

STYLISTIC AND SYNTACTIC STUDY OF ROMANIAN AND MOLDAVIAN ADVERTISING SLOGANS FOR WINE

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Abstract

As a general rule, the advertisements use persuasion to make the consumers buy products, regardless of their necessities. As expected, the advertisements for wine are no exception. This paper follows the advertising tendencies on the wine market in Romania and Moldavia. Thus, we focused on a comparative study of a corpus of approximately twenty slogans, half Romanian, half Moldavian, both stylistically and syntactically. After a thorough examination, we could identify the common traits used in drawing the target group of consumers, such as the presentation of century-old tradition of wine making, the prestige of the wine gained through awards or the inherent connection between wine and leisure time. There were especially pointed out the features that make some slogans unique and which define the two nations, such the signs that show the rank, status and lifestyle of the subjects. From a syntactic point of view, both in Romanian and Moldavian ads, the short, concise sentences, made up of no more than six words prevail.

Key words: slogan, wine, Romanian, Moldavian, contrastive study

Advertising is an integrating part of our everyday lives. Wherever we may turn we are assaulted by images and slogans, promising new trends, fashion, better life and moments of pleasure (Akinbode O., 2012).

All the more, the slogans for food and beverages appeal to our senses to entice us to wish, to desire and turn this into a need.

Following the trend, the slogans for wine are intended to boost our mood, make us think of moments of pleasure, intimacy, lust and even make us return to nature, to our nature, our wildest part. The target customers are both men and women, with all their characteristics.

MATERIAL AND METHOD

The corpus of slogans chosen was taken from Romanian and Moldavian advertisements, more exactly slogans from large posters that were displayed in crowded places.

We selected ten Moldavian ads and ten Romanian ones, all advertising wine. In this paper we presented them largely and then compared them, to see the resemblances and differences, pointing out their most distinctive traits. The analysis was made both stylistically and syntactically.

RESULTS AND DISCUSSIONS

1. Presentation of wines

1.1 Purcari

This Moldavian company is one of the best –known ones abroad. It has had several ad campaigns along the years.

In terms of wine, "Maluri de Prut" continues the series of new launches by Purcari, focused on local varieties in the region. Feteasca Neagră is known from the Dacian period, being found seeds of this variety with an age of about 2000 years (*figure 1*).



Figure 1 Slogan for Purcari wine (2018)

It is assumed that the place of origin of this variety is the Prut meadow, around Uricani locality, the current Iași county. Feteasca Neagră has a special typicality, with a well-highlighted nose, dominated by black currant, cinnamon and

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prunes. Blackberries and other berries predominate in the taste. Rara Neagră, in turn, is a kind of reference for Purcari, and the nose highlights fine notes of chocolate, cherries and plums, and a velvety taste, with shades of pomegranate, dried fruit and vanilla.

"Prut Shores" is a manifesto for greater rapprochement between people, in a world that is increasingly dominated by alienation, conflict and polarization. Symbolically, it was created to celebrate the 25th anniversary of the Flower Bridge, which allowed for the first time the citizens of Moldova to pass without documents in Romania. In this context, the page www.malurideprut.md was launched, through which each had the opportunity to send a personalized message and a bottle of Purcari on the other bank of the Prut, receiving another in return. On September 11, 2013, the "Anti-Vilnius" syndrome acquired not only a political connotation, but also an agricultural/economic one. The Russian Federation imposed an embargo on all wine exports of Moldovan wine companies on the grounds that the wine has poor quality (figure 2).



Figure 2 Slogan for Purcari wine (2013)

You cannot turn wine into water.

The campaign adopted a very positive tone, despite the critical situation in which the entire Moldovan wine branch was mentioned. They set out to make a little fun of the trouble, and to focus on a message that would celebrate the unity of the two shores, but also the small differences, often funny, that characterize the Moldavian accent. At the same time, it was an invitation for their friends in Romania to continue to support Moldova and their wines, because, according to the campaign, "wine cannot be turned into water" (figure 3).



Figure 3. Slogan for Purcari wine (2013)

1.2. Castel Mimi

Because Castel Mimi is a family business, the theme of the family occupies an important place in the company. Therefore, the idea arose that 2021 should be declared the year of the family at Castel Mimi (figure 4).



Figure 4. Slogan for Mimi Castle wine

"And on this topic we decided to make a wine," says general manager Adrian Trofim. As the owners of the company are brother and sister, they decided to create a wine together. Each chose his or her favorite wine from the wines of the 2018 fruit, which have already reached maturity, Merlot and Malbec. It seemed important that the wine had, first of all, an emotional aspect.

On the label we see two squares or diamonds, one inscribed in another. Each figure has four sides, and the number 4 also means the date of their birthdays, only in different months - in January and August. Interesting to introduce a little numerology in this symbol (Schroeder J.E. and Zwick D., 2004). This wine is very symbolic, showing their attachment to each other "

1.3. Recas

From the quantity of bottled wine, to the number of medals obtained for wine quality, Cramele Recaş are an important player on the Romanian wine market and beyond (figure 5).



Figure 5 Slogan for Recas wine

Recas wine is about the basic activity in free time or mini-holidays, religious or not. But, it's a necessity, wine is "medicine", a medicine that not only "drives away your pain", but "it also brings pleasure." An over-drug, given its dual function. Luckily, it was released, otherwise the family doctors would have fainted by writing prescriptions. In any case, applying good reverse psychology to children and, apparently, to patients looking for "medicine", the same advertisement urges us not to taste it, as we certainly buy it. So what will customers do then?

1.4. Jidvei

"First place is just the first step" brought the brand philosophy to the people. Therefore, in order to convey this truth as faithfully as possible, in the commercials they focused only on Jidvei's products. The show is created exclusively by the quiet wine, the sparkling wine so that the public can discover the beauty of this solid brand, a palpable, visible beauty that can be found in every bottle (figure 6).



Figure 6. Slogan for Jidvei wine

1.5. Sâmburești

Domains Sâmburești launched Chardonnay wine, with a special campaign aimed at women. It's called "Chardonnay, a wine that understands women." Despite the feminine orientation, this liqueur is also proposed to ignite the conversation in two (figure 7).



Figure 7. Slogan for Samburesti wine

This is a vanilla and creamy wine, for ladies and gentlemen, pleasant to enjoy on a lazy summer afternoon. Chardonnay Domeniile Sâmburești is a dry wine, associated with expressiveness, art and joy. In it we see several facets of the woman, be it elegant, exuberant, sporty. In the background, jazz music is heard, and the finale invites you to drink wine with your loved one. Chardonnay stands out in a bright golden-yellow hue and combines elegance with the harmony of its vanilla notes. It also has aromas of white flowers and a creamy texture.

1.6. Beciul domnesc

The idea behind the campaign is that the purchase of a bottle of wine coincides with a special moment - a romantic dinner, a party with colleagues or an intimate evening. Therefore, every time he hesitates to buy a bottle of Beciul Domnesc, he misses the special moment it brings. A warm image unfolds, that talks about special moments in the company of loved ones (figure 8).



Figure 8. Slogan for Beciul domnesc wine

1.7. Ceptura

How to stand out on a market with very similar values without losing the relevance of the message? Finding a free communication area in which to solve this question was the main challenge (Vaičenoniene J., 2006). It's difficult to be natural and also memorable. Most wines communicate terroir, history, talk only about the product and too little about the consumer and the moments of consumption. So, the ad talks about habits, socializing, about evenings with friends or family meals, about being together. It presents a possible piece of anyone's life (figure 9).



Figure 9. Slogan for Ceptura wine

2. Elements used to capture the consumers' attention: contrastive study

2.1. The connection between wine and women can mostly be found in Romanian slogans

and especially in Samburesti ones. The sensorial effect is enlarged by the use of beautiful ladies as objects of desire in all their ads.

Chardonnay. A wine that understands women (Samburesti)

On the other side, the Moldavian ads are far more reserved... We could find only one, slightly related to femininity through marriage, a marriage between the consumer and wine:

We are brothers (Mimi Castle)

2.2. Another element used to catch the viewers' attention is the long-standing tradition of wine making. Even if they are not as ancient as in other countries, nevertheless they offer prestige and higher rank among other brands of wine, both in Moldavia and in Romania:

Purcari cuvee. 1827 The oldest producer of sparkling wines obtained by the traditional method in Romania.

2.3. It should have been strange not to link wine with leisure time, as it is the first reason for which we drink: to relax, to have a better mood, to chat and enjoy time with friends (Ke Q., Wang W., 2013). So, this element is one of the most used both by Moldavian and Romanian brands in order to persuade the viewers.

Ceptura Winery. It brings us together.

3. Syntactic features – contrastive analysis

Among the most common syntactic features that are to be found in all forms of written advertisements, there are to be mentioned the short sentences, elliptical sentences, compound sentences, interrogative, conditional and negative sentences.

3.1. As well imagined, the short sentences are the most occurring type. They are usually headlines which quite often are not accompanied by a longer informative text (Johannessen K.S. *et al.*, 2010). Half of the slogans, both Romanian and Moldavian, under study belong to this group:

We are brothers (Mimi Castle)

It brings us together (Ceptura)

3.2. Compound sentences are not frequently used in printed media advertisements. There are sentences that have more than one verb. The sentence may take the form of a dialogue, rhyme or fact presentation. Besides the fact that long sentences might get the readers bored, it also implies higher costs for advertising.

Chardonnay. A wine that understands women (Samburesti)

A wine that men understand (Samburesti)

3.3. Negative sentences are the least used syntactic feature. Probably this is so, because of

the strong negative effect it might carry. Anyway, when this type of sentence is used, it comes together with a positive phrase that changes the effect. Examples in point are:

We didn't understand either (Purcari)

Wine doesn't turn into water

Don't taste it, be sure to buy it (Recas)

CONCLUSIONS

The purpose of the article was to analyse the language of advertising in Romanian and Moldavian in order to see the specific traits of the two cultural systems. The conclusions after studying the corpus of slogans are that the two languages exhibit both similarities and differences. Similarities:

1. Both Romanian and Moldavian advertising slogans are used to connect wine to leisure time, friends and good mood.
 2. The presentation of long-standing tradition in wine-making is made in order to be considered valuable and of high-quality.
 3. Syntactically, both Moldavian and Romanian slogans extensively use short sentences. The compound sentences are quite rare, only two out of fifteen for each country. The negative sentences barely appear (one Romanian, two Moldavian).
- Differences: 1. The Romanians slogans highlight the attraction of men towards women, while the Moldavian are more attracted to nature and friends/parties. 2. The Moldavian are more drawn to tradition.

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