

## ABSTRACT

The main goal of advertising is not only to inform but also to persuade. Any advertising text, both the brand name and its slogan, comprises a persuasive strategy that tries to show all the benefits of a product or service. The linguistic content of trademarks depends on the marketing techniques that publicists use in the design phase of a brand. In this regard, rhetoric, the art of persuasion par excellence, is an indispensable tool in advertising.

Our research aims to provide a description of the intrinsic linguistic characteristics of the genre of advertising nowadays from a synchronic corpus of English trademarks collected from the United States Patent and Trademark Office (USPTO), called Brand Corpus (BRC). This corpus consists of real data, which are legally traceable and have been analysed using IT tools that provide rigorous scientific results.

In fact, advertising language is riddled with deviations from the normal use of a language, which make the product or service more persuasive and enhance its *memorability*. In this thesis we explain the results of the analysis of the BRC, based on four linguistic levels: phonological, lexico-grammatical, syntactic and semantic. An effective advertising phrase contains stylistic resources that can promote a more receptive attitude in the audience towards the brand and, hence, entice them into purchase. According to its nature, they can be classified into (1) resources that consist of the repetition of any of the elements of the phrase; (2) resources that give rise to a metaphoric situation that provokes a reaction in the receiver of the message; and (3) resources that involve the reiteration of a component as well as the variation of the semantic content.