

An Analysis of Slogans of Airline Business Using Ideational Metafunction

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Abstract

This study used a mixed method with the following purposes: 1) to investigate the number of the words used in airline business advertising slogans, 2) to identify the keywords frequently used in airline business advertising slogans, and 3) to explain the idea of airline business advertising slogans by using ideational metafunction. The data were collected by gathering 267 slogans from official airline websites in 2016. The findings of the study were as follows: 1) there were largest number of 3-words slogan followed by 4-words and 5-words slogans respectively, 2) the most frequently used keywords were fly, of, your, to and airline respectively, 3) the most frequently used components of the Ideational metafunction were participants, and followed by circumstances and processes respectively, and 4) the most frequently used sub-category of participant was actor, the most frequently used sub-category of process was material transformative and the most frequently used sub-category of circumstance is spatial location.

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Keywords: Ideational Metafunction; participant; process; circumstance;
slogan; airline business; Systemic Functional Linguistics

การวิเคราะห์สโลแกนธุรกิจสายการบิน โดยใช้แนวคิดหน้าที่สื่อความคิด

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บทคัดย่อ

งานวิจัยนี้ใช้ระเบียบวิธีวิจัยแบบผสมผสาน มีวัตถุประสงค์เพื่อ 1) สํารวจจำนวนคำในสโลแกนธุรกิจสายการบิน 2) ระบุคำสำคัญที่มักใช้ในสโลแกนธุรกิจสายการบิน และ 3) อธิบายแนวคิดของสโลแกนธุรกิจสายการบินโดยใช้แนวคิดหน้าที่สื่อความคิดในการวิเคราะห์ โดยเก็บข้อมูลสโลแกนจากเว็บไซต์ของธุรกิจสายการบินจำนวน 267 สโลแกนใน พ.ศ.2559 ผลการวิจัยพบว่า 1) มีจำนวนสโลแกนประกอบด้วยคำจำนวน 3 คำมากที่สุด ตามมาด้วย สโลแกนจำนวน 4 คำ และ 5 คำ ตามลำดับ 2) คำสำคัญที่พบบ่อยที่สุดในสโลแกนธุรกิจสายการบินคือ fly, of, your, to และ airline ตามลำดับ 3) ประเภทหลักของแนวคิดหน้าที่สื่อความคิดที่พบบ่อยที่สุดคือ ผู้แสดงประสบการณ์ (participant) ตามมาด้วยสิ่งแวดล้อม (circumstance) และตัวกระบวนการ (process) ตามลำดับ 4) ประเภทย่อยของผู้แสดงประสบการณ์ที่พบบ่อยที่สุดคือ ผู้กระทำ (actor) ประเภทย่อยของตัวกระบวนการที่พบบ่อยที่สุดคือ ประสบการณ์การกระทำแบบแสดงผลลัพธ์ (material transformative) และประเภทย่อยของสิ่งแวดล้อมที่พบบ่อยที่สุดคือ สิ่งแวดล้อมเกี่ยวกับสถานที่ (spatial location)

คำสำคัญ: หน้าที่สื่อความคิด; ผู้แสดงประสบการณ์; ตัวกระบวนการ; สิ่งแวดล้อม; สโลแกน; ธุรกิจการบิน; ทฤษฎีไวยากรณ์ระบบและหน้าที่

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1. Introduction

All businesses want to be recognized by their target market, either for-profit or nonprofit organizations. They want some space in the market's heart, the space that lead the market to think of a certain kind of product. So, being recognized is the first step to success. Print advertising is one of many ways to emphasize the business into market's mind. There are many elements in print advertising, for example, headline, body copy, visual element, subheads, caption, deals, signatures, boxes and panels, contact information, image and slogan (Belch and Belch, 2003, pp. 283-285; Arens, 2002, pp. 414-420). However, even there are many elements, but there is no need to put all elements in one single advertisement. When print media is created, the creator has to mix them together by adding, removing, enlarging, reducing or merging these elements (Decrop, 2007, pp. 505-506). From all of them, slogan is one of the most popular and important elements used in print media as you can see that slogan is always included and shown in poster, billboard, coupon, newspaper, magazine or many other kinds of print media. Also, it can be seen in other media.

Most businesses communicate between them and their expected-to-be customers by using slogans. Airline business, one of the businesses in the transport industry, also uses the advantage of slogan to present themselves to the flyers around the world. The competition rate of airline business gets higher and higher from 2012-2032 with the growth rate at 4.7% each year (Aeronautical Radio of Thailand Ltd., 2017). Many airlines were got rid of the business, however, many new airlines enter the business at the same time. Since the budget airlines have entered the business, the massive number of passengers have been taken away from traditional national airlines. The point is, airlines have to do everything they can to survive as long as possible among high

competition. They have to maintain their quality, offer low fares and plan very good marketing strategies (Ellis and Lansford, 2010, p. 12). Since airline business has got more and more attention due to the expanding of the number of customers using airline service these days, customers become easily being concerned about airlines' news, for example, recently viral news about United Airlines about the removal of an Asian passenger from a overbooked United Airlines flight with the images of a distressed man being hauled along the aisle (<http://www.bbc.com/news/world-asia-china-39562288>, 2017). This incident has angered many social media users and spread out to other people around the world. The result is, airline businesses themselves have to present a very good image to maintain their customers and always find a chance to get new customers from other airlines'. Airlines those want to survive and do not want to be eliminated out of the business have to present themselves and persuade customers to use their services, Apparently, using promotions, holding campaigns, advertising using multimedia, including television media, radio media, internet and print media are the ways airline do to survive the business.

As mentioned above, in a very high competition rate, airlines use slogan as an important tool to persuade the target market. This research aims to investigate the number of the words used in slogans and the keywords frequently used in slogans. Since this research mainly wants to discover how airlines create their slogans and what idea they want to establish to their customers, ideational metafunction, which is used to analyze the language usage as a choice and it also could be interpreted to show the idea of creating slogans, is brought to use in this study.

2. Theoretical background

2.1 Slogan

Many researchers have tried to give the definitions of a slogan, but generally, we all know that slogan is often formed in a phrase or short sentence and used to make the product noteworthy and outstanding from other products in the same line (Kohli, Leuthesser and Suri, 2007, pp. 415-422), Slogans should provide adequate information and attract consumers at a very first sight (Ke and Wang, 2013, p. 279). Slogans, also called taglines or themelines, are popularly used in advertising. There are two main missions for slogan: 1) to make connections in the series of advertisement in one product's life and 2) to decrease the length of the statement used as a slogan to be recognizable and repeatable (Arens, 2002, p. 420). To be the effective slogan, it should be composed of three properties: 1) Attentive value – the language used in the slogan must promptly impact and swiftly persuade the consumers. 2) Memorability and readability – the slogan must impress the consumers as long as possible and able to make the consumers recognize it either consciously or unconsciously with simple and familiar vocabularies. 3) Selling power – it is useless to create slogan when consumers, who perceive the slogan, are still not interested to purchase the product (Ke and Wang, 2013, pp. 276-277).

Slogans play a very important role to make the consumer recognizes the brand, however, it can also be a havoc if one uses it without considering other factors. For example, the Hong Kong Tourist Board ran an advertising campaign in 2003 appeared on billboards and magazines with the slogan "Hong Kong: It will take your breath away." The SARS epidemic was widespread in April 2003 and shortness of breath is one of the main symptoms of SARS. With that slogan, the tourists were far more afraid of travelling to Hong Kong.

The Tourist Board wanted to change the slogan, but it was too late (Karede, Cronley and Cline, 2011, pp. 403-404).

2.2 Systemic Functional Linguistics and Ideational metafunction

While a number of concepts have been proposed for many kinds of functions served by language, Michael Halliday contradicts that there are main three functions that language serves. The mentioned concept proposed by Michael Halliday was “Systemic Functional Linguistics (SFL)”. The concept of SFL is “people use language as a choice”, that means there are many options open to people as to how they communicate and convey their meanings. Also, SFL focuses on considering both linguistic forms and semantics. This means both grammar and meaning are analyzed together. SFL comprises three functions including interpersonal, textual and ideational. However, Halliday claimed that each of the functions associated with semantic functions can be involved with other of the three functions so he proposed these functions as metafunctions. Three metafunctions can be explained briefly as follows 1) interpersonal metafunction is about using language as an exchange to interact with people, to start and maintain the relations with people, 2) textual metafunction is about using organized language as a message to match with the context, both in speaking or writing, and 3) ideational metafunction is about using language as a representation to represent reality in language related to the world, both in mind and in the real world out there. Note that, each type of metafunctions can be used in different aspects, but for many times, they are unavoidably overlapping with each other. (Thompson, 2014, pp. 28-39), (Eggins, 2004, p. 212) and (Halliday and Matthiessen, 2014, pp. 82-87)

As mentioned above about the functions of three metafunctions, since this study aims to analyze the idea that airlines want to present to people, Ideational metafunction is more suitable than the other two metafunctions and is brought to analyze the data in this study. To explain the Ideational metafunction clearly, we are seeing the grammar of the clause as representation involved the system of grammatical choice, transitivity. (Eggins, 2004, p. 213). The term 'transitivity' is distinguished by the verbs and we call it 'process'. There are three main elements labelled in the system of transitivity including processes as mentioned before, along with participants and circumstances. Among three labels, processes are the core of the clause as they determine what the participants are labelled. Basically, each label can be interpreted as follows: process as a verb phrase, participant as a noun phrase, and circumstance as an adverb phrase. (Thompson, 2014, pp. 91-95) Each label can be sub-categorized as the following tables (Eggins, 2004, pp. 206-253), (Halliday and Matthiessen, 2014, pp. 211-358) and (Thompson, 2014, pp. 91-142);

Table 1

Process types and meanings

| Process type | Sub-type | Meaning | Example |
|----------------------------------|--------------------|-----------------------------------|--|
| 1. Material (Concrete action) | 1.1 Creative | Making something exist | He <u>can't write</u> Chinese. |
| | 1.2 Transformative | Doing something to existing thing | David <u>is sawing</u> the wood. |
| 2. Mental (Abstract action) | 2.1 Perceptive | Perception | They <u>notice</u> us. |
| | 2.2 Emotive | Feeling, affecting | I <u>enjoy</u> travelling to Thailand. |
| | | 2.3 Cognitive | Thinking, knowing, comprehension |
| | 2.4 Desiderative | Wanting, wish | I <u>hope</u> I would get an acceptance. |

| Process type | Sub-type | Meaning | Example |
|----------------|-----------------|---|--|
| 3. Relational | 3.1 Attributive | Ascribing the attribute or characteristic | These apples <u>are</u> very delicious. |
| | 3.2 Identifying | Defining the identity in terms of another | These apples <u>are</u> the most delicious apples I have ever had. |
| 4. Behavioural | - | Human behavior | She always <u>dreams</u> about being a singer. |
| 5. Verbal | - | Saying | He often <u>tells</u> me some jokes. |
| 6. Existential | - | Expressing existing thing | There <u>is</u> an apple in the refrigerator. |

Table 1 shows the sub-types in process type. Any verb phrases appeared in slogans will be categorized and labelled in process sub-type as show in table 1. Since one of the main concepts of Systemic Functional Linguistics is “people have their choices to use language.”, process type therefore could explain the reason people use each verb phrase in each situation, that means word choices, or verb phrase in this case, appeared in airlines slogans could be explained by process sub-type.

Table 2

Participants and meanings

| Process type | Sub-type | Meaning | Example |
|-------------------------|--------------|--------------------------------------|-----------------------------------|
| Creative material | 1. Actor | Doer | <u>David</u> is sawing the wood. |
| Transformative material | 2. Goal | Human or thing that is being done to | David is sawing <u>the wood</u> . |
| | 3. Recipient | One whom something is given | She brought <u>me</u> some lunch. |
| | 4. Client | One whom something is done | She cooked <u>me</u> some lunch. |

| Process type | Sub-type | Meaning | Example |
|-------------------|---------------|-----------------------------|----------------------------------|
| Perception mental | 1. Senser | The one that feels, thinks, | <u>She</u> forgets my birthday. |
| Emotion mental | | wants or perceives | |
| Cognition mental | 2. Phenomenon | Human or thing which is | She forgets <u>my birthday</u> . |
| desideration | | felt, thought, wanted or | |
| mental | | perceived | |
| Attributive | 1. Carrier | Human or thing that is | <u>These apples</u> are very |
| relational | | being ascribed | delicious. |
| | 2. Attribute | Attribute or characteristic | These apples are <u>very</u> |
| | | of the ascribed one | <u>delicious</u> . |
| Identifying | 1. Token | What is being defined | <u>These apples</u> are the |
| relational | | | most delicious apples I |
| | | | have ever had. |
| | 2. Value | What defines | These apples are <u>the</u> |
| | | | <u>most delicious apples</u> I |
| | | | <u>have ever had</u> . |
| Behavioural | 1. Behavior | One who behave | <u>She</u> always dreams about |
| | | | being a singer. |
| Verbal | 1. Sayer | One who says | <u>He</u> often tells me some |
| | | | jokes. |
| | 2. Receiver | One whom the speech is | He often tells <u>me</u> some |
| | | directed | jokes. |
| | 3. Verbiage | The message | He often tells me <u>some</u> |
| | | | <u>jokes</u> . |
| Existential | 1. Exsitent | Human or thing that exists | There is <u>an apple in the</u> |
| | | | <u>refrigerator</u> . |

Similar to process sub-type in table 1, table 2 shows participants which are used to categorized noun phrase. However, participants are unavoidably related to processes since they are determined by process. So, without processes, participants cannot be labelled. Participants can be used to interpret noun phrase in the sentence by focusing on their functions in a situation, for

example, “*Every country has an airline.*”. From the example, ‘has’ is labelled as material process, ‘Every country’ is labelled as actor, and ‘an airline’ is labelled as Goal.

Table 3

Circumstance types and meanings

| Circumstance type | Sub-type | Meaning | Example |
|--------------------------|-----------------|--------------------------|--|
| 1. Extent | 1.1 Duration | How long? | I have been living here <u>for 30 years.</u> |
| | 1.2 Distance | How far? | It is <u>six miles away</u> from here. |
| | 1.3 Frequency | How many times? | I <u>usually</u> read books in my free time. |
| 2. Location | 2.1 Temporal | What time? | I was born <u>in 1986.</u> |
| | 2.2 Spatial | Where? | I love having dinner <u>at home.</u> |
| 3. Manner | 3.1 Means | By how? | I wrapped it <u>with plastic.</u> |
| | 3.2 Quality | How quality is it? | He walks <u>silently.</u> |
| | 3.3 Comparison | What like? | It shines bright <u>like a diamond.</u> |
| | 3.4 Degree | How much? | They love you <u>very much.</u> |
| 4. Cause | 4.1 Reason | Why? | She can't go any further <u>because of her injured legs.</u> |
| | 4.2 Purpose | What for? | The superman is here <u>for the sake of justice.</u> |
| | 4.3 Behalf | Who for? | Mom did it <u>for you.</u> |
| 5. Accompaniment | - | What/ who with? | She gets to the museum <u>with her brothers.</u> |
| 6. Role | 6.1 Guise | What as? | I work there <u>as a teacher.</u> |
| | 6.2 Product | What into? | You turn me <u>into a new one.</u> |
| 7. Matter | - | What about? | Don't think too much <u>about your grade.</u> |
| 8. Angle | - | From what point of view? | <u>To me,</u> this is a serious situation. |

Table 3 shows circumstance sub-types, which are adverb phrases in traditional grammar. Circumstance type can be determined without considering process and participant. Circumstance types used in language show some extra details that language users emphasize apart from process and participant, for example, “Fly smart!”. As you can see from the example, ‘smart’ is labelled as quality circumstance which means the language user wanted to make customers believe that if you want to fly cleverly, then fly with them.

2.3 Previous studies on slogans

Many researchers have done a number of studies about slogans used in various products. For instance, Skorupa and Duboviciene (2015, pp. 108-118) studied linguistic characteristics of commercial and social advertising slogans by analyzing 110 English slogans, 55 social advertising campaigns and 55 commercial. They found that figurative language and sound technics were used in commercial advertising slogan which make the slogans sound attractive and to be recognizable, on the contrary, figurative language and sound technics were infrequent for social advertising campaigns.

Sudcharit (2015, pp. 1-25) studied about figurative language used in food advertising slogans through 120 advertising slogans of adult and children’s food analyzed by using 12 types of figurative including alliteration, antithesis, assonance, hyperbole, metaphor, metonymy, onomatopoeia, parallelism, personification, pun, rhetorical question and simile. Sudcharit found that the most frequently used figurative language are parallelism and alliteration.

Ke and Wang (2013, pp. 275-284) examined the frequency of adjectives used in the English advertising slogan. The data consisted of 100 English

advertising slogans, they found the top 8 adjectives used in the slogans including good, beautiful, real, better, best, great, perfect and pure.

Mostly, advertising slogans are often analyzed using figurative language to examine the strategies of creating products slogan, so investigating the idea of airline slogan creation has not much been seen in the field. Due to ideational metafunction is about the idea of using language as a choice, the researcher intends to apply ideational metafunction to examine the airline business advertising slogans and see what the ideas the airlines want to communicate to the consumers are.

3. Purpose of the study

The aims of the study are 1) to investigate the number of the words used in airline business advertising slogans; for this purpose, the researcher wants to prove if what Kohli, Leuthesser and Suri (2007) claimed is true as it has been ten years past for now since their claims. Would the slogans still be as short as before? Would there be any slogans formed in long sentences? Further, the researcher wants to investigate the percentage of airline business' slogans formed in various numbers of the words used in slogans, 2) to identify the words frequently used in airline business advertising slogan; this group of words could be beneficial for airline business to see the trend of constructing slogans in airline business. Also, the result could show the unique words used in airline business slogans, too, and 3) to analyze and explain the idea of the slogans those airline business trying to present by using Ideational metafunction.

4. Methodology

The study was a descriptive research and used both quantitative and qualitative approaches to analyze the data, airline business advertising slogans in this study. The methods below were used to examine the study:

1) Theoretical literature analysis and concepts were used to provide some theoretical backgrounds for the problems.

2) The qualitative approach, analyzed by using Ideational metafunction, was used to explain the idea of airline business advertising slogans.

3) The quantitative approach was used to explain and identify the number of the words and the keywords frequently used in airline business advertising slogans. To do this, percentage is brought to calculate the data. After that, the percentage will be interpreted and explain in description.

4.1 Materials and data collection

To examine the idea of airline business advertising slogans creation and investigate the number of the words and the keywords used in the slogans, airline business advertising slogans were needed. Due to the high competition rate in airline business, all airlines establish their slogans and try so hard to maintain themselves in the business. With this reason, all types of airline were included in this study, national airlines, budget airlines, cargo airlines, regional airlines, for instance. The slogans used in 267 airlines were collected from various media including airline's websites, slogans printed on the aircraft, magazines, newspapers, television advertisings, etc. After getting 267 airlines advertising slogans, the data were organized into the list, the first column for the airlines and the second column for the slogans, in Microsoft Excel. The data was listed in alphabetically by airlines.

4.2 Data analysis

There were three major steps to analyze the data in this study. First, each slogan was counted the number of the words in the slogan. In this study, each word was considered by looking into the meaning, so using computer software or online program were avoided. This was because software or programs count word by using the space before and after the word, for example, 'taking off' was counted as two words because there was a space between them. However, as mentioned earlier, by considering the meaning, taking off was counted as a word because it conveyed the meaning of 'departing'. After counting the number of the words of each slogan, the number of the words were listed in the table and then summarized from the most occurrence to the least occurrence number.

Second, the data was analyzed by using AntConc to find the top words appeared in the slogans, considered as keywords here. AntConc is a free software corpus analysis toolkit for concordancing and text analysis by importing files fulfilled with English language data (<http://www.laurenceanthony.net/software.html>, 2017). The software can be used in 7 different ways including concordance tool, concordance plot tool, file view tool, clusters, the n-grams tool, collocates, word list and keyword list. It was created by Dr. Laurence Anthony, a researcher in corpus linguistics, and is available to be downloaded at Laurence Anthony's personal Webpage. The keywords discussed here were mainly words, those show aspects of semantics in itself, something about the airline or something that airlines try to get them to reach the customers. According to the scope of the keywords mentioned in this study, words like a, the, in, and so on, which have no specific meaning but stand in phrases as grammatical words, were not brought to analyzed. However, some grammatical words which can lead to a specific meaning like 'for' in "It's for you." or 'of' in

“The Airline of Berlin.” are considered. Also, words with the same meaning but different functions were organized into the same word, fly and flying, for instance.

Third, each slogan was analyzed by using Ideational metafunction to see the labels used in the slogan structure which related to the idea of the airline business advertising slogans that each airline tries to establish towards customers.

5. Findings

5.1 Number of the words in the slogans

After the data was collected and organized in the table by using Microsoft Excel, the words in each slogans were counted. The results have been shown as the following table;

Table 4

The numbers of the words used in slogans

| | Number of words used in slogans | | | | | | | | | | | |
|-------------------|---------------------------------|-------|-------|-------|-------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Slogans | 2 | 30 | 72 | 63 | 47 | 20 | 16 | 7 | 6 | 2 | 1 | 1 |
| Percentage | 0.75 | 11.24 | 26.97 | 23.60 | 17.60 | 7.49 | 5.99 | 2.62 | 2.25 | 0.75 | 0.37 | 0.37 |

As you can see from table 4, 72 out of 267 slogans use three words to form slogan, following by 63 slogans using four words, and 47 slogans using 5 words. If we include the three-worded slogans, four-worded slogans and five-worded slogans altogether, it is equal to 182 which is 68.16% of the total. The result shows that three to five-worded slogans are very popular, also, too short

or too long slogans are rarely seen. The result also supports the idea of the length of slogan as Kohli, Leuthesser and Suri (2007, pp. 415-422) claimed that slogan is often formed in a phrase or a short sentence. Since the goal of the slogan is to provide adequate information and attract consumers at a very first sight, also, to be an affective slogan, it needs to be memorable and readable (Ke and Wang, 2013, pp. 276-279). In conclusion, forming a slogan using 3-5 words long are popular and accepted in airline business.

5.2 Keywords of the airlines slogans

The data analyzed by AntConc shows the result of 430 words appears in slogans. After organizing words with the same meaning but different forms into categories, the results are shown in the following tables.

Table 5

Top 20 most frequently used words of airline slogans

| Rank | Keyword | Transivity | Rank | Keyword | Transivity |
|------|---------|--------------|------|----------|--------------|
| 1 | fly | Process | 11 | sky | Participant |
| 2 | of | Circumstance | 12 | wings | Participant |
| 3 | your | - | 13 | for | Circumstance |
| 4 | to | Circumstance | 14 | way | Participant |
| 5 | airline | Participant | 15 | air | Participant |
| 6 | you | Participant | 16 | fares | Participant |
| 7 | world | Participant | 17 | national | Circumstance |
| 8 | we | Participant | 18 | flight | Participant |
| 9 | our | - | 19 | friendly | Circumstance |
| 10 | with | Circumstance | 20 | good | Circumstance |

When considering from overall view, fourteen out of twenty words are content words and the rest are grammatical words. When focus on the first ten words, five out of ten words are content words and the rest are grammatical words. Even though grammatical words do not have their own specific meanings comparing to content words, but some words have specific usage and can lead to a specific meaning conveyance as you can see in the following explanation.

The most frequent word used in slogan is 'fly'. As you know, the main task of airlines is to transport passengers by flying, comparing with food that restaurants want their customers to 'eat' their food, airlines want their passengers to 'fly' with them, too, so there is no doubt that the word 'fly' is clearly the main keyword for airline slogans.

The second-rank keyword is 'of' which shows that the airline is definitely the airline 'of something or somewhere', for example, "Airline of executives", "The new spirit of Africa" and "The airline of Indonesia".

Your', the third-rank word is used to show that the airline is yours, belongs to you and will do everything at your command and your pleasure, for instance, "Your schedule, your comfort, on your demand", "Your jet, our job" and "Your airline".

'To', as the fourth-rank word, is mostly occurred after fly, go, and get to, shows that flying with the airlines will take you to your desired destinations, for example, "Your first leg to anywhere", "More scheduled flights to Europe than any other airline" and "Your best value to Chicago".

Two more interesting keywords are wings and fares. Wings, as the twelfth-rank word, is often used in the meaning of 'airline'. Using wings instead of the word airline or aircraft is the way to make passengers feel like having

their own wings and so that they can fly to anywhere, for instance, “Wings to fly” and “Wings of your freedom”.

Even though ‘fares’ came in the sixteenth-rank, but recently, fares is often used in slogan, especially in budget airlines since they want to show that passengers will have to pay less money for them than other airlines, for example, “Really, really small fares” and “All day, every day, low fares”.

When we look at the number of the words belong to each transivity, participant has the largest number as there are ten out of twenty, followed by seven out of twenty circumstances and 1 process respectively. This could be implied that airlines often used participant in their slogans. However, ‘your’ and ‘our’ cannot be labelled here because they need to co-occur with participant.

5.3 Ideational Metafunction and the idea of airline business advertising slogans

After investigating collected data, the researcher found that not all slogans that comprise three components because 166 out of 267 slogans do not have process here. As I mentioned earlier in this study that “processes are the core of the clause as they determine what the participants are labelled”, hence, slogans with no process leads to unclear sub-categories of participants. And because of this, data were separated into two groups to be analyzed, one with no process, and another one with process in slogans. The results are shown in table 6 as the first group in column 2 and the second group in column 3. They were analyzed to see the frequency of the label they are labelled as.

Table 6

Process types, participant, sub-categories of participants and sub-categories of circumstance in airline slogans

| | Slogans with no process | Slogans with process | Total (%) | Total by sub- categories (%) |
|-----------------------------------|--|-------------------------------------|--------------------|---|
| Process: material, creative | 0 | 12 | 12 (10.43) | 12 (2.32) |
| Process: material, transformative | 0 | 62 | 62 (53.91) | 62 (11.99) |
| Process: mental, perceptive | 0 | 2 | 2 (1.74) | 2 (0.39) |
| Process: mental, emotive | 0 | 6 | 6 (5.22) | 6 (1.16) |
| Process: mental, cognitive | 0 | 6 | 6 (5.22) | 6 (1.16) |
| Process: mental, desiderative | 0 | 1 | 1 (0.87) | 1 (0.19) |
| Process: relational, attributive | 0 | 8 | 8 (6.96) | 8 (1.55) |
| Process: relational, identifying | 0 | 14 | 14 (12.17) | 14 (2.71) |
| Process: verbal | 0 | 1 | 1 (0.87) | 1 (0.19) |
| Process: behavioural | 0 | 2 | 2 (1.74) | 2 (0.39) |
| Process: existential | 0 | 1 | 1 (0.87) | 1 (0.19) |
| Total | | | 115 (100) | 115 (22.24) |
| Participant | 149 | 0 | 149 (54.18) | 149 (28.82) |
| Actor | 0 | 34 | 34 (12.36) | 34 (6.58) |
| Goal | 0 | 28 | 28 (10.18) | 28 (5.42) |
| Recipient | 0 | 0 | 0 (0.00) | 0 (0.00) |
| Client | 0 | 1 | 1 (0.36) | 1 (0.19) |
| Senser | 0 | 6 | 6 (2.18) | 6 (1.16) |
| Phenomenon | 0 | 11 | 11 (4.00) | 11 (2.13) |
| Carrier | 0 | 8 | 8 (2.91) | 8 (1.55) |
| Attribute | 0 | 7 | 7 (2.55) | 7 (1.35) |
| Token | 0 | 14 | 14 (5.09) | 14 (2.71) |
| Value | 0 | 14 | 14 (5.09) | 14 (2.71) |
| Sayer | 0 | 1 | 1 (0.36) | 1 (0.19) |
| Receiver | 0 | 0 | 0 (0.00) | 0 (0.00) |

| | Slogans with no process | Slogans with process | Total (%) | Total by sub- categories (%) |
|----------------------------------|--|-------------------------------------|------------------|---|
| Verbiage | 0 | 1 | 1 (0.36) | 1 (0.19) |
| Behavior | 0 | 0 | 0 (0.00) | 0 (0.00) |
| Existent | 0 | 1 | 1 (0.36) | 1 (0.19) |
| Total | | | 257 (100) | 275 (53.19) |
| Circumstance: extent, duration | 4 | 0 | 4 (3.15) | 4 (0.77) |
| Circumstance: extent, distance | 1 | 0 | 1 (0.79) | 1 (0.19) |
| Circumstance: extent, frequency | 3 | 1 | 4 (3.15) | 4 (0.77) |
| Circumstance: location, temporal | 7 | 6 | 13 (10.24) | 13 (2.51) |
| Circumstance: location, spatial | 28 | 12 | 40 (31.50) | 40 (7.74) |
| Circumstance: manner, means | 1 | 0 | 1 (0.79) | 1 (0.19) |
| Circumstance: manner, quality | 9 | 9 | 18 (14.17) | 18 (3.48) |
| Circumstance: manner, comparison | 1 | 1 | 2 (1.57) | 2 (0.39) |
| Circumstance: manner, degree | 9 | 8 | 17 (13.39) | 17 (3.29) |
| Circumstance: cause, reason | 0 | 0 | 0 (0.00) | 0 (0.00) |
| Circumstance: cause, purpose | 4 | 4 | 8 (6.30) | 8 (1.55) |
| Circumstance: cause, behalf | 1 | 2 | 3 (2.36) | 3 (0.58) |
| Circumstance: accompaniment | 5 | 10 | 15 (11.81) | 15 (2.90) |
| Circumstance: role, guise | 0 | 0 | 0 (0.00) | 0 (0.00) |
| Circumstance: role, product | 0 | 0 | 0 (0.00) | 0 (0.00) |
| Circumstance: matter | 1 | 0 | 1 (0.79) | 1 (0.19) |
| Circumstance: angle | 0 | 0 | 0 (0.00) | 0 (0.00) |
| Total | | | 127 (100) | 127 (24.56) |
| total | 223 | 294 | 517 (100) | 517 (100) |

From the above table, the results are explained in two ways. First, considering from the three elements, it is shown that the first rank goes to participants with 53.19%, the second rank goes to circumstances with 24.56%, and the last one is processes with 22.24%. It can be concluded that slogans

are mainly constructed with participants. Participants here are noun phrases in traditional grammar. Since airlines use slogan to show passengers about themselves, for example, “Friendly people, friendly service”, “The Bolivians' airline”, “Your airline”, “The best solution” and “The warmth of the islands”, so airlines are not going to describe in detail about what they do for you in this kind of slogans. They just use a short phrase to tell a unique or special feature they have. When we look at the percent of participants with no process comparing with other sub-categories, 28.82%, this exactly supports the concept of the slogan “slogan is often formed in a phrase or short sentence” (Kohli, Leuthesser and Suri, 2007, pp. 415-422). Another thing that can be summarized here is that “even just a noun phrase is enough for being a slogan”. Circumstances and processes, which go to the second and the third rank respectively, appear in very close percent, 24.56% and 22.24% here. That means airlines constructed slogans by using them as components in very close number. So choosing circumstances and processes as components in slogans are not as frequently used options as choosing participants. In SFL terms, this means to create slogans, especially in airline business as we are considering this business in this study, people choose participants to construct slogans as the main option.

Second, considering from each category, we can infer as follows.

In participant types, as you can see from the table 6, standalone participants are highly selected as a choice in creating slogans. When we consider the data, it could be implied that airlines used only participant, which refers to a noun phrase in traditional grammar, because they do not want customers to think of what they do or what the airlines want the customers to do with them, but they mainly want their customers to think of them as something they have positioned themselves to be, for example, “Colorful”, “High class, low fares”, “Wings of the great northwest” and “Inspiration of Japan”.

Because of this, most airlines used only participants, and thus processes were not needed. Without processes, there was no need to identify the type of participants. When we focus only on sub-categories of participant, actor comes in the first rank and followed by goal. Again, this correlates to process type since main participants of material process are actor and goal. However, even though processes determine the label of participants, but there is no need for actor and goal to be shown in every clause. Every material process has actor but, many times they are not shown in the clause (Thompson, 2014, p. 95). This statement can be proved by some examples from this study, for example, "Widen your world." and "Go easy. Go ATA.". This is why the number of frequency of actor is not as high as we have expected.

In process types, material transformative process is the most used sub-category in process type with 53.91%. The following 4 sub-categories i.e. relational identifying (12.17%), material creative (10.43%), relational attributive (6.96%), and mental emotive and cognitive (5.22% each), are far behind the first rank, material, transformative. This is agreeably related to the keyword shown in the findings, the word 'fly'. Fly comes in the first rank for the keyword in airline slogans, and as you can predict, fly is categorized as material transformative process. This shows that in process type, more than half of slogan creators decided to use material transformative process in slogans structure. When we look at a bigger scale, material process has the largest proportion among process types, equals to 64.34%. Material process refers to the action of making something exist or doing something to existing thing, this can be implied that when airlines select material as their option, they mainly want to show that their airlines could create something or do something to your life, for example, "Alitalia will *show* you the world", and "Everyone can *fly*". These examples show that airlines want their clients to think that they can show you many things around the world, or whoever you are, they can help

you to fly. We can conclude that using processes that show physical action in slogan is preferable choice to other sub-categories process. Relational process, which refers to the meaning of ascribing the attribute or characteristic or defining the identity in terms of another, is also interested to look at. Airlines used relational process in three ways: 1) to state about what or how airlines view their customers, for example, "You're our world.", "You will always be the heart of our company.", 2) similar to the standalone participant, airlines stated themselves as something but they used different ways – they used relational process, for example, "SyrianAir means safety.", "We're your wings.", and 3) to state about what they aim to do for their customers, for example, "Travel is our deal.", "Your airplane is ready.", and "Our mission is your safety."

Last but not least, circumstance type with no surprising findings, location spatial circumstance comes in the first rank with 31.50%. This is because airline business is the transportation business. Their main task is transporting passengers or things to destinations - location spatial circumstance in Ideational metafunction of SFL. So, location spatial circumstance is the choice of language that airline slogan creators always choose to illustrate the passengers the places they can take the passengers to. The second rank goes to manner quality circumstance. Apart from transporting people, airlines also need to deal with passenger safety and provide them service. The product that airlines offer to their customer, hence, is categorized as a service product. They do have to show the advantage the passengers would get using their services. One way of showing is communicating by using slogan. This is the reason why manner quality, manner degree and manner temporal go to the second rank (14.17%), the third rank (13.39%) and the fifth rank (10.24%) respectively. Manner quality circumstance shows what it is like to use their services, for example, "Fly right", "Fly well", and "Simply fly". Manner degree

circumstance shows something the passengers get from their airlines are more than the other, for example, “Fly there faster.” And “Pay a little. Fly a lot.”. Location temporal circumstance shows specific time, especially when you are on the plane, for example, “Feel it when you fly!” and “Now everyone can fly.”. Airlines use these 3 sub-categories circumstances to arouse passengers to use their services. Accompaniment circumstance, the fourth rank with 11.81%, is used to show that to you are not alone when you fly with the airlines. As mentioned earlier that airlines need to manage the passenger safety, so that making them feel like they are not alone is a very good way to make them feel comfortable without anxiety. To do that, airlines use slogans with accompaniment circumstance like “It’s nice to fly with friends.”, “Fly, better fly with Jin Air.” and “Feel easy and considerate at anytime with Shenzhen Airlines.”.

6. Discussion

Despite this study focuses on specific data, airline slogans, useful findings provide us comprehension of participants, processes and circumstances used in airline slogans. The findings of this study mainly support the concept of Systemic Functional Linguistics that “people have their choices to use language”. We can prove this statement by looking the frequency of each sub-categories in Ideational metafunction. There are many choices for airlines to communicate with passengers by using slogans, what we find here is what choices or options are mainly chosen. Apart from those who choose a language option in the mainstream as their choices, there are also other people who choose a language option in the sub stream and some even mix choices together, for example, “We’re (relational identifying process) national, the sunshine airline. Watch (behavioural process) us shine.”.

As slogans should be short and eyes-touching, it may further imply that it should be mind-touching, too. Only for a short period of time, slogans should get attention from customers. So, slogan should not be complicated and the findings show that just using a participant is enough. In this study, material transformative process is the most frequently used among sub-categories process. This is because product often shows what they do, and this study, the word 'fly' is the most used because aircraft has to 'fly' to transport passengers. Try thinking about other product like karaoke shops or tutorial schools, the findings may be different. If we look at the processes with high possibility to be used with these two products i.e. 'sing' for karaoke shop and 'learn' for tutorial school, the most frequently processes used with slogans may be changed as it could be behavioural process for karaoke shop and mental cognitive process for tutorial school.

The findings about airline slogan keywords correlates with the study of Ke and Wang (2013, pp. 275-284) that they found the top 8 adjectives used in the slogans as follows: good, beautiful, real, better, best, great, perfect and pure, which match with one of the keywords from airline slogans in this study, the word 'good'. This can be concluded that adjectives with positive meaning and not too specific to any products are often used in slogan as well. It would be a good idea to read though this study and find some inspiration and idea to create your own slogan for your product.

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