

**Investigating the Employment of Slang
Expressions in Selected British Advertisements**

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Abstract:

The present study is intended to examine the employment of slang language in selected British advertisements (Henceforth, ads). It aims at exploring the contextual meanings of slang expressions, identifying the types and functions of slang expressions employed in British ads. The study hypothesizes that there are certain contextual meanings behind employing different slang expressions in British ads. The selected data is a collection of ads written by different British advertisers and companies, which are downloaded from different electronic newspapers, magazines, or websites. The study adopts an eclectic model based on Allan and Burridge (2006) and Burdova's (2009) theories. The study ended up with the conclusion that slang expressions can have different contextual meanings based on certain linguistic items and the cultural environment in which they are employed. Such expressions are commonly used in British ads to establish a sense of familiarity and connection with the target consumers. Meanings of these terms frequently have contextual implications that extend beyond literal interpretations. As a result, the contextual meaning in which slang as well as the distinct linguistic characteristics of each expression might have an impact on the employment of them in advertising.

Keywords: Slang expressions; British ads; contextual meaning; consumers

1. Introduction

Numerous arguments are made against advertising. Some critics concentrate on the ethical and aesthetic aspects of advertising. For them, advertising is inherently immoral or offensive. According to Wilson (1968: 54), for example, advertising "consists of exploiting human weakness through language and that it is at the best, a stupid waste of good human resources and at the worst, a wicked misuse of other people." This bad assessment may be due in part to the way language is employed in advertising. One would think that if there were no benefits to using incorrect grammar or spelling, and if there was a possible damaging influence on the industry's product, then careful thought would be given to the language of advertising. On the other hand, Johannessen et al (2010: 137) point out that the overuse of the slang language is rising up in marketing and in the ways of making ads. Advertisers, on the other hand, try to shape their ads at the level and in the way; they target the needs of people as consumers in general. However, with the increasing use of slang expressions in British ads brings about misunderstanding of the intended aims of these ads and, in turn, people's attention

may be distracted. Otherwise, findings a study submitted by Shi-Xiong et al. in 2019 indicated that the efficacy of advertisements using internet slang was moderated by both product involvement and linguistic attitude. It proposed that Internet slang altered consumers' mindset through a peripheral way rather than a core path. Given that younger generations had a lot more positive view towards Internet slang. It concluded that Internet slang would be more beneficial when employed in marketing for low-involvement items or products aimed at them. This study aims at exploring the contextual meanings of slang expressions in British ads their types the functions they serve.

2. Literature Review

An informal style of speech often involves the frequent occurrence of slang, which may be a single word or a group of words as a discourse. Slang expressions are highly informal and often used in colloquial speech. It is a kind of language that usually occurs outside the standard usage, and consists of both newly coined words and phrases, and new extended meanings attached to the established terms (Chen, 2006: 260).

Slang refers to the using of linguistic terminology in a nonstandard manner. According to Mish (2000:1170), slang may be defined as an informal and nonstandard lexicon that mostly consists of newly created words, altered terminology, and exaggerated, contrived, or humorous 42 expressions. According to Fasola (2012:4), slang is classified as a component of nonstandard language, encompassing words and idioms that are often employed in everyday conversation or informal written communication, but are deemed inappropriate for use in official speeches or academic essays.

Slang constitutes a prominent form of linguistic variation employed within the English language. Adams (2009:34) posits that slang may be considered a liminal word that serves as a connection between broader linguistic interests and purposes. It is frequently challenging to determine the specific interests and motives that slang represents, even within a given context. However, drawing the conclusion that slang encompasses a combination of many interests and reasons is not an unreasonable assertion. In contrast, Akmajian (2004: 96) posited that slang possesses a universal comprehensibility while eluding precise definition. Additionally, Hartman and Stork (1972:113) asserted that slang is a form of language distinguished by its constantly evolving and newly created vocabulary. It is predominantly employed by young individuals or specific social and

professional circles as a means of exclusive communication, thereby hindering comprehension by the wider speech community. Furthermore, according to Mattiello (2008: 27), there exists a sociological perspective on slang, which is shared by several scholars, and posits that slang serves as a mechanism for establishing social identity and fostering cohesion within a given culture. Hence, based on the aforementioned notion of slang, the researcher posits that slang constitutes an informal lexicon employed by individuals of various age groups and within distinct social groups for the purpose of internal communication (Hafni et al., 2020:40).

2.1 Types of Slang

Allan and Burridge (2006:69) state that there are five different slang types. The explanation of slang types can be seen as follows:

- i. Fresh and Creative:** Fresh and Creative mean that slang language is created from totally new vocabulary, informal variety, cleverness, imagination, and it can be up to date words. Some words, our minds are already familiar with, possibly will be slang words, as we do not realize it. The reason why those slang words become familiar in our minds because those slang words appear in a long time ago since 18th century. For instance, the slang word daddy is used as a term of address for a man, especially an older man. First appeared in US, 1928 (Dalzell, 2008:183).
- ii. Flippant:** Flippant means that slang language is made out of two words or more in which the words composed do not correlate with the denotative meaning. The example is 'break a leg'. These slang words mean good luck for a person. It is a theoretical superstition that is considered as a wish of good luck to tempt fate. These slang words come from folk-etymology that offers the example of American actor John Wilkes Booth who assassinated President Abraham Lincoln.
- iii. Blending:** Blending is another way of combining two words in order to generate a new word. It is typically accomplished by taking only the beginning of one word and joining it to the end of the word (Allan and Burridge, 2006:69).
- iv. Acronym:** Acronym is type of slang constructed by taking the first letters of each word in a phrase; it is made by the initials of a group of words or syllables. The example is LOL, used as Internet shorthand to mean “Laughing out Loud” found in US around 1991 (Dazzle, 2008:406).
- v. Clipping:** Clipping types is one of variety slang made by deleting of some part of longer word become shorter form in the same meaning. The example is the use of

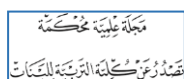
word “cuz” to mean “because”. The words which commonly used can be clipped into shorter form. In addition, clipping form is not appropriate formal conversation (Allan and Burridge, 2006:69).

vi. Imitative: Imitative means that the slang word imitating or derived from the Standard English Word, using the Standard English words in different meaning or combining two different words. The example is gonna. This is the slang word that derived from the phrase words “going to”. The slang word “gonna” is commonly used by almost all of the people in the world (Allan and Burridge, 2006:69), for instance: (1)I’m gonna call you tomorrow.

On the other hand, Davie (2018:293-300) recognizes three ways by which slang expressions are created and through which speakers can seek out to accomplish specific goals as follows:

- i. **Blind:** Blends are typically formed by combining elements of two words, as can be seen in English smog from smoke and fog. In the example of smog, the first and last parts of the words in question are brought together, as are aspects of their meaning. This method enables users to create inventive and clever forms, ranging from the light-hearted to the dismissive or off-hand, which push the stylistic boundaries of the language. A number of particularly inventive items can be seen across youth, criminal and colloquial varieties. Additionally, some blends are based on how alike certain words, or parts of words, might sound. In these cases, the speaker plays on similarity to create a new item the use of which may have some form of evaluation, attitude or connotation attached.
- ii. **Stump Compounds:** Stump compounds are created through joining a number of truncated forms to produce a new item. In some languages, this type of compounding, along with the abundant creation and use of acronyms, can be associated with bureaucratic language and military jargon.
- iii. **Hybrid Forms:** This category of compound incorporates items from different languages or language varieties. In some cases, the use of hybrid forms as a means of creating new lexis is not new. This trend would appear to have continued in the language with items such as putiniugend (pro-Putin youth), which incorporates the name of the Russian president and the German Jugend (youth).

2.2 Classification of Slang



Slang expressions are classified within non-standard varieties based on Burdova (2009:25) as follows:

1. **Specific slang**, a language used by members of a particular group to show their respect for that group and solidarity with other group members. It is also used in order to underline speakers' identity, social status, age, education, special interests as well as their geographical belonging. Therefore, it is mainly spoken by people of similar age (teenagers: chick 'a girl', cool 'OK'), similar occupation (military: flak 'an aviator'); or by people sharing similar lifestyle (homosexuals, drug addicts: smack 'heroin') or the same living conditions (criminals: axe 'a knife').
2. **General Slang**, a language used by speakers to avoid conventions, seriousness. It is used instead of clichés and standard language to change the level of formality (bevvy 'a drink', footy 'football'). Some words can be both specific and general according to context, for example the word grass is in specific drug slang 'marijuana' whereas in general slang it stands for green vegetables.

2.3 Characteristics of Slang

Spolsky (1998:10) identifies the following characteristics of slang:

1. The rejection of formal norms distinguishes slang as a subset of jargon. It is a relative novelty; its short-lived nature and distinctive use to show unity make it unique.
2. Slang routinely violates other social norms and freely employs taboo expressions.
3. The origin of slang is a vocabulary used by a specific social group for a specific purpose, such as to make a conversation more comfortable.
4. Slang comprises either new words with new meanings or ancient words with new meanings.

3. Methodology and Data Collection

The data of the present study consist of eight British ads. These ads contain a wide range of topics chosen from a variety of platforms such as magazines, TV channels, and websites, which include a broad spectrum of topics including marketing, business, fashion, makeup and politics. This wide-ranging selection ensures a comprehensive and diverse study of the use of slang expressions across different contexts, avoiding the unsuitable and taboo slang expressions. They are collected from *New York Post Newspaper*; *Rupert Murdoch's media empire which includes Fox News, Daily Express Post Newspaper Company, Bitcoin Company, Mother London Website, Karmarama*

agency, Waterstones Website, iSpot.tv, Metro News Website and Muse by Clio. The present study adopts an eclectic model based on Allan and Burridge (2006) and Burdova (2009) theories, the former aims to identify the types of slang expressions used in the selected British ads, while the latter focuses on the classification of slang within non-standard varieties. The figure (1) shows the elements of the eclectic model.

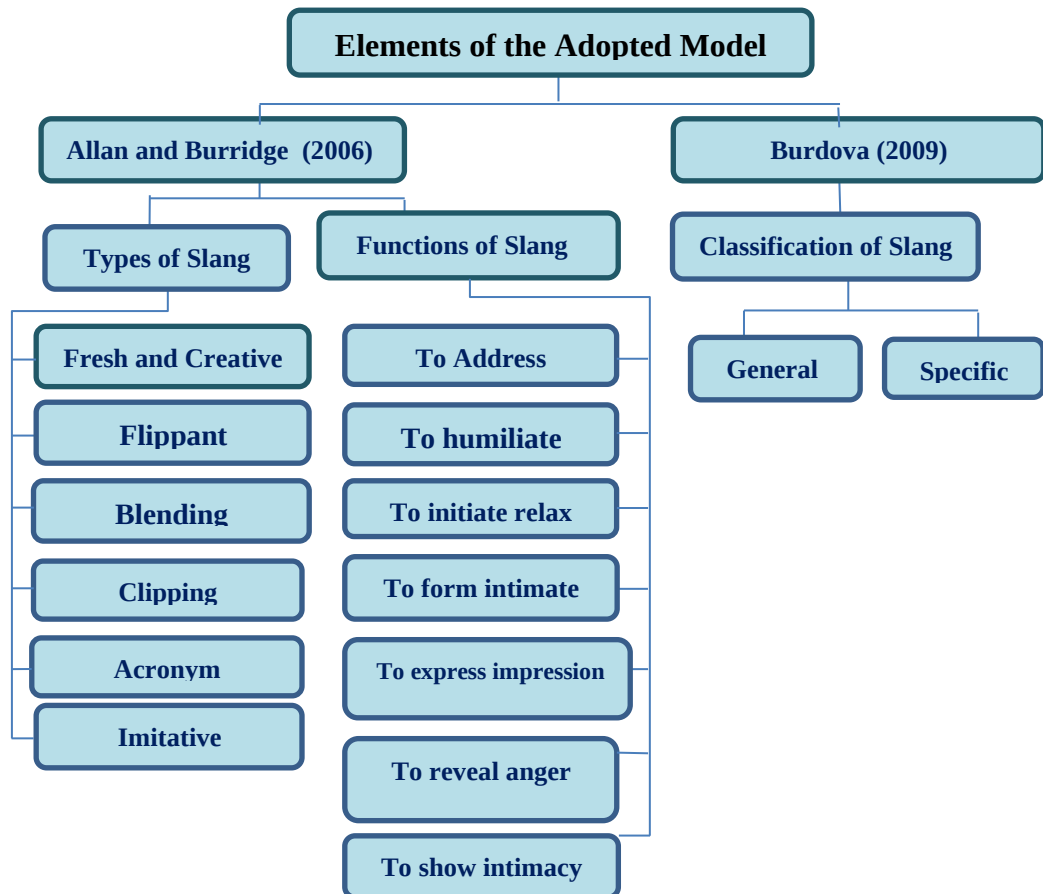


Figure (1) Elements of the Adopted Model

4. Data Analysis

4.1 Analysis of Ad No.1



Figure (4.1) British Ad No.1

4.1.1 Introductory Note

This ad, retrieved on 13/5/2023 from the Daily Express Post Newspaper. It shows that the Prime Minister (presumably of the UK, Boris Johnson) is under scrutiny, with a You Gov. poll suggesting that over two-thirds of voters have doubts about his integrity. Besides, there is an indication to a controversy of Christmas party at Downing Street during COVID-19 restrictions. There is also a mention of the potential opposition from Tory MPs to his plans for COVID vaccine passports. The following expression in the post is slang 'UNDER THE COSH'.

4.1.2 Analysis of Linguistic Elements

The word 'COSH' is a term borrowed from the Roman language, which means 'a short thick stick' or 'cudgel'. In English slang, it has been adopted to refer to a specific type of weapon, typically a small, easily concealed club.

4.1.3 Analysis of Social Elements

Regarding the socio part of analyzing the ad, the expression 'UNDER THE COSH' typically means the amount of being under pressure or bearing difficult and challenging situations in which one can often feel pressured or overwhelmed. It is often used to describe someone who is struggling or facing intense pressure from external circumstances. In the context of the Daily Express Newspaper Post, the phrase 'UNDER THE COSH' is used to describe the challenges faced by Boris Johnson, the

British Prime Minister, in handling various political issues or situations. The poster appears to be critical of Johnson's performance and suggests that he is facing significant pressure or difficulties in terms of position he occupies. Contextually, the expression 'UNDER THE COSH' is not only limited to a specific group or subculture but also It is a well-known and commonly used expression that is understood by a wide range of English speakers, regardless of their background or social affiliation. Therefore, it can be categorized as a *general slang* expression since it transcends specific social groups or communities and is familiar to a broader audience. Besides, the slang word 'COSH' refers to a weapon, typically a blackjack or a small bar, which is often used for striking someone. Thus, it can be classified as fresh and creative slang since it represents a new usage or meaning that did not exist before in the mainstream of language.

4.2 Analysis of Ad No.2

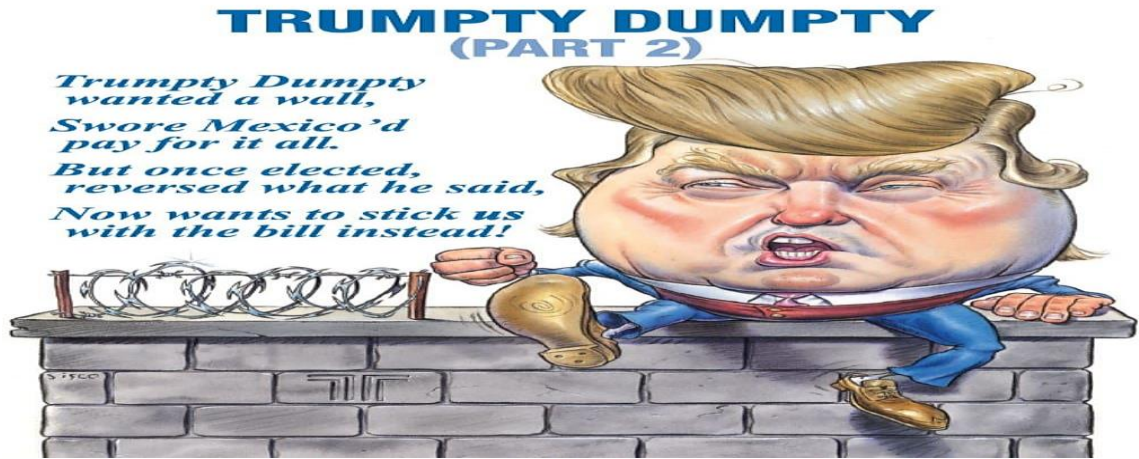


Figure (2) British Ad No.2

4.2.1 Introductory Note

This ad is retrieved on 12/5/2023 from the Mad Magazine. It appears to criticize or mock former President Donald Trump's stance on building a wall along the US-Mexico border. The ad seems to be using satire and wordplay to criticize Trump's alleged inconsistency and the perceived financial burden placed on the American people regarding the construction of the border wall.

4.2.2 Analysis of Linguistic Elements

The expression 'Trumpty Dumpty' is used to show the way Trump plays on the nursery rhyme character and refer to his fall from the grace. The ad suggests that Trumpty Dumpty initially expressed a desire for a wall and claimed that Mexico would pay for its construction. However, after being elected, Trumpty Dumpty reversed his stance

and did not follow through on his promise. The phrase "No wants to stick us with the bill instead" implies that the burden of paying for the wall has fallen on the American taxpayers rather than Mexico. Thus, the expression 'Trumpty Dumpty' is recognized as slang.

4.2.3 Analysis of Social Elements

Concerning the social analysis of the ad, the expression '*Trumpty dumpty*' indicates that Trump is someone who is most commonly known as an idiot. Namely, he is so blatantly ignorant to the reality that is shameful to believe every lie coming out of the president's mouth as to be true. This slang expression can be classified as a general slang since it is used popularly in everyday language not just by a specific group or a subculture.

During the presidency of Donald Trump, this term acquired prominence in the media and political discourse and became part of the common lexicon. It is not associated with a particular occupation, age group, or social class but can be used by anyone who is familiar with its reference and contextual usage. Therefore, the expression 'trumpty dumpty' can be classified as general slang since it is widely used as an expression in everyday language. Besides, it can be classified as a flippant slang because it involves the use of humorous, irreverent, or sarcastic language to express a particular concept. Such an expression is often categorized as wordplay, pun, or clever alteration of an existing word or phrase. Thus, using this expression as slang indicates a playful and satirical modification of the well-known nursery rhyme character 'Humpty Dumpty'. It is a humorous and mocking reference of Trump. By replacing 'Humpty' with 'Trumpty' and retaining the rhyming structure of the original nursery rhyme, the expression creates a satirical association and critique of Trump's personality and his political actions.

Finally, the flippant nature of this slang expression lies in its lighthearted and humorous tone, which is often used to make a critical and mocking commentary on a person or situation. It highlights the satirical nature of slang and its ability to convey nuanced meanings and social commentary in a playful and irreverent manner. Therefore, based on the humor, irreverence, and alteration of the existing words 'Trumpty Dumpty' can be classified as a flippant slang. Additionally, the ad uses the slang term "Trumpty Dumpty" to criticize or disparage Donald Trump, the former president of the United States. This ad makes fun of Trump and draws attention to his alleged flaws or inadequacies by using a wordplay and making a parallel to the Humpty Dumpty figure

from children's literature. This slang expression expresses an unfavorable or disparaging opinion with the intent to degrade or humiliate him.

4.3 Analysis of Ad No.3



Figure (3) British Ad No.3

4.3.1 Introductory Note

This ad is retrieved on 15/5/2023 from Bitcoin Company. The (FLOKI) ad written in such a way [Missed DOGE? Get FLOKI] is posted on London buses and in tube stops. The team behind the ad campaign points out that it is legal and includes a clear warning about how volatile coins can be. However, some lawmakers and members of the public have stated that they do not think such a kind of ads that belong to the public transport. This has led the Advertising Standards Authority (ASA), the U.K.'s advertising watchdog, to look into the matter. The following expression in the ad is slang "Missed DOGE? Get FLOKI" and "FOMO".

4.3.2 Analysis of Linguistic Elements

The word 'doge' is derived from the Italian language referring to the chief magistrate in the republics of Venice and Genoa in 1797-1085. However, the meaning of this term alters according to what attaches it. Regarding this advert, the word 'doge' always accompanies the word 'coin' to be 'dogecoin', which refers to a cryptocurrency. Otherwise, the word 'floki' is a noun referring to a male name. Its root belongs to Nordic countries and it is not limited to any specific race or ethnicity. Its meaning reflects the characteristics and personality of the named person referring to inquisitive or curious. Nowadays, its meaning is associated with intelligence, creativity and originality.

4.3.3 Analysis of Social Elements

Concerning the socio part of the analysis, the slang expression 'Missed DOGE, Get FLOKI' in the ad is a marketing campaign for the crypto currency Floki Inu, which

appeared on TFL buses and tube stations in London throughout October 2021. The ASA excluded the campaign in March 2022 for being irresponsible and exploiting consumers' fears of missing out and trivializing investment in crypto currency. The slang in this ad is classified as specific since it refers to a specific crypto currency 'Floki Inu', and its connection to 'Doge coin'. FOMO, which stands for Fear of Missing Out, is a slang term that refers to the fear or anxiety of missing out of exciting or rewarding experiences or opportunities. It is commonly used in the context of social events, activities, or trends, where individuals feel compelled to participate to avoid feeling left out. In terms of classification, FOMO can be considered a general slang term. It is widely recognized and used across different demographics and contexts, not limited to a specific group or community. Besides, "Missed DOGE, Get FLOKI" is classified as a form of flippant slang due to its utilization of wordplay. The allusion to the widely recognized cryptocurrency Doge coin (DOGE) implies that individuals who have not yet invested in DOGE may consider investing in Floki Inu as an alternative. The aforementioned expression also serves as a persuasive appeal, urging individuals to allocate their resources towards investing in Floki Inu. ASA in the United Kingdom has imposed a prohibition on the utilization of this particular phrase in promotional materials for Floki Inu. This measure has been implemented due to apprehensions over its capacity to deceive potential investors. Flippant slang is distinguished by its lighthearted and disrespectful demeanor, frequently employing pun, linguistic manipulation, and comic elements to generate novel idiomatic phrases. Hence, the utilization of the phrase 'Missed DOGE, Get FLOKI' inside promotional campaigns for the meme-based cryptocurrency Floki Inu exemplifies the employment of such slang language.

The slang term "FOMO" would fall under the category of an acronym, since it is derived by combining the first letters of each word in the phrase and forming a new word that is spoken as a whole, serving as a representation of the underlying notion. Acronyms are frequently employed as a prevalent kind of colloquial language, particularly in the contemporary era of digital communication, wherein conciseness and effectiveness in conveying messages hold significant importance. With the target audience who are familiar with the phrase, "FOMO" is utilized to address and initiate a relaxed discussion. The ad uses this slang term to show familiarity and connection with the viewer and diminishing distinctions and promoting togetherness. It suggests that the

audience are part of a certain social group that is familiar with and connected to the slang phrase. Additionally, it is possible to interpret the usage of "FOMO" in the commercial as a means of conveying impression and revealing a certain emotion. It appeals to people's concern and worry about passing up possibilities, especially in the context of investing in cryptocurrency. The ad seeks to create a sense of urgency and a desire to participate in the promoted cryptocurrency, FLOKI, by making use of the term "FOMO" and implying that people could have missed out investing in Dogecoin (DOGE).

Overall, the social function of using "FOMO" in the ad aligns with the functions of slang including addressing, initiating relaxed conversation, expressing impression, and showing intimacy or solidarity within a specific social group.

4.4 Analysis of Ad No.4



Figure (4) British Ad No.4

4.4.1 Introductory Note

This ad is retrieved on 15/5/2023 from the official Aussie Hair Ad-website. The given ad by Aussie Hair is promoting their product called "3 Minute Miracle Moisture". The ad uses playful and catchy language to convey the benefits of the product for dry or damaged hair. The following expressions in the ad is slang "aussome", "hay", "ay" and "wham bam".

4.4.2 Analysis of Linguistic Elements

The phrase "Rolling in the hay is aussome" suggests that engaging in a fun or adventurous activity like rolling in the hay can be enjoyable. However, the ad contrasts

this with the notion of having "hay-like hair," which is considered unattractive. It suggests that having dry or damaged hair can be unattractive.

4.4.3 Analysis of Social Elements

The ad subsequently presents the product '3 Minute Miracle Moisture' as a viable remedy for addressing issues related to dry hair. The ad asserts that the utilization of the product would yield hair that is adequately hydrated and exhibits a visually appealing state of health, as indicated by the expression "Wham bam thank you Aussie!" One finds her/himself in a state of utmost satisfaction and contentment with regard to the level of moisture present. The ad aims to persuade the audience to engage with the product by emphasizing its ability to effectively hydrate and nourish the hair. The ad uses a humorous tone and incorporates wordplay and colloquial language to effectively attract attention and communicate the advantages of the product in an interactive fashion.

Within this particular context, it is evident that the slang term "aussome" is being employed as a linguistic device, namely as a form of wordplay. There is a suggestion that the phrase "rolling in the hay" might be described as "aussome," a term that combines the words "awesome" and "Australian." Nevertheless, the expression "hay like hair? No thanks" conveys a lighthearted refusal of the pun. Within the confines of this particular context, the term "aussome" is employed as a fabricated colloquialism, exclusive to the advertising campaign or message at hand. The slang in question lacks widespread recognition or establishment within the larger linguistic context. The utilization of this feature is specifically designed and employed within the framework of advertising to introduce a lighthearted and captivating aspect.

Regarding the categorization of "aussome" within the context of slang, it might be considered as specialized slang due to its recent origin and exclusive usage within the context of a particular advertising campaign. The slang word in question has little usage and recognition outside of its specific contextual introduction.

The use of the term "aussome" in this instance is intended to possess a distinctiveness exclusive to this specific communication and may not be widely comprehended or employed beyond the confines of the ad's setting. Besides, within the framework of the commercial discourse, the phrase "aussome" may be categorized as a fresh and creative type of slang language, as it represents a creative amalgamation of the lexemes "awesome" and "Australian." The text presents a novel and inventive term that is not

frequently employed in colloquial discourse. This novelty adds a sense of freshness to the slang expression. It addresses the audience by combining the name of the company "Aussie" with the word "awesome," creating a playful, humorous and attention-grabbing term. It also shows intimacy and solidarity with the brand by using a slang term that is unique to their product. In this context, "aussome" contributes to the function of addressing and showing intimacy by using a slang word specific to the relationship between the audience and the brand.

Furthermore, the poster effectively employs the use of wordplay and a smart twist to introduce the neologism "aussome." The advertising introduces a new and surprising aspect to the message by linking it with the term "rolling in the hay," commonly associated with love encounters. The utilization of wordplay elicits a comic impact, enhancing the appeal and memorability of the slang expression. The ad strategically uses the phrase "aussome" to promote a hair-related product or service, cleverly including a pun on the word "hay" to establish a contextual connection. This creative approach showcases the creativity in linking the term to the specific situation. The contextual significance contributes to the overall fresh and creative contemporary essence of the slang expression. It is noteworthy that the categorization of slang expressions might exhibit variability contingent upon diverse viewpoints and contextual factors.

The term "hay" is employed as a linguistic device, namely a play on words, given its association with hair. In its literal interpretation, it denotes the dried grass or fodder that is utilized as sustenance for animals. Nevertheless, within this particular context, the term "hay" is employed to generate a shrewd linguistic device and establish a juxtaposition. The advertising employs a juxtaposition between the concept of engaging in a romantic or enjoyable activity, symbolized by the phrase "rolling in the hay," and the thought of possessing hair that resembles hay, which is typically perceived as unappealing or unpleasant. The purpose of employing this contrast is to emphasize the necessity of the promoted hair product, which guarantees to deliver hydration and alleviate the condition of dry hair.

Within the framework of slang categorization, the term "hay" can be classified as specific type of slang used within the domain of advertising. The phrase in question is a neologism that holds significance solely within the confines of this particular setting, with the purpose of generating amusement and capturing attention. The slang term "hay" in the above context is categorized as flippant slang that pertains to a kind of

language characterized by its playful or light-hearted nature, frequently involving elements of wordplay, comedy, or sarcasm. Within the given ad context, the term "hay" is employed as a linguistic device that exploits a pun in connection to hair. The comic impact is achieved via the juxtaposition of the idiomatic expression "rolling in the hay," which connotes romantic or enjoyable activities, with the concept of "hay-like hair," which often conveys an unappealing or unpleasant appearance.

The aforementioned playfulness and humor exhibited in the text are consistent with the defining attributes of flippant slang. It is important to acknowledge that the classification of slang can be subjective, and other scholars or researchers may propose alternate categorizations. Nevertheless, considering the provided context, the utilization of "hay" in the commercial exhibits a stronger correspondence with the attributes of casual and informal language. It functions as a means of capturing the attention of the crowd and inspiring them to relate to the remark or query being addressed. It is frequently employed in casual speech or writing, especially when attempting to persuade.

The word "ay" can function as an alternative form of the interjection "eh." It is frequently employed in colloquial discourse and its interpretation might vary based on the specific circumstances. This slang can have several connotations, such as expressing a desire for agreement or confirmation. In this particular context, "ay" functions as a tag question or as a means to elicit agreement or affirmation from interlocutors. It functions as a way to engage the audience and encourage them to relate to the statement or question being posed. It is commonly used in informal speech or writing, often in conversational or persuasive contexts. This tool may be employed to ascertain to assess whether an individual is adhering to or comprehending the communicated content.

The interjection "Ay" has the capacity to convey surprise, enthusiasm, or emphasis in communicative contexts. The addition of this linguistic element to a statement or inquiry serves to express a heightened level of excitement or shock. In colloquial discourse, the interjection "ay" is commonly employed as a linguistic device to serve as a placeholder or an audible pause, so facilitating sustained interaction or indicating active participation within a conversational exchange. Within this particular context, the term "ay" functions as a rhetorical question tag, employed with the intention of prompting a response, often seeking agreement or confirmation. It serves as a mechanism to actively involve the audience and motivate them to establish a connection

with the topic or subject being presented. The usage of this linguistic expression is prevalent in casual discourse or written communication, particularly in conversational or persuasive settings. "Ay" is classified as a form of general slang language. This linguistic phenomenon is not limited to a certain demographic or geographical area, and is commonly employed in casual discourse as a means of soliciting concurrence or validation. The phrase in question does not possess specialist or technical connotations, but rather serves as a colloquial and casual statement.

Besides, "ay" can be classified as a flippant slang. Within the framework of the aforementioned ad, the utilization of "ay" at the conclusion of a phrase serves the purpose of actively involving the reader and establishing a perception of familiarity. The expression is commonly employed in casual discourse to convey a range of emotions, including but not limited to discontentment, astonishment, or frustration.

The slang term "wham bam" is sometimes employed to depict an occurrence that transpires swiftly, suddenly, or with notable velocity and intensity. This frequently connotes a perception of efficacy, straightforwardness, or promptness. Nevertheless, it may also be employed in a broader sense to characterize any circumstance or occurrence that transpires swiftly and with no fanfare or embellishment. Within the realm of advertising, the slang phrase "wham bam" is employed to effectively communicate the notion of swift and efficient outcomes. The implication is that the use of the product, namely the 3 Minute Miracle Moisture, would promptly and effectively deliver hydration and alleviate dryness in hair. The expression "Wham bam thank you Aussie!" is a colloquial and lighthearted manner of conveying that the use of the product will yield the intended result in a rapid and efficient manner. The inclusion of this element in the advertising message conveys a heightened level of enthusiasm and contentment, suggesting that the product would provide prompt and discernible outcomes in terms of hair moisturizing.

The slang phrase "wham bam" can be categorized as a form of specific as well as general slang expression that can be used in different settings to denote speed or intensity. However, within the context of this ad, it serves as a deliberate component of the brand message promoting the product "3 Minute Miracle Moisture" by the company Aussie.

The coined expression "Wham bam thank you Aussie!" has been purposefully devised for the present advertising campaign with the intention of attracting attention and communicating the notion that the utilization of the product would promptly and

efficiently hydrate the hair. The utilization of a linguistic device, known as a play on words, within this particular context is distinctive and not frequently employed in other contexts. The slang "wham bam" in the provided context can be classified as compound slang due to its formation through the combination of the terms "wham" and "bam" to produce a memorable and forceful statement. In the commercial, it functions to initiate an intimate discussion and form an atmosphere of relaxation. It gives the message a more upbeat, lighthearted tone, drawing the reader in and fostering a more relaxed and enjoyable exchange.

4.5 Analysis of Ad No.5



Figure (5) British Ad No.5

4.5.1 Introductory Note

This ad retrieved on 10/5/2023 from the Communication Arts, The British Army 'Out-Of-Home' OOH posters. It shows a new campaign with the objective of tackling the contextual issues encountered in the recruitment process. The ad has been strategically crafted to target the demographic of young individuals who self-identify as ambitious but perceive a sense of under appreciation. The ad showcases a collection of out-of-home posters that emphasize the abilities and experiences that individuals may acquire by pursuing a profession in the Army. These include but are not limited to leadership, teamwork, and adventure. The posters further highlight the Army's dedication to promoting diversity and inclusion. The utilization of (OOH) advertising is frequently observed within the British Army, encompassing the deployment of billboards, posters, and digital displays in public areas, with the aim of effectively engaging a broad spectrum of individuals. Typically, these programs are designed with the objective of attracting fresh personnel, advocating for the Army's core principles, or enhancing public knowledge on its operations. The following slang expressions in the ad is slang 'Snowflakes', 'Selfie addicts', 'Phone zombies', 'Binge gamers', 'class clowns'.

4.5.2 Analysis of Linguistic Elements

The phrase 'snow flakes' is a derogatory slang expression used to denigrate someone, suggesting that they possess an exaggerated perception of their own distinctiveness, an unjustified belief in their entitlement, or an excessive emotional sensitivity that renders them quickly offended and unable to engage with divergent viewpoints. This slang brought in a significant attention throughout the 2010s and was deemed by The Guardian as the 'defining slur of 2016'. It was widely used in the aftermath of Brexit and the US election. The phrase 'Selfie addicts' is slang terminology used to describe young individuals who display addictive tendencies towards capturing self-portraits, as observed inside the British Army's recruitment campaign of 2019.

The slang expression 'snowflake' has been in circulation for an extended duration, and its semantic connotations have undergone evolution during its usage. During the 1860s in the state of Missouri, the designation 'snowflake' was employed to denote those who had a stance against the abolitionist movement seeking to end the institution of slavery. Those individuals believed that white people were superior to black people and wanted slavery to continue even after the Civil War. It was also a slang referring to cocaine; 'snow' for short that refers to young people who have compassion. It is frequently used to describe mockingly a person perceived as excessively responsive and fragile.

The phrase 'phone zombies' is used to characterize persons who are constantly engrossed in their phones, frequently strolling and texting at the same time. Thus, this term that has become widely accepted in everyday speech referring to people who are glued to their phones.

The term 'Binge gamers' is slang used to refer to persons who play video games excessively or for extended periods. The phrase is frequently applied negatively to persons who are thought to be addicted to video games that they forget other important things they need to do or who put gaming above other pursuit. The phrase 'Class clown' is a slang term generally used to refer to students who are known for their humorous and often disruptive behavior in the classroom. They frequently annoy teachers by providing distractions for other classmates and interfering with the learning process. Despite this, students, who are class clowns, are frequently well-liked by their peers and are known for their confidence and comic timing.

4.5.3 Analysis of Social Elements

Concerning the socio part of the analysis, the slangs terms 'Snowflakes', 'Selfie addicts', 'Phone zombies', 'Binge gamers' and 'class clowns', which are recognized in the ad, are classified differently. The term 'Snow flakes' is categorized as a specific type of slang because it is used by members of the British army to show their solidarity with another group of young people in the British society to attract them to the military service.

The slang term 'selfie addicts' is classified as specific type of slang because it strengthens group identity and unity by giving members of a particular group a sense of belonging and shared culture. The ad designers claim that 'Selfie addicts' are 'self-assured'. The campaign intends to demonstrate to ambitious young people who feel

underappreciated that they can work for a career with ‘real purpose’ and ‘do meaningful work’.

The term ‘Phone zombies’ is a British slang term used to refer to people who are glued to their smartphones, ignoring those around them. This slang term can be classified as general type of slang because it is generally used in place of formal language to characterize people who are so preoccupied with their phones that they are unaware of their surroundings. It serves as an illustration of how slang can develop haphazardly and how it eventually gains acceptance in everyday speech.

The slang term ‘Binge Gamers’ is used in the new recruitment campaign of the British Army to identify young individuals who may not have thought about joining the military as a career option, and to demonstrate to them that what society views as a character fault or weakness may be a strength. This slang can be classified as general because it can be commonly used in everyday language in place of conventional language to vary the level of formality.

The term ‘class clown’ is categorized as general slang because it is frequently substituted for formal language in ordinary speech to alter the formality level. The British Army’s requirement campaign in 2019 targeted ‘class clowns’ among other groups, such as ‘self-centered millennial’. The exact meaning of the slang term ‘class clowns’, concerning the British Army’s recruitment drive, is people who are well-known for their humorous and frequently disruptive behavior, confidence and well-liked by their classmates. Besides, the slang term ‘Selfie addicts’ is classified as a compounding type of slang because it can be made up of ‘selfie’ and ‘addicts’, which are informal words or phrases that are made up of two or more slang terms combined together to create a new expression.

‘Phone zombies’ is an example of compound slang because it is made up of two separate terms: ‘phone’ and ‘zombies’, that are combined together to create a new expression with a new meaning. The term is not a standard, formal English phrase, but rather a creative and informal expression that has become popular in certain contexts. The phrase has been used in a variety of contexts recently and has gained popularity, such as in a UK Army recruitment campaign that targeted millennial. ‘Selfie junkies’ and ‘Phone zombies’ are used in order to foster a casual dialogue and establish a sense of familiarity with the intended recipients. The statement posits that the military have

an understanding and ability to connect with the prevalent phenomenon of individuals being deeply engaged with technology. Additionally, it may be inferred that the military provides an alternative or resolution to address this conduct and foster a lifestyle that is both dynamic and meaningful.

‘Binge gamers’ is an example of a blending slang term because it combines two distinct words, ‘binge’ and ‘gamers’, in a creative way to describe a particular phenomenon within the culture of video gaming. This slang 'Binge gamers' is employed to refer to persons who are engaged in prolonged and excessive periods of gameplay within the realm of video games. Within the framework of the British Army, their primary purpose is to convey a distinct impression and mirror the army's viewpoint about the significance of discipline and concentration. The statement posits that the military provides individuals with a chance to direct their energy and abilities towards tangible real-life obstacles and encounters, hence contrasting with the potentially excessive virtual realm of gaming. ‘Snowflakes’ is classified as compounding type of slang because of combining two words to create a new word with a new meaning. The utilization of this slang expression fulfills the purpose of engaging and sustaining a strong rapport with the intended audience, who may possess comparable perspectives or align with the principles of the armed forces. The establishment of camaraderie and solidarity may be fostered among prospective recruits who share the army's views on perseverance and toughness.

‘Class clown’ is a compounding form of slang because it combines two distinct words: ‘class’ and ‘clown’, to create a new distinct meaning. Such individuals may be perceived as having leadership potential or the capacity to work well in a team. Therefore, it is possible that the British Army look to recruit people who possessed these features. It is used to describe people who are recognized for having funny or disruptive classroom antics. It serves the purpose of conveying an impression and demonstrating that the army values order, cooperation, and seriousness in the context of the British Army advertising. It implies that the army offers a setting where this type of behavior may be turned into advantageous traits like leadership, innovation, or resilience.

4.6 Analysis of Ad No.6



Figure (6) British Ad No.6

4.6.1 Introductory Note

This ad is retrieved on 9/5//2023 from Waterstones Website. It shows the way of promoting and describing the book entitled 'Scummy Mummies' by Ellie Gibson and Helen Thorn. The cover presents a humorous take on parenting fails, with the goal of entertaining and reassuring imperfect parents. The ad text aims to convey the irreverent tone of the book. The focus of the ad is mainly to highlight the book's comic, honest and exaggerated take on the realities of parenting through relatable anecdotes and a tongue-in-cheek style. It aims to connect with imperfect parents through this humorous approach. The following expression in the ad is slang 'scummy mummies'.

4.6.2 Analysis of Linguistic Elements

The term 'scummy mummies' is created by combining the word 'scummy' (meaning dirty, disreputable, or low quality) with the word 'mummies' (referring to mothers). The imitative aspect of this slang expression lies in the way it phonetically imitates the sound of the original phrase 'yummy mummies'. By replacing the initial [y] with [s], the term 'scummy mummies' creates a deliberate contrast and plays with the connotations associated with both words.

4.6.3 Analysis of Social Elements

Socially, the term 'scummy mummies' is employed in a lighthearted and endearing manner to refer to mothers who deviate from societal expectations and do not embody the conventional ideals associated with parenthood. From a sociolinguistic standpoint, this particular phrase is regarded as an illustration of language play, when individuals employ language in a creative manner to articulate their sense of self and societal

standing. Contextually, the program titled 'The New Scummy Mummies Show' is presumed to be a comic production that seeks to commemorate the triumphs and difficulties encountered in contemporary motherhood, employing humor as a means of establishing a connection with its viewership.

The word 'scummy mummies' is categorized as general slang since it is a lighthearted and informal expression employed to characterize moms who are viewed as untidy, disheveled, inattentive, or lacking in responsibility. Besides, it is categorized as a form of imitative slang which includes lexical items or phrases that replicate auditory, behavioral, or other attributes linked to the intended semantic content. The slang is frequently employed in a satirical or critical manner to denote moms who may not conform to the conventional notion of 'perfect' or 'ideal' mothers. It is crucial to acknowledge that the inherent characteristic of slang is its imitative quality, which is mostly achieved through the manipulation of sounds and the incorporation of sarcastic elements, rather than a direct replication of specific sounds or actions. Hence, by virtue of its imitative quality in sound modification and the presence of a sarcastic twist, the term 'scummy mummies' may be categorized as a kind of imitative slang. It fulfills the social functions of starting up a conversation, creating an intimate atmosphere, conveying impressions, and displaying intimacy or solidarity with flawed parents. By employing humor and relatability to engage and amuse readers, it connects the content of the book to the experiences and feelings of its intended readership.

4.7 Analysis of Ad No.7



Figure (7) British Ad No.7

4.7.1 Introductory Note

This ad is retrieved on 11/5/2023 from the Imbrifex Books Publisher. It is about a book used as an American's survival guide to British English. It appears to be a guide designed to help Americans understand British English. The following expressions in the ad are slang; "blimey", "knackered" and "yanks".

4.7.2 Analysis of Linguistic Elements

The term 'blimey' is a contraction of the phrase 'God blind me', which is quite a strong expression. By using 'blimey' speakers can express surprise or astonishment without invoking such a serious sentiment. This kind of linguistic substitution, whether it is less serious or less offensive term, can be used in place of another since it has characteristics of flippant slang. It is a way of downplaying the seriousness of a situation or of expressing a sentiment in a more casual, irreverent way. The word 'Knackered' is derived from the verb 'knacker', which means to tire, exhaust, or wear out, originally used in reference to old, worn-out horses that were sent to the knacker's yard. The word 'Yanks' is a short form of 'Yankees' and it is primarily used by Brits in British English (Brit Speakers) to refer to people from the United States. It is particularly common in the United Kingdom, Australia, and other English-speaking countries. The term can be used in a neutral, playful, or sometimes derogatory manner, depending on the context.

4.7.3 Analysis of Social Elements

Regarding the socio part of the analysis, the statement 'Blimey, I'm knackered' is used in an attractive and humorous way to reflect the content of the book. The phrase is a common British expression that has been translated into 'Wow, I'm tired!' in American English. The use of this phrase as the title serves to highlight the book's focus on British idioms and slang expressions. It immediately communicates potential readers for whom the book provides enough insights into British English, particularly the kind of informal, everyday language that one might not learn in a traditional language course. The word, 'Blimey' is classified as a specific type of slang because it is primarily used in British English and is not universally understood or used by English speakers worldwide. It is particularly associated with Cockney slang, which is a form of English spoken in the East End of London. The term 'blimey' is a synonym of 'God blind me!' to express the exclamation, surprise and amazement. Its usage is restricted to certain regions and contexts, and, because of this, it is considered specific slang rather than general slang. 'Blimey' is a flippant slang since it is originated as a way to avoid using a more serious or blasphemous expression.

The word 'Knackered' is considered a general slang term in British English. It is not only tied to a specific group or region, but also is widely understood across the UK to mean 'very tired' or 'exhausted'. Its usage is common in both spoken and written informal English. The word 'Knackered' is an example of fresh and creative slang. 'Knackered' is used to mean 'very tired' or 'exhausted', which is a creative use of the term. It originally comes from the term 'knacker's yard', where worn-out horses were sent to be slaughtered or rendered.

The slang 'Yankees' is considered as a specific slang because its usage and meaning are tied to a particular cultural and geographical context. In this case, it is used predominantly in the UK and its meaning is specific to Americans. However, it is important to note that the term can be used in a neutral, playful, or sometimes derogatory manner depending on the context and the speaker's intent. 'Blimey' and 'Knackered' are examples of British slang. 'Blimey' is an example of a flippant slang because it is a term that is originated as a way to avoid using a more serious or blasphemous expression. By using "blimey", speakers can express surprise or astonishment without invoking such a serious sentiment. This kind of linguistic substitution, where a less serious or less offensive term is used in place of another, is a characteristic of flippant slang. It is a way of downplaying the seriousness of a situation or of expressing a sentiment in a more casual, irreverent way. "Blimey, I'm Knackered!" is a phrase used to initiate a comfortable conversation with the target demographic, here, Americans attempt to grasp British English. It establishes a relaxed and approachable tone that amuses and relates to readers.

"Knackered" is an example of fresh and creative slang that involves using words in new ways or creating new words altogether. It means "very tired" or "exhausted," which is a creative use of the term. The word "knackered" originally comes from the term "knacker's yard," where worn-out horses were sent to be slaughtered or rendered. The word 'Yanks' can be considered a 'clipping' type of slang. In this case, it is a clipped form of 'Yankees', which is a term used to refer to Americans. The term has been shortened for ease of use in colloquial speech, but it retains its original meaning. It serves the purpose of directly addressing the intended readership, demonstrating that

the book is intended in particular for Americans who wish to comprehend British English. It creates a sense of relationship and importance.

4.8 Analysis of Ad No.8



Figure (8) British Ad No.8

4.8.1 Introductory Note

This ad retrieved on 11/5/2023 from iSpot.tv, shows a McDonald's commercial entitled 'The IYKYK Deal: McChickens'. It touts a special offer wherein consumers who purchase one Hot 'n' Spicy McChicken Sandwich will receive a second one at a discount of \$1. The commercial highlights the McChicken sandwich by showing it being made and served. The contraction 'IYKYK' stands for 'If You Know, You Know' and is also featured in the ad to emphasize the exclusivity of the offer. The ad targets at McDonald's customers, who enjoy the McChicken sandwich and look for a good deal. The following expression in the ad is slang "IYKYK".

4.8.1 Analysis of Linguistic Elements

The term 'IYKYK' stands for 'If You Know, You Know'. This term is often used to suggest that the offer is exclusive to those who know it. In this case, 'IYKYK' is often used to indicate insider knowledge or a shared understanding without explicitly stating the details.

4.8.2 Analysis of Social Elements

Concerning the social part of the analysis, the phrase ‘IYKYK’ is often used in a sarcastic or humorous way. It is sometimes accompanied by a wink or nod to indicate that the speaker is part of the in-group. The slang term ‘IYKYK’ is classified as a specific type of slang because it is a relatively new acronym that has emerged in the age of social media and internet culture. It has become popular in recent years, particularly on platforms like TikTok and Twitter. In addition, it has been used in a variety of contexts including music, fashion, and food. In the context of the McDonald’s TV spot, the phrase “The IYKYK Deal: McChickens” is used to promote a special deal on McChicken sandwiches that only those who are ‘in the know’ can take advantage of.

This slang often develops within specific online communities and can serve as a kind of in-group language, understood only by those who are familiar with the context or culture. Besides, the slang expression ‘IYKYK’ is classified as an acronym slang because it is formed from the initial letters of the phrase it stands for, which is ‘If You Know, You Know’. The primary purpose of its functions is to cultivate a perception of closeness, uniqueness, and affiliation with consumers who possess knowledge of the allusion. Simultaneously, it aims to generate interest among those who may not possess such familiarity, so facilitating the promotion of the distinctive offer.

4.9 Analysis of Ad No.9



Figure (9) British Ad No.9

4.9.1 Introductory Note

This ad retrieved on 9/8/2023 from Muse by Clio website, shows that with the advent of the COVID-19 pandemic, KFC has had to adapt its advertising strategy to align with new norms and concerns about hygiene. The ‘It’s Finger Lickin’ Good’ slogan has been temporarily paused, and the focus has shifted more towards the food itself rather than the act of eating it. This change demonstrates the brand’s responsiveness and sensitivity to the current global situation. The following word in the ad is slang ‘lickin’.

4.9.2 Analysis of Linguistic Elements

However, according to the Urban Dictionary, ‘lickin’ can refer to a lesbian, carpet muncher, or butch. It can also mean to make money illegally, such as robbing, hustling, or selling drugs. The slang word ‘lickin’ originated from older slang referring to hitting, evolved to convey enthusiastic eating by the early 20th century. Its playful evolution adds a new dimension of appetite and enjoyment. This new meaning (enthusiastic eating) was not based on the original word’s literal definition. It is qualified as a contemporary informal vocabulary coined to fit an emerging concept (enjoyable eating).

4.9.3 Analysis of Social Elements

Concerning the socio analysis of the ad, the slang word ‘lickin’ has different meanings depending on the context. For example, in KFC’s slogan ‘It’s Finger Lickin’ Good. ‘Lickin’ means eating with great enthusiasm and enjoyment. Lickin’ is an example of general slang given its lack of ties to particular social/regional groups and its broad informal usage and understanding. KFC applies it in their marketing to casually convey the universal appeal of their product’s tasty and enjoyable nature. In the sense of eating, it is not associated with any particular social or regional group.

KFC uses ‘lickin’ to widely appeal to the general public rather than identify a niche slang group. Besides, the slang word ‘lickin’ is categorized as an example of fresh and creative slang due to its novel development of meaning through an imaginative, non-literal process rather than just modifying a standard term. The slang term "lickin'" serves a social purpose of evoking a robust and favorable perception linked to the flavor and gratification derived from consuming food. Nevertheless, as a consequence of the COVID-19 outbreak, the temporary suspension of the tagline exemplifies the brand's capacity to adjust and its attentiveness to the evolving societal context.

4.10 Analysis of Ad No.10



Figure (10) British Ad No.10

4.10.1 Introductory Note

This ad is retrieved on 10/8/2023 from Metro UK website. It shows a billboard in Cardiff Wales that initially featured an image of North Korean leader Kim Jong Un grinning and holding chopsticks over a bowl of food with the caption “Ahhh, Soul”. The Soulful Food Company had placed the ad on Cardiff’s busy Newport Road, where thousands of drivers pass every day. Many people complained that it was ‘racist’ and ‘horrible’ and the ad was eventually pulled down. However, drivers were angered even more when a new ad went up in its place on Monday, showing a huge image of Trump with the caption: ‘Mexicans. I love ’em’. The following words in the ad is slang; ‘em’, and ‘Ahhh’.

4.10.2 Analysis of Linguistic Elements

The letters ['em] is a short slang form of the object pronoun [them]. It is used to refer to the plural pronouns ‘them’, ‘themselves’ etc. to refer implicitly to Mexicans. The particle ‘Ahhh’ is an interjection used to represent a sound of satisfaction, pleasure or contentment.

4.10.3 Analysis of Social Elements

Concerning the socio analysis of the ad, the slang term ['em] is replacing ‘them’ in the phrase ‘I love them’. Therefore, the full phrase being shortened is ‘I love them’. It is a general colloquial/slang contraction since it is commonly used in informal/casual speech across different regions and demographic groups. The particle ‘Ahhh’ is depicting Kim Jong Un making a noise of enjoyment or pleasure while eating food, to imply that he finds the food from ‘Soul’ (the food company) very satisfying. ‘Ahhh’ in this way is considered a general informal/colloquial interjection rather than specific slang. It can be used in many contexts to represent a pleased, happy or contented vocalization. Interjections like ‘Ahhh’ are commonly used in informal contexts like advertising captions to make the message more casual, playful and tongue-in-cheek. The intention is likely to portray Kim Jong Un as very much enjoying the food, to help

promote the ‘Soul’ brand in a lighthearted manner. However, other ad analyzers have found the implications inappropriate or offensive.

Besides, [em] in the phrase [Mexicans] I love 'em, can be considered as an instance of form of [them], and is used colloquially in many English dialects. The primary sociolinguistic purpose of the contraction "'em" is to establish a casual and colloquial atmosphere. Through the utilization of this linguistic contraction, the marketer endeavors to cater to a distinct target audience or demographic that possesses a level of familiarity and ease with the incorporation of colloquial language. Additionally, it fulfills the purpose of streamlining the linguistic complexity employed in the ad, hence enhancing its accessibility and relatability to the intended demographic. Furthermore, the utilization of the contraction "'em" engenders a perception of intimacy and solidarity, as though the orator is addressing the audience in an informal and amicable fashion.

The recreational slang use of ‘Ahhh’ in ‘Ahhh, Soul’ is a sign of eating pleasure. It fits the characteristics of fresh and creative slang based on its novel application. This imaginative, non-literal use of ‘Ahhh’, is a new informal expression rather than mirroring or playing off standard language, matching the fresh/creative category. It is used to convey appetite and gusto in an original context.

The term "Ahhh" utilized in the initial ad portraying Kim Jong Un fulfills a sociolinguistic role by conveying a subjective impression and evoking a distinct emotional response or mental representation. In this particular instance, the interjection "Ahhh" is employed to elicit a feeling of pleasure or contentment associated with the culinary subject matter portrayed in the visual representation. The statement implies a favorable perception and a multisensory encounter, indicating that the cuisine offered by the Soulful Food Company is delectable and enjoyable. The utilization of the interjection "Ahhh" within this particular context is strategically employed to effectively attract the attention of the audience, establish a lasting impression, and perhaps cultivate interest or desire for the object being promoted. Consider table (4.1) below for more details concerning the number and frequency of slang expressions used in the British ads.

4.11 Discussion of Results

The main findings yielded from the analysis of the British ads can be summarized here in terms of numbers and percentages as shown in table (1) below.

Table (1) Frequency and Percentages of the Occurrence of Slang Expressions in British ads

Ads	Types of Slang														Social Classifications			
	Fresh and Creative		Flippant		Compounding		Acronym		Clipping		Imitative		Total		Specific Slang		General Slang	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%
1	-	-	1	5%	-	-	-	-	-	-	-	-	1	5%	-	-	1	5%
2	1	5%	-	-	-	-	-	-	-	-	-	-	1	5%	-	-	1	5%
3	-	-	1	5%	-	-	1	5%	-	-	-	-	2	10%	1	5%	1	5%
4	1	5%	2	10%	1	5%	-	-	-	-	-	-	4	19%	3	15%	2	10%
5	-	-	-	-	5	24%	-	-	-	-	-	-	5	24%	2	10%	3	15%
6	-	-	-	-	-	-	-	-	-	-	1	%	1	5%	-	-	1	5%
7	1	5%	1	5%	-	-	-	-	1	5%	-	-	3	14%	2	10%	1	5%
8	-	-	-	-	-	-	1	5%	-	-	-	-	1	5%	1	5%	-	-
9	1	5%	-	-	-	-	-	-	-	-	-	-	1	5%	-	-	1	5%
10	1	5%	-	-	-	-	-	-	1	5%	-	-	2	10%	-	-	2	10%
Total	5	24%	5	24%	6	29%	2	10%	2	10%	1	5%	21	100%	9	%41	13	62%

It has been found that (21) slang words and expressions are used in British ads. Based on table (1), British ads show that the most common type of slang used is compounding records (6) times, which are "wham bam", "snowflakes", "bing gamers", "classclown", "phone zombies" and "snowflakes", and represents (29%) of the total slang type used in British ads. This suggests that the popularity of compound slang in British ads can be attributed to its creativity and catchiness that it often involves combining words or phrases in unique ways, which can be attractive and memorable. By incorporating popular slang terms or expressions, advertisers can make their ads more relevant and relatable. Regarding the less frequently used slang is the fresh and creative slang type recording (5) times and representing (24%). British slang terms used are "cosh" "Ahhh" "lickin", "aussome" and "knackered". British ads tend to use fresh and creative slang expressions in promoting their brands or products. This is because fresh and creative slang expressions are novel and imaginative, which can help to capture the attention of the target audience and make the ad more memorable. Flippant slang type recorded (5) times representing (24%) of the whole. Such type consists of two words with connotative meanings such as "trumpy dumpty" and "Missed Doge. Get Floki", "hay", "ay" and "blimey". Flippant slang tends to involve a more irreverent and sarcastic tone, which may be used sparingly in ads to add a touch of humor or edginess. Clipping slang type, which involves shortening or abbreviating word including "yanks" and "em", is less commonly used in British ads, recording only (2) occurrences representing (10%) of the total slang expressions used. This is because

clipping slang can be more difficult for a broad audience to understand, as it involves truncating words and phrases. In addition, it is possibly because clipped words may be ambiguous or unfamiliar to some audiences. The same as with acronym slang type, like "FOMO" and "IYKYK", which recorded only (2) occurrences representing (10%) because acronyms are formed from initial letters which could be obscure or confusing to some audiences. The acronym slang word is contracted by the result of the word from the first letter of each word in a phrase. It tends to represent more complex concepts or phrases, so they may be harder to grasp. Finally, the rarely used type of slang in the British ads is the imitative such as "scummy mommies". It occurred only (1) time recording (5%). Imitative means that the slang word is imitated or derived from the Standard English word; using the Standard English words in different meanings or combining two different words. Imitative slang is the least frequently used type in British ads possibly because imitative expressions that copy or mimic other words may seem unoriginal or forced. Audiences tend to prefer slangs that sound more natural.

5. Conclusions

Slang expressions can have different contextual meanings based on certain linguistic items and the cultural environment in which they are employed. Such expressions are commonly used in British ads to establish a sense of familiarity and connection with the target consumers. Meanings of these terms frequently have contextual implications that extend beyond literal interpretations. In contrast, they have connection with cultural tones, shared experiences, and local vernacular. In British English, slang is a daily element of the language of ads. The contextual meaning of these terms is closely linked to cultural identity. They make advertising more personable and engaging, but their use must be carefully identified to ensure they reach the right audience. On the other hand, slang terms, which are frequently employed in British ads, appeal to younger customers and generate a feeling of comedy

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Links of Ads

Ad (1) <https://www.bbc.com/news/blogs-the-papers-59603064>

Ad (2)

<https://www.telegraph.co.uk/world-news/2022/11/10/trumpty-dumpty-rupert-murdochs-new-york-post-sharpest-attack/>

Ad (3)

<https://news.bitcoin.com/uk-regulator-bans-floki-inu-ad-irresponsible-exploiting-investor-fomo/>

Ad (4)

https://englishinfinland2016.files.wordpress.com/2016/04/20160403_161758_hdr.jpg?w=292&h=519

Ad (5)

<https://www.commart.com/exhibit/the-british-army-ooh-posters>

Ad (6)

<https://broadwaybaby.com/shows/the-new-scummy-mummies-show/753428>

Ad (7)

<https://imbrifex.com/book/blimey-im-knackered-an-americans-survival-guide-to-british-english/>

Ad (8)

<https://www.ispot.tv/ad/bBzC/mcdonalds-the-iykyk-deal-mcchickens>

Ad (9)

<https://musebycl.io/advertising/kfc-isnt-finger-lickin-good-least-now-first-global-ads#:~:text=for%20Now%2C%20in-,First,-Global%20Ads>

Ad (10)

[https://metro.co.uk/2020/11/09/racist-kim-jong-un-billboard-replaced-with-donald-trump-sign-13562058 /](https://metro.co.uk/2020/11/09/racist-kim-jong-un-billboard-replaced-with-donald-trump-sign-13562058/)