

Analysing Impactful Slogans in WHO's Immunisation Campaigns: Study on Linguistic Strategies for Promoting Vaccination

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Abstract. Utilising the content and discourse analyses, the article aims to reveal the shared rhetorical linguistic tactics employed in 16 slogans from WHO's Immunisation Week campaigns (2013–2023) to proficiently communicate messages. Slogans are vital for promoting vaccination in public health initiatives. The analysis reveals graphical, phonological, lexical, syntactic, and semantic features of slogans. Graphically, partial capitalisation and hashtags enhance visibility and engagement. Phonological features include alliteration and assonance, creating memorable rhythms. Lexically, inclusive language and action verbs motivate and persuade. Syntactically, imperative verbs, parallel structures, repetitions, and ellipses enhance impact and memorability. Semantically, puns, personifications, metaphors, and antitheses add depth and engage the audience. The findings inform future campaigns, facilitating the development of impactful slogans to combat vaccine-preventable diseases.

Keywords: slogans; linguistic strategies; WHO immunisation campaign; vaccination; advertising.

Introduction

Advertising, including social advertising in the health sector, influences societal attitudes and behaviours (Elrod, Fortenberry, 2020), esp. in addressing health issues. Health organisations use such campaigns to educate the public about vaccines, emphasising safety, efficacy, and availability. They also promote community responsibility and shape social norms and attitudes toward immunisation (WHO¹, UNICEF², PAHO³). These campaigns gain credibility from organisations' authority, independence, impartiality, and global health communication. Advertising campaigns use visuals and concise, memorable slogans to convey messages, influence the public, and shape cultural narratives (Michalik, 2016; Mo, Heng, 2022). These slogans resonate with individuals' shared values and emotions, fostering collective identity and influencing behaviour in a socially meaningful way.

The research object is slogans utilised in the World Health Organisation's (WHO)⁴ vaccination campaigns.

The aim is to uncover common rhetorical strategies and linguistic techniques used in slogans to convey messages about immunisation effectively and to shed light on the slogans' implications for public perceptions, attitudes, and behaviours in illness prevention.

The materials include 16 WHO(1) immunisation campaign slogans (2013–2023) aimed at raising awareness and promoting vaccination, revealing the strategies employed by WHO to emphasise immunisation's importance and boost vaccine uptake.

The content analysis method was used to systematically scrutinise slogans to identify recurring themes, linguistic techniques, and rhetorical devices. Discourse analysis unveiled implicit messages, values, and biases in the slogans, providing insights into their potential impact on public perceptions and attitudes toward immunisation.

1. Theoretical background

Advertising campaigns aim to influence the target audience's thoughts, emotions, and behaviours (Clow, Baack, 2012, pp. 143–145). While traditionally considered one-way communication (Vestergaard, Schroder, 1985, p. 14), the rise of interactive advertising, especially online, allows consumer engagement. Both traditional and interactive advertising can evoke emotions, transport viewers into virtual worlds, and enable meaning creation (Karimova, 2011). Advertising, a vital aspect of communication, informs and engages the audience (Clow, Baack, 2012, p. 144). Language in advertising significantly influences behaviour, akin to poetic language (Kannan, Tyagi, 2013; Cook, 2006; Myers, 1997; Kurniawan, 2018). This specialised form of communication captures attention and ensures memorability, making the slogan and the brand memorable (Kannan, Tyagi, 2013).

¹ https://www.who.int/health-topics/vaccines-and-immunization#tab=tab_1

² <https://www.unicef.org/immunization>

³ <https://www.paho.org/en/topics/immunization>

⁴ WHO maintains close collaboration with affiliated countries to advocate for vaccination programmes and address diseases preventable through vaccines (www.who.int).

The definition of an advertising slogan varies in the scientific literature. Graham R. Dowling and Boris Kabanoff (1996, p. 64) describe it as a concise phrase aiding brand identification and memorisation. Irena Smetonienė (2001, p. 83) suggests slogans consolidate ideas and convey the main message. Seth Godin (2005) views slogans as scenarios attracting customers, while Chiranjeev Kohli et al. (2007) see them as elements of brand identity. Fakharh Muhabat et al. (2015, p. 420) state slogans articulate the objectives and characteristics of an organisation or individual. Slogans are brief, memorable, and often carry dual interpretations, effectively conveying messages while being persuasive. Kristen Hamlin (2023) defines them as catchy, declarative phrases using literary devices for message retention.

Dowling and Kabanoff (1996) argue that slogans enhance message memorability, audience engagement, and motivation for action. Slogans help consumers categorise products according to their needs and preferences, enabling informed choices (Boush, 1993; Kohli et al., 2013; Rosengren, Dahlén, 2006). Recent research by Mayukh Dass et al. (2014) indicates that likability, clarity, and creativity are valued in slogans, with likeable slogans generating positive emotions, clear ones effectively conveying the message, and creative ones offering unique perspectives. However, David Molian (1993) suggests that recall, the ability to remember and associate a slogan with the company, is the most crucial indicator of effectiveness.

Scholars (Geoffrey N. Leech, 1972; Greg Myers, 1997; Xiaosong Ding, 2003; Chiranjeev Kohli et al. 2007; Mihaela Vasiloaia, 2009; Anne Christopher, 2012) have analysed linguistic and rhetorical devices in slogans at graphical, phonological, lexical, syntactic, and semantic levels. Graphically, slogans use capitalisation and unconventional spelling. Phonologically, they employ rhyme, alliteration, assonance, and onomatopoeia. Lexically, they feature pronouns, unqualified comparisons, coined words, numerals, adjectives, and verbs. Syntactically, slogans use everyday sentences, imperatives, questions, tenses, idioms, ellipses, parallelisms, and repetitions. Semantically, they employ puns, metonymy, metaphor, synecdoche, personification, simile, hyperbole, and antithesis.

While lacking a single definition, these perspectives align on slogans as brief, memorable phrases intended to capture attention and reinforce campaign concepts. This research focuses on analysing language and rhetorical devices in WHO vaccination campaign slogans, including figurative language and sound techniques at various levels. The aim is to understand how these slogans influence public perceptions, attitudes, and behaviours regarding immunisation.

2. WHO International Immunisation Weeks 2013–2023 Slogan Analysis

The following sections delve deep into WHO Immunisation Weeks' slogans. This analysis has a dual focus: understanding the messages conveyed and evaluating the graphical and linguistic elements used. It begins with an in-depth examination to uncover slogans' core ideas, themes and calls to action. Then, it scrutinises the visual aspects, including typography and other elements that enhance attention and message delivery.

Additionally, linguistic features, such as word choice, sentence structures, and rhetorical devices, are examined to amplify the slogans' impact. Such analysis may lead to a comprehensive understanding of WHO Immunisation Weeks' slogans.

2.1. “Protect your world: Get vaccinated” (2013)

The message underscores vaccination's significance for personal and collective safety, appealing to emotions by invoking the instinct to protect oneself and loved ones. It fosters responsibility and empathy, emphasising care for others' well-being. Graphically, the slogan is rather simplistic and contains one typographical feature – a colon used to separate two independent clauses when the second clause explains or illustrates the first. At the phonological level, no devices are used. Lexical features comprise the possessive pronoun “your”, used to personalise the message and make it relatable to the audience through the establishment of a connection between the individual and their responsibility to protect the world. Also, the concrete noun “world” is used to refer to one's immediate environment and personal sphere. This word carries the semantic charge and presents a rhetorical device of a polysemic pun⁵, as “world” may relate to one's family, friends, etc. and the planet. Finally, at the syntactic level, the imperative verbs “Protect” and “Get” convey a command or instruction to the audience and bring the immediacy of the action, creating a sense of urgency, and serving as a direct appeal to the audience's responsibility.

2.2. “Immunize for a healthy future. Know, Check, Protect” (2014)

The message highlights immunisation's role in securing a healthy future and stresses the importance of proactive vaccination for long-term well-being. Graphically, the second part exhibits partial capitalisation to draw attention to the words that call for specific actions. This structure could also be approached from a phonological perspective as the slogan contains the rhythm⁶ “Know, Check, Protect”. This slogan does not expose any specific lexical features. Syntactically, the second part is also structured into three distinct phrases that serve as actionable steps or guidelines. The tripartite structure effectively breaks down the process of immunisation into easy-to-understand components that form a logical sequence of actions: gathering knowledge about immunisation, checking one's vaccination status and ultimately protecting oneself and others. This parallel structure⁷ adds coherence, clarity, balance, and symmetry, making the slogan aesthetically pleasing and

⁵ Polysemic puns are employed in advertising due to their utilization of lexical elements possessing multiple interpretations, effectively captivating the intended recipients' interest. Puns are founded on ambiguity; however, in advertising discourse, such ambiguity revolves around the written form rather than its pronunciation (Leech, 1972, p. 184).

⁶ Advertisers utilize rhythm in slogans, as it is the movement conveyed by stressed and unstressed syllables (Cuddon, 1999, p. 753). Leech (1972), Vasilioia (2009), and Cook (2006) highlight the subconscious impact of rhythm and repetition, making slogans memorable.

⁷ Parallelism involves the juxtaposition of phrases or sentences with comparable structure and meaning. It establishes a symmetrical rhythm by employing repetition (Cuddon, 1999, p. 637).

easy to comprehend. Furthermore, action-oriented language is utilised in the imperative phrases “Know, Check, Protect” that prompt the audience to take specific actions related to immunisation by creating a sense of urgency and encouraging individuals to be proactive in their pursuit of a healthy future. Semantically, the slogan employs personification⁸ of a “healthy future” where the concept of the future is likened to a human being. This linguistic choice reflects a cultural understanding where health is commonly associated with concepts of equilibrium, harmony, and coherence across various domains of life.

2.3. “Close the Immunization Gap. Vaccination for all” (2015)

The message discusses the urgent need to close the immunisation gap through universal vaccination, emphasising the dual benefits of individual and public health improvements. On the graphical level, to make the slogan visually appealing partial capitalisation is used. There are no characteristic features on the phonological level. On the lexical level, the inclusive pronoun “all” is used to emphasise the importance of universal access to vaccines, promote the idea of equality, and underscore collective responsibility. On the syntactic level, the imperative verb “close”, which gives a direct command or instruction to the audience, could be observed. This creates a sense of urgency and calls for immediate action by motivating people to take part in closing the immunisation gap by advocating for equitable vaccine distribution and accessibility. On the semantic level, the first part of the slogan uses a metaphor⁹ for the disparity in immunisation rates by likening the gap to a physical distance that needs to be bridged. This concept is applied to highlight the need to narrowing the difference in vaccination coverage, and thus the metaphorical language adds depth and visual imagery to the slogan.

2.4. “Close the Immunization Gap. Immunization for all throughout life” (2016)

This slogan, like the 2015 one, addresses the same issue and message, emphasising the importance of continuous immunisation for optimal health and protection, irrespective of age or life stage. On the graphical level, partial capitalisation is used to make the slogan visually appealing. Similarly to the 2015 slogan, there are no characteristic features on the phonological level. Lexical features are rather scarce, with only an inclusive pronoun “all” being identified. The pronoun emphasises the importance of universal access to vaccines, promotes the idea of equality, and underscores the collective responsibility. Syntactic features include the imperative verb “close” (for the analysis, cf. 2.3) and a repetition¹⁰ of the word “Immunization”. This rhetorical device adds emphasis, reinforces

⁸ Personification involves attributing human qualities to inanimate objects or abstract concepts (Cuddon 1999, p. 661). Advertisements frequently employ personification, aiming to create a more dramatic, interesting, attractive, and relatable experience. This enhances the memorability of slogans or advertisements.

⁹ Metaphors entail an implicit comparison that enhances the aesthetic appeal of the message and highlights its central concept. Through metaphorical language, one object is described in terms of another. In advertising language, metaphors evoke appropriate emotional associations for the promoted product (Leech, 1972, p. 182).

¹⁰ Repetition encompasses various forms such as sounds, syllables, words, phrases, stanzas, metrical patterns,

the central message, and contributes to the slogan's memorability. The semantic charge of this slogan is similar to the slogan of the 2015 campaign; therefore, for the analysis of the semantic features, cf. 2.3.

2.5. “Vaccination is everyone’s job. Protect our children, protect our community” (2017)

This slogan urges proactive vaccination, emphasising its positive impact on both children and the community. Mentioning vulnerable children evokes empathy and underscores the importance of protection. The slogan does not employ any graphical features except for punctuation. Phonologically, alliteration¹¹ (repetition of [p] sound) and assonance¹² (repetition of [aʊ] sound) could be observed due to the repetition of the parallel structure “Protect our <...>, protect our <...>”. Lexical features incorporate an inclusive pronoun, “everyone”, emphasising a sense of shared responsibility and highlighting the collective effort required to protect both the individual and community. Another possessive pronoun, “our” appeals to the audience’s emotions and creates a sense of unity and shared responsibility. On the syntactic level, a parallel structure – “Protect our children, protect our community” – is found; this adds balance to the slogan and makes it more memorable, reinforcing the connection between safeguarding children and the well-being of the entire community. The repetition of the word “protect” reinforces the message, and emphasizes and enhances its overall impact. On the semantic level, an antithesis¹³ is traced in the parallel structure as “children” are opposed to the “community”. Children may be prioritised over the rest of the community as typically, they are believed to be the community’s future.

2.6. “Protected Together” (2018, 2019)

Utilised in the 2018 and 2019 campaigns, this slogan’s versatility and adaptability make it suitable for various contexts and audiences. From the graphical point of view, partial capitalisation can be observed. On the phonological level, the repetition of the [ɛ] sound is found in both words; therefore, it could be claimed that assonance is employed (cf. Fn 12). On the lexical level, the adverb “together” promotes inclusivity and emphasises the collective nature of protection by implying that shared responsibility and unity are

ideas, allusions, and structures (Cuddon, 1999, p. 742). It evokes emotional responses in the audience, facilitating persuasion, inspiration, motivation, and encouragement.

¹¹ Alliteration is “a rhetorical device characterized by the repetition of consonant sounds, particularly at the onset of words or stressed syllables” (Cuddon, 1999, p. 23). According to Myers (1997), alliteration is employed in slogans to create a juxtaposition of contrasting meanings, drawing attention to the disparity while emphasizing similar sounds.

¹² Assonance is the repetition of similar vowel sounds, usually in close proximity, to create a pleasant and melodic effect (Cuddon, 1999, p. 58).

¹³ Antithesis involves the juxtaposition of contrasting ideas, employing opposite or noticeably different meanings to create a sharp contrast (Cuddon, 1999, p. 46).

essential in achieving a safe and secure environment for everyone. On the syntactic level, the ellipsis¹⁴ is employed by omitting the Subject (that is obvious from the context, i.e. “we”, “everyone”, or “people”) and a part of the Predicate (an auxiliary verb “are”). The slogan does not feature any semantic devices.

2.7. “*Vaccines work for All*” (2020)

The slogan strongly affirms the effectiveness of vaccines in preventing diseases and promoting public health, highlighting their reliability and success in achieving their purpose. At the graphical level, partial capitalisation may be observed. The word “All” contributes to the slogan’s universal appeal, implying that the message is relevant to a broad audience, irrespective of age, gender, or any other demographic factor. At the phonological level, no features stand out. Among the lexical features, the verb “work” and the pronoun “all” may be singled out. The verb conveys the action and effectiveness of vaccines and emphasises the central message. The pronoun, which also serves as a universal quantifier, indicates that vaccines are applicable and beneficial to everyone without exception and promotes the notion of collective responsibility and community health. Syntactically, the slogan is a simple sentence with Subject-Verb concord followed by the Object. At the semantic level, the slogan employs personification (cf. Fn 8) as “vaccines” are likened to a human being who performs certain work. “Vaccines work” also carries a positive connotation, suggesting that vaccines are effective, reliable, and beneficial.

2.8. “*Vaccines bring us closer*” (2021)

In 2021, WHO used the slogan “Vaccines bring us closer”¹⁵ in five variations to amplify the message of immunisation’s importance, particularly during the global COVID-19 pandemic. Each variation is analyzed below.

(1) “**Vaccines bring children closer to their next step**” emphasises the importance of vaccines in children’s health, enabling them to reach milestones without preventable illnesses. It appeals to parents’/caregivers’ emotions, who prioritise their children’s well-being and development. At graphical and phonological levels, no features are observed. Syntactically, the slogan exhibits a regular sentence structure. At the lexical level, the verb “bring” indicates the action of vaccines in facilitating progress or advancement, suggesting that vaccines play a crucial role in helping children move forward in their development and growth. Also, the noun phrase “children closer to their next step” emphasises the desired outcome of immunisation, highlighting the idea that vaccines are a catalyst for children’s progress. At the semantic level, metaphorical language is used by associating vaccination with bringing children closer to their “next step”, which provides a vivid and imaginative representation of the relationship between vaccines and children’s progress, thus creating a visual image that reinforces the idea of vaccines as a means of advancement.

¹⁴ “A rhetorical figure in which one or more words are omitted” (Cuddon, 1999, p. 256).

¹⁵ Cf. <https://www.who.int/campaigns/world-immunization-week/2021/campaign-materials>.

Also, in this and the following four slogans personification (cf. Fn 8) may be observed in the phrase “vaccines bring”, where vaccines are likened to a being that is capable of bringing people closer to various situations.

(2) **“Vaccines bring us closer to a fairer world”** implies that vaccines can contribute to a more equitable society and underscores the belief in achieving health equity for all. No features are used at the graphical and phonological levels. Syntactically, the slogan exhibits a regular sentence structure. At the lexical level, the main verb “bring” is featured (cf. the analysis above). Also, the pronoun “us” is used to refer to a collective group/community and creates a sense of inclusivity and solidarity, emphasising that the impact of vaccines is relevant to everyone. The comparative adjective “fairer” is used to compare the current state of the world with an improved state characterised by fairness. This highlights the goal of achieving greater equity and justice, implying that vaccines can contribute to that objective. At the semantic level, a pun (cf. Fn 5) is observed in the usage of the word “world”, which may relate either to the earthly state of human existence or the individual course of life, secular affairs, human society, etc. This may lead to a broader interpretation of what constitutes a fairer world, as fairness can encompass various aspects, such as equitable access to healthcare, social justice, or equal opportunities.

(3) **“Vaccines bring us closer to universal health coverage”** underscores the vital role of vaccines in achieving comprehensive healthcare for all, emphasising their fundamental importance within a healthcare system striving to reach and protect everyone. The slogan exhibits no specific features at the graphical and syntactic levels. At the phonological level, alliteration (cf. Fn 14) may be traced in the repetition of the [k] sound in “closer” and “coverage”, which makes the slogan memorable with the stronger beating rhythm. At the lexical level, the same features are used, cf. the analysis “bring” and “us” above. At the semantic level, a conceptual relationship between vaccines and universal health coverage is established, implying that vaccines are fundamental in ensuring everyone has access to necessary healthcare services.

(4) **“Vaccines bring us closer to protecting everyone against preventable diseases”** suggests that vaccines can create a healthier and safer environment, promoting community well-being and longevity. The slogan is rather simplistic utilising no features at the graphical level. At the phonological level, alliteration (cf. above) is created by the repetition of the [p] sound in “protecting” and “preventable”. At the lexical level, the same features are used, cf. the analysis of “bring” and “us” above. The inclusive pronoun “everyone” indicates the broad scope and universal reach of vaccination efforts and underscores the importance of comprehensive coverage and ensuring equal access to vaccines for all. At the syntactic level, clear and straightforward language is used, avoiding complex and obscure wording, to make the message easily understandable to a wide range of audiences. At the semantic level, the slogan establishes a cause-and-effect relationship between vaccines and the protection against preventable diseases and appeals to individuals’ emotions by tapping into the inherent human instinct to care for and safeguard the well-being of others.

(5) **“Vaccines bring us closer to a healthier future”** implies a sense of unity among individuals and communities, suggesting that vaccination is a shared effort that can

bring people together for better health. It underscores the long-term positive impact of vaccination on individual and societal health outcomes. Graphically and phonologically, the slogan is rather simplistic with no outstanding features. At the lexical level, the same linguistic elements seen in the previously examined versions are utilised. Additionally, the comparative adjective “healthier” is used to add emphasis and reinforce the message. Syntactically, the slogan exhibits a regular sentence structure. At the semantic level, the slogan establishes a cause-and-effect relationship between vaccines and a healthier future. It utilises positive language emphasising the idea of a “healthier future” and conveys a sense of optimism and hope.

2.9. “*Long Life for All*” (2022)

The slogan underscores the desire for longevity and a positive outcome for everyone, promoting optimism and aspirations for a fulfilling and extended lifespan. At the graphical level, partial capitalisation of keywords makes it stand out visually. At the phonological level, alliteration (cf. Fn 14) with the repetition of the sound [l] in “Long Life” may be traced. Also, the slogan has a rhythmic quality with repeated stress on the first syllable of each word. Both alliteration and the rhythmic pattern (cf. Fn 9) contribute to the slogan’s memorability and make it pleasing to the ear. At the lexical level, the inclusive pronoun “all” is used, which implies that the desire for a long life applies to all individuals, promoting a sense of equality and unity. “Life” makes the central theme of the slogan, as it is a fundamental aspect of human existence. At the syntactic level, the slogan presents a simple phrase with the ellipsised predicate (cf. Fn 16). The slogan is also semantically charged, as it taps into people’s emotions by evoking the desire for a long and fulfilling life and appeals to individuals’ aspirations for well-being and longevity. Finally, the slogan does not provide specific details or context, which allows for a broad interpretation and can be adaptable to various contexts.

2.10. “*#VaccinesWork to keep us healthy*” and “*#VaccinesWork for more happy moments together*” (2023)

In 2023, World Immunisation Week was part of The Big Catch-Up campaign, which featured two slogans. Graphically, both slogans utilise social media typographical features, including the hashtag (#), which enhances visibility and encourages online sharing by categorising and promoting discussions about specific topics. They also employ partial capitalisation and blend two words after the hashtag, such as “VaccinesWork”, adding visual appeal. Additionally, the hashtag serves as a tool to disseminate the message and foster a sense of community around vaccination’s importance.

(1) “**#VaccinesWork to keep us healthy**” underscores the effectiveness and advantages of vaccines in preserving well-being, emphasising their vital role in safeguarding health. At the phonological level, no features are used. At the lexical level, the pronoun “us” is utilised to create a sense of inclusivity and unity. This pronoun implies that vaccines are

beneficial for everyone, highlighting the collective importance of vaccination. Also, to create impact and convey the message effectively, the strong action verb “work” is employed to emphasise the effectiveness and functionality of vaccines. Syntactically, the slogan presents a direct statement without any complex or metaphorical language. This directness helps in delivering a clear and straightforward message. At the semantic level, the slogan appeals to functionality with the combination of “vaccines” and “work”, suggesting that vaccines are functional and successful in keeping individuals healthy. Also, in this and the following slogan, the phrase “vaccines work” may be interpreted as personification (cf. Fn 8), in which vaccines are likened to a human being that performs certain functions. The slogan revolves around the concept of health: it serves as a reminder of the preventive aspect of vaccines, suggesting that they contribute to overall health and wellness.

(2) **“#VaccinesWork for more happy moments together”** highlights the positive impact of vaccines on individuals and communities. Like the previous slogan, it aims to instil trust in the effectiveness and safety of vaccines. At the phonological level, the slogan contains alliteration (cf. Fn 11) with the repetition of the [m] sound in “more” and “moments”. At the lexical level, the strong action verb “work” is employed (for the analysis, cf. the slogan above). The adverb “together” promotes inclusivity and a sense of collective responsibility. Syntactically, the slogan presents a direct statement without any complex or metaphorical language. At the semantic level, the phrase “VaccinesWork” emphasises the effectiveness of vaccines. It also taps into people’s emotions by emphasising the concept of happiness through the words “happy” and “together”, suggesting that getting vaccinated leads to more joyful moments, well-being and positive experiences.

3. Discussion and Results

Annually, the WHO leads global immunisation campaigns to encourage public vaccination with the overarching goal of reducing disease prevalence worldwide. The slogan analysis has centred on examining their messages and the graphical, phonological, lexical, syntactic, and semantic features they employ to create persuasive and impactful effects.

In the field of public health, slogans play a crucial role by promoting immunisation as a key measure to prevent the spread of contagious diseases. These slogans collectively address global concerns and emphasise the vital role of vaccination in safeguarding public health. Utilising persuasive techniques, they aim to arouse self-interest, motivate, and encourage active participation in vaccination efforts.

The graphical level of slogans is fairly simple, primarily relying on partial capitalisation for visual impact. A notable innovation in 2023 was the introduction of hashtags to enhance visibility and shareability on social media. At the phonological level, there is limited use of techniques like alliteration and assonance, creating rhythmic patterns that make the slogans both pleasant to hear and memorable.

At the lexical level, the slogans feature possessive and inclusive pronouns (all, us, everyone, our, etc.) and the adverb together to emphasise the significance of every

community member and the broad, universal reach of vaccination efforts. Action verbs are used to motivate, capture attention, and encourage community action. Some slogans also include comparative adjectives to persuade and create memorable messages that resonate with the audience.

At the syntactic level, most slogans employ imperative verbs, parallel structures, repetition, and ellipsis. Imperative verbs trigger immediate public reactions or actions. Parallel structures create a form of repetition that enhances memorability. Ellipsis is used to stimulate the audience's imagination and engagement, foster a sense of participation and personal connection, and generate curiosity and interest. The slogans are concise, and straightforward, and they use simple, easily understood language. They are relatively short, ensuring quick comprehension and retention.

The analysis of the semantic level identified common features such as puns, personification, metaphor, and antithesis in the slogans. Puns and metaphors are used to capture the audience's attention and provoke thought about word meanings. Antithesis is employed to create a powerful impact, evoke emotional responses, enhance message clarity, and engage the audience intellectually. Personification humanises abstract concepts, going beyond factual descriptions to add depth and imagery to the intended message.

Conclusions

The analysis of WHO immunisation slogans reveals effective strategies to promote vaccination and fight diseases. Slogans are vital in public health, motivating active participation and conveying urgent messages. The findings of this study may inform future campaigns, creating impactful slogans that resonate with diverse populations.

1. Graphically, the slogans rely on partial capitalisation for visual impact, with the 2023 addition of hashtags to boost visibility and shareability on social media.
2. Phonologically, the slogans employ alliteration and assonance, creating pleasing and memorable rhythmic patterns.
3. Lexically, the slogans emphasise inclusivity and the expansive nature of vaccination efforts through the use of pronouns, adverbs and action verbs for motivation and urgency, and comparative adjectives for persuasion and memorability.
4. Syntactically, the slogans incorporate imperative verbs for immediate action, parallel structure and repetition for memorability, and ellipses to stimulate imagination, curiosity, and engagement. They maintain conciseness and clarity, employing simple language for quick comprehension and message retention.
5. Semantically, the analysis identifies polysemic puns, personification, metaphor, and antithesis in the slogans. Polysemic puns and metaphors capture attention and encourage reflection on word meanings. Antithesis creates impactful contrasts, evokes emotions, and enhances message clarity. Personification humanises abstract concepts, enriching slogans with depth and imagery.

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