Unleashing Priceless Moments"	Pathos
5.	Sony: "Pushing Boundaries, Delivering Excellence"	Ethos
6.	Maybelline: "Maybe She's Born with It. Maybe It's Maybelline."	Ethos
7.	Coca-Cola: "Taste the Joy of Coca-Cola"	Pathos

8.	Canon: "Delighting You Always"	Pathos
9.	Nestle: "Enhancing Life, Nestle-Style"	Ethos
10.	Subway: "Deliciousness in Every Bite"	Pathos
11.	Tesla: "Accelerating the World's Transition to Sustainable Energy"	Logos
12.	KFC: "Taste the Tradition, Indulge in Flavor"	Pathos
13.	General Electric: "Powering Progress, Illuminating Possibilities"	Logos
14.	Coors Light: "Crisp, clean, refreshing"	Pathos
15.	Rice Krispies: "Snap, Crackle, Pop"	Pathos
16.	Butterfinger: "Crispety, crunchety, peanut-buttery"	Pathos
17.	Burger King: "Bigger, better, Burger King."	Logos
18.	Alka-Seltzer: "Plop, plop, fizz, fizz"	Pathos
19.	kittles: "Taste the Rainbow "	Pathos
20.	Red Bull: "Gives You Wings"	Ethos
21.	Amazon: "A Smile in Every Box."	Pathos
22.	Panasonic: "A Better Life, A Better World"	Logos
23.	Visa: "Everywhere you want to be, everywhere you want to go"	Ethos
24.	Sony: "Inspiring Imagination, Delivering Innovation"	Ethos
25.	Kit Kat: "Have a break, have a Kit Kat."	Logos
26.	M&M's: "Melts in your mouth, not in your hand."	Pathos
27.	Ajax: "Stronger than dirt."	Logos
28.	Jaguar: "Grace, space, pace."	Ethos
29.	Verizon: "Can You Hear Me Now? Good."	Pathos
30.	Apple: "Slimmer than ever, faster than ever."	Logos
31.	Mercedes-Benz: "The best or nothing."	Ethos
32.	Axe: "The cleaner you are, the dirtier you get."	Ethos
33.	Subway: "Eat Fresh."	Logos
34.	BMW: "The Ultimate Driving Machine."	Logos
35.	Coca-Cola: "Open Happiness."	Pathos
36.	L'Oréal: "Because You're Worth It."	Pathos
37.	Gillette: "The Best a Man Can Get."	Ethos
38.	Toyota: "Let's Go Places."	Ethos
39.	Head & Shoulders: "Get rid of dandruff, dandruff, dandruff."	Ethos
40.	Listerine: "Gets to the bad breath germs, germs, germs."	Logos
41.	Charmin: "Softer than soft, soft, soft."	Ethos
42.	Folgers: "The best part of waking up is Folgers in your cup, cup, cup."	Ethos

43.	Budweiser: "Budweiser, the king of beers, beers, beers."	Ethos
44.	Life cereal: "The breakfast of champions, champions, champions."	Ethos
45.	Bubblicious: "Bite. Blow. Bubbles."	Pathos
46.	Pop Rocks: "Popping Candy Fun."	Pathos
47.	Campbell's: "Mmm, mmm good!"	Pathos
48.	McDonald's: "I'm lovin' it."	Pathos
49.	Olive Garden: "When you're here, you're family"	Pathos
50.	KFC: "Finger-lickin' good."	Pathos

Pathos

According to Aristotle and Kennedy (1991), the purpose of pathos is to elicit strong emotions in both the writer and the reader. In general, such techniques and other linguistic methods that evoke strong emotions can be used to appeal to emotions (Aristotle & Kennedy, 1991). Moreover, a thorough analysis of the 22 brand slogans that have adopted the rhetorical style "Pathos" is as follows:

Honda: "The Joy of the Open Road"

This brand slogan conjures up feelings of joy and excitement related to freedom and travel. It appeals to feelings of exploration and freedom. The concept of the "open road" evokes positive emotions like exhilaration, enjoyment, and a sense of release by suggesting adventure, escape, and the thrill of a journey.

Mastercard: "Unleashing Priceless Moments"

This brand slogan places a focus on producing memorable, poignant experiences. It seeks to appeal to the audience's desire for special occasions and memorable moments. The slogan suggests that by using their Mastercard for various purchases, consumers allow themselves to take part in experiences that carry profound emotional significance moments that are beyond material value.

Coca-Cola: "Taste the Joy of Coca-Cola"

The word "joy" evokes favorable feelings and links them to the product, appealing to the audience's desire for pleasure and happiness. The slogan attempts to evoke feelings of joy, fondness, and well-being that people may identify with the brand. To increase the attraction and enjoyment of their product, the message aims to build an emotional bond between the audience and the brand.

Canon: "Delighting You Always"

This slogan seeks to appeal to consumers' need for delight and satisfaction by evoking pleasant feelings associated with their interaction with the brand. The slogan highlights the idea that Canon products deliver moments of delight and happiness in addition to building a strong emotional bond between the company and its clients.

Subway: "Deliciousness in Every Bite"

The word "deliciousness" conjures up positive emotions such as pleasure and fulfillment. This catchphrase refers to the enjoyment of consuming delectable food. To help customers emotionally connect with the brand's promise of consistent, enjoyable, and delicious eating experiences with every Subway sandwich they enjoy, the brand slogan was carefully constructed.

Coors Light: "Crisp, clean, refreshing"

The descriptive language here appeals to the need for enjoyment and rejuvenation by conjuring up sensations of newness and rebirth. The word "clean" has associations with purity, and well-being is frequently connected to purity. Chosen words are meant to elicit pleasurable sensory impressions and emotional reactions in customers, making Coors Light a desirable option for times of relaxation and enjoyment.

Rice Krispies: "Snap, Crackle, Pop"

The slogan's lighthearted tones evoke a happy, nostalgic feeling in the audience and appeal to their emotional connection to childhood. Rice Krispies cereal makes a snap, crackle, and pop sound when milk is poured over it, and the onomatopoeic phrase "Snap, Crackle, Pop" conjures up this image in a vivid and sensory-rich way. This image appeals to the sense of hearing and evokes a warm, nostalgic sensation.

Butterfinger: "Crispety, crunchety, peanut-buttery"

 The playful and vivid language appeals to the senses and elicits feelings of indulgence and satisfaction. The use of words like "crispy," "crunchy," and "peanut-buttery" is deliberate to evoke the tastes and feelings of a mouthwatering candy bar. These words are meant to evoke feelings of joy and fulfillment that are similar to the satisfying act of eating a Butterfinger.

Alka-Seltzer: "Plop, plop, fizz, fizz"

By eliciting strong emotions through vivid and unforgettable imagery, this brand slogan uses the rhetorical device of pathos. The verbs "plop" and "fizz" perfectly capture the effervescent sound and visual effect of Alka-Seltzer pills dissolving in water. Those who have used the substance are familiar with and recognize this sensory experience.

Skittles: "Taste the Rainbow"

This catchphrase uses visuals to convey awe and delight while appealing to the senses of taste and color. The premise that Skittles candy gives a variety of flavors and colors, producing a multisensory experience that can arouse good feelings, is the basis for this emotional appeal.

Amazon: "A Smile in Every Box."

The phrase plays on the feelings of anticipation and surprise by implying enjoyment and positivity related to receiving presents. The phrase makes an emotional connection by connecting a "smile" with the experience of receiving a box from Amazon, suggesting the joy and excitement that customers may experience while opening a gift.

M&M's: "Melts in your mouth, not in your hand."

This brand slogan appeals to consumers' need for a good dining experience by assuring them of the product's quality and sensory appeal. The audience is encouraged to picture the candy melting on their tongue and experience comfort, happiness, and enjoyment as a result.

Verizon: "Can You Hear Me Now? Good."

Invoking feelings of communication dependability and contentment, the tagline plays on customers' feelings of frustration and relief. By addressing this understandable customer pain point, Verizon builds a strong emotional bond with customers.

Coca-Cola: "Open Happiness."

The phrase appeals to the audience's yearning for pleasant experiences by immediately associating the brand with feelings of joy and pleasure. The term emphasizes good sentiments like happiness, excitement, and delight, and it exploits these emotions to establish a strong emotional bond between the audience and the product.

L'Oréal: "Because You're Worth It."

This brand's tagline cultivates a sense of self-worth and self-esteem in the audience by appealing to their desire for individual recognition and value. By implying that using L'Oréal products is about more than just improving one's appearance and celebrating one's intrinsic value and deserving of care, it elicits a positive emotional reaction.

Bubblicious: "Bite. Blow. Bubbles."

By appealing to the joy and excitement involved with chewing gum, the tagline promotes playfulness and engagement. This emotional link appeals to a sense of nostalgia that might elicit a warm and gratifying emotional reaction.

KFC: "Taste the Tradition, Indulge in Flavor"

The words "tradition" and "indulge" work together to evoke feelings of pleasure and nostalgia, appealing to the audience's yearning for real and satisfying culinary experiences. It inspires ideas of rewarding oneself and relishing the pure pleasure of robust and fulfilling flavors.

Pop Rocks: "Popping Candy Fun."

This slogan uses lighthearted language to connect with the experience of using the product by evoking feelings of excitement and delight. This emotional connection motivates people to interact with and enjoy the experience of eating Pop Rocks candy.

Campbell's: "Mmm, mmm good!"

The word "mmm" is used often to simulate the sounds of enjoyment, which establishes a strong emotional connection to the flavor and satisfaction of the product. This results in customers developing a strong brand preference and loyalty based on these favorable associations.

McDonald's: "I'm lovin' it."

The catchphrase appeals to people's feelings of pleasure and enjoyment, generating a strong emotional connection with the fast-food experience. This marketing

strategy draws customers by appealing to their emotions and forging an emotional connection between the brand and its target market.

Olive Garden: "When you're here, you're family"

When customers dine at Olive Garden, the tagline fosters feelings of warmth and connection by establishing a sense of belonging and comfort. The Olive Garden brand appeals to the audience's emotions by portraying the dining experience as taking place in a homey setting.

KFC: "Finger-lickin' good."

This slogan uses a casual expression that arouses associations in the audience's senses with taste and satisfaction. KFC attracts customers by portraying its cuisine as a source of pleasure and emotional fulfillment and by generating pleasant feelings and strong sensory connections, making it an enticing option for consumers looking for a cozy and savory eating experience.

This study reveals, that "Pathos" is the rhetorical mode most frequently used in brand slogans in this study with a percentage of 44% as shown in Figure 2. The rhetorical mode pathos was utilized in 22 brand slogans in total, making it the most prevalent one in this analysis. They are frequently employed in brand slogans to elicit strong emotional reactions from consumers or audiences by appealing to their fears, ideals, and other emotions.
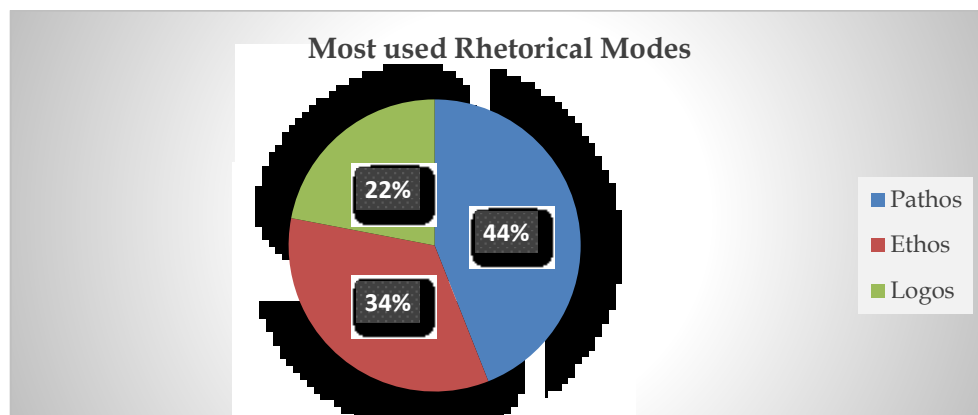

Figure 2 Most used Rhetorical Modes

Ethos

To build credibility, authority, and trustworthiness, the rhetorical device of "Ethos" is successfully used. The following is an analysis of the 17 brand slogans provided that make up the rhetorical mode "Ethos":

L'Oréal: "Embrace Your Unique Beauty"

This brand slogan communicates L'Oréal's dedication to empowerment and individuality, creating the company's reputation as a supporter of many beauty standards. The concept, which is supported by L'Oréal's well-established principle of promoting self-expression and boosting confidence, exhorts people to embrace their particular brand of beauty.

Sony: "Pushing Boundaries, Delivering Excellence"

While "Delivering Excellence" displays their dedication to quality, the phrase "Pushing Boundaries" highlights Sony's innovation, boosting the brand's culture. Sony appeals to the audience's confidence in the company's skills and ideals by employing ethos in its brand statement

Maybelline: "Maybe She's Born with It. Maybe It's Maybelline."

Maybelline is portrayed as a company that respects and encourages individual choices; this usage of ethos is successful. The brand aligns with a good and ethical message of self-expression and self-confidence by providing both options without passing judgment.

Nestle: "Enhancing Life, Nestle-Style"

This brand slogan associates Nestle with improving life, promoting the company as a provider of wholesome experiences and nutrients. By referring to its method of improving life, the brand suggests that it adheres to a specific set of principles, practices, and standards.

Red Bull: "Gives You Wings"

This brand slogan establishes a connection between Red Bull and energy, highlighting the brand's positioning as a source of vigor and inspiration. In the market for energy drinks, Red Bull has established itself as a global leader.

Visa: "Everywhere you want to be, everywhere you want to go"

The slogan for Visa highlights its global reach and dependability, reiterating the company's positioning as a practical payment method.

Sony: "Inspiring Imagination, Delivering Innovation"

This brand slogan positions Sony as a business that encourages creativity while also offering cutting-edge products, enhancing its corporate culture.

Jaguar: "Grace, space, pace."

This succinct brand slogan is consistent with Jaguar's vision of high-end, sophisticated, and luxurious vehicles. "Grace" emphasizes refinement and elegance, "space" promotes luxury and comfort, and "pace" denotes quickness and effectiveness.

Mercedes-Benz: "The best or nothing."

In the market for premium vehicles, the slogan promotes Mercedes-Benz as a company dedicated to perfection. The brand's dedication to perfection and reputation for producing high-end luxury vehicles greatly contribute to its ethos.

Axe: "The cleaner you are, the dirtier you get."

The brand slogan subtly alluded to the brand's youthful, confident mentality. The statement is a reflection of Axe's distinctive character and messaging approach because the brand is known for defying conventions and encouraging authenticity.

Gillette: "The Best a Man Can Get."

The motto for Gillette expressly states supremacy, improving the brand's philosophy towards men's grooming. This claim aims to persuade customers that Gillette is a reliable supplier of top-notch grooming products.

Toyota: "Let's Go Places."

This brand slogan associates Toyota with exploration and adventure, which is consistent with the brand's commitment to dependability. It relates to the fact that Toyota is a corporation you can rely on to be by your side while you navigate life

Head & Shoulders: "Get rid of dandruff, dandruff, dandruff."

The brand's mission of efficient dandruff removal is reinforced by the repetition. The word "dandruff" is used repeatedly to emphasize the brand's knowledge of and commitment to resolving this widespread problem and to build consumer confidence.

Charmin: "Softer than soft, soft, soft."

This brand slogan successfully uses the ethos rhetorical style. The word "soft" is used repeatedly to emphasize the brand's dedication to comfort and quality, building credibility and trust with customers.

Folgers: "The best part of waking up is Folgers in your cup, cup, cup."

This brand slogan successfully uses the ethos rhetorical style. The brand establishes its authority and reputation in the coffee market by the use of tradition, quality, relatability, and trustworthiness in the message.

Budweiser: "Budweiser, the king of beers, beers, beers."

This brand slogan successfully uses the ethos rhetorical style. It illustrates a successful use of the rhetorical device of ethos by Budweiser.

Life cereal: "The breakfast of champions, champions, champions."

The idea of Life cereal as a product for winners and achievers is strengthened by the repetition.

The rhetorical style ethos used in these brand slogans improves the brands' reputations and resonates with their target audiences.

Logos

One of rhetoric's three persuasive techniques, together with ethos (credibility) and pathos (emotion), is logos. The rhetorical mode "logos" is comprised of the 11 brand slogans listed below. These brand slogans further serve as proof of how digital marketing brand slogans use language to evoke logical responses in consumers:

Panasonic: "Enhancing Your Lifestyle, Enhancing the World"

The phrase appeals to the audience's sense of pragmatism and global influence by establishing a logical link between improving personal lifestyles and making a positive impact on the planet.

Tesla: "Accelerating the World's Transition to Sustainable Energy"

This catchphrase provides a rational defense of Tesla's mission by connecting its goods to a more general environmental objective and highlighting the significance of renewable energy.

General Electric: "Powering Progress, Illuminating Possibilities"

The brand slogan demonstrates how GE's products contribute to developments and possible breakthroughs by logically linking them to innovation and progress.

Burger King: "Bigger, better, Burger King."

To properly portray Burger King's offerings as superior and appeal to the audience's rational tastes, the slogan uses comparison phrases ("bigger," "better").

Panasonic: "A Better Life, A Better World"

The catchphrase suggests a cause-and-effect link, arguing that using Panasonic's goods makes both your life and the world a better place.

Kit Kat: "Have a break, have a Kit Kat."

The Kit Kat slogan uses logos' rhetorical style. The need for a break is a universal human feeling that is explicitly addressed by the phrase. It draws on the widely held belief that taking a break can be reviving and advantageous for productivity.

Ajax: "Stronger than dirt."

This catchphrase uses a straightforward logical comparison to suggest that Ajax's cleaning solution is superior to dirt, appealing to the audience's need for cleanliness.

Apple: "Slimmer than ever, faster than ever."

The catchphrase logically accentuates the upgrades to Apple's goods by comparing them to other devices to showcase their improved features.

Subway: "Eat Fresh."

This brand slogan emphasizes the advantages of consuming fresh food for health and flavor while presenting a simple, logical argument.

BMW: "The Ultimate Driving Machine."

The brand slogan positions BMW's cars as the best option for driving aficionados and asserts logical supremacy.

Listerine: "Gets to the bad breath germs, germs, germs."

The word "germs" is used often to highlight Listerine's rational approach to identifying and removing the source of bad breath.

How do digital marketing brand slogans use ethos, pathos, and logos to build consumer credibility and trust?

Ethos

The speech is given in a way that makes us think the speaker is dependable and trustworthy thanks to the use of ethos in digital marketing brand slogans. In digital

marketing, brand slogans can use ethos to increase credibility and trust with consumers by incorporating words that imply expertise, connecting them to reputable people or organizations, incorporating customer testimonials, highlighting the brand's history or experience, etc. Here are some instances of brand slogans in digital marketing that use logos to increase consumer credibility and trust:

Gillette: "The Best a Man Can Get.": This slogan suggests that it is the best brand a man can have by giving him the surety and assurance that is building credibility.

Sony: "Pushing Boundaries, Delivering Excellence": This slogan highlights the brand's expertise and efforts which can be a sign of trustfulness.

Pathos

A persuasive technique called pathos appeals to the emotions of the audience. In digital marketing, brand slogans can employ pathos to increase consumer credibility and trust by employing emotive language, storytelling, comedy, urgency, playing on fears or vulnerabilities, etc. Here are some instances of brand slogans in digital marketing that use logos to increase consumer credibility and trust:

Olive Garden: "When you're here, you're family: This brand slogan evokes home emotions to make customers feel safe towards them. In return, they gain credibility and trust from their customers.

Canon: "Delighting You Always": This brand slogan uses positive emotions to make you feel at ease and peace. That's how they procure customer trust.

Logos

A convincing argument based on logic and reason is called logos. By employing data, making claims that are supported by evidence, using straightforward language and convincing arguments, avoiding claims that are too good to be true, etc., brand slogans in digital marketing can leverage logos to establish credibility and trust with customers. Here are a few instances of logo-based brand slogans for digital marketing:

Panasonic: "A Better Life, A Better World.": For those yearning for a better life, this brand's slogan offers a promise. This claim might provide trust to the brand by its consumers.

Ajax: "Stronger than dirt.": This brand slogan gives a fact to demonstrate its value giving a deal of credibility and trust to its consumers.

Figure 3. Rhetorical Modes Triangle

So, these three modes of rhetoric given by Aristotle are very effective in building credibility, logic, and emotion as illustrated by Figure 3 (Lubis & Shahri, 2022).

Conclusion

To better understand the complexities of persuasion, this study article sets out to analyze brand slogans used in digital marketing. The research used a systematic way to choose 50 brand slogans at random from a pool of 500 to create a representative subset. The research's qualitative approach enabled an analytical analysis that concentrated on the three crucial Aristotelian (Aziz, 2022) persuasion techniques of Logos, Ethos, and Pathos.

The investigation of these linguistic modes provided insight into how strategically to use them in brand slogans for digital marketing. Each slogan was carefully evaluated, and the detailed table that resulted successfully portrayed the categorizations. This study did a thorough analysis through the discourse lens, using Aristotle's rhetoric as a framework to uncover the persuasive foundations present in the digital marketing environment. The result shows that the Rhetorical mode 'Pathos' is the most used technique in this study.

The identified gap in this research stemmed from the limited exploration of how distinct linguistic modes are harnessed in digital marketing brand slogans for the explicit purpose of enhancing consumer attraction and engagement. While extant literature acknowledges rhetorical analysis within branding, a dearth of comprehensive inquiries exists that delves explicitly into the synergy between digital marketing, brand slogans, and Aristotle's modes of persuasion. This research aimed to address this gap by offering a profound exploration of how these linguistic strategies harmoniously interplay in the context of digital brand slogans, strategically captivating and forging connections with consumers in the dynamic arena of the digital age.

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