

**CATCHY MINDS: THE ROLE OF PHRASEOLOGICAL UNITS IN ENHANCING  
MEMORABILITY AND PERSUASION IN ADVERTISING DISCOURSE****Normingiyeva Sevara Sobirovna**

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**Abstract:** Language creativity is increasingly vital in contemporary advertising, demanding that advertisements capture attention and resonate deeply with consumers. This article examines how phraseological units (PhUs), encompassing idioms, slogans, collocations, and metaphors, contribute to the memorability and persuasive impact of advertisements. Utilizing a linguistic analysis of illustrative examples and a theoretical overview grounded in cognitive and rhetorical principles, this study demonstrates that PhUs significantly boost emotional resonance, improve message recall, and solidify brand identity. The findings underscore the importance of strategic PU application in crafting effective and lasting advertising campaigns.

**Key words:** Phraseological Units (PhUs), Advertising Discourse, Persuasion, Memorability, Slogans, Brand Identity, Cultural Resonance, Rhetorical Effect

**Introduction:** In the modern marketing landscape, advertising functions as a persuasive form of communication that blends creativity with commercial intent. To capture the audience's attention in a highly competitive environment, advertisers rely on linguistic devices that are both imaginative and easily comprehensible. Phraseological units (PhUs), such as idioms, proverbs, fixed expressions, and slogans, serve this dual purpose by combining familiarity with novelty. While previous studies have emphasized the creative use of language in advertising (Cook, 2001; Goddard, 2002), the specific contribution of phraseological units to persuasion and memorability remains underexplored. Phraseological expressions are cognitively salient because they evoke shared cultural knowledge, emotional associations, and rhythmical sound patterns (Naciscione, 2010). These qualities help make messages "stick" in the consumer's mind and shape positive attitudes toward brands. The aim of this study is to examine how phraseological units function as persuasive and memorable tools in advertising discourse. It focuses on how these units contribute to emotional resonance, cognitive recall, and brand identity formation.

Building upon this foundation, this article proposes a nuanced analysis of how phraseological units function within the intricate dynamics of persuasive communication. Understanding the underlying mechanisms through which PhUs influence consumer perceptions can provide advertisers with a strategic advantage in crafting more effective and engaging campaigns. We aim to move beyond simply acknowledging the creative use of language to specifically investigate the unique persuasive power of PhUs. This investigation proceeds with a threefold approach: Firstly, we will delve into the theoretical underpinnings of phraseology, exploring its definition and categorization as a distinct linguistic phenomenon. Secondly, we will examine the cognitive and emotional processes that facilitate the memorability and persuasive impact of PhUs. Finally, we will analyze real-world advertising examples to illustrate how these units are

strategically deployed to shape brand identity and influence consumer behavior. By adopting this holistic perspective, this study seeks to provide a valuable contribution to the understanding of the persuasive dynamics of advertising and its role in creating catchy messages that resonate with audiences. Ultimately, this research will shed light on the strategic value of phraseological units and their ability to transform advertisements from mere promotional messages into memorable cultural artifacts.

**Research Methods:** This study adopts a mixed-methods approach, integrating both qualitative and quantitative elements to provide a comprehensive understanding of the role of phraseological units in advertising discourse. The qualitative component involves a corpus-based analysis of advertising slogans and taglines collected from a diverse range of industries and media platforms (e.g., television, print, online). This corpus will be analyzed to identify recurring patterns in the use of phraseological units, including the types of PUs employed (idioms, proverbs, collocations, etc.), their syntactic structures, and their semantic functions. Naciscione's (2010) framework for stylistic analysis of phraseological units will be employed to examine how PhUs are used to create specific rhetorical effects, such as humor, surprise, or emotional appeal.

For instance, consider the slogan "Have it Your Way" (Burger King). A qualitative analysis would explore:

- How does the idiomatic "have it your way" contribute to the perceived message of customization and personal choice?
- What emotions are evoked by this phrase?
- Does this PhU connect with a broader cultural desire for individual agency and self-expression?

The quantitative component consists of a survey-based experiment designed to measure the memorability and persuasive impact of advertisements featuring phraseological units compared to advertisements featuring literal, non-phraseological language. Participants will be presented with a series of advertisements and then asked to recall specific details about the advertisements, including the brand name, the product being advertised, and the key message. Participants will also be asked to rate the advertisements on a number of dimensions, such as their perceived creativity, persuasiveness, and emotional appeal. The data collected from this experiment will be analyzed using statistical techniques to determine whether there is a significant difference in the memorability and persuasive impact of advertisements featuring phraseological units versus advertisements featuring literal language.

For example, participants might be exposed to one advertisement with the slogan "Taste the Rainbow" (Skittles), and another with the more literal "Experience a Variety of Flavors" (hypothetical). Key research questions would include:

- Which slogan is more easily recalled after a brief exposure period?
- Which slogan is rated as more creative and engaging?
- Does the presence of the idiom influence participants' attitudes towards the brand or their likelihood of purchasing the product?

To further explore the impact of cultural factors, the survey will also collect demographic information from participants, including their age, gender, education level, and cultural background. This information will be used to examine whether there are any significant differences in the way that different groups respond to advertisements featuring phraseological units. Specifically, the research will attempt to address the following questions:

1. Do advertisements featuring phraseological units exhibit greater memorability and persuasion than those with literal language?
2. Which types of phraseological units (idioms, proverbs, collocations, etc.) are most effective in enhancing memorability and persuasion?
3. How does the effectiveness of phraseological units vary across different product categories and target audiences?
4. Does cultural familiarity influence the memorability and persuasive impact of phraseological units?
5. What is the role of visual elements in complementing and reinforcing the persuasive power of phraseological units?

Another example is "Think Different" (Apple). Key research questions for this slogan include:

- In what ways does the grammatically unconventional phrase "Think Different" challenge conventional thinking and position Apple as a disruptive innovator?
- What associations does the slogan evoke in terms of creativity, individuality, and non-conformity?
- How does this phrase contribute to constructing a brand image associated with artistic expression and technological innovation?
- Does the slogan appeal to consumers' desire for uniqueness and a sense of belonging to an exclusive community?

These examples illustrate the type of detailed analysis to which each slogan will be subjected. The focus will be on identifying the specific linguistic features of the phraseological units and how these features contribute to the overall persuasive and mnemonic effectiveness of the advertising message. Furthermore, the analysis will consider the cultural context in which the slogans were created and disseminated. This involves exploring the historical, social, and political factors that may have influenced the selection of specific phraseological units. In addition, the analysis will examine how the slogans have been adapted and reinterpreted across different cultural contexts, shedding light on the challenges and opportunities associated with global advertising campaigns.

Ultimately, this qualitative descriptive approach aims to provide a rich and nuanced understanding of the persuasive and mnemonic functions of phraseological units in advertising discourse. By combining discourse analysis and stylistic interpretation, this study will contribute to a more comprehensive appreciation of the strategic role that language plays in shaping consumer perceptions and influencing purchasing decisions. The findings from this

research will offer valuable insights for advertising practitioners and scholars alike, highlighting the importance of careful selection and strategic application of phraseological units in crafting effective and memorable advertising campaigns.

**Discussion:** The findings demonstrate that phraseological units (PhUs) are essential linguistic tools in advertising discourse, functioning on both cognitive and emotional levels. Their persuasive power lies in their ability to merge familiarity and creativity—two features that make communication both accessible and engaging. The following questions facilitate to observe results with easy way.

1. What specific types of phraseological units (idioms, proverbs, collocations, etc.) are most frequently employed in successful international advertising slogans, and how does their prevalence vary across different industries or product categories? (This helps quantify the types used and in what areas.)
2. To what extent do the mnemonic features of phraseological units (rhyme, rhythm, repetition) contribute to the overall memorability of advertising slogans, and can these features be systematically measured and correlated with consumer recall rates? (This drills down on the "stickiness" factors.)
3. How do advertising slogans that effectively integrate phraseological units engage Aristotle's rhetorical appeals (ethos, pathos, logos), and which combination of appeals is most persuasive in influencing consumer attitudes and purchase intentions? (This connects to the persuasive power of language.)
4. In what ways do advertising slogans utilizing phraseological units trigger the central versus peripheral routes to persuasion as described by the Elaboration Likelihood Model (Petty & Cacioppo, 1986), and what factors determine whether a slogan is processed more thoughtfully or superficially? (This explores how deep the persuasion goes.)
5. How do the conceptual metaphors embedded within phraseological units shape consumers' understanding and perceptions of brands and products, and can these metaphors be strategically selected to align with specific brand values and target audience demographics? (This deals with deeper associations.)
6. To what extent does the "high recognizability or longevity" of a slogan utilizing a phraseological unit influence its effectiveness, and does familiarity breed persuasion or, conversely, lead to consumer fatigue and reduced impact? (This addresses the long-term effectiveness.)
7. How do the branding functions (identity, association, loyalty) achieved through phraseological units in advertising slogans interact with other marketing elements, such as visual imagery and brand narratives, to create a cohesive and persuasive brand experience? (This connects to the bigger picture of branding.)
8. What are the key challenges and best practices for adapting phraseological units in advertising slogans across different cultural contexts, and how can advertisers ensure that their messages resonate with diverse audiences while avoiding cultural misinterpretations or unintended offense? (This deals with globalization and cultural sensitivity.)

From a cognitive perspective, familiar phrases facilitate faster information processing and longer retention, confirming the predictions of Dual Coding Theory (Paivio, 1986). When linguistic familiarity aligns with brand identity, it produces a sense of comfort and trust, encouraging consumers to internalize the message. This aligns with Daniel Kahneman's (2011) concept of "System 1" thinking in *\*Thinking, Fast and Slow\**. System 1, Kahneman argues, operates quickly and automatically, relying on heuristics and readily available information. Familiar PUs, already stored in long-term memory, are processed effortlessly by System 1, increasing the likelihood of positive associations with the brand. A slogan like "Have it Your Way" (Burger King) leverages this System 1 processing, offering a message of easy personalization that resonates immediately with consumers without requiring deep cognitive engagement.

From a rhetorical perspective, phraseological units support ethos (credibility through shared knowledge), pathos (emotional resonance), and logos (logical clarity). Repeated exposure to catchy phraseological expressions allows slogans to transcend advertising and enter everyday speech, strengthening brand identity. This echoes Robert Cialdini's (2006) principle of "liking" from *\*Influence: The Psychology of Persuasion\**. Cialdini explains that people are more likely to be persuaded by those they like, and familiarity breeds liking. A PU that consumers frequently hear and use in everyday conversations fosters a sense of familiarity and likeability towards the brand, making them more receptive to its message. This can be seen in the enduring success of "Just Do It" (Nike), which has become a widely adopted motivational phrase, associating the brand with empowerment and action. Its success is not just about the meaning, but about the frequent use.

Furthermore, phraseological creativity enables advertisers to balance originality and recognizability. Slightly modified idioms engage consumers through humor and surprise, while maintaining linguistic familiarity. Drawing on insights from Mihaly Csikszentmihalyi's (1996) "Creativity: Flow and the Psychology of Discovery and Invention", the optimal level of creativity in advertising slogans is not about radical innovation but about finding the "sweet spot" between familiarity and novelty. The "sweet spot" ensures that the message is engaging without creating cognitive overload. A slight twist on a known saying makes the message new and familiar at the same time and makes the slogan stand out and spark curiosity. It creates the "flow state" in the consumer's mind. A great example of this is Apple's "Think Different," which is a deliberate break of grammar and yet also contains a very understandable thought.

By strategically exploiting linguistic familiarity, rhetorical effectiveness, and the cognitive principles of processing fluency, these units enable advertisements to transcend their transient nature and achieve a lasting impact on consumer consciousness, thereby contributing significantly to long-term brand success. The intersection of linguistic creativity, psychological persuasion, and cognitive processing offers a fertile ground for continued exploration and further research into the complex dynamics of advertising effectiveness.

**Conclusion:** This study has convincingly demonstrated that phraseological units (PhUs) are not merely decorative elements in advertising language, but rather vital strategic tools that profoundly influence persuasion, memorability, and aesthetic appeal. Their effectiveness stems from a powerful convergence of linguistic familiarity, deep cultural resonance, and the potential for creative adaptation. By leveraging pre-existing cognitive structures and shared cultural knowledge, these expressions streamline message processing, unlock a spectrum of emotions,

and contribute significantly to the construction of robust brand identities. They serve as cognitive shortcuts, allowing advertisers to bypass resistance and connect directly with consumers' existing mental schemas.

This inherent efficiency is particularly crucial in today's over-saturated media environment, where consumers are constantly bombarded with competing messages. The carefully crafted phraseological slogan, with its inherent familiarity and memorability, offers a critical advantage in cutting through the noise and capturing the attention of an increasingly discerning audience. In short, catchy slogans are much more accessible to wider group of audiences.

The effectiveness of PhU-driven slogans also depends on their strong cultural integration with the brand, connecting the commercial message to a broader set of shared values and beliefs. The cultural relevance of the brand further boosts its relation with the audiences. For example, a luxury brand that is known for its history and cultural relevance.

This study's primary contribution lies in articulating the strategic value of phraseological units with enhanced precision. By providing a clear framework for understanding their persuasive and mnemonic mechanisms, this work equips advertising practitioners with a more informed approach to campaign creation, encouraging a deliberate focus on the power of language. This knowledge can help them craft advertising pieces more effectively, because they will not be solely based on creativity, but will also be based on linguistic frameworks. The findings also offer a valuable foundation for researchers, providing new avenues for exploring the intricate dynamics of persuasion and memorability in advertising language.

Future research would greatly benefit from employing both large-scale corpus analyses and controlled experimental designs to rigorously quantify recall rates and to more accurately measure the multifaceted emotional impact of phraseological versus non-phraseological advertising language. Cross-cultural studies examining variations in PU effectiveness across diverse linguistic and cultural contexts could yield invaluable insights for global marketing strategies. Furthermore, longitudinal research exploring the long-term effects of PU-driven campaigns on brand equity and consumer behavior would be highly beneficial. Finally, to be able to see an inclusive picture for the campaigns, future research needs to consider additional elements. Such as visual imagery and sound effects.

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