

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
