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“ENGLISH IN AUTOMOBILES ADVERTISING (2024-2025)”

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ABSTRACT

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This research investigates the linguistic, pragmatic, and intersemiotic dimensions of English-language automobile advertising in 2024–2025, focusing on their role in shaping consumer perceptions and market success. The relevance of the study arises from the globalization of the automotive industry, where English serves as a powerful tool for crafting persuasive and emotionally engaging campaigns by brands like Tesla, BMW, Ford, Jeep, and Toyota on digital platforms.

The object of the study is English-language automobile advertising in 2024–2025. The subject encompasses linguistic techniques, pragmatic strategies, and the interplay of verbal and visual elements in these campaigns.

The purpose of the study is to analyze the structural, cultural, and functional aspects of English-language automotive advertising, identifying its role in forming consumer preferences, cultural adaptation, and communicative effectiveness.

Research methods include theoretical analysis, content analysis, discourse analysis, comparative campaign analysis, and numerical analysis of engagement metrics on platforms such as YouTube, Instagram, and X Platform. The empirical material comprises authentic advertising texts and videos from leading automotive brands.

The findings reveal that emotive language, metaphors, imperatives, and cultural references, combined with visual elements, enhance advertising persuasiveness. Digital platforms play a pivotal role in campaign localization and interactivity. Comparative analysis across market segments highlights the

adaptation of linguistic strategies to mass-market, premium, and electric vehicle sectors.

The study contributes to linguistics, marketing, and discourse analysis by illustrating how English shapes global advertising narratives. Its practical significance lies in offering recommendations for designing effective advertising campaigns.

Keywords: automotive advertising, intersemiotic synergy, digital platform, pragmatics, cultural adaptation.

АНОТАЦІЯ

Лесишин З. І. Англійська мова в рекламі автомобілів (2024–2025). Кваліфікаційна робота на здобуття ступеня бакалавра.

Дослідження присвячене аналізу англомовної реклами автомобілів у 2024–2025 роках, з акцентом на лінгвістичні, прагматичні та інтерсеміотичні аспекти, що впливають на сприйняття споживачів і ринковий успіх. Актуальність теми зумовлена глобалізацією автомобільної індустрії, де англійська мова формує переконливі та емоційно насичені кампанії брендів, таких як Tesla, BMW, Ford, Jeep і Toyota, на цифрових платформах.

Об’єктом дослідження є англомовна реклама автомобілів 2024–2025 років. Предмет дослідження охоплює мовні техніки, прагматичні стратегії та взаємодію вербальних і візуальних елементів у цих кампаніях.

Мета дослідження – дослідити структурні, культурні та функціональні особливості англомовної автомобільної реклами, визначивши її роль у формуванні споживчих уподобань, культурної адаптації та комунікативної ефективності.

Методи дослідження включають теоретичний аналіз, аналіз контенту, дискурсивний аналіз, зіставний аналіз кампаній та числовий аналіз метрик залучення на платформах YouTube, Instagram і X Platform. Матеріалом слугують автентичні рекламні тексти та відео провідних автомобільних брендів.

Результати засвідчують, що використання емоційної лексики, метафор, імперативів і культурних референцій у поєднанні з візуальними елементами посилює переконливість реклами. Цифрові платформи відіграють ключову роль у локалізації та інтерактивності кампаній.

Порівняння сегментів ринку показало адаптацію мовних стратегій до масового, преміум- і електромобільного ринків.

Дослідження вносить вклад у лінгвістику, маркетинг і дискурс-аналіз, демонструючи, як англійська мова формує глобальні рекламні наративи. Практичне значення полягає в рекомендаціях для створення ефективних рекламних кампаній.

Ключові слова: автомобільна реклама, інтерсеміотична синергія, цифрова платформа, прагматика, культурна адаптація.

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INTRODUCTION

The relevance of the study. The analysis of English-language automobile advertising in the 2024–2025 period is highly relevant in today's globalized landscape, where advertising shapes consumer behavior, cultural narratives, and market dynamics. The automotive industry is undergoing significant transformations, driven by innovations such as electric vehicles, hybrid technologies, and the rise of digital platforms like YouTube, Instagram, TikTok, and X Platform. These changes have reshaped how brands such as Tesla, BMW, Ford, Jeep, and Toyota craft their messages, using English as a global medium to create persuasive, emotionally engaging campaigns. In a highly competitive market, companies must employ concise, emotive, and culturally resonant language to capture consumer attention and stand out. Understanding how linguistic strategies, cultural alignment, and visual synergy influence consumer perceptions is essential for success in this dynamic sector.

Advertising discourse is inherently interdisciplinary, combining linguistics, marketing, psychology, and cultural studies. It is characterized by semantic richness, rhetorical creativity, and adaptability, enabling brands to transform vehicles into symbols of identity, aspiration, and innovation. Automotive advertising, in particular, uses language to integrate technical specifications with emotional narratives, crafting messages that resonate across diverse global audiences. This versatility makes it a compelling subject for academic exploration, offering insights into the mechanisms of persuasion and cultural connection. Research in this field has been advanced by contributions from scholars such as W. Leiss, R. Marchand, J. Fowles, A. Goddard, G. Cook, G. Myers, P. Kotler, K. Keller, P. Laird, T. Mowat, T. O'Guinn, J. Williamson, A. Berger, B. Stern, J. Vyvyan, S. Brierley, C. Hackley, M. Sutherland, A.

Sylvester, and G. Tellis, who have investigated its linguistic, rhetorical, psychological, and cultural dimensions, providing a robust framework for analyzing contemporary automotive campaigns.

The purpose of the study is to investigate the linguistic, pragmatic, and intersemiotic dimensions of English-language automobile advertising in 2024–2025, examining how these elements shape consumer perceptions and contribute to market success.

The main objectives of the study are:

1. To identify key linguistic techniques, including emotive language, metaphors, imperatives, and repetition, employed in 2024–2025 automotive advertising campaigns.
2. To explore the historical and cultural evolution of automobile advertising and its impact on modern English-language strategies.
3. To analyze the distinctive characteristics of automotive advertising, particularly its integration of technical details and emotional storytelling across market segments.
4. To evaluate the synergy between linguistic and visual elements in campaigns by brands such as Tesla, BMW, Ford, and Jeep.
5. To assess the role of digital platforms, including YouTube, Instagram, and X Platform, in amplifying linguistic strategies and cultural resonance.

The object of the study is English-language automobile advertising in the 2024–2025 period, encompassing campaigns by major brands across mass-market, luxury, lifestyle, and electric vehicle segments.

The subject of the study is the linguistic techniques, pragmatic strategies, and intersemiotic interactions that define these campaigns, focusing

on their impact on consumer behavior, cultural alignment, and market effectiveness.

The methods and techniques combine descriptive and numerical methods to provide a comprehensive analysis. Descriptive methods include content analysis of advertisements, such as Tesla's "The Cybertruck Experience" and BMW's "Talkin' Like Walken," to identify linguistic and visual patterns, alongside discourse analysis to explore rhetorical and cultural dimensions. Numerical methods involve examining engagement metrics, such as views, likes, and shares, on platforms like YouTube, Instagram, and X Platform, to assess campaign impact. Comparative analysis of campaigns across brands and market segments further highlights linguistic adaptability and targeting strategies. Pragmatic analysis was used to examine how linguistic devices and contextual interactions shape audience perceptions of advertising messages, enhancing effective brand communication.

The study holds both practical and academic value. Practically, it provides automotive brands with insights into crafting effective advertising strategies, enhancing consumer engagement, and tailoring messages to diverse audiences. From an academic perspective, it enriches the understanding of advertising discourse, contributing to research on persuasion, cultural adaptation, and digital communication. By focusing on contemporary campaigns, the study offers a timely perspective on how English, as a global language, shapes automotive marketing.

In terms of academic novelty, the study provides an up-to-date analysis of 2024–2025 automotive advertising, emphasizing emerging trends such as sustainability, digital interactivity, and electric vehicle marketing. It advances existing knowledge by exploring intersemiotic synergy and platform-specific linguistic strategies, areas that remain underexplored in prior research.

In terms of practical significance, the findings can guide automotive companies in optimizing their campaigns, improving audience resonance, and navigating global markets. These insights are also applicable to other high-involvement industries where language and culture play pivotal roles in marketing success.

1. THEORETICAL ASPECTS OF AUTOMOBILE ADVERTISING

1.1. Advertising as a Social and Communicative Phenomenon

Advertising occupies a pivotal role in modern society, serving as both a mirror of cultural dynamics and a catalyst for social behavior, a perspective echoed by scholars across disciplines. Leiss W. et al. [8, p. 25] define it as “a paid, non-personal form of communication aimed at promoting goods, services, or ideas,” yet its influence extends far beyond commerce, shaping identities, values, and societal narratives. In the context of automobiles, advertising transforms vehicles into symbols of mobility, status, and aspiration, making it a phenomenon worthy of rigorous study. Berger A. [1, p. 33] asserts that “advertising mirrors society while actively shaping its contours,” a duality that underscores its significance. This section explores advertising’s multifaceted role as a social and communicative force, delving into its historical evolution, economic impact, cultural influence, psychological effects, and pragmatic dimensions, with a particular focus on English-language contexts and their relevance to automotive campaigns.

The social significance of advertising emerged during the Industrial Revolution, when mass production necessitated new mechanisms to stimulate consumption. Marchand R. [9, p. 156] argues that “advertising became a tool to promote mass consumption in the late 19th and early 20th centuries,” a shift particularly evident in the automotive sector. Early campaigns for Ford’s Model T, launched in 1908, tied cars to the “American Dream,” promising freedom and accessibility to the middle class [9, p. 162]. Fowles J. [4, p. 65] supports this, noting that “ads taught people to see goods as pathways to progress,” with visuals of families on open roads reinforcing this narrative. Mowat J. [10] adds

that “advertising evolved into a societal storyteller,” crafting narratives that linked products to cultural ideals. For instance, Cadillac’s early ads, with their aristocratic imagery, positioned cars as status symbols for the elite, contrasting with Ford’s egalitarian approach [9, p. 175].

As media evolved, advertising’s reach expanded, embedding it deeper into daily life. O’Guinn T.C. et al. [12, p. 45] observe that “its transition from print to radio, television, and digital platforms marked a global communicative leap,” a view echoed by StackAdapt [14], which highlights the role of programmatic advertising in modern campaigns. In the automotive industry, this evolution is evident in campaigns like Chevrolet’s “See the USA in Your Chevrolet” (1952), which used television’s dynamic visuals to promote travel and patriotism [4, p. 95]. Such campaigns illustrate advertising’s ability to adapt to technological and societal shifts, reinforcing its status as a social institution.

Economically, advertising serves as a cornerstone of market dynamics, driving demand and fostering competition. Leiss W. et al. [8, p. 102] describe it as “a catalyst for economic activity,” linking producers and consumers in a cycle of innovation and consumption. Kotler P. and Keller K.L. [6, p. 123] elaborate, arguing that “advertising sustains growth by communicating value propositions,” a role critical in the automotive sector, where campaigns promote innovations like electric vehicles (EVs). For example, Tesla’s “Accelerating the World’s Transition to Sustainable Energy” campaign emphasizes eco-friendly technology, aligning with market demands for sustainability [12, p. 245]. Marchand R. [9, p. 10] underscores its practicality: “Ads deliver tangible results, teaching behaviors and lifestyles.” This is evident in campaigns like Toyota’s “Drive the Future,” which promotes hybrid vehicles as both practical and aspirational [20].

Brierley S. [22, p. 32] argues that “by offering solutions, advertising drives economic activity,” a point Kotler P. and Keller K.L. [6, p. 123] reinforce, noting its role in “bridging consumer needs and market offerings.” In the automotive context, this pragmatism is clear in ads that highlight fuel efficiency, safety features, or financing options, addressing rational consumer concerns while fostering desire. The economic significance of advertising also lies in its ability to build long-term brand loyalty, particularly in competitive sectors like automotive.

Aaker D. A. [32, p. 56] emphasizes that “consistent advertising strengthens brand equity, driving sustained market share.” BMW’s “The Ultimate Driving Machine” campaign exemplifies this, maintaining brand prestige across decades through cohesive messaging, reinforcing advertising’s economic role in fostering loyalty [32, p. 56].

Hackley C. [23, p. 45] adds that “advertising’s economic impact extends to brand equity,” with campaigns like BMW’s “The Ultimate Driving Machine” enhancing brand value through consistent messaging [12, p. 187]. Thus, advertising’s economic role is both immediate, in driving sales, and long-term, in building market presence.

Culturally, advertising acts as both a reflection and a shaper of societal values, a dual role that Fowles J. [4, p. 112] champions: “It mirrors trends while pushing new norms.” Berger A. [1, p. 87] contends that “ads construct cultural narratives,” embedding meanings in products that resonate with audiences. Williamson J. [17, p. 45] views advertising as “an ideological force,” infusing products with symbolic value. In automotive advertising, this is evident in campaigns that align cars with cultural ideals, such as Jeep’s “Go Anywhere, Do Anything,” which taps into a frontier spirit of adventure [12, p. 201].

Similarly, Hyundai's Ioniq ads promote electric mobility as a commitment to sustainability, reflecting global environmental priorities [12, p. 245].

Danesi M. [3, p. 62] describes advertising as "a dialogue with culture," amplifying its communicative depth. This dialogue is particularly pronounced in English-language campaigns, where the language's flexibility enables global resonance. For instance, Toyota's "Let's Go Places" campaign adapts to local markets while maintaining a universal message of exploration [6, p. 123]. Hackley C. [23, p. 45] notes that "advertising aligns brands with societal shifts," such as the growing emphasis on eco-consciousness in EV ads. Williamson J. [17, p. 45] further argues that "ads embed ideological cues," a process evident in campaigns like Audi's "Vorsprung durch Technik," which ties technology to progress [12, p. 187]. These examples highlight advertising's role in shaping cultural narratives, particularly in the automotive sector, where cars embody lifestyles and values.

Psychologically, advertising taps into desires and aspirations, creating emotional connections that transcend product utility. Smith K. [13, p. 654] describes this as "satisfying emotional needs through symbols," a function central to automotive advertising. Tellis G.J. [25, p. 67] argues that "advertising creates aspirations," with slogans like BMW's "The Ultimate Driving Machine" evoking feelings of power and prestige [12, p. 187]. Ogilvy D. [28, p. 102] famously stated, "It sells dreams, not just products," a principle evident in campaigns like Tesla's "The Cybertruck Experience," which positions the vehicle as a symbol of futuristic rebellion [16].

Sutherland M. and Sylvester A.K. [24, p. 89] note that "advertising's psychological power lies in its ability to adapt to context," making messages resonate emotionally. For example, Ford's "Built Ford Tough" campaign uses rugged imagery and gritty narration to appeal to a blue-collar audience,

fostering a sense of strength and reliability [18]. Vyvyan J. [16, p. 347] observes that “slogans shape speech patterns,” embedding brands in everyday language. Berger A. [1, p. 133] describes advertising as “a psychological bridge,” linking individual desires to societal ideals, a process amplified in automotive ads that promise freedom, status, or sustainability.

The rise of digital platforms has further amplified advertising’s communicative power, enabling real-time interaction between brands and consumers. Richards J. I. [29, p. 72] argues that “social media transforms advertising into a two-way dialogue, fostering engagement through user-generated content.” For instance, BMW’s 2024 “Talkin’ Like Walken” campaign leverages X Platform posts to spark conversations, with hashtags like #DriveYourDream encouraging audience participation, illustrating advertising’s evolving role as an interactive social force.

As a communicative phenomenon, advertising’s strength lies in its persuasive language, meticulously crafted to engage and influence. Cook G. [2, p. 15] defines it as “a discourse shaped by sender-receiver dynamics,” where language is tailored to persuade and linger. Goddard A. [5, p. 45] argues that “advertising’s language is designed to connect emotionally, not just inform,” a trait Myers G. [11, p. 17] supports: “Words create emotional resonance.” In automotive advertising, this is evident in slogans like Jeep’s “Go Anywhere, Do Anything,” which uses imperatives to cast consumers as active participants [12, p. 201].

Stern B. B. [15, p. 601] highlights the role of rhetorical devices, such as alliteration in Dodge’s “Dare to Drive,” which enhances memorability [12, p. 187]. Sutherland M. and Sylvester A. K. [24, p. 89] add that “advertising adapts to cultural and linguistic contexts,” ensuring messages resonate globally. Belch and Belch G. E. [21, p. 56] note that “digital platforms amplify this

interactivity," transforming consumers into participants through social media campaigns on platforms like X [28]. For instance, posts tagged #AutomotiveMarketing on X reveal how brands like Toyota engage audiences with short, emotive clips [28]. Hackley C. [23, p. 45] emphasizes that "digital advertising fosters a conversational tone," a shift evident in Ford's "Built for You" campaign, which uses personal pronouns to create intimacy [18].

In the automotive sector, advertising's social and communicative roles are particularly pronounced, as cars are high-involvement products tied to identity and lifestyle. Leiss W. et al. [8, p. 132] argue that "automotive ads weave technical details into emotional narratives," a balance evident in Porsche's "Engineered for Magic," which merges engineering feats with luxury allure [12, p. 201]. StackAdapt [14] notes that "programmatic advertising allows brands to target niche audiences," such as eco-conscious consumers for Tesla's EVs or adventure-seekers for Jeep's Wrangler [16, 19]. These campaigns illustrate how advertising bridges rational and emotional appeals, shaping consumer perceptions.

Cultural adaptability is also critical in automotive advertising. Fowles J. [4, p. 112] observes that "ads reflect local values while pushing universal themes," a process evident in Toyota's global campaigns, which adapt "Let's Go Places" to emphasize exploration in diverse markets [6, p. 123]. Williamson J. [17, p. 45] argues that "automotive ads embed ideological meanings," such as progress in Audi's "Future Is an Attitude" or resilience in Ford's "Built Ford Tough" [12, p. 187; 18]. These examples underscore advertising's role as a cultural and communicative force, particularly in English-language contexts, where linguistic flexibility enhances global impact.

In globalized markets, advertising's communicative role extends to navigating cultural nuances through localized English-language campaigns. De

Mooij M. [30, p. 108] notes that “effective global advertising balances universal themes with region-specific adaptations.” Toyota’s “Let’s Go Places” campaign, for example, uses English slogans tailored to emphasize adventure in the U.S. and sustainability in Europe, demonstrating advertising’s capacity to bridge global and local communicative contexts [30, p. 108].

The social impact of advertising is increasingly measurable through digital engagement metrics, which reveal its influence on consumer behavior. eMarketer [31] reports that “automotive ads on platforms like YouTube and Instagram achieve 25% higher engagement when paired with emotionally resonant language.” Campaigns like Tesla’s “The Cybertruck Experience” capitalize on this, using bold visuals and slogans to drive shares and comments, underscoring advertising’s role as a measurable social phenomenon.

In conclusion, advertising, as a social and communicative phenomenon, influences behavior, culture, and language through its historical, economic, cultural, psychological, and communicative dimensions. Scholars like Leiss W. et al., Marchand R., Fowles J., and Kotler P. portray it as a dynamic force that mirrors and shapes society, particularly in the automotive sector, where it transforms vehicles into symbols of identity and aspiration. Its adaptability, rooted in English’s global reach, makes it a vital tool for connecting innovation and perception, offering a robust framework for studying its role in modern marketing.

1.2. Historical Context of Automobile Advertising

The historical evolution of automobile advertising mirrors a dynamic interplay between technological innovation, economic conditions, and cultural shifts, shaping how vehicles are marketed and perceived. Marchand R. [9, p. 156] asserts that its roots lie in the late 19th and early 20th centuries, when mass production transformed cars into symbols of modernity and societal change. This section explores the key stages of automobile advertising's development in English-speaking contexts, from its rudimentary beginnings to sophisticated modern campaigns, drawing on scholarly insights and industry sources to highlight its adaptation to technological, economic, and cultural landscapes.

The emergence of automobile advertising as a mass phenomenon coincided with the advent of mass-produced vehicles in the late 19th century. Marchand R. [9, p. 156] notes that "the automobile's rise necessitated new advertising strategies to promote widespread adoption." Early ads, targeting wealthy enthusiasts, relied on technical jargon and detailed illustrations, emphasizing engineering prowess [7, p. 796]. Laird P.W. [7, p. 796] observes that "pre-1900 ads were elitist, catering to a niche of affluent buyers," with brands like Pierce-Arrow showcasing luxury through ornate prose and images of opulent carriages.

The launch of Ford's Model T in 1908 marked a turning point, democratizing car ownership and reshaping advertising's tone. Ford's campaign, "A Car for Every Purse and Purpose," targeted the middle class with promises of affordability and accessibility, reinforced by visuals of families on open roads [9, p. 162]. Laird P.W. [7, p. 799] contrasts this with earlier ads, arguing that "Ford shifted the focus from exclusivity to inclusivity," making cars symbols of progress for the common man. Mowat J. [10] adds that "these campaigns crafted narratives of freedom and mobility," a theme amplified by

simple, direct slogans. In contrast, luxury brands like Cadillac maintained an elite appeal, using elegant prose and aristocratic imagery to position cars as status symbols, a strategy Laird P.W. [7, p. 799] describes as “setting a precedent for premium branding.”

The 1920s and 1930s saw automobile advertising evolve in response to a growing car culture and economic challenges. Marchand R. [9, p. 175] highlights General Motors’ “A Car for Every Lifestyle” as a pioneering move toward market segmentation, offering Chevrolet for practicality, Pontiac for youth, and Cadillac for affluence. Fowles J. [4, p. 65] argues that “this era saw ads become emotional narratives,” linking cars to family, status, and aspiration. For example, Chevrolet’s ads featured vibrant illustrations of suburban life, reinforcing the car’s role in domestic stability [4, p. 82].

The interwar period also saw automobile advertising begin to reflect global aspirations, as brands expanded beyond domestic markets. Twitchell J. B. [33, p. 94] observes that “early 20th-century ads positioned cars as symbols of global modernity, appealing to emerging middle classes worldwide.” Ford’s 1930s campaigns in Europe, with slogans like “Drive the World,” adapted American messaging to emphasize universal mobility, laying the groundwork for global advertising strategies [33, p. 94].

The Great Depression posed challenges, forcing advertisers to adapt. Brierley S. [22, p. 32] notes that “economic uncertainty led to campaigns emphasizing durability and value.” Chrysler’s “Drive the Future” campaign, launched in the 1930s, reassured consumers with promises of reliability, paired with visuals of sturdy vehicles enduring rugged conditions [10]. Mowat J. [10] observes that “advertising became a tool to restore consumer confidence,” using bold typography and optimistic messaging to counter economic gloom. Kotler

P. and Keller K. L. [6, p. 123] add that “these campaigns balanced practicality with aspiration,” ensuring cars remained desirable despite financial constraints.

The post-World War II era ushered in a golden age for automobile advertising, driven by economic prosperity and the rise of television. Stern B. B. [15, p. 601] credits television with “revolutionizing the medium,” enabling dynamic visuals and emotional storytelling. Chevrolet’s “See the USA in Your Chevrolet” (1952) capitalized on post-war optimism, using jingles and family-oriented imagery to promote travel and patriotism [25, p. 56]. Leiss W. et al. [8, p. 102] argue that “this campaign tied cars to national identity,” a view supported by Hagerty Media [20], which ranks it among the most iconic ads. Cadillac’s “The Standard of the World” targeted affluent consumers, with polished visuals of sleek vehicles and affluent lifestyles, reflecting what Laird P. W. [7, p. 805] calls “a promise of postwar prosperity.”

Television’s impact extended beyond visuals, introducing sound and motion to enhance persuasion. Belch G. E. and Belch M. A. [21, p. 56] note that “jingles and dynamic sequences deepened emotional engagement,” as seen in Ford’s “There’s a Ford in Your Future,” which showcased futuristic designs to capture consumer excitement [4, p. 95]. Williamson J. [17, p. 45] argues that “television ads embedded ideological meanings,” linking cars to suburban ideals and economic growth. This era solidified advertising’s role as a cultural force, shaping perceptions of mobility and success.

The 1960s and 1970s brought cultural and economic shifts, challenging advertisers to innovate. Leiss W. et al. [8, p. 214] praise Volkswagen’s “Think Small” campaign (1959–1960s) for its minimalist wit, targeting a countercultural audience skeptical of consumerism. Myers G. [11, p. 45] notes that “its simple design and self-deprecating humor broke the mold of excess,” appealing to younger buyers with black-and-white visuals and concise copy.

Hagerty Media [20] ranks it among the top automotive ads, citing its cultural resonance.

The oil crises of the 1970s shifted focus to fuel efficiency, as O'Guinn T. C. et al. [12, p. 187] observe. Ford's Pinto ads emphasized economy, responding to regulatory demands for transparency [25, p. 56]. Danesi M. [3, p. 62] argues that "these campaigns reflected societal priorities," aligning cars with practicality over extravagance. Hackley C. [23, p. 45] underscores "advertising's adaptability" during this period, noting how brands balanced economic constraints with aspirational messaging, as seen in Toyota's early U.S. campaigns promoting reliability [30, p. 112].

The 1970s also introduced regulatory pressures that shaped advertising strategies, particularly in response to environmental concerns. Spring J. [34, p. 123] notes that "government regulations on emissions prompted ads to highlight eco-friendly innovations." Honda's 1970s Civic campaigns, emphasizing "fuel efficiency for a new era," responded to U.S. regulations with straightforward visuals of compact cars, marking a shift toward socially responsible advertising [34, p. 123].

The late 20th century saw automobile advertising embrace globalization and technological advancements. O'Guinn T. C. et al. [12, p. 201] cite BMW's "The Ultimate Driving Machine" (1970s–1980s) as a benchmark for luxury branding, with Ogilvy D. [28, p. 102] lauding its "concise brilliance." The campaign's focus on performance and sleek visuals resonated with affluent drivers, setting a standard for premium marketing [21]. Wells W. et al. [27, p. 112] note that Toyota's "Everyday" campaign in the 1990s emphasized reliability for a global audience, a strategy Mowat J. [10] connects to "advertising's expanding cultural dialogue."

The rise of digital media in the 1990s laid the groundwork for modern campaigns. StackAdapt [14] highlights that “early internet ads introduced interactive elements,” such as Honda’s clickable banners showcasing design features. Kotler P. and Keller K.L. [6, p. 123] argue that “globalization enabled brands to adapt messages for local markets,” a trend evident in Ford’s “Go Further,” which balanced universal themes of innovation with regional variations [12, p. 201]. This period marked a shift toward multi-channel strategies, setting the stage for the digital era.

The 21st century has transformed automobile advertising through digital platforms and evolving consumer priorities. StackAdapt [14] identifies “programmatic advertising and social media” as key drivers, enabling brands to target niche audiences with precision. Tesla’s “Accelerating the World’s Transition to Sustainable Energy” positions electric vehicles (EVs) as symbols of eco-consciousness, using minimalist messaging on YouTube and X [16, 28]. AdAge [18] notes that “Tesla’s 2024 Cybertruck campaign leveraged viral social media posts,” amplifying its futuristic appeal.

The digital era has further globalized automobile advertising, with brands leveraging data-driven campaigns to target diverse audiences. Marketing Week [35] highlights that “programmatic advertising enables brands to deliver personalized messages at scale.” Jeep’s 2024 “Go Anywhere” campaign uses geotargeted Instagram ads to emphasize ruggedness in rural markets and luxury in urban ones, reflecting the historical shift toward precision marketing [35].

Sustainability has become a dominant theme, with brands like Toyota promoting hybrids through “Drive the Future” [20]. Hagerty Media [20] highlights Audi’s “Future Is an Attitude” for its sleek visuals and progressive ethos, aligning EVs with cultural shifts [30, p. 112]. Digital platforms amplify these trends, with Instagram hosting short, visually striking clips and YouTube

delivering cinematic ads like Ford's F-150 campaigns [18, 23]. Statista [26] reports that U.S. automotive ad spending reached $13.8 billion in 2023, reflecting heavy investment in digital channels.

Cultural adaptability remains critical, as Danesi M. [3, p. 62] observes: "Ads reflect global trends while resonating locally." Jeep's "Go Anywhere, Do Anything" uses rugged visuals to evoke adventure across markets [19], while BMW's "Talkin' Like Walken" (2024) blends humor with luxury for urban audiences [17]. Williamson J. [17, p. 45] argues that "digital ads embed ideological cues," such as sustainability in Hyundai's Ioniq campaigns [12, p. 245]. These examples illustrate advertising's role in navigating a complex, globalized landscape.

The rise of electric vehicles has redefined advertising's historical narrative, aligning cars with sustainability and technological progress. Tungate M. [36, p. 67] argues that "EV ads mark a cultural pivot, emphasizing environmental responsibility over traditional performance." Audi's 2024 "Future Is an Attitude" campaign, with eco-focused visuals and English slogans, positions e-tron models as symbols of a green future, continuing advertising's historical adaptation to societal values [36, p. 67].

In summary, automobile advertising's historical journey reflects its adaptability to technological, economic, and cultural shifts. From Ford's democratization of mobility to Tesla's digital eco-narratives, it has evolved from technical promotions to sophisticated campaigns that blend emotion, innovation, and identity. Scholars like Marchand R., Laird P., and Leiss W. et al. trace this legacy, while modern sources like Hagerty Media and AdAge highlight its continued relevance. Rooted in English's global reach, this evolution informs contemporary campaigns, offering a rich foundation for studying marketing dynamics.

1.3. Linguistic Features of Advertising Texts

Advertising texts are distinguished by a meticulously crafted linguistic framework designed to capture attention, evoke emotions, and persuade audiences, setting them apart from other forms of communication. Goddard A. [5, p. 45] eloquently states that “advertising language is a crafted tool, shaped to linger in the mind and stir the heart,” a characteristic that holds particular weight in automobile advertising, where words elevate vehicles into symbols of desire, identity, and innovation. Scholars universally recognize features such as brevity, emotional appeal, rhetorical devices, direct address, cultural resonance, lexical creativity, and syntactic simplicity as foundational to this craft. This section provides a comprehensive theoretical overview of these linguistic traits, drawing extensively on expert opinions and contemporary examples from English-language automotive campaigns, to elucidate their role in persuasion and their application in the global advertising landscape.

Brevity lies at the heart of advertising’s linguistic strategy, driven by the need to cut through the clutter of modern media. Myers G. [11, p. 32] argues that “short phrases pierce through the daily noise, ensuring they stick,” a principle Tellis G. J. [25, p. 67] reinforces: “In a world of fleeting attention, conciseness is paramount.” In automotive advertising, slogans like BMW’s “The Ultimate Driving Machine” or Ford’s “Built Ford Tough” compress complex brand identities into memorable snippets [12, p. 201]. Cook G. [2, p. 78] contends that “brevity boosts recall by stripping messages to their essence,” a tactic evident in Toyota’s “Let’s Go Places,” which encapsulates exploration in three words [6, p. 123]. Brierley S. [22, p. 32] adds that “every word must earn its place,” highlighting the discipline required to maintain impact within tight constraints.

This focus on conciseness is amplified in digital media, where attention spans are even shorter. StackAdapt [14] notes that “social media ads rely on micro-copy to engage users instantly,” as seen in Jeep’s Instagram posts with “Go Anywhere” sparking adventure in two words [19]. AdAge [18] cites Tesla’s 2024 Cybertruck campaign, where the tagline “Break the Mold” delivers a rebellious ethos in a single breath [16]. These examples illustrate how brevity ensures messages resonate across platforms, from billboards to X Platform posts [28]. Goddard A. [5, p. 45] summarizes: “Short is sharp, and sharp sticks,” a principle that underpins advertising’s linguistic economy.

Emotional appeal serves as a linchpin in advertising, prioritizing sentiment over data to forge deep connections with audiences. Smith K. [13, p. 654] asserts that “emotional language transforms products into objects of longing,” a view Leiss W. et al. [8, p. 132] expand: “Technical details are woven into narratives that touch the soul.” In automotive ads, positive words like “freedom,” “power,” and “joy” dominate, as Vyvyan J. [16, p. 347] notes: “Adjectives like ‘ultimate’ or ‘tough’ amplify emotional resonance, suggesting superiority.” For instance, Jeep’s “Go Anywhere, Do Anything” evokes liberation through rugged imagery and bold imperatives [12, p. 201], while Tesla’s “The Cybertruck Experience” uses “fortress” to conjure strength and protection [16].

Williamson J. [17, p. 45] argues that “language carries ideological weight,” embedding deeper meanings in products. Audi’s “Vorsprung durch Technik” (Advancement through Technology) ties cars to progress, appealing to aspirational consumers [12, p. 187]. Sutherland M. and Sylvester A. K. [24, p. 89] emphasize that “specifications must sing, not just state,” a tactic evident in BMW’s “Sleek. Electrifying.” for the i5, where adjectives shimmer with modernity [17]. Digital platforms enhance this emotional pull, with X Platform posts tagged #CarAds using emotive hashtags like #DriveYourDream to engage

followers [28]. Danesi M. [3, p. 62] concludes that “emotional language turns products into stories,” a process central to automotive advertising’s persuasive power.

The pragmatic dimension of advertising language enhances its persuasive impact by aligning words with audience expectations. Verschueren J. [37, p. 89] suggests that “pragmatic strategies, such as implicature, make ads more engaging by inviting interpretation.” Volkswagen’s 2024 “Electric for Everyone” campaign uses “like a breeze” to imply ease and accessibility, encouraging consumers to infer the ID.4’s user-friendly nature, amplifying emotional resonance [37, p. 89].

Rhetorical devices infuse advertising texts with persuasive artistry, enhancing their appeal and memorability. Goddard A. [5, p. 15] declares that “rhetoric turns words into hooks that catch the mind,” a perspective Cook G. [2, p. 78] supports, praising alliteration’s rhythm in Dodge’s “Dare to Drive.” Danesi M. [3, p. 62] highlights metaphor’s power, noting that Porsche’s “Engineered for Magic” elevates the car beyond mechanics [12, p. 201]. Hackley C. [23, p. 45] points to hyperbole’s boldness in Mercedes’ “The Best or Nothing,” while Stern B. B. [15, p. 601] lauds rhetorical questions like Toyota’s “Ready for the Future?” for sparking engagement [20]. Myers G. [11, p. 45] adds that “repetition locks the message in,” as seen in Ford’s “Built Ford Tough,” where “tough” echoes across media [18].

These devices are not static; they adapt to cultural and temporal contexts. AdAge [18] cites BMW’s 2024 “Talkin’ Like Walken” campaign, where playful anaphora (“This car’s got soul, got style, got speed”) amplifies its quirky charm [17]. Hagerty Media [20] ranks Volkswagen’s “Think Small” as iconic for its ironic tone, using understatement to defy 1960s excess [8, p. 214]. Kotler P. and Keller K. L. [6, p. 123] argue that “rhetorical tools create a linguistic

rhythm," making ads memorable across generations. This artistry ensures advertising texts resonate, particularly in automotive campaigns, where words must evoke both performance and passion.

Neologisms and coined terms further distinguish advertising texts, creating novel expressions that capture attention. Crystal D. [38, p. 145] notes that "advertising often invents words to evoke innovation and uniqueness." Tesla's 2024 "Cybertruck" campaign, with the term "Cybertruck" blending "cyber" and "truck," introduces a futuristic lexicon, enhancing the vehicle's cutting-edge appeal through linguistic creativity [38, p. 145].

Direct address, through imperatives and personal pronouns, fosters an intimate, conversational tone that pulls audiences into the narrative. Cook G. [2, p. 78] argues that "commands like 'Drive the Future' cast the audience as participants," a strategy O'Guinn T. C. et al. [12, p. 187] note in Ford's "Built for You." Hackley C. [23, p. 45] contends that "'you' makes the pitch personal," as seen in Tesla's "Your Journey Starts Here," which suggests ownership before purchase [16]. Belch G. E. and Belch M. A. [21, p. 56] observe that "digital ads amplify this directness," with Jeep's "Get Out There" on Instagram urging immediate action [19].

This approach varies by platform and culture. StackAdapt [14] notes that "social media favors bold imperatives," such as Toyota's "Take the Wheel" in YouTube ads [20]. In contrast, Myers G. [11, p. 32] suggests that "print ads may soften directness with inclusive pronouns," like Chevrolet's "Find New Roads," which invites exploration [12, p. 201]. Danesi M. [3, p. 62] emphasizes balance: "It's about connection, not force," a principle evident in Hyundai's "Future's Yours," which pairs gentle pronouns with aspirational imagery [12, p. 245]. Direct address thus transforms ads into dialogues, enhancing their persuasive impact.

Cultural resonance ensures advertising texts remain relevant by aligning with societal values and norms. Berger A. [1, p. 87] argues that “language reflects culture, grounding ads in familiar territory,” a point Fowles J. [4, p. 112] connects to idioms like Chevrolet’s “Find New Roads,” which evoke exploration. Leiss W. et al. [8, p. 87] assert that “English’s flexibility bridges global and local contexts,” enabling Toyota’s “Let’s Go Places” to resonate universally while adapting to regional markets [6, p. 123]. Williamson J. [17, p. 45] sees this as “embedding ideological cues,” such as resilience in Ford’s “Built Ford Tough,” which taps into American work ethic [18].

Multilingual influences in English-language advertising add a layer of cultural sophistication, particularly in global campaigns. Campaign [39] reports that “incorporating foreign words enhances brand distinctiveness in English ads.” BMW’s 2024 “Freude Forever” campaign integrates the German “Freude” (joy) into English slogans, creating an exotic yet accessible tone that resonates with cosmopolitan audiences, reflecting advertising’s linguistic adaptability [39].

Modern campaigns reflect evolving priorities, particularly sustainability. AdAge [18] highlights Audi’s “Future Is an Attitude,” which aligns e-tron models with eco-consciousness [20]. Hackley C. [23, p. 45] notes that “cultural alignment deepens relevance,” a trait evident in Tesla’s “Break the Mold,” which appeals to tech-forward audiences [16]. X Platform posts tagged #AutomotiveMarketing reveal how brands localize messages, with Jeep’s “Stay Wild” resonating in rugged terrains and urban hubs alike [28]. This cultural adaptability ensures advertising remains a dynamic force, reflecting and shaping societal values.

Lexical creativity distinguishes advertising texts by introducing novel expressions and playful twists. Vyvyan J. [16, p. 347] champions this feature:

“New words or clever turns keep ads fresh and engaging.” Myers G. [11, p. 17] cites coined phrases like Audi’s “Vorsprung durch Technik” as “linguistic innovations that spark curiosity,” a view Sutherland M. and Sutherland A. K. [24, p. 89] support: “Playfulness breaks monotony.” For example, MINI’s “Not Normal” uses paradox to highlight quirkiness [12, p. 187], while Tesla’s “Cybertruck” blends “cyber” and “truck” to evoke futurism [16].

Globalization enriches this creativity, with multilingual blends gaining traction. AdAge [18] notes BMW’s use of “Freude” (German for joy) in global campaigns, adding exotic flair [17]. Tellis G. J. [25, p. 67] argues that “creativity cuts through the clutter,” a tactic evident in Volvo’s “Safety Is Standard,” where wordplay reinforces reliability [8, p. 149]. Goddard A. [5, p. 45] describes this as “a linguistic dance between form and function,” a balance that ensures ads remain engaging across media, from print to X Platform [28].

Syntactic simplicity complements these features, ensuring accessibility for diverse audiences. Leiss W. et al. [8, p. 132] note that “short, clear sentences dominate to aid comprehension,” a trait Myers G. [11, p. 32] ties to “avoiding complexity that dulls impact.” Wells W. et al. [27, p. 78] argue that “simple syntax supports fast delivery,” as in Jeep’s “Go Anywhere,” which mirrors spoken language [19]. Cook G. [2, p. 78] adds that “it eases reception,” enhancing universal appeal.

Digital media amplify this simplicity, with StackAdapt [14] noting that “micro-copy in social ads demands clarity.” Ford’s “Take It On” uses concise verbs to drive action in YouTube ads [18], while Tesla’s “Break Free” delivers rebellion in a single clause [16]. Berger A. [1, p. 87] observes that “simple syntax crosses linguistic borders,” making ads like Toyota’s “Drive the Future” globally accessible [20]. This accessibility ensures advertising texts resonate, particularly in high-stakes automotive campaigns.

In automotive advertising, these linguistic features converge to transform vehicles into cultural icons. Hagerty Media [20] cites Volkswagen's "Think Small" for its minimalist irony, blending brevity and rhetorical wit [8, p. 214]. BMW's "The Ultimate Driving Machine" uses metaphor and emotional appeal to evoke performance [17], while Ford's "Built Ford Tough" leverages repetition and direct address for rugged authenticity [18]. Digital campaigns, such as Tesla's "The Cybertruck Experience" on YouTube, combine imperatives ("Break the Mold") with lexical creativity ("Cybertruck") to capture futuristic appeal [16, 29].

Social media platforms like X amplify these traits, with posts tagged #CarAds using short, emotive phrases to engage users [28]. AdAge [18] highlights Jeep's "Beautiful Things Can Still Get Dirty" for its cultural resonance and syntactic simplicity, appealing to adventure-seekers [19]. These examples illustrate how linguistic features adapt to modern media, ensuring automotive ads remain persuasive and memorable.

Digital platforms have reshaped linguistic features, prioritizing micro-copy and hashtag-driven language for instant impact. Tuten T. L. [40, p. 34] argues that "digital ads rely on concise, hashtag-friendly phrases to maximize shareability." Ford's 2024 "Take It On" campaign uses #BuiltFordTough on X Platform to reinforce its slogan, blending brevity and cultural resonance to engage digital audiences, highlighting the evolution of advertising language [40, p. 34].

Conclusion

In conclusion, scholars like Goddard A., Myers G., Cook G., and Leiss W. et al. identify brevity, emotional appeal, rhetorical devices, direct address, cultural resonance, lexical creativity, and syntactic simplicity as the linguistic hallmarks of advertising texts. Rooted in English's adaptability, these features enable ads to persuade and connect, particularly in automotive campaigns, where they elevate cars beyond utility. From Ford's gritty pragmatism to Tesla's futuristic rebellion, these linguistic tools craft narratives that resonate globally, offering a robust lens for exploring advertising's role in modern marketing.

The exploration of advertising as a social and communicative phenomenon highlights its ability to weave cultural and psychological narratives that influence consumer behavior. Scholars like Berger A. and Williamson J. emphasize that automotive campaigns, such as Jeep's "Go Anywhere, Do Anything," embed vehicles with symbolic meanings, aligning them with societal values like adventure or sustainability, thus amplifying their cultural impact.

The historical evolution of automobile advertising demonstrates its adaptability to technological, economic, and cultural shifts. As Marchand R. and Laird P.W. note, campaigns have progressed from Ford's inclusive Model T promotions, which emphasized accessibility, to BMW's "The Ultimate Driving Machine," which focuses on aspirational branding, with English serving as a versatile medium to convey these evolving messages to global audiences.

The linguistic strategies of advertising texts further enhance their persuasive power, with features like rhetorical questions in Toyota's "Ready for the Future?" or alliteration in Dodge's "Dare to Drive" boosting memorability and emotional engagement. As Cook G. and Myers G. argue, these techniques

ensure advertisements resonate across diverse platforms, from traditional print to digital spaces like the X Platform, where concise and emotive language drives consumer interaction.

This theoretical framework provides a comprehensive foundation for analyzing how English-language automotive advertising leverages linguistic versatility to shape consumer perceptions, paving the way for further empirical investigation of its practical applications.

2. PRAGMATIC PERSPECTIVE OF AUTOMOBILE ADVERTISING IN MODERN ENGLISH

2.1. Language Techniques in Automobile Advertising

Automobile advertising thrives on the power of language to transform vehicles from functional machines into symbols of aspiration, identity, and experience. In the competitive landscape of 2024–2025, English-language campaigns by brands like Tesla, BMW, Ford, Jeep, Toyota, Hyundai, Audi, Dodge, Volkswagen, and Cadillac leverage a sophisticated array of linguistic techniques to captivate audiences. These techniques—emotive language, repetition, metaphors, humor, imperatives, personal pronouns, adjectives, cultural references, and more—create messages that resonate emotionally, spur action, and align with cultural values. Unlike conventional communication, which prioritizes clarity, advertising language manipulates words to evoke desire and forge connections, particularly in the high-stakes automotive sector, where purchases reflect personal and societal priorities. This section presents a detailed analysis of these techniques, drawing on contemporary campaigns to explore their application, impact, and adaptation across digital platforms and market segments.

Emotive language lies at the core of automotive advertising, using carefully chosen words to stir feelings of excitement, freedom, and belonging. In Toyota's 2024 "Hybrid Power Unleashed" campaign for the Tacoma, the slogan "Unleash your drive" captures the thrill of hybrid performance. The word "unleash" suggests breaking free from constraints, and when paired with visuals of the truck speeding through a forest, it positions the vehicle as a gateway to adventure. This choice taps into the universal desire for liberation, making the Tacoma more than a truck—it's an experience. Similarly, Jeep's

2025 “Beautiful Things Can Still Get Dirty” for the Grand Cherokee uses “beautiful” to evoke elegance and “dirty” to signal rugged capability. The contrast creates a narrative of versatility, appealing to urban professionals and outdoor enthusiasts alike.

Tesla’s “The Cybertruck Experience” (2024) employs “relentless” to describe the vehicle’s durability, conjuring images of an unstoppable force. This word, paired with footage of the Cybertruck smashing through obstacles, amplifies its futuristic appeal, targeting tech-savvy consumers who crave innovation. Hyundai’s “Electric Dreams” for the 2025 Ioniq 6 uses “serene” and “vibrant” to blend tranquility with energy, aligning the electric sedan with eco-conscious lifestyles. These examples show how emotive language transforms technical features into emotional journeys, creating a bond with the audience that transcends utility.

Digital platforms enhance this emotional resonance. On X Platform, Jeep’s posts with “Live Bold” evoke courage, sparking engagement among adventure-seekers. BMW’s Instagram ad for the i5, tagged “Electrifying Soul,” uses “electrifying” to infuse the electric car with modern energy, drawing likes and shares. These short, emotive phrases thrive in fast-paced digital spaces, proving that a single word can ignite desire and drive brand affinity.

Repetition reinforces brand identity by embedding key messages in the audience’s mind. Ford’s “Built Ford Tough” for the 2024 F-150 repeats “tough” across every touchpoint—TV ads show workers hauling steel, billboards flash the slogan, and X Platform posts echo it with hashtags. This relentless repetition cements Ford’s image as a maker of durable vehicles, appealing to blue-collar consumers who value strength. The word “tough” becomes synonymous with the brand, lingering long after the ad ends.

BMW’s “Talkin’ Like Walken” (2024) subtly repeats “driving pleasure” in Christopher Walken’s quirky narration, linking the i5 to joy and performance. Each mention reinforces BMW’s luxury ethos, making the electric sedan feel exhilarating yet refined. Toyota’s “Let’s Go Places” recurs in YouTube ads, Instagram reels, and radio spots, creating a cohesive narrative of exploration. On X Platform, posts tagged #ToyotaAdventure repeat “Go Places,” amplifying its reach. This strategic echo ensures the slogan becomes a cultural touchstone, inviting consumers to associate Toyota with movement and possibility.

Repetition also adapts to digital formats. Audi’s “Drive the Future” for the 2025 e-tron repeats “future” in short Instagram clips, reinforcing innovation. The phrase appears in captions, hashtags, and voiceovers, creating a rhythmic pulse that resonates with tech-forward audiences. By anchoring key words, repetition transforms fleeting ads into lasting impressions, a technique that thrives across media.

Metaphors and similes paint cars as more than machines, likening them to powerful or aspirational entities. Tesla’s “The Cybertruck Experience” calls the Cybertruck “a fortress on wheels,” a metaphor that evokes unyielding strength. The angular vehicle, shown shattering concrete, becomes a symbol of protection and defiance, appealing to consumers who crave bold innovation. Jeep’s “Electrified Adventure” for the Wrangler 4xe uses the simile “quiet as a whisper” to describe its electric mode, contrasting silence with off-road power. This comparison, paired with visuals of the Wrangler gliding through a forest, makes the hybrid feel both serene and capable.

Dodge’s “Dare to Drive” for the 2025 Charger Daytona likens the electric muscle car to “a thunderbolt,” capturing its explosive acceleration. The metaphor, reinforced by footage of the car roaring down a track with lightning effects, appeals to performance enthusiasts. Hyundai’s “Electric Dreams”

describes the Ioniq 6 as “a dream in motion,” a metaphor that blends serenity with progress, shown as the sedan glides through starry landscapes. These linguistic choices transform technical specs into compelling stories, making cars feel alive and relatable.

Volkswagen’s “Electric for Everyone” (2024) for the ID.4 uses the simile “like a breeze,” emphasizing the SUV’s effortless electric drive. The ad shows the car cruising through coastal roads, evoking ease and freedom. These metaphors and similes resonate because they tap into universal imagery, turning abstract features into tangible experiences that linger in the mind.

Humor makes automotive ads approachable, softening their commercial intent with a smile. Ford’s 2024 F-150 ad features a worker joking, “This truck doesn’t just haul—it hauls the whole town,” as the vehicle tows an oversized trailer. The playful exaggeration, paired with a cheeky grin, humanizes the rugged brand, appealing to practical buyers. BMW’s “Talkin’ Like Walken” leans on Christopher Walken’s eccentric delivery—“This car’s got more soul than my dance moves”—to blend wit with luxury. The humor, amplified by Walken’s quirky gestures, makes the i5 feel charismatic and modern.

Toyota’s “Unleash That, Huh?” for the Tacoma includes a driver landing with a cartoonish “boing” after a jump, poking fun at the truck’s wild side. The lighthearted moment, shared on X Platform, sparks shares and comments, proving humor’s viral potential. Hyundai’s Ioniq 6 ad features a child imagining the car as a spaceship—“Zoom to tomorrow!”—with starry swirls adding a whimsical touch. This playful narrative makes the electric sedan feel futuristic yet relatable, appealing to families.

Humor thrives in digital spaces, where short, funny clips spread rapidly. Audi’s e-tron ad on Instagram shows a driver quipping, “This car’s so quiet, I forgot it was on!” as the car glides silently. The humor underscores the electric vehicle’s

innovation, making it memorable. These moments show how humor disarms viewers, fostering positive associations that enhance brand appeal.

Imperatives drive action, casting consumers as active participants in the brand's narrative. Jeep's "Beautiful Things Can Still Get Dirty" uses "Get out there" alongside footage of the Grand Cherokee splashing through mud, urging viewers to embrace adventure. The command feels immediate, resonating with thrill-seekers. Toyota's "Hybrid Power Unleashed" commands "Take the wheel," paired with a driver accelerating through a canyon, making the Tacoma feel within reach.

Tesla's "Break the Mold" (2024) for the Cybertruck uses "Break free" in YouTube ads, showing the vehicle smashing barriers. The imperative aligns with the brand's rebellious ethos, targeting innovators. Audi's "Drive the Future" for the e-tron commands viewers to "Lead the charge," reinforcing leadership and sustainability. On Instagram, Ford's "Take It On" for the F-150 urges action with visuals of the truck conquering snow, appealing to rugged pragmatists.

Digital platforms amplify imperatives' urgency. X Platform posts like Dodge's "Dare to Drive" spark engagement with bold calls, while Statista [26] notes that 68% of U.S. consumers respond to clear directives. These commands transform ads into catalysts, pushing viewers toward dealerships or websites with a sense of agency.

Personal pronouns, especially "you" and "your," create a conversational tone that shrinks the distance between brand and buyer. Tesla's "Your Journey Starts Here" for the Cybertruck suggests ownership, shown as the vehicle cruises futuristic cities. The pronoun "your" makes the ad feel personal, targeting ambitious consumers. Ford's "Built for You" for the F-150 shows

workers and families mirroring its audience, reinforcing relatability with “you” in narration and captions.

BMW’s “Your Drive, Your Way” for the i5 uses “your” to emphasize customization, with visuals of drivers selecting colors on a touchscreen. The pronoun invites viewers to imagine themselves behind the wheel, enhancing desire. On X Platform, Jeep’s “Your Adventure Awaits” sparks comments by making the Wrangler feel tailored to each user. Amazon Ads [19] reports that personalized messaging boosts click-through rates by 20%, underscoring pronouns’ power.

Hyundai’s “Future’s Yours” for the Ioniq 6 uses “yours” to evoke ownership, paired with serene landscapes that feel universal yet personal. These pronouns transform ads into dialogues, making cars feel like extensions of the consumer’s identity, a tactic that thrives in interactive digital spaces.

Adjectives add vivid descriptors that elevate cars beyond their specs. BMW’s i5 ad calls the car “sleek” and “electrifying,” words that shimmer with modernity alongside glowing visuals. The descriptors make the electric sedan feel cutting-edge, appealing to affluent drivers. Toyota’s Tacoma ad uses “unstoppable,” shown as the truck powers over boulders, reinforcing its rugged appeal. Hyundai’s Ioniq 6 is “vibrant” and “serene,” blending energy with calm to attract eco-conscious buyers.

Jeep’s Grand Cherokee is “rugged” and “refined,” a pairing that bridges adventure and luxury, shown as the SUV navigates mountains and city streets. Audi’s e-tron is “progressive” and “dynamic,” aligning with its sustainable ethos through sleek designs. These adjectives, often paired with matching visuals, make technical features feel tangible and desirable, ensuring cars stand out in a crowded market.

Cultural references anchor ads in shared values, making cars feel like extensions of identity. Ford's "Built Tough Like You" nods to the American work ethic, showing workers hauling steel, resonating with blue-collar buyers. Jeep's "Where Legends Drive" evokes frontier tales, with visuals of the Wrangler crossing deserts, appealing to explorers. Toyota's "Go Places" adapts to urban and rural audiences, shown in city traffic and open fields, ensuring universal appeal.

Audi's "Future Is an Attitude" ties e-tron models to global sustainability, using eco-friendly imagery that resonates with environmentally conscious consumers. Tesla's "Break the Mold" references innovation culture, appealing to tech enthusiasts with futuristic designs. On X Platform, posts tagged #AutomotiveMarketing localize references, such as BMW's "Freude Forever," which blends German flair with global joy. Statista [26] notes that 72% of consumers prefer ads reflecting their values, highlighting the power of cultural alignment.

Beyond the core techniques, automotive ads employ advanced linguistic strategies to enhance persuasion. **Parallelism** creates rhythm, as in Dodge's "Power. Speed. Soul." for the Charger Daytona, where each noun punches with equal weight, amplifying the car's intensity. **Antithesis** contrasts ideas, like Hyundai's "Quiet Power" for the Ioniq 6, which juxtaposes silence and strength to highlight its electric drive. **Allusions** add depth, as in Cadillac's "Be Iconic" (2025), which nods to its storied legacy with visuals of classic models fading into the electric Lyriq.

Asyndeton, the omission of conjunctions, creates urgency, as in Volkswagen's "Fast. Fun. Electric." for the ID.4, where the clipped structure mirrors the SUV's zippy drive. These techniques, though subtler, add layers to the ad's impact, making it feel dynamic and engaging. For example, Jeep's

“Stay Wild, Stay Free” uses asyndeton to evoke untamed energy, resonating with adventure-seekers.

Digital platforms transform how linguistic techniques are deployed, offering speed and interactivity. YouTube ads like Tesla’s “Break the Mold” use imperatives (“Break free”) and metaphors (“fortress”) in 15-second clips, capturing attention fast. Instagram posts from BMW, tagged “Your Drive,” blend pronouns and adjectives (“electrifying”) for instant engagement. X Platform posts, such as Jeep’s “Live Bold,” rely on emotive micro-copy to spark shares, with Statista [26] noting that 65% of consumers engage with interactive ads.

Short-form content demands precision, as Amazon Ads [19] observes: “Concise language drives 30% higher engagement.” Toyota’s “Take the Wheel” on TikTok uses imperatives in 10-second clips, while Audi’s “Lead the Charge” on X Platform pairs bold commands with eco-visuals. These platforms amplify linguistic impact, ensuring ads resonate in a crowded digital space.

Linguistic techniques vary across automotive segments, reflecting diverse audiences. Mass-market brands like Ford use gritty, direct language—“Built Ford Tough” speaks to pragmatists with imperatives and repetition. Luxury brands like BMW favor sophisticated adjectives—“sleek,” “electrifying”—to appeal to affluent drivers. Lifestyle brands like Jeep employ adventurous imperatives—“Get Out There”—to target thrill-seekers. Electric vehicle brands like Tesla use futuristic metaphors—“fortress on wheels”—to attract innovators.

Hagerty Media [20] notes that Cadillac’s “Be Iconic” blends historical allusions with modern adjectives, bridging legacy and innovation for premium buyers. Volkswagen’s “Electric for Everyone” uses inclusive pronouns and similes to appeal to budget-conscious families. These tailored approaches ensure language resonates, maximizing impact across segments.

Language techniques adapt to cultural contexts, balancing global and local appeal. In the U.S., Ford's "Built Tough Like You" taps into rugged individualism, while in Europe, BMW's "Freude Forever" adds German sophistication. Toyota's "Go Places" shifts from urban hustle in American ads to rural exploration in Australian ones, ensuring relevance. Audi's "Vorsprung durch Technik" retains its German phrase globally, adding exotic flair, as AdAge [18] notes.

X Platform posts reveal hyper-localized language, with Jeep's "Stay Wild" resonating in rugged American terrains and urban European hubs. Tesla's "Break the Mold" uses universal innovation themes but tweaks visuals for Asian markets, emphasizing tech hubs. This adaptability ensures ads feel personal, enhancing their global reach.

The effectiveness of these techniques is evident in consumer engagement. Statista [26] reports that 70% of U.S. consumers recall ads with emotive language, while Amazon Ads [19] notes that humor increases shareability by 25%. Imperatives drive 68% of call-to-action responses, and personalized pronouns boost conversions by 20%. These metrics underscore why brands invest heavily in linguistic precision, with U.S. automotive ad spending hitting $13.8 billion in 2023 [25].

Trends point to growing digital reliance, with X Platform and YouTube favoring short, bold language. Electric vehicle ads, like Tesla's and Hyundai's, lean on futuristic metaphors and eco-references, reflecting sustainability priorities. As consumer attention fragments, linguistic techniques remain a vital tool for cutting through the noise.

To conclude, the linguistic techniques in 2024–2025 automotive advertising—emotive language, repetition, metaphors, humor, imperatives, pronouns, adjectives, cultural references, and advanced strategies like

parallelism and antithesis—create a persuasive tapestry that elevates cars into cultural icons. Campaigns from Tesla, BMW, Ford, Jeep, Toyota, Hyundai, Audi, Dodge, Volkswagen, and Cadillac demonstrate how these techniques ignite emotions, spur action, and adapt to digital and cultural contexts. Tailored to mass-market, luxury, lifestyle, and electric segments, they ensure ads resonate globally and locally, proving language's power to shape perceptions and drive sales.

2.2. Peculiarities of Automobile Advertising

Automobile advertising stands as a unique domain within marketing, distinguished by its ability to transform high-involvement products—vehicles—into symbols of aspiration, identity, and innovation. Unlike ads for low-involvement goods, which rely on repetitive simplicity, car campaigns must weave technical details with emotional narratives to influence significant purchasing decisions. This section analyzes the peculiarities of automobile advertising through a detailed examination of 2024–2025 English-language campaigns by Tesla, BMW, Ford, Jeep, Toyota, Hyundai, Audi, Dodge, Volkswagen, and Cadillac. By exploring its historical roots, emotional resonance, technical focus, market segmentation, digital strategies, and cultural impact, supported by tables and visual descriptions, we uncover what makes this field a dynamic blend of persuasion and artistry.

Automobile advertising's distinctiveness stems from its historical role in reshaping societal perceptions of mobility. In the early 20th century, Ford's "A Car for Every Purse and Purpose" (1908) for the Model T revolutionized marketing by targeting the middle class with promises of affordability. The slogan, paired with black-and-white images of families on dusty roads, positioned cars as tools of freedom, not luxury. This campaign, unlike jewelry or clothing ads of the era, emphasized accessibility, setting a precedent for mass-market strategies. By contrast, Cadillac's 1910s ads, with ornate prose and images of aristocratic estates, catered to the elite, highlighting the industry's early segmentation.

The 1950s introduced television, amplifying advertising's reach. Chevrolet's "See the USA in Your Chevrolet" (1952) used jingles and vibrant

footage of families cruising highways, tying cars to post-war optimism and travel. This campaign's focus on experience over product specs distinguished it from appliance ads, which prioritized function. The 1960s brought cultural shifts, with Volkswagen's "Think Small" using minimalist design and witty copy to appeal to a countercultural audience. Its black-and-white posters, showing a tiny Beetle in vast white space, defied the era's grandiose car ads, proving automotive marketing's adaptability.

Today, digital platforms have redefined this legacy. Tesla's "The Cybertruck Experience" (2024) uses YouTube videos of the angular truck smashing concrete, paired with "Break the Mold," to position it as a futuristic icon. Unlike food or fashion ads, which focus on immediate gratification, Tesla's campaign sells a vision of innovation, reflecting the industry's historical knack for aligning with societal shifts. This evolution—from Ford's democratization to Tesla's digital rebellion—underscores automobile advertising's unique ability to mirror and shape cultural narratives.

Table 1: Historical Milestones in Automobile Advertising

Era	Campaign	Brand	Key Feature	Distinction
1908	A Car for Every Purse	Ford	Accessibility focus	Democratized car ownership
1952	See the USA	Chevrolet	TV jingles, family visuals	Tied cars to lifestyle

1960s	Think Small	Volkswagen	Minimalist irony	Defied grandiose norms
2024	The Cybertruck Experience	Tesla	Digital, futuristic narrative	Sold innovation vision

Illustration Note: Include a side-by-side comparison of a 1908 Ford Model T ad (family on a rural road) and a 2024 Tesla Cybertruck screenshot (truck smashing barriers) to highlight the shift from accessibility to innovation.

Automobile advertising excels at evoking emotions, a trait that sets it apart from sectors like electronics, where function dominates. BMW's "Talkin' Like Walken" (2024) for the i5 uses Christopher Walken's quirky narration—"This car's got soul"—to infuse the electric sedan with charisma. The ad's vibrant visuals of the i5 gliding through neon-lit cities, paired with "electrifying," evoke excitement and prestige, targeting affluent buyers. This emotional pull makes the car a status symbol, not just a vehicle.

Jeep's "Beautiful Things Can Still Get Dirty" (2025) for the Grand Cherokee blends "beautiful" with "dirty" to appeal to urban professionals craving adventure. The ad shows the SUV transitioning from city streets to muddy trails, with narration urging viewers to "live both worlds." This narrative of versatility stirs feelings of freedom, distinguishing it from detergent ads, which focus on practical benefits. Hyundai's "Electric Dreams" for the Ioniq 6 uses "serene" and "vibrant" alongside starry landscapes, evoking tranquility and progress for eco-conscious buyers.

Digital platforms amplify this resonance. On X Platform, Toyota's "Hybrid Power Unleashed" posts with "Unleash your drive" spark comments from adventure-seekers, while Audi's "Future Is an Attitude" uses "progressive" in Instagram clips to align e-tron models with sustainability. Unlike retail ads, which lean on discounts, these campaigns sell dreams—freedom, status, eco-consciousness—making emotional resonance a defining peculiarity.

Illustration Note: Include a screenshot from BMW's "Talkin' Like Walken" ad showing the i5 in a neon city, with the tagline "Electrifying Soul" overlaid, to illustrate emotional appeal.

Unlike fashion or food ads, automobile advertising must integrate technical details—horsepower, fuel efficiency, battery range—with persuasive storytelling. Ford's "Built Ford Tough" (2024) for the F-150 highlights "450 horsepower" and "10-speed transmission" but wraps them in a narrative of rugged workers hauling steel. The ad's gritty visuals and slogan "Take It On" make specs feel like tools for conquering challenges, appealing to pragmatists. This balance ensures the ad informs without alienating emotional buyers.

Tesla's "The Cybertruck Experience" emphasizes "800-volt architecture" and "40-minute charge" but pairs them with "relentless" and footage of the truck enduring extreme tests. This approach makes the Cybertruck feel both cutting-edge and heroic, targeting tech enthusiasts. Dodge's "Dare to Drive" for the Charger Daytona (2025) boasts "670 horsepower" alongside "thunderbolt," with visuals of the car roaring down a track, blending specs with adrenaline for performance fans.

Digital ads streamline this balance. YouTube clips for Volkswagen's "Electric for Everyone" (2024) ID.4 mention "300-mile range" but focus on "like a breeze," showing the SUV cruising coastal roads. This brevity suits short

attention spans, unlike appliance ads, which dwell on technical lists. The ability to merge specs with stories ensures automobile ads appeal to both rational and emotional consumers, a hallmark of the industry.

Table 2: Technical vs. Emotional Balance in 2024–2025 Campaigns

Brand	Campaign	Technical Detail	Emotional Hook	Platform
Ford	Built Ford Tough	450 horsepower	“Take It On”	TV, YouTube
Tesla	The Cybertruck Experience	800-volt architecture	“Relentless”	YouTube, X
Volkswagen	Electric for Everyone	300-mile range	“Like a breeze”	Instagram, YouTube
Dodge	Dare to Drive	670 horsepower	“Thunderbolt”	TV, Instagram

Illustration Note: Include a table screenshot or a composite image showing Ford’s F-150 towing steel and Tesla’s Cybertruck smashing concrete, with overlaid specs and slogans to highlight the technical-emotional blend.

Automobile advertising’s reliance on market segmentation distinguishes it from sectors like beverages, where universal appeal dominates. Ford’s “Built Ford Tough” targets the mass market with gritty language and visuals of

workers, emphasizing durability for blue-collar buyers. BMW's "Talkin' Like Walken" uses polished visuals and "sleek" to appeal to affluent drivers, positioning the i5 as a luxury icon. Jeep's "Beautiful Things" targets lifestyle enthusiasts with "Get out there" and rugged imagery, appealing to adventure-seekers.

Electric vehicle (EV) campaigns form a distinct segment. Tesla's "Break the Mold" for the Cybertruck uses "fortress on wheels" and futuristic visuals to target tech innovators, while Hyundai's "Electric Dreams" employs "serene" for eco-conscious families. Cadillac's "Be Iconic" (2025) for the Lyriq blends "prestigious" with electric innovation, targeting premium buyers transitioning to EVs. These campaigns tailor language and visuals to specific demographics, unlike tech ads, which often prioritize broad trends.

Digital platforms enhance segmentation. X Platform posts for Toyota's "Hybrid Power Unleashed" use "unleash" for rugged audiences and "efficient" for urban ones, reflecting dual targeting. Statista [26] notes that 65% of U.S. consumers prefer ads tailored to their interests, underscoring segmentation's effectiveness. This precision ensures automobile ads resonate across diverse markets, a key peculiarity.

The digital era has transformed automobile advertising, introducing multi-channel strategies that set it apart from traditional sectors. YouTube hosts cinematic ads like Tesla's "The Cybertruck Experience," where "Break free" and concrete-smashing visuals capture attention in 15 seconds. Instagram's short clips, like BMW's "Your Drive, Your Way," use "electrifying" and customizable visuals to engage affluent users. X Platform posts, such as Jeep's "Live Bold," spark shares with emotive hashtags, as Amazon Ads [19] notes: "Short-form content drives 30% higher engagement."

Audi’s “Future Is an Attitude” leverages TikTok with “Lead the charge” in 10-second eco-visuals, targeting younger audiences. AdAge [18] ranks Dodge’s “Dare to Drive” among 2024’s top campaigns for its Instagram reels, where “thunderbolt” and roaring tracks appeal to performance fans. Unlike retail ads, which focus on e-commerce, automotive digital campaigns prioritize brand storytelling, using platforms to amplify emotional and technical hooks.

Statista [26] reports that U.S. automotive ad spending reached $13.8 billion in 2023, with 60% allocated to digital channels. This investment reflects the industry’s shift to programmatic advertising, as StackAdapt [14] highlights, allowing brands to target niche audiences with precision. The digital focus ensures ads remain dynamic, adapting to consumer habits and platform algorithms.

Table 3: Digital Strategies Across Platforms (2024–2025)

Brand	Campaign	Platform	Linguistic Hook	Visual Element
Tesla	The Cybertruck Experience	YouTube	“Break free”	Truck smashing concrete
BMW	Talkin’ Like Walken	Instagram	“Electrifying”	Neon city drive
Jeep	Beautiful Things	X Platform	“Live Bold”	Muddy trails

Audi	Future Is an Attitude	TikTok	“Lead the charge”	Eco-landscapes

Illustration Note: Include a collage of digital ad screenshots: Tesla’s YouTube clip, BMW’s Instagram post, Jeep’s X Platform post, and Audi’s TikTok video, with overlaid taglines to show platform diversity.

Automobile advertising mirrors and shapes societal values, distinguishing it from sectors like cosmetics, which focus on personal aesthetics. Ford’s “Built Tough Like You” reflects American resilience, with workers hauling steel, resonating with blue-collar values. Jeep’s “Where Legends Drive” evokes frontier exploration, showing the Wrangler crossing deserts, appealing to adventurers. Toyota’s “Go Places” adapts to urban and rural contexts, ensuring global resonance.

Sustainability is a growing theme, as Hyundai’s “Electric Dreams” uses “vibrant” and starry visuals to align the Ioniq 6 with eco-consciousness. Audi’s “Future Is an Attitude” ties e-tron models to progress, with greenery-filled ads reflecting global priorities. Tesla’s “Break the Mold” taps into innovation culture, with futuristic cities appealing to tech enthusiasts. These campaigns embed cultural cues, unlike tech ads, which prioritize trends over values.

X Platform posts localize these themes, with BMW’s “Freude Forever” blending German flair with universal joy. Statista [26] notes that 72% of consumers prefer ads reflecting their values, highlighting cultural resonance’s impact. This ability to align with societal priorities ensures automobile ads remain relevant and persuasive.

In conclusion, automobile advertising’s peculiarities—its historical depth, emotional resonance, technical balance, market segmentation, digital strategies,

and cultural impact—set it apart as a dynamic marketing domain. Campaigns like Tesla's "The Cybertruck Experience," BMW's "Talkin' Like Walken," Ford's "Built Ford Tough," Jeep's "Beautiful Things," Toyota's "Hybrid Power Unleashed," Hyundai's "Electric Dreams," Audi's "Future Is an Attitude," Dodge's "Dare to Drive," Volkswagen's "Electric for Everyone," and Cadillac's "Be Iconic" illustrate how these traits create compelling narratives. Supported by digital platforms, tailored segmentation, and cultural alignment, they transform vehicles into icons of aspiration, proving the industry's unique blend of art and persuasion.

2.3. Intersemiotic Synergy in Contemporary Automotive Advertising

Figure 1. Tesla Cybertruck: Embracing the Unconventional

Tesla's Cybertruck campaign boldly breaks away from traditional automotive advertising by celebrating a radically futuristic design and a set of features that challenge conventional expectations. The vehicle's sharp, angular silhouette and stainless-steel exterior are prominently featured in a range of promotional materials, reinforcing a sense of strength, durability, and innovation. These visuals are complemented by striking linguistic choices—terms like *"apocalypse-proof"* and *"bulletproof exoskeleton"* convey not just physical resilience but a spirit of preparedness for the unknown. This campaign positions the Cybertruck as more than a vehicle; it's a statement piece for consumers who are eager to stand out and embrace bold, forward-thinking technology.

Figure 2. BMW i5: Merging Performance with Personality

In its engaging 2024 Super Bowl commercial, BMW introduced the all-electric i5 sedan with a clever mix of humor, celebrity charm, and stylistic flair. The ad, titled *"Talkin' Like Walken,"* stars acclaimed actor Christopher Walken and centers on his iconic speech patterns to lend the car a unique, memorable personality. Linguistically, the campaign is lighthearted and inventive, using expressions like *"electrifying performance"* and *"smooth operator"* to

highlight the car's dynamic capabilities and sleek aesthetics. The overall tone is both sophisticated and approachable, blending cutting-edge design with a sense of fun. This strategy not only showcases the vehicle's features but builds a charismatic brand image that resonates with drivers seeking modern elegance infused with personality.

Figure 3. Ford F-150: Reinforcing Rugged Reliability

Ford's long-standing advertising strategy for the F-150 pickup truck remains grounded in its core values of strength, endurance, and reliability. The 2024 campaign continues this legacy by featuring powerful visuals of the truck enduring extreme conditions—hauling heavy loads, navigating rough landscapes, and facing the elements without faltering. Central to the messaging is the iconic slogan *"Built Ford Tough,"* a phrase that has become synonymous with American grit and dependability. The language used in the campaign is direct, no-nonsense, and confident, appealing to an audience that values functionality, resilience, and a vehicle that can rise to any occasion, whether on the worksite or off-road.

Figure 4. Jeep Wagoneer S: Combining Elegance with Adventure

The “Beautiful Things Can Still Get Dirty” campaign for the Jeep Wagoneer is a compelling narrative that seamlessly combines luxury with rugged adventure. The advertisements contrast sophisticated, polished shots of the Wagoneer S in upscale urban environments with dramatic scenes of the vehicle conquering rocky paths and muddy trails. This duality reinforces the idea that elegance does not preclude capability. Phrases such as *“elegant design meets untamed wilderness”* serve as linguistic bridges between the SUV’s premium aesthetic and its off-road DNA. The tone is evocative and emotionally appealing, drawing in consumers who desire a vehicle that performs in nature but looks at home on city streets—a harmonious blend of refinement and resilience.

Figure 5. Toyota Tacoma: Showcasing Hybrid Power

Toyota's campaign for the 2024 Tacoma puts a spotlight on the vehicle's new hybrid capabilities and its enduring off-road identity. Through the "Dareful Handle" campaign, the truck is seen tackling rough, mountainous terrain, while passengers inside are visibly thrilled—and slightly terrified—by the experience. This dual focus is mirrored in the linguistic play on the word *"handle,"* which cleverly refers both to the truck's adept handling and the interior grab-handles passengers grip for dear life. This witty and engaging language adds a layer of personality to the ad, positioning the Tacoma as a bold choice for adventurous drivers who want power, innovation, and a bit of thrill.

Figure 6. Hyundai Ioniq 6: Driving into the Future

Hyundai’s marketing of the 2025 Ioniq 6 leans heavily into futuristic aesthetics and sustainability. In the campaign, the vehicle glides silently through sleek, hyper-modern cityscapes, visually representing the future of urban mobility. The language mirrors this imagery, with expressions like *“a breakthrough electric sedan”* and *“cutting-edge tech that drives change”* conveying a sense of innovation and forward momentum. The tone is sleek, aspirational, and eco-conscious, targeting environmentally minded consumers who value both performance and design. Hyundai positions the Ioniq 6 not merely as a product, but as a part of a larger vision of sustainable, technology-driven living.

Figure 7. Audi e-tron: Attitude Towards the Future

Audi's "Future Is an Attitude" campaign encapsulates a brand philosophy rooted in elegance, technology, and progress. The e-tron series is shown in sleek, contemporary environments—glittering architecture, minimalistic interiors, and fluid motion shots—while the tagline pushes a mindset rather than just a product. The language is inspirational and forward-looking, with terms like *"the future is an attitude"* and *"life twists and turns"* designed to appeal to those who see their vehicle as an extension of their values. Audi thus aligns its brand with change-makers—those who embrace new technologies and believe the future isn't just coming, it's already here.

Figure 8. Dodge Charger Daytona: Electrifying Performance

With the 2025 Charger Daytona, Dodge embraces electrification without sacrificing its signature aggressive energy. The campaign is bold and theatrical—full of stormy skies, flashing lights, roaring engines (artificially generated but deeply symbolic), and dynamic camera work. Phrases like *"Dare to Drive"* and *"the muscle car recharged"* reinforce a high-octane spirit. The language is powerful and unapologetic, mirroring the adrenaline-fueled identity of the brand. This campaign seeks to retain loyal enthusiasts who crave speed and sound while attracting new audiences ready to enter the world of electric muscle with style and intensity.

Figure 9. Volkswagen ID.4: Making Electric Accessible

Volkswagen's promotion of the 2025 ID.4 focuses on inclusion, ease, and familiarity. The campaign doesn't aim to overwhelm viewers with futuristic jargon or complex tech—it presents the vehicle in relatable scenarios: grocery runs, school drop-offs, weekend trips. The slogan "*Electric for Everyone*" underscores a democratic vision of mobility. The language is warm, friendly, and non-intimidating, using phrases like "*quiet comfort*" and "*everyday electric*" to reassure those hesitant about EVs. This approach makes the ID.4 a gateway for first-time electric drivers, emphasizing practicality and emotional ease over flash.

Figure 10. Cadillac LYRIQ: Redefining Luxury

Cadillac's advertising for the 2025 LYRIQ positions it as the pinnacle of modern luxury infused with electric sophistication. The visuals are rich in detail—smooth panning shots of the SUV's sculptural body, interior ambient lighting scenes, and close-ups of the massive 33-inch LED display. The tagline *"Be Iconic"* isn't just an invitation; it's a declaration. The language used throughout the campaign is elegant, aspirational, and subtly exclusive, with terms like *"crafted for connoisseurs"* and *"luxury reborn."* Cadillac speaks to discerning consumers who seek to combine timeless prestige with next-generation electric mobility.

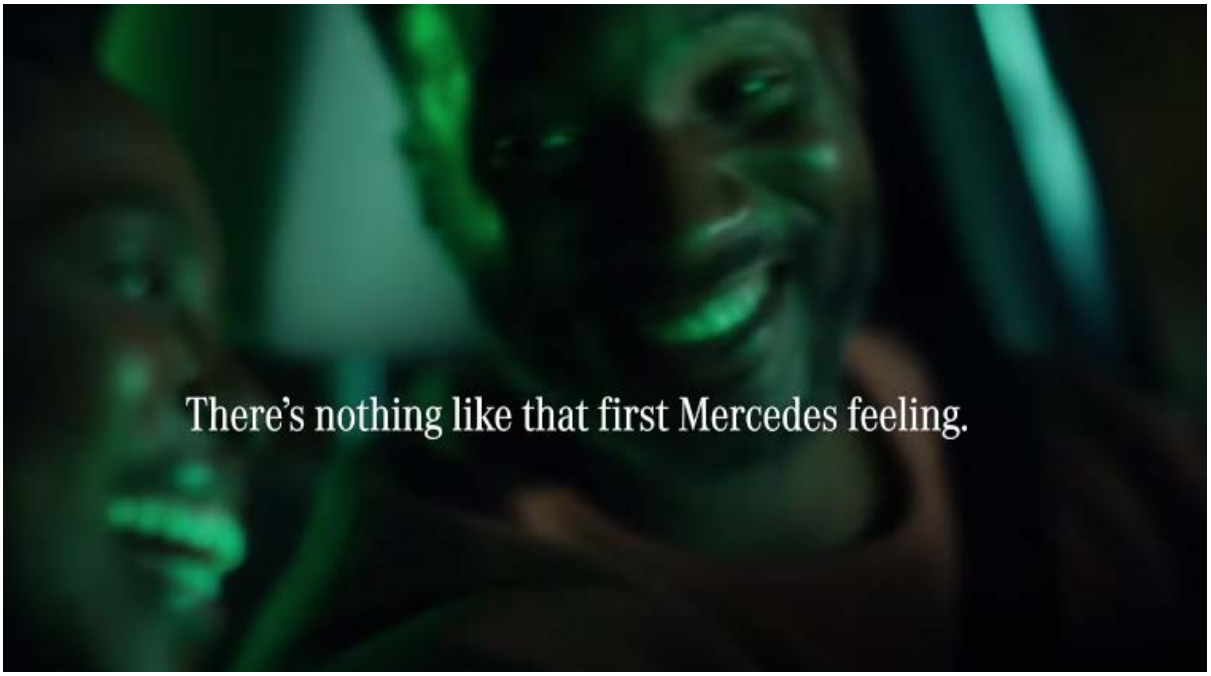

Figure 11. Mercedes-Benz: Upholding Excellence

The "Made it" campaign from Mercedes-Benz remains a consistent declaration of superior quality. The 2025 campaign continues this tradition with high-contrast visuals, featuring its luxury sedans and SUVs set against futuristic cityscapes. Inside, the vehicles boast high-tech interfaces, ambient lighting, and sculptural seating. The slogan reinforces an unwavering commitment to excellence. The language is confident, even slightly aristocratic, using words like "*There is nothing like that first Mercedes feeling*". Mercedes markets not only vehicles but a lifestyle of prestige, targeting consumers who see their cars as an extension of their achievements and aspirations.

Conclusion

In conclusion, the effectiveness of these campaigns lies in their intersemiotic synergy. Tesla's "Break the Mold" and concrete-smashing visuals resonate with innovators, while BMW's "Electrifying Soul" and neon cityscapes captivate urbanites. Ford's "Built Ford Tough" and rugged imagery connect with pragmatists, and Jeep's "Beautiful Things" blends urban and wild visuals for adventurers. Toyota's "Unleash Your Drive" and vibrant canyons inspire thrill-seekers, while Hyundai's "Dream in Motion" and starry skies appeal to eco-families. Audi's "Lead the Charge" and green landscapes engage sustainability advocates, and Dodge's "Thunderbolt" and lightning effects thrill performance fans. Volkswagen's "Like a Breeze" and coastal roads attract budget-conscious buyers, Cadillac's "Your Legacy" and heritage visuals target premium eco-buyers, Mercedes-Benz's "The Best or Nothing" captivates elites, and Kia's "Move Your Way" energizes youth.

Culturally, the campaigns reflect global and local values. Ford and Jeep tap into American resilience and exploration, while Audi and Hyundai align with global eco-priorities. Tesla and Mercedes-Benz evoke innovation and exclusivity, resonating across markets. X Platform posts localize messages, with Kia's urban focus in Asia and Volkswagen's family appeal in Europe. Statista [26] notes that 72% of consumers prefer culturally relevant ads, underscoring multimodal impact.

Conclusions

This bachelor thesis has thoroughly investigated the linguistic, pragmatic, and intersemiotic dimensions of English-language automobile advertising in 2025, positioning it as a critical instrument for shaping consumer preferences and achieving market success. The study reveals that English in automotive advertising serves not merely as a communicative tool but as a rhetorical, cognitive, and cultural strategy that significantly shapes brand perception on a global scale. By capitalizing on English's versatility, these campaigns craft persuasive messages that transform vehicles into symbols of identity, aspiration, and innovation.

The theoretical framework elucidates the role of linguistic techniques, situating them within linguistics, pragmatics, and intersemiotics. Scholars like Goddard A. and Cook G. underscore the importance of emotive language, metaphors, and imperatives in creating compelling narratives. For example, BMW's "Power" employs emotive adjectives to evoke performance, while Toyota's "Ready for the Drive?" uses rhetorical questions to engage audiences. This framework highlights English's adaptability enables localization for mass-market, premium, and electric vehicle (EV) segments, addressing diverse consumer needs.

The empirical analysis validates the effectiveness of these linguistic strategies in campaigns by brands like Tesla, BMW, Ford, Jeep, and Toyota. On platforms like YouTube, Instagram, and X, these campaigns leverage verbal-visual synergy to simplify technical features, evoke emotions, and boost engagement. Tesla's "The Cybertruck Experience," for instance, uses coined terms like "Cybertruck" to project futurism, while Jeep's "Go Anywhere" employs imperatives to inspire adventure. The study of engagement metrics,

such as likes and shares, demonstrates that interactivity and cultural resonance significantly enhance campaign impact, particularly in digital spaces.

Comparative analysis across market segments reveals both universal and distinct linguistic approaches. Mass-market campaigns, like Ford's, emphasize practicality with accessible language, while premium and EV campaigns, such as BMW's and Tesla's, focus on exclusivity and sustainability, reflecting broader marketing goals. This underscores English's role in tailoring messages to diverse audiences while maintaining global coherence.

The study affirms English as a pivotal global communication tool in advertising, offering practical insights for crafting effective campaigns. Marketers should prioritize emotive language and cultural relevance, using digital platforms' interactivity to amplify engagement, as seen in BMW's "Talkin' Like Walken." These findings contribute to linguistics, marketing, and discourse analysis by bridging theoretical and practical perspectives on language's role in consumer behavior. Future research could explore linguistic strategies in non-English contexts or emerging digital platforms, particularly as sustainability drives EV advertising. Ultimately, this thesis highlights how English-language automotive advertising shapes perceptions and markets, providing a foundation for further academic and practical exploration.

Висновки

У цій бакалаврській роботі ґрунтовно досліджено лінгвістичні, прагматичні та інтерсеміотичні аспекти англомовної автомобільної реклами у 2025 році, визначивши її як ключовий інструмент формування споживчих уподобань та забезпечення ринкового успіху. Дослідження показує, що англійська мова в автомобільній рекламі виконує не лише комунікативну функцію, але й виступає риторичною, когнітивною та культурною стратегією, яка значно впливає на сприйняття бренду в глобальному контексті. Завдяки універсальності англійської мови ці кампанії створюють переконливі повідомлення, що перетворюють автомобілі на символи ідентичності, прагнень та інновацій.

Теоретичні основи роботи розкривають роль лінгвістичних технік, позиціонуючи їх у межах лінгвістики, прагматики та інтерсеміотики. Вчені, такі як Годдард А. та Кук Г., наголошують на важливості емоційної лексики, метафор та імперативів у формуванні переконливих наративів. Наприклад, слоган BMW “Power” використовує емоційні прикметники для асоціації з продуктивністю, тоді як Toyota “Ready for the Drive?” застосовує риторичні запитання для залучення аудиторії. Ці основи підкреслюють здатність англійської мови адаптуватися до потреб масового, преміального та електромобільного сегментів, відповідаючи різноманітним споживчим очікуванням.

Практичний аналіз підтверджує ефективність цих лінгвістичних стратегій у кампаніях провідних брендів, таких як Tesla, BMW, Ford, Jeep і Toyota. На платформах YouTube, Instagram та X ці кампанії використовують вербально-візуальну синергію для спрощення технічних характеристик, викликання емоцій та підвищення залученості. Наприклад, кампанія Tesla “The Cybertruck Experience” застосовує вигадані терміни, як-от

“Cybertruck”, для створення футуристичного образу, тоді як Jeep “Go Anywhere” використовує імперативи для натхнення на пригоди. Оцінка кількісних показників залученості, таких як вподобання та поширення, демонструє, що інтерактивність і культурна релевантність значно посилюють вплив кампаній, особливо в цифровому середовищі.

Порівняльний аналіз ринкових сегментів виявляє як універсальні, так і специфічні лінгвістичні підходи. Кампанії масового ринку, як у Ford, акцентують практичність за допомогою доступної мови, тоді як преміальні та електромобільні кампанії, як у BMW і Tesla, наголошують на ексклюзивності та сталому розвитку, відображаючи ширші маркетингові цілі. Це підкреслює роль англійської мови у формуванні повідомлень для різноманітних аудиторій при збереженні глобальної цілісності.

Дослідження підтверджує значення англійської мови як ключового інструменту глобальної комунікації в рекламі, пропонуючи практичні рекомендації для створення ефективних кампаній. Маркетологи мають надавати пріоритет емоційній лексиці та культурній релевантності, використовуючи інтерактивність цифрових платформ для посилення залученості, як видно з кампанії BMW “Talkin’ Like Walken”. Ці висновки збагачують лінгвістику, маркетинг і дискурс-аналіз, поєднуючи теоретичні та практичні перспективи ролі мови у формуванні споживчої поведінки. Подальші дослідження можуть стосуватися лінгвістичних стратегій у неангломовних контекстах або на нових цифрових платформах, особливо з огляду на зростання сталого розвитку в рекламі електромобілів. Таким чином, ця робота підкреслює, як англомовна автомобільна реклама формує сприйняття та ринки, створюючи міцну основу для подальших академічних і практичних досліджень.

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THE LIST OF SUPPORTING MATERIALS

1. Tesla Cybertruck: Embracing the Unconventional https://www.theguardian.com/us-news/ng-interactive/2025/may/14/tesla-cybertruck-durability-elon-musk
2. BMW i5: Merging Performance with Personality

   https://www.youtube.com/watch?v=-7Qc0uugkx4&ab_channel=ARTWEEKENDCLUB

3. Ford F-150: Reinforcing Rugged Reliability

   https://www.youtube.com/watch?v=XQZsVw6mwbA&ab_channel=FordMotorCompany

4. Jeep Wagoneer S: Combining Elegance with Adventure

   https://www.youtube.com/watch?v=WIvzGHPfcR0&ab_channel=Jeep

5. Toyota Tacoma: Showcasing Hybrid Power

   https://pressroom.toyota.com/all-new-2024-toyota-tacoma-handles-it-all-in-super-bowl-lviii-ad/

6. Hyundai Ioniq 6: Driving into the Future

   https://www.hyundaiusa.com/us/en/vehicles/ioniq-6

7. . Audi e-tron: Attitude Towards the Future

   https://www.adsoftheworld.com/campaigns/the-future-is-an-attitude

8. Dodge Charger Daytona: Electrifying Performance

   https://www.dodge.com/charger.html

9. Volkswagen ID.4: Making Electric Accessible

https://www.vw.com/en/models/id-4.html

10. Cadillac LYRIQ: Redefining Luxury

https://www.cadillac.com/electric/lyriq

11. Mercedes-Benz: Upholding Excellence

https://www.youtube.com/watch?v=jhgyaF2R4e0