Identification and Identity of the Coca-Cola Brand lexical fields

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Résumé: Cet article traite un problème très actuel dans le domaine de la linguistique, notamment les champs lexicaux. L'article démontre le fait que les champs lexicaux du brand "Coca-Cola" se trouve à la frontière entre le langage commun et le langage de spécialité. Le but de l'article est de mettre en évidence les particularités des champs lexicaux des slogans du brand "Coca-Cola". Le corpus analysé comprend des slogans du brand «Coca-Cola» à partir du XIX-ème siècle jusqu'au début du XXIème siècle. L'article délimite un cadre théorique et une démonstration pratique concernant les éléments distinctifs des champs lexicaux du brand «Coca-Cola».Dans ce sens l'article présente et développe le problème des relations entre les champs lexicaux homogènes et hétérogènes, les micro champs lexicaux des slogans du brand «Coca-Cola» les éléments centraux et périphériques des champs lexicaux des slogans de ce brand, les structures syntagmatiques et paradigmatiques des champs lexicaux du brand «Coca-Cola».

Mots clé: champs lexicaux du brand "Coca-Cola", champs lexicaux homogènes et hétérogènes, micro champs lexicaux des slogans du brand «Coca-Cola", des structures paradigmatiques et syntagmatiques des slogans du brand "Coca-Cola", des champs lexicaux corrélatifs, multimodaux, pluridimensionnels, en série, récursifs.

The influence of the changes at the stylistic-funtional level is noticed as far as the vocabulary is concerned through occur-

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rences of words with new meanings, within broad vocabulary or what we call *specialized languages*.There is a bond between the common language and the specialized languages in that the lexical units permanently revolve from one behaviour to a different one. Not often do we tend to take many elements belonging to the common language for word combinations that define the specialized fields such as the scientific, the administrative or the technical one. Each activity, with its specificity, requires a group of speakers, considered as a target group, specialized lexical elements with a limited usability and strictly understood by that social group.

The slogans of the Coca-Cola brand bear a pragmatic purpose, directed to a limited usability but definitely not confined to a language belonging to a strictly defined social group. The specialized vocabulary used in making up these slogans is maintained, as far as the linguistics area is concerned, by the existence of some lexical items made up prior to their strictly speaking occurrence. The specialized vocabulary of the slogans promote an ideology specific to a well defined area, that of selling the Coca-Cola product. But, in the same time, the words and words combinations, altogether, belong to the written or oral communication that functions currently within the society. Although it uses words that the receiver is familiar with, the slogans have a dimension that belongs to the specialized vocabulary in that they subscribe to a pragmatic act, respectively, the intention to sell a product. The lexical relations occurring in the common vocabulary are structured in such a way that they can be considered as being on the border between the specialized vocabulary and the common vocabulary. The assumption we start from is that the vocabulary used in the Coca-Cola brand slogans *draws in* elements from the common vocabulary. On the other hand, these slogans *borrow* lexical areas strictly pertaining to the language sphere specific to the advertising.

What makes us believe the Coca-Cola slogans vocabulary lies on the border between the specialized language and the common one is the fact that the slogans have a specific character of

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the relationships between the specific elements of a promotional language, considered as being a specialized one, and the words belonging to the common vocabulary that denote ordinary objects and concepts from daily life. If we take into account the language code, the specialized vocabulary is a secondary one. If we have in mind the vocabulary from the Coca-Cola slogans, that we agreed upon as being on the border between the specialized and common vocabulary, this vocabulary has a determiner that contributes to the removal of some of the terms from the common usability and to their inclusion in certain linguistic fields. These fields are connected among them through structural relationships. The semantic aspect of the linguistic fields existing in the Coca-Cola brand slogans makes them contain homogeneous and heterogeneous elements.

The corpus that we will subject to analysis is that of the Coca-Cola brand advertisements from the beginning of the product promotion up to the present.

1. Theoretical perspectives

The specialized vocabulary originates in the history of the production process, when ideas come up and new nameless objects are created. Under those circumstances, the professional activity is continuously accompanied, as concerns the linguistic aspect, by the occurrence of some elements made up as a result of man's conscious action in the natural development of the language.

Based on the above statement, we intend to address lexical fields related issues, within the specialized vocabulary, referring to a recently over evaluated component, namely, the advertising written language. We first find some information about the *lexical field* concept in Jost Trier: „The word acquires a meaning only as part of a whole: accordingly, the meaning exists only within the field."[1]

[1] Jost Trier, *Altes und Neues vom sprachlichen Feld*, in „Wortfeldforschung. Zur Geschichte und Theorie des sprachlichen Feldes", Hrsg. von Lothar

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The linguist believes that there is an interaction between the lexical field and the language plan, because the speakers are forced to use language elements within fields. If we take into account the principles stated by Jost Trier, there can be noticed a diachronic evolution of the components of a lexical field. Here from derives the idea that the study of a lexical field is closely connected to the study of the field regarding the shape and the content of the name.

„The semantic field can be identified based on the semantic equivalence, starting from a central term and resorting to, first, the synonymic series building. As for the *synonymic series* one operates with a certain glosseme of the semanteme and the main condition of equivalence is interchangeability. Since two terms cannot substitute each other, that pair is denied the equivalence quality. The equivalences of two or more glossemes can be completely different, so the semantic field built around a concept will include, in the peripheral areas, all the equivalences of all the glossemes. Because the semanteme glossemes have different equivalents, which, in their turn, they themselves have series of equivalents, the synonymic expansion cannot be stopped."[2] This explanation adds to the importance of the synonymy relations at the level of the lexical field, proving the easiness of the word to integrate in the multitude of the meanings.

To build up a lexical field, the first steps start from the lexemes and from their relationship with the other lexemes and goes on up to identifying the components of the field that, in its turn, can enter into relationships with another field. It is a primary process that ends up in a complex structure, initiated by Eugen Coseriu and that is completely different from that of Jost Trier.

Schmidt, Wissenschaftiche Buchgesellschaft, Darmstadt, 1973, pp. 453-464 (ed. I, 1968).

[2] Angela Bidu-Vrănceanu, *Relaţiile dintre limbajul tehnico-ştiinţifice şi limbajele literare standard*, in *Limbă şi literaratură*, vol. III-IV, 1990, pp. 277-284.

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2. The lexical field in the Coca-Cola slogan: homogeneous and heterogeneous elements

The speakers can create a secondary specialized language, but which can later become a component of the common language due to a long standing use of the semantic content. Eugen Coseriu's *functional language* theory can be applied in some situations that will later be presented by retorting to the opposition signified/signifier, synonymic/ nonsynonymic, antonymous at the level of some morphological categories.

We admit that the analysis of the slogans can be carried out in terms of a linguistic perspective based on aspects connected to lexical fields that can be subjected to a typology. As well, we agree that there is a determination of the main categories of fields, a theory that is later found at Eugen Coseriu's.

The Romanian linguist believes that, in the economy of the lexical fields, it is the lexeme that would play an important role that refers strictly to the lexical semantic content of a word (the signified), and not the word (the signifier). We find the argument in *L'étude fonctionnelle du vocabulaire*: „The autonomy of the lexical signified implies, among others, that we must consider it precisely as such and in itself, and not by taking into account the point of view of the syntax or of the extra-linguistic "universal semantic" since the lexical units and the rapports between that brings them together and determines them are already given in each language"[3].

A stated principle about the theory of the lexical fields raises for discussion the fact that these are made up from both homogeneous and heterogeneous elements. This proves the flexible character of the language and the readiness to modify the signified depending on the context given situations, an idea that was previously mentioned. Certain types of fields seem to appear clearly enough. Even a schematic and partially intuitively settled

[3] Eugen Coşeriu, Coseriu, *L'étude fonctionnelle du vocabulaire: précis de lexématique*, in *L'Homme et son langage*, Éditions Peeters, Louvain – Paris – Sterling, Virginia, 2001, p. 340 (ed. I, 1966).

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typology could have, in its turn, beneficent repercussions over the systematic description of the fields, providing a framework of possibilities. This framework could be then changed due to the outcomes as a result of the description itself.

The shape and the meaning of a word become constitutive elements that evolve from a historical period to another, as we can prove when analyzing the lexical fields used in the Coca-Cola brand slogans. We take for example the slogans (1926) "Thirst and taste for Coca-Cola are the same thing. Stop at the red sign." and (1933) "Do not wear a tired, thirsty face" – where the lexical field of the word *thirst* is associated with the adverb, derived from a participial adjective *thirsty.* The word is then assigned the meanings of *desire, need, necessity* through affiliation to the terms *tired, stop*. If in the first example the idea of drinking the beverage was defined through key words: *thirst, taste, stop and red,* in the second example words with a more powerful meaning were chosen to appeal the consumers, respectively, *not to be* and *to give up*. The two verbs are prevalent during the whole campaign carried out by the company in 1933.

The lexilcal content of the slogans used by Coca-Cola focuses on a various number of words, but belonging to some morphological categories such as the nominal group noun-adjective, the verbal group and the non-flexible component, the conjunctions and the prepositions. Their choice is not at random if we take into account that part of them become *key words* from sematic perspective, others keep only the form, while the signified is different, or the signifier is another one. We find the words *Coca-Cola, taste, thirst, drink, tasty, refreshing, cold, to choose, to try, always, at, in, and* that build up well individualized lexical fields, where other words connected through synonymy realtionships will join in

The specialized areas of the vocabulary (see the medical, scientific, administratice one, etc.) allow the appearance of some secondary areas, with a heterogeneous words composition, in fields such as the advertising, media or the radio. They say that the publicity uses only words that are registered as trademarks,

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assigning them special meanings, that bear emtional-affective load for the target group. This way, during the campaign set off in 1906, the Coca-Cola Company retorted to the civical spirit, launching the slogan ”Great national temperance beverage”. Within the lexical field of the word *beverage* we add the words *soda* (1930: „Meet me at the soda fountain”), *thirst* (1922: “Thirst knows no season or that from 1937: “Thirst asks nothing more”) and *taste* (1926: “Thirst and taste for Coca-Cola are the same thing. Stop at the red sign.”)

This noun can be correlated, by way of synonymy, to the evaluative verb *to evaluate* together with the series of the lexical field: *to choose, to compare, to select, to taste, to validate, to decide* (1917: “Three million a day. The taste is the test of the Coca – Cola quality; 1941: “Coca-Cola is Coke!”; in 1963: “Things Go Better With Coke). The analysis verb *to compare* falls into the same category of the verbal group. We find its series, which is varied both as form and meaning, in concentrated slogans from advertising campaigns that cover short period of times. We enumerate the verbs *to correlate, to conclude, to infer, to detect, to determine, to experiment, to specify, to taste* that make up compact slogans groups found in the examples from 1922: „Demand the genuine - refuse substitutes.”; from 2000: “Enjoy; from 2001: “Life tastes good.”; or 2011: “Life Begins Here”, etc.

3. The microfields of the Coca-Cola slogans

A part of the specialized vocabulary has a pretty large circulation in the common language, what accounts for its inclusion in a general dictionary. The mark passing through or over the main meaning of a word and that can be found in a series of lexical fields is not indicated with consistency. The term of lexical category is used only for complete fields (macro fields): terms for colors, beings, instruments, movement verbs, attitudes, etc. It is the case of some of the adjectives such as *big, national, red, delicious, tasty, refreshing, acidulated, cold* that draw in other adjectives. These have a meaning close to the one of the word that gives birth to a lexical field or to the general meaning of the

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message sent to the target group. We consider as a starting point the adjectives that denote perception and freshness because they are presented as being essential in the product promotion. We find them again in the slogans from 1904: "Delicious and refreshing; 1923: "Refresh yourself. A perfect blend of pure products from nature"; 1938: "Any time is the right time to pause and refresh"; 1950: "Help yourself to refreshment", etc.

The perception adjectives – lexical field – comprise segments that define the product condition such as the color, the characteristics, the temperature, the touch, the size, while the adjectives from the lexical field of the freshness define its state. The above mentioned micro fields are made up, in their turn, of terms that have at least one connection with the field they are part of. We give the following examples: for color – red, white, brownish, golden, for temperature – cold, chilly, ice, delicious, refreshing, fresh, etc., while for freshness the terms are much more various, characterizing this field through heterogeneousness – acidulated, tonic, engaging, vivacious. The following examples support the statement that was made: 1904: "Delicious and refreshing"; 1905: "Coca-Cola revives and sustains"; 1906: "The great national temperance beverage"; 1908: "Good till the last drop"; 1909: "Delicious, wholesome, thirst quenching"; 1915: "The standard beverage", etc.

A distinctive category of the lexical fields is the external appearance of the product, namely, the recipient. If the specialists laid the focus, first, on the acidulated and refreshing content of the beverage, turned into a symbol for the Americans, throughout its existence it was noticed the concern for its package, too. Being changed from one period to another, now, its improved shape cannot be mistaken and becomes a common corpus with its content. In the beginning, the slogans took as basis the unique experience of each Coke bottle that was drunk. Now the slogans seem to underline something permanent and indefinite, just like in the structure of the message from 1993: "Always Coca – Cola", where we talk about a field of temporality that builds up heterogeneously from adverbs and adverbial phrases, translated through

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terms such as *always, evermore, only, eternal:* 1938: "Any time is the right time"; 1966: "Coke... after Coke... after Coke".

Another component of the analysis represents the lexical field of the adjectives that define the consumers' characteristics. We are bringing to attention the examples: *thirsty, tired, happy, impatient*, with the key collocations (*it refreshes, it integrates you into the modern world, it makes you feel good,* etc.) from the slogans given as examples (1938: "The best friend thirst ever had."; 1939: "Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola; 2005: "Prizes tell everything about you.", etc.). The marketing politics carried out by the company took into considerations the majority of the aspects when creating a slogan. If the aim was for the product to be sold, there were more variables to be taken into account: the taste, the shape, the package, the price, the purchasing and not lastly, the buyer's need to have that product. That is why one notices the unique and unmistakable character of each of the slogans.

The the lexical fields theory results in highlighting and describing the existing structures at the level of the vocabulary based on certain semantic distinctions, what offers a clear perspective in situations that are somehow unsortedly dealt with in the dictionaries. The definition from the Romanian language explanatory dictionary (1996) for *real* can be given as an eloquent example: 1. That has an objective existence, irrespective of consciousness or will, that exists in reality; objective, true. 2. Effectively, indubitable, veritable. 3. Expressions *real value, real right, real capital, real education, real number.* The explanations are incomplete because we could add in the meanings from the emotional plan such as those in the slogans below.

In 2005, the Coca-Cola company forwards a slogan of a particular intensity, "Make it real", what brings into discussion the idea advanced by the company: everything can be achieved. The word *real* with a synonymic + value with a series of other words (*true, possible, happy*), we met it a few years ago, too, in 1989, when, Coca-Cola starts the campaign on the advertising market

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with the slogan "You can`t beat the real thing". In that case, the key word is rated with synonymic value – the signified rendering the idea that only the drunk beverage can be the real goal. In 2003 there appeared on the market a slogan that seemed to concentrate the writing principles of an advertising message, "Real" – its translation being in occurrence with terms such as *real taste, real refreshness, real beverage, real satisfaction, unique sensationm real need of something*.

4. Central elements and peripheral elements

Within the lexical fields we have some central elements (cold, fresh, refreshing) and peripheral elements (*Social drink, Get the feeling of wholesome*). The central elements attract the full meanings of the words used in messages. Analyzing the slogans of the Coca-Cola company we notice that in some of them we find the word *refreshing* to which terms such as *delicious* (1904: "Delicious and refreshing."), *own, personal* (1924: "Refresh Yourself"), the *instant*, *the moment* (1929: "The pause that refreshes"), *really* (1959: "Be really refreshed") substitute. They become peripheral elements of the lexical field *refreshing*. Another example of central element is the word *cold,* to which the following peripheral elements belong: 1904: "Delicious and refreshing."; 1905: "Coca-Cola revives and sustains"; 1932: "Ice-cold sunshine"; 1924: "Refresh Yourself"; 1929: "The pause that refreshes".

The "Drink Coca-Cola" slogan, launched during the first campaign of Coca-Cola from 1886 contains the word *drink* that represents a central element from whose lexical field more terms are part of: *to enjoy, to think of, to taste, to add.*

The central element is the Coca – Cola drink to which quality attributes are associated that circumscribe to the aim of the statement, namely, the selling of the product.

5. Syntagmatic structures and paradigmatic structures

The units of a language do not exist in isolation, but they integrate in an ensemble of rapports, namely, in a linguistic system

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of interdependent units. An element of any linguistic system enters two types of relations: syntagmatic and paradigmatic laying-out, implicitly on two axes: the syntagmatic axis and the paradigmatic axis.

All the terms that represent the base of slogans writing are part of the two structures. The sintagmatic refers to combinations imposed by the language between two lexemes. The lack of this distinction made the syntagmatic structures to be considered as fields. The lexical field is part of the primary lexeme paradigmatic structures. At this level, the lexical field opposes the lexical class, that stands upon a common characteristic (a classeme) and does not subject to the immediate opposition criterion, but it makes up a category based on lexical or grammatical combinations from a certain lexeme. The primary structures are called like this because there is no *first-second* rapport between its components as it is the case of the secondary ones. There, a first element is subjected to a changing process: the change (*fresh – freshness*: 1959: "Be really refreshed" and 1904: "Delicious and refreshing"), development (*fresh – to refresh:* 1929: "The pause that refreshes"*)* and composition (*fresh thinking – lively*: 1939: "Whoever you are**,** whatever you do**,** wherever you may be**,** when you think of refreshment**,** think of ice cold Coca-Cola").

We shall give some examples of slogans where we find syntagmatic structures. The words of the statements set in order on a horizontal axis that corresponds to the signs succession in the speaking chain (language). In the slogan from 1947 we can make an analysis of the constitutive elements. "The only thing like Coca – Cola is Coca – Cola itself" where we have the following pattern "the only thing" + "thing like Coca – Cola" + "Coca – Cola is" + "Coca – Cola is Coca – Cola itself". There is a copulative rapport "and… and" between the terms that make up the slogan. The final pattern is reduced to the main statement "the thing is Coca–Cola itself". On this axis the elements and the language units lay-out in the presence of the others, the terms finding themselves, entirely, in the text. We find another example in the slogan from 1963: "Things go better with Coke" or that from

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2005: "Prizes are telling everything about you". The rapports that settle between elements are combinatory or syntagmatic ones.

Previously stated by Ferdinand de Saussure as associative axis, the paradigmatic axis develops a selection process called paradigm that refers to an opposition rapport between the unit in the text and another one of the kind, that is not present, but it could be. If the syntagm is a relationship *in presentia* the paradigm is a relationship *in absentia.* When the terms are in immediate opposition, the paradigmatic structure is of a primary nature but when it is made up as a result of derivative processes the paradigmatic structure is of a secondary nature.

They draw together the elements of a statement under the form of a successive chain and they are determined by the logical existence of the linguistic chain elements. The sign combinations that meet the property and coherence conditions are called collocations. As regards the paradigmatic structures at the level of the messages the rapport is disjunctive "or…or" because it is a relationship between a present element and an absent one of the same units class of the language, elements that are in opposition and we have it in few statements launched by the company, as the following one: 1939: "Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca – Cola". We must add a few other points: we find the paradigmatic structures in the case of each term that makes up a semantic field and not at the level of the slogan considered as a set of terms.

The linguist Eugen Coşeriu provides a general typology corroborating the above mentioned structures and he talks about: affinity rapports: *far (*spatiality*)* – 1927: "Around the corner from anywhere" and *far* (temporality) –1933: "Coca-Cola goes along."; selection rapports: *to taste something*– 1939: "Coca-Cola has the taste thirst goes for" – and to taste of something – 1956: "Coca-Cola**…** makes good things taste better"; implication rapports – 1982: "Coke is it!" – with the one from 1993: "Always Coca – Cola".

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The internal relationships of a lexical field as a content structure are determined through the identities and differences that constitute the field itself, that is, the semantic oppositions that function within it. Consequently, a typology of the fields must take its stand on a classification of the lexematic oppositions. Just like in phonology, in the vocabulary, "there are gradual, equipollent and privative oppositions"[4] "that we will present in the following lines. So, the English *good/ better* (2001: „Life tastes good" and 1963: „Things go better with Coke) is an example of a gradual opposition. As for words denoting color like *red, white* (1986: „Red White **&** You **(**for Coca-Cola Classic"), etc., they are in equipollency some towards the others. The privative oppositions, for example the one from 1926: "Around the corner from anywhere" at the level of the terms *around* and *anywhere* or in 1938: "Thirst asks nothing more" – at the level of the terms *nothing* and *more.*

From the point of view of the number of dimensions that function in the fields, these can be divided in two very general types: the fields with one dimension (*simple, linear, one-dimensional* fields) and fields with more than one dimension (*complex* fields or *multi- dimensional*). Into the first category we can introduce the slogans such as: 2007: "Great Coke taste, zero sugar" or from 1991: "Can't beat the real thing". The multi-dimensional fields correspond to the adjectives describing the characteristics of the drink (*delicious and refreshing*; *drink of quality*; *Good taste*; *pure as Sunlight*; *crisp taste*); they also correspond to the nouns that denote the time (*day*; *season*); to the evaluative verbs (*to want*; *to appreciate*; *to taste*) or to the spatiality adverbs (*where*; *around*; *anywhere*; *wherever*) and to the temporality ones (*now*; *when*; *along*).

The one dimensional fields are similar to the simple grammatical categories, for example the above mentioned category of the number, which are one dimensional categories themselves; the

[4] Constantin Dominte, *Introducere în teoria lingvistică*, Editura Universităţii Bucureşti, 2003, p. 69.

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multidimensional fields are similar to the complex multi dimensional categories, which they themselves are multi dimensional, for example, to the category of the gender in the languages where there is the distinction between masculine and feminine (or masculine, feminine, neuter) and, in the same time, animate – inanimate. They are also similar to a category of the verbal aspect where one can distinguish between perfective – imperfective and, within the perfective, for example, non-iterative – iterative, etc.

6. The particularities of the linguistic fields in the Coca - Cola brand slogans

Charles L. Whittier states in his book, *Creative Advertising* that a slogan must meet the following conditions:

- To be memorable (2009, 2012: „*Open Happiness")*
- To call forth the product brand name (1993: „*Always Coca-Cola")*
- To include one of its key advantages *(*1956: "*Coca-Cola … makes good things taste better")*
- To induce positive attitudes regarding the trade (1938: "*The best friend thirst ever had"*)
- To picture the personality of the brand (1969: "*It`s the real thing")*
- To be strategical (1942: „*The only thing like Coca-Cola is Coca-Cola itself"*)
- To be able to be used in various forms in the advertising campaign
- To be competitive (1987: „*You Can't Beat the Feeling"*)
- To be original (1975: "*Look Up America")*
- To be simple (2000: "*Enjoy")*
- To be pleasant (1994: "*Delicious and refreshing")*
- To be believable (1939: "*Whoever you are , whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca – Cola")*

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- To be helpful when ordering the product (1982: "*Coke is it!"*)[5]

The syntagmatic and paradigmatic axes of the lexical fields develop a series of relationships whose terms are in different rapports. The paradigmatic axis supposes the existence of the terms made up as a result of derivation and composition. The Coca-Cola slogans have few words that belong to lexical fields where we find words made up applying the above mentioned procedures. We have such examples in the lexical field referring to the beverage quality (freshness – *fresh – refresh – refreshed - refreshing – refreshment*), the lexical field of the colors (*sunlight*, *sunshine*) or the lexical field of the spatiality (*anywhere*, *everywhere*).

A component of the lexical fields can be analyzed from the perspective of the synonymy rapports, of the semantic equivalence at the level of different morphological values.We noticed that at the level of the advertising messages conceiving it is the nominal group that prevails which develops synonymy relationships with the previous existing messages. In the previous pages I called to mind and subjected to analysis a part of the messages in terms of the constituents of the semantic fields. We intend to take into consideration some slogans to identify the common points at the level of the derived terms, of the associative terms and of the synonymical chains.

We subject to analysis the following slogans that have in common the synonymical terms of the semantic fields taste, flavour and freshness in the category of the nominal group noun-adjective: 1904: „Delicious and refreshing"; 1908: „Good till the last drop"; 1927: "Pure as Sunlight"; 1928: "Coca-Cola**…** pure drink of natural flavors"; 1932 "Ice cold sunshine"; 1938: "The best friend thirst ever had"; 1957: "Sign of good taste"; 1979: "Have a Coke and a smile", etc. One can notice the company's creators' persistence upon terms that trigger the desire to taste by all means a cold beverage. In the above mentioned examples, some of the principles of a viable existence for a slogan were

[5] Charles L.Whittier, *Creative Advertising*, Holt, New York, 1955.

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taken into account. Even if sometimes a message is subliminal the incidence of at least one term that becomes repetitive denotes the idea of the message just like in the case of the words *good*, *taste*, *refreshing*, *cold*.

As for the verbal group, verb-adverb, the situation is different because the construction of the slogans was conceived upon lexical fields of the evaluative, comparative and appreciative. It was also noticed the iterative character of the verbal action, with the use of the present tense when expressing the idea in the: 1905: "Coca – Cola revives and sustains"; 1922: "Thirst knows no season"; 1983: "Thirst asks nothing more; 1939: "Coca – Cola has the taste thirst goes first"; 2000: "Enjoy", etc. As far as the presence of the adverbs is concerned, we notice the restrictive character, *only* or the peripheral character: 1942: – "The only thing like Coca-Cola is Coca-Cola itself." and *anywhere*: 1927: – "Around the corner from anywhere".

The various ways to conceive the slogans lead to the analysis of some linguistic aspects previously mentioned, taking into account the constituents of the lexical fields. There is a permanent interplay between the common language and the one that the slogan creator uses within which the common words get figu-rative meanings.

7. The particularities of the linguistic fields of the Coca-Cola slogans

The lexical fields of the Coca-Cola brand slogans are subjected to the referential function of the language. The fact that this function is also called "the denotative or informative function" makes these fields to be mainly oriented towards the referent of the message and, to have in view the linguistic and extra linguistic context (social, cultural, situational) of the communication. Therewith, these fields take certain shapes that correspond to a certain goal (of information, of education, of entertaining). This goal adds a function (emotional, persuasive, manipulative) and a role (of a concept identification, namely, the Coca – Cola brand). The way how the lexical fields are organized within the slogans

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turns them into active elements in the process of advertising the product, which is, in fact, the main aim of the slogans.

There is a parallelism between the social level (to which the advertising addresses) and the taxonomy of the lexical fields the way we organized it here. If evaluated as a prototypical communication form, the lexical fields of the Coca – Cola brand slogans impinge on the social structure, being determined by them and entailing attitudes.

The ongoing tendency of paradigmatic simplification in English is doubled by the urge of accuracy in exposure, the lexical fields of the slogans being directly determined by the slogans creator's active role. The slogans producer will bear in mind the fact that lexical fields assembling has as main aim are the informative content of the slogans. The terms are clearly defined, the lexical fields do not have an ambiguous character, though, virtually, certain clichés that indicate an attitude are used. In relation to reality, the message is mainly denotative. According to the effect of the message, the emitter can control, by the use of certain lexical fields, the effect of the message over the receiver. This makes that, in most of the cases, the lexical fields to lead to a predominance of the prelocutionary function. Due to this function, the slogans carry a maximum accessibility, with elliptical statements that aim at impressing and calling attention by way of their uniqueness and innovation of expression. From the morphological point of view one can notice the use of the active voice.

The research of the lexical fields in English, in general, and of the slogans in the advertisements, particularly, remains a subject of major interest in the modern linguistics. These researches embed lexical structures, lexical-grammatical and lexical-syntactic which prove the intricacy of these lexical fields and their importance in communication.

To outline the particular side of the lexical fields of the Coca-Cola company brand, as accurately as possible, we start from the already stated assumption that the lexical field comprises all the words that belong to the same field. These fields are also called *lexical fields* and comprise all the lexemes that refer to the

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same field and facilitate the ascertainment (determination, outlining specification) of the theme. These fields are based on lexemes that are prime units of the vocabulary that represent the association of one or more meanings. The lexical semantic field represents a class of words joint through common meaning components that can be synonyms, antonyms, paronyms, etc.

Within the scope of the lexical fields analysis of the Coca-Cola brand we include some distinct dimensions.

8. The correlative fields

These fields contain two dimensions contain that make up bundles of correlations. There may come up antonymic (antonymic opposition) relationships in the correlative fields:

Ex: 1928: "A pure drink of natural flavor".

pure – impure

1913: "Ask for it by full name - then you will get the genuine"

genuine – false.

8.1. The non correlative fields

There are two distinct sections, related by a synonymic or antonymic opposition:

Ex: 1907: "...Coca-Cola is full of vim, vigor and go – is a snappy drink".

vim – vigor

1986: "Catch the wave (Coca-Cola) Red, White and You (Coca-Cola classic)".

red – white.

8.2. The multidimensional fields

These fields are hierarchical, where there is a succession of elements that apply simultaneously. Ex: 1904: "Coca-Cola is delightful, palatable, healthful beverage. Coca-Cola satisfies. Delicious and refreshing."

These multidimensional fields can be evaluated in antonymic series.

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Thus:
delightful – distasteful
palatable – distasteful
healthful – unhealthy
delicious – distasteful
refreshing – unpleasant.

8.3. The one dimensional fields

They refer to a very specific characteristic.
Ex: 1905: "Drink a bottle of carbonated Coca-Cola".
carbonated – noncarbonated.

8.4. The pluridimensional fields

The pluridimensional fields comprise antonymic, gradual, serial, pluridimensional, multidimensional, hierarchical, selective, simple, compound series.

Ex: 1905: "...the favorite drink for ladies when thirsty, weary, and despondent.

favorite – unpopular

1907: "Cooling, refreshing...delicious. Coca-Cola is full of vim, vigor and go - is a snappy drink."

cooling – warm/hot
snappy – drab

1908: "Sparkling - harmless as water, and crisp as frost. The satisfactory beverage."

sparkling – flat /drab
crisp – plain
satisfactory - unpleasant / unsatisfactory

1909: "Delicious, wholesome, refreshing".

wholesome – unhealthy

1909: "Demand the genuine by full name. Exhilarating, refreshing."

genuine – false/ superficial/ fake
exhilarating – disappointing /deflating

1905: "The standard beverage."

standard – substandard

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8.5. Fields based on nouns

These fields can come up in synonymic series.
Ex: 1953: “What the refreshment ought to be”
1950: “Help yourself to refreshment."
1958: “Refreshment the whole world prefers.”
refreshment – invigoration
1934: “Carry a smile back to work.”
smile – grin
1947: “Coke knows no season”
season – time, bounds
1927: “Pure as Sunlight”
sunlight – sunshine / airiness
1932: “Ice cold sunshine.”
ice – frosting/ coolness / cold
sunshine – sunlight
1895: “The real choice”
choice – option/ selection/ decision
1986: “Can't Beat the Feeling.”
feeling – sensation/ ecstasy
1904: “Drink Coca-Cola in bottles - 5 c”.
1905: “... Sold in bottles”
bottle – container/ tin/ can
1920: “Drink Coca - Cola with soda”
1930: “Meet me at the soda fountain”
soda – carbonated drink/ pop
1907: “ ...Coca - Cola is full of vim, vigor and go - is a snappy drink”
vim – vigor/ strength /vitality
drink – liquor/ soft drink / beverage / soda
1911: “ ...Real satisfaction in every glass”
glass – container/ bottle /cup / tumbler
1904: “...Coca – Cola is a delightful, palatable, healthful beverage.”
beverage – soda / drink / pop / liquid.

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8.6. Positional fields

These fields designate the position that the signs hold in relation to a point of orientation in time, in space, in a fixed series.

Ex: 1905: “Drink Coca – Cola at soda fountains”
1930: “Meet me at the soda fountain”
1949: “Along the highway to anywhere.”

8.7. Continuous or homogeneous fields

These fields represent the most frequent cases.

Ex: 1904: “Coca - Cola is a delightful, palatable, healthful beverage."
1907: “Delicious Coca - Cola sustains, refresh, invigorates.”

8.8. Serial or ordinal fields

Ex: 1907: “Three million a day”
1925: “Six million a day”

8.9. Gradual non ordinal fields

Ex: 1909: “Delicious, wholesome, refreshing.”

8.10. Recursive fields

Within these fields the same terms are resumed:
Ex: 1900: “Deliciously refreshing.”
1907: “Delicious Coca – Cola sustain, refresh, invigorates”
1909: “Delicious, wholesome, refreshing.”
1912: “Demand the genuine – refuse the substitutes”
1914: “Demand the genuine by full name.”

8.11. One layer fields

Ex: 1886: “Drink Coca - Cola”; 1982: “Coke is it”; 2000: “Enjoy”; 2000: ”Make it real”; 2011: “Life Begins here”.

8.12. Fields with more layers

Ex: 1908: “Sparkling –harmless as water, and crisp as frost”; 1909: “Whenever you see an arrow think of Coca – Cola”.

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8.13. The verbal lexical fields

Our way of approaching the verbal fields considers the verb seen from two different aspects: the semantic aspect and the synonymic aspect.

a – The semantic field of the evaluative verbs from the Coca–Cola brand slogans.

The assumption we start from is that within the evaluative verbs area, considered from the point of view of the lexical fields there fall the following verbs: *to evaluate, to choose, to compare, to estimate, to select, to test, to validate, to decide, to try.*

Ex: 1940: "...Try it just once and you will know why".

to try – to test/to experience

1956: "... Makes good things taste better"

to taste – to determine

b – The semantic field of the verb *to understand* of the Coca – Cola brand slogans.

This semantic field is resumed by the following verbs: *to choose, to describe, to determine, to differentiate, to use, to initiate.*

Ex: 1956: "Feel the difference. Friendliest drink on earth. Makes good things taste better".

c – The semantic field of the verb *to analyze.*

This field includes the following verbs: *to compare, to categorize, to correlate, to conclude, to infer, to determine, to experiment, to taste.*

Ex: 1953: "The drink that keeps you feeling right. All trails lead to ice – cold Coca–Cola."

d – The semantic field of the verb *to recall.*

Ex: 1934: "...When it's hard to get started, Start with a Coca – Cola."

1944: "How about a Coke? High sign of friendship. A moment on the sunny side."

e – The semantic field of the imperative verbs.

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Ex: 1886: "Drink Coca – Cola"; 1923: "Enjoy life"; 1924: "Pause and refresh yourself"; 1950: "Help yourself to refreshment"; 1956: "Feel the difference"; 1962: "Enjoy that refreshing new feeling"; 1975: "Look up America"; 1979: "Have a Coke and a Smile".

What is worth underlining at the end of this undertaking is the fact that all the semantic fields, regardless of their nature and form, gain identity due to the interpretation the receiver gives them. The paradigmatic axis of the lexical fields plays an important role in understanding the significances areas and can generate multiple sets of interpretations of the lexical fields where the coordinates of the social codes contribute to the understanding and widening of these fields. The analysis of the lexical fields in the Coca-Cola brand slogans brings a new perspective over the morphological, syntactical elements as well as over the discourse of the slogans evaluated from the semiotic point of view. The understanding of the multi layered significance of the lexical fields brings along the understanding of the seme and its complex load, evaluated as a verbal discourse where the concepts circumscribe to some classes of general signs and common to the lexical areas.

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