

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

f1ddd586bd094f33301d9758235cfb84cfb6b23574e1937ef4831934fb93708f

To view the reconstructed contents, please SCROLL DOWN to next page.

AN ANALYSIS OF LANGUAGE USE IN SLOGANS OF ELECTRIC VEHICLE BRANDS

Chinchira Bunchutrakun¹, Rawiwan Chitchomnat², Maetinee Aksornchoo³, Kanyarat Kuptawatin⁴ and Pattira Chiwchaona⁵

^{1,2,3,4,5}Business English Program, Faculty of Humanities and Social Sciences Suan Sunandha Rajabhat University, Bangkok, Thailand,

E-Mail: chinchira.bu@ssru.ac.th¹, s65123405005@ssru.ac.th², s65123405044@ssru.ac.th³, s65123405055@ssru.ac.th⁴, s65123405059@ssru.ac.th⁵

ABSTRACT

Abstract—This study employed a quantitative content analysis of 114 slogans from 47 global electric vehicle (EV) brands to examine linguistic strategies, focusing on word frequency, slogan type, and adjective use. The findings reveal that the most frequent words “electric”, “future” and “performance” reflect the industry's focus on innovation and technological advancement. Persuasive slogans were the most dominant type, followed by descriptive and business slogans, indicating a strategic effort to actively influence consumer attitudes and build trust in emerging EV technologies. Furthermore, the use of adjectives such as “electric”, “smart” and “sustainable” reinforces brand identity centered on progress, intelligence, and ethical responsibility. The study concludes that language in EV slogans serves a dual function, acting as both a promotional tool and a linguistic expression of corporate ideology that shapes perceptions of innovation and sustainability.

Keywords— Linguistic Analysis, Word Frequency, Slogan Classification, Adjective Use

INTRODUCTION

Over the past decade, the automotive industry has undergone a significant transformation driven by technological innovation and environmental awareness. One of the most significant developments is the rise of electric vehicles (EVs), which are rapidly gaining popularity as sustainable alternatives to traditional fuel-powered cars. According to the International Energy Agency (IEA, 2024), global EV sales reached nearly 14 million units in 2023, representing a 35% increase from the previous year. This shift has not only reshaped transportation but also intensified competition among EV manufacturers, each striving to establish a distinctive brand identity in an expanding market. In this context, slogans have become an essential marketing tool, serving as concise and memorable linguistic expressions that encapsulate a brand's values, vision, and emotional appeal. The language used in these slogans plays a crucial role in encapsulating a brand's essence, enhancing brand awareness, and contributing to brand equity (Kohli et al., 2007).

In the global EV landscape, several brands have captured public attention through powerful and

meaningful slogans. For instance, Nissan's "Electrify the world" (Nissan Motor Corporation, n.d.), and BYD's "Build Your Dreams" (BYD, n.d.) are among the most recognizable worldwide. Similarly, BMW i with "Born Electric" (BMW Group, n.d.) and Hyundai IONIQ with "Progress Electrified" (Hyundai Motor Company, n.d.) emphasize themes of innovation and sustainability. These slogans highlight not only technological advancement but also the growing global consciousness toward eco-friendly lifestyles, reflecting how language in marketing aligns with cultural values of environmental responsibility (Kotler & Keller, 2016).

While numerous studies have examined language use in advertising and branding (Piller, 2001), there remains a notable lack of research focusing specifically on the electric vehicle sector. The EV industry, being relatively new and uniquely positioned at the intersection of technology, environmental consciousness, and lifestyle branding, offers a distinct linguistic landscape worth exploring. Unlike traditional automobile slogans that often emphasize power, performance, and luxury, EV slogans may highlight eco-friendliness, future innovation, and social responsibility. Therefore, investigating the language strategies employed in EV slogans can provide valuable insights into how linguistic choices reflect and reinforce evolving consumer values and industrial trends.

The study is guided by the following research questions:

RQ1: What are the most frequently used words in EV slogans, and what do these words show about the key messages and brand images that companies want to communicate?

RQ2: How can EV slogans be grouped into main categories based on their communicative functions, and what do these categories show about the strategies brands use to communicate their messages?

RQ3: Which adjectives are most frequently used in EV slogans, and how do these adjectives help persuade consumers and build brand identity?

OBJECTIVES OF THE RESEARCH

1. Identify the most frequently used words in EV slogans to highlight the lexical elements that brands emphasize to reinforce consumer memory.

2. Classify the types of slogans to understand the approaches used to convey messages, such as focusing on brand image, emotional appeal, or product features.

3. Analyze the most commonly used adjectives in EV slogans to explore how these adjectives are employed to persuade consumers and define brand identity.

LITERATURE REVIEW

1.1 Theoretical Background

Slogans function as strategic linguistic tools in brand communication, serving to encapsulate a company's identity, values, and market positioning in a memorable phrase (Kohli et al., 2007). In advertising discourse, slogans operate at the intersection of information and persuasion, enabling brands to establish recognition and differentiate themselves from competitors (Cook, 2001). Understanding how slogans are constructed and classified is therefore essential for analyzing the communicative strategies employed by EV brands.

1.2 Slogan Classification Framework

This study adopts the slogan classification framework proposed by Harper (2023), which categorizes slogans into five functional types based on their primary communicative purpose. While this framework originates from industry practice rather than academic research, it offers a practical and accessible typology that aligns well with the applied nature of marketing communication analysis. The five categories are as follows:

a) Business Slogans

Business slogans primarily serve an informational function, communicating a brand's core values to its target audience. These slogans aim to establish what the company stands for, whether emphasizing trust, innovation, or customer commitment.

b) Descriptive Slogans

Descriptive slogans explicitly communicate what a company offers or what its products represent. These slogans prioritize clarity and visualization, allowing consumers to immediately understand the brand's value proposition.

c) Persuasive Slogans

Persuasive slogans are designed to encourage consumers to take action or try a product by highlighting its benefits. These slogans employ rhetorical strategies to convince the audience that the brand can fulfill their needs.

d) Creative Slogans

Creative slogans utilize unconventional language, wordplay, humor, or literary devices to capture attention and enhance memorability. These slogans stand out through their originality and often encourage audience engagement.

e) Emotive Slogans

Emotive slogans are crafted to evoke emotional responses from consumers, creating psychological connections between the brand and feelings such as happiness, security, or aspiration. These slogans often require careful consideration of the emotions that align with brand identity.

Harper's (2023) framework provides a useful foundation for categorizing EV slogans according to their communicative intent. By applying this classification, the present study can systematically examine how different EV brands employ language strategies to connect with consumers and construct their market identities.

RELATED WORKS

The linguistic analysis of advertising slogans has received considerable attention in academic research. Miller and Toman (2016) conducted a comprehensive examination of rhetorical figures and linguistic devices in corporate brand slogans. Their findings revealed that phonetic devices such as alliteration and initial plosives, syntactic devices including word and phrase repetition, and semantic devices such as puns and well-known phrases are commonly employed in slogan construction. The study concluded that incorporating rhetorical figures makes slogans more influential in generating favorable consumer responses. Similarly, Hodges et al. (2024) investigated the lexical, semantic, and emotional properties of over 800 brand slogans to determine what makes slogans effective. Their research demonstrated that linguistic properties affecting processing fluency create a trade-off between likeability and memorability: slogans that are shorter, use linguistically frequent words, and employ abstract language tend to be more likeable, while slogans with less fluent properties are more memorable. These studies establish that careful attention to linguistic features is essential for effective slogan design.

Several researchers have examined slogans within specific industry contexts. Atmaja (2022) analyzed figurative language in automotive advertisement slogans, examining 22 slogans from various car brands. The study identified hyperbole, personification, and metonymy as the most frequently used figurative devices in the automotive sector, suggesting that car manufacturers often employ exaggeration and humanization strategies to promote their products. In the technology sector, Rizal et al. (2022) conducted a phrase analysis of technology brand slogans, identifying various syntactic structures including noun phrases, verb phrases, adjective phrases, and prepositional phrases. Their research demonstrated how grammatical constructions contribute to the effectiveness of technology brand messaging.

Recent scholarship has also explored computational and interdisciplinary approaches to slogan research. Alnajjar and Toivonen (2021) developed methods for automatically generating slogans using skeleton extraction from existing slogans combined with genetic algorithms and metaphor generation techniques. Their work utilized linguistic resources including grammatical relation repositories and semantic models to optimize slogan output for semantic relatedness, grammatical correctness, and rhetorical device usage. While such computational approaches differ methodologically from the present descriptive linguistic study, they demonstrate the growing recognition of slogans as complex linguistic objects worthy of systematic analysis across multiple disciplines.

Despite the growing body of research on slogan linguistics, limited attention has been directed toward the electric vehicle industry specifically. While Atmaja (2022) examined traditional automotive slogans, the EV sector represents a distinct market segment with unique positioning challenges related to sustainability, technology, and innovation. As the global EV market continues its rapid expansion, understanding how EV brands communicate through their slogans becomes increasingly relevant. The present study addresses this gap by conducting a systematic linguistic analysis of EV brand slogans, examining both word class distribution

and thematic content to reveal the communicative strategies employed by brands in this emerging industry.

METHODS

1.1 Research Design

This study employs a quantitative content analysis approach to examine language use in slogans of electric vehicle (EV) brands. Content analysis is appropriate for this study as it allows for the systematic identification and quantification of linguistic features within textual data (Krippendorff, 2018). The analysis specifically targets three dimensions: word frequency distribution, slogan type classification, and word class analysis with emphasis on adjectives.

To address the research objectives, three research questions guide this study:

RQ1: What are the most frequently used words in EV brand slogans?

RQ2: What types of slogans are predominantly used by EV brands?

RQ3: What are the most commonly used adjectives in EV brand slogans?

1.2 Data Collection

A total of 114 slogans were collected from 47 globally recognized EV brands. The selected brands include major manufacturers such as Tesla, Nissan, BMW i, Hyundai Ioniq, BYD, Toyota EV, and Mercedes EQ. Data were gathered from multiple sources to ensure comprehensiveness and reliability:

1. Official brand websites
2. Advertising campaigns (television, digital, and print media)
3. Official social media platforms (Facebook, Instagram, YouTube)
4. Press releases and automotive marketing publications

The following inclusion criteria were applied for slogan selection: (a) the slogan must be officially used or endorsed by the brand, (b) the slogan must relate specifically to EV products or the brand's electric vehicle division, and (c) the slogan must have been used or published between 2020 and 2025. This timeframe was selected to capture the most recent trends in EV branding and communication strategies.

1.2.1 Brand Selection and Categorization

According to Lead Intelligent (n.d.), over 150 EV brands competed globally in 2024, with approximately 34 brands in North America, around 40 brands in Europe, and over 60 brands in Asia. This study focused on 47 established brands rather than the full population because the remaining brands primarily consist of start-ups or small technology companies for which official slogans are difficult to access or verify. This purposive sampling approach ensures that

the dataset consists of brands with established and credible identities suitable for systematic linguistic analysis.

The selected brands were categorized into two groups for comparative analysis:

Pure EV Brands (n = 13): Companies that produce exclusively electric vehicles and were founded with a fully electric product strategy. Examples include Tesla, BYD, Rivian, NIO, Lucid Motors, and Polestar.

Legacy EV Brands (n = 34): Established traditional automakers that originally focused on internal combustion engine (ICE) vehicles but have subsequently expanded into the EV market. Examples include Toyota, BMW, Nissan, Mercedes-Benz, Volkswagen, and Hyundai.

This distinction allows for comparative analysis of linguistic strategies between brands that are "born electric" and those transitioning from conventional automotive manufacturing.

1.2.2 Slogan Classification by Communicative Function

In addition to brand-type classification, the collected slogans were further categorized based on their communicative function and strategic scope. This secondary classification system distinguishes between different levels of brand communication:

Table 1 Classification of EV Slogans by Communicative Function

Category	n (%)	Definition
A: Core Brand Slogan	27 (23.7%)	Brand-level, stable identity slogan reflecting long-term positioning and core values
B: EV-Positioning Slogan	36 (31.6%)	Brand-wide EV transition or sustainability positioning statement
C: Campaign / Promotional Line	51 (44.7%)	Short-term campaign, promotional sentence, or product-specific descriptor
Total	114 (100%)	

This classification framework accounts for the temporal dimension of brand communication, distinguishing between stable brand identity (Category A), strategic EV positioning (Category B), and tactical campaign messaging (Category C). The dual classification system—combining brand type (Pure EV vs. Legacy) with communicative function (A, B, C)—enables a more nuanced analysis of how different types of brands employ various levels of marketing communication.

1.3 Data Management

All slogans were organized systematically using Google Sheets. Each entry included the following fields: slogan text, brand name, brand category (Pure EV or Legacy EV), communicative function category (A, B, or C), year of publication (where available), original language, English translation (if applicable), and source URL. This structured approach facilitated accurate categorization, searching, and filtering during the analytical process while ensuring data consistency and traceability.

1.4 Data Analysis

The collected slogans were analyzed using a combination of corpus-based quantitative analysis and manual coding. The analysis proceeded in three stages corresponding to the three research questions.

Stage 1: Word Frequency Analysis (RQ1)

AntConc 4.0 (Anthony, 2022), a freeware corpus analysis toolkit, was used to generate word frequency lists from the slogan corpus. Function words (articles, prepositions, conjunctions) were excluded from the analysis to focus on content words that carry semantic meaning. The Keyword in Context (KWIC) function was employed to examine how high-frequency words were used in their immediate linguistic contexts.

Stage 2: Slogan Type Classification (RQ2)

Each slogan was manually coded according to Harper's (2023) five-category classification framework:

Business slogans: Communicate core brand values and company identity

Descriptive slogans: Summarize product features or services offered

Persuasive slogans: Aim to convince or motivate consumer action

Creative slogans: Use wordplay, humor, or unconventional language

Emotive slogans: Evoke emotional responses from consumers

The researcher independently coded all 114 slogans. In cases where a slogan exhibited characteristics of multiple categories, the primary communicative function was used as the basis for classification.

Stage 3: Word Class Analysis (RQ3)

TagAnt 2.0 (Anthony, 2022), a part-of-speech (POS) tagging tool, was used to automatically tag each word in the corpus according to its grammatical category. The tagged output was then analyzed to identify the frequency of adjectives across the slogan corpus. The most frequently occurring adjectives were examined to understand how descriptive language contributes to brand identity construction and persuasive messaging in EV advertising.

1.5 Tools and Software

Table 2 summarizes the tools and software used in this study.

Table 2 Tools and Software Used in This Study

Tool	Purpose
Google Sheets	Data storage, organization, and manual coding
AntConc 4.0	Word frequency analysis and KWIC concordancing
TagAnt 2.0	Part-of-speech tagging for word class identification

1.6 Limitations

Several limitations should be acknowledged. First, some slogans lacked clear publication dates, which limited the possibility of detailed temporal analysis of slogan evolution. Second, a number of slogans were originally published in languages other than English and required translation. While care was taken to ensure translation accuracy, subtle linguistic nuances may have been affected in the process. Third, the manual coding of slogan types was conducted by a single researcher, which may introduce subjectivity. Future studies could employ multiple coders and calculate inter-rater reliability to enhance coding validity. Fourth, the classification of slogans into communicative function categories (A, B, C) involved interpretive judgment, although clear operational definitions were applied consistently across all entries. Finally, the study focused on textual analysis of slogans without examining their multimodal contexts (e.g., visual elements, audio accompaniment), which may provide additional insights into brand communication strategies.

RESULTS

By using the AntConc programs, the result found the frequency of content words from electric vehicles brands as follows.

1.1 Frequency of Words in English Slogans of EV Brands (Overall)

Using AntConc, the analysis identified the most frequently used content words in the slogans of electric vehicle (EV) brands. As shown in Table 3, the most frequent word is *electric* (N = 29), followed by *future* (N = 15), *EV* (N = 11), *performance* (N = 10), and *electrified* (N = 7).

Table 3 Top 5 Words with High Frequency in Slogans of Electric Vehicle Brands

No.	Word	Example
1	<i>electric</i> (N=29)	1. Electric for everyone 2. Electric has gone Audi
2	<i>future</i> (N=15)	1. The future of driving 2. Future is an Attitude
3	<i>EV</i> (N=11)	1. Experience tech with EV 2. Outdoor focused EV

No.	Word	Example
4	<i>performance</i> (N=10)	1. Pure progressive performance 2. Electric performance
5	<i>electrified</i> (N=7)	1. Emotion electrified 2. Soul electrified

The data in Table 3 show that the frequent use of *electric*, *future*, and *EV* reflects the lexical focus that brands employ to enhance recognition and reinforce consumer memory. These words explicitly convey notions of innovation, modernity, and clean energy—key themes that help position EV brands in consumers' minds and differentiate them from traditional automotive companies.

A closer look at the frequency of words in Pure EV and Legacy EV slogans provides additional insights into how these two groups emphasize different aspects of brand communication. This comparison is presented in the next section.

1.2 Frequency of Words in Pure EV and Legacy EV Brands

1.2.1 Frequency of Words in English Slogans of Pure EV Brands

As shown in Table 4, the most frequent word is *EV* (N = 8), followed by *electric* (N = 6) and *future* (N = 4). The frequent use of *EV*, *electric*, and *future* shows that Pure EV brands emphasize their identity as fully electric and forward-looking. These lexical choices reinforce consumer memory by highlighting innovation and brand authenticity in the EV market.

Table 4 Top 10 Words of English Slogans of Pure EV Brands

No.	Word	Example
1	<i>EV</i> (N=8)	1. Vietnamese EV 2. Touchable smart EV
2	<i>electric</i> (N=6)	1. Smart electric SUV 2. Luxury meets electric
3	<i>future</i> (N=4)	1. Drive the future 2. The future of driving
4	<i>smart</i> (N=4)	1. The smart EV you will own 2. Smart Green Compact
5	<i>luxury</i> (N=3)	1. Sustainable luxury 2. Luxury meets electric
6	<i>mobility</i> (N=3)	1. Premium EV mobility 2. Leading the future of mobility
7	<i>dream</i> (N=2)	1. Dream ahead 2. Build your dream
8	<i>drive</i> (N=2)	1. Drive bold 2. Drive the future
9	<i>global</i> (N=2)	1. Go global go green 2. Global push
10	<i>vehicles</i> (N=2)	1. Electric adventure vehicle 2. The future of electric vehicle

The frequent use of '*EV*', '*Electric*', and '*Future*' shows that Pure EV brands emphasize their identity as fully electric and forward-looking. The prominence of '*EV*' (N=8) as the top word reinforces their brand authenticity and dedication to the electric vehicle segment, positioning them as primary innovators in the market.

1.2.2 Frequency of Words in English Slogans of Legacy EV Brands

As shown in Table 5, the most frequent word is *electric* (N = 23), followed by *future* (N = 11) and *performance* (N = 9). The frequent use of *electric*, *future*, and *performance* indicates that Legacy brands focus on technological transition and brand reliability. These lexical choices reflect how established automakers communicate innovation while maintaining their traditional strengths and consumer trust.

Table 5 Top 10 Words of English Slogans of Legacy EV Brands

No.	Word	Example
1	<i>electric</i> (N=23)	1. Drive electric performance 2. Lightweight electric
2	<i>future</i> (N=11)	1. Unboring the future 2. The future is here
3	<i>performance</i> (N=9)	1. Performance EV with Scandinavian design 2. The future of performance
4	<i>electrified</i> (N=7)	1. Spirit Electrified performance 2. Electrified luxury
5	<i>driving</i> (N=5)	1. Sheer driving pleasure machine 2. The ultimate driving
6	<i>you</i> (N=5)	1. Now you can live electric 2. You don't drive electric,
7	<i>drive</i> (N=4)	1. Drive bigger 2. Drive your ambition
8	<i>built</i> (N=3)	1. Built wild. Built Electric 2. Electric built Ford tough
9	<i>electrification</i> (N=3)	1. Moving to full electrification 2. Electrification strategy
10	<i>EV</i> (N=3)	1. Small city EV focus submodel 2. Racing inspired EV

The frequent use of '*Electric*', '*Future*', and '*Performance*' indicates that Legacy brands focus on technological transition while maintaining their traditional strength. The inclusion of '*Performance*' (N=9) and traditional automotive language like '*driving*' (N=5) and '*drive*' (N=4) reflects a strategy to communicate innovation while retaining consumer trust built on their established heritage and product features.

Overall, Pure EV slogans highlight themes of innovation, forward-thinking, and a strong electric identity, reflecting their position as brands that are "born electric." In contrast, Legacy EV slogans place greater emphasis on performance, technology, and reliability, combining their established heritage with new electric narratives. This contrast illustrates how linguistic choices are strategically adapted to fit each group's market positioning and communication goals.

1.3 Slogan Type Classification

Based on the manual coding procedure, this section presents the classification results of EV slogans to address Research Question 2. The slogans were categorized using Harper's (2023) five-type framework: business, descriptive, persuasive, creative, and emotive. This framework focuses on the main communicative function of each slogan, whether it conveys core brand values (business), describes product features (descriptive), persuades consumers (persuasive), uses creative or unconventional language (creative), or evokes emotional responses (emotive). The frequency and examples of each slogan type are shown in Table 6.

Table 6 Frequency and Examples of Slogan Types in EV Slogans

No.	Slogan Type	Example
1	Persuasive Slogan (N=55)	1. Smart Geely smart travel 2. Move to full electrification
2	Descriptive Slogan (N=37)	1. Electric intelligence 2. Everyday Electrified
3	Business Slogan (N=11)	1. The future of driving 2. Zero emissions freedom
4	Emotive Slogan (N=6)	1. Electric has gone Audi 2. Unboring the future
5	Creative Slogan (N=5)	1. Emotion Electrified 2. Build your dream

As shown in the table, the most frequent slogan type is persuasive (N = 55), followed by descriptive (N = 37) and business (N = 11). Emotive (N = 6) and creative (N = 5) slogans appear less frequently. The dominance of persuasive slogans indicates that EV brands primarily aim to convince consumers to adopt their products by emphasizing technological innovation, environmental benefits, and lifestyle changes. Descriptive slogans, as the second most common category, highlight product features and brand values to build consumer understanding and trust. In contrast, business slogans focus on projecting overarching brand missions, while creative and emotive slogans serve more specialized roles, such as drawing attention through unconventional phrasing or creating emotional resonance. These patterns reflect the strategic priorities of EV brands in a rapidly expanding and competitive market, where persuasion and clear product communication are central to shaping consumer attitudes and driving adoption.

1.4 Frequency of Adjectives in Slogans

This section addresses Research Question 3, which explores how adjectives are used in EV slogans to communicate brand identity and persuasive strategies. The analysis focuses on identifying frequently used adjectives and interpreting their communicative functions.

4.4.1 Presentation of Adjective Frequency

The analysis of adjectives in the EV slogans reveals a clear lexical pattern. Table 7 presents the five most frequently used adjectives and their proportions within the dataset.

Table 7 Frequency and Proportion of the Top 5 Adjectives Used in EV Slogans

Rank	Adjective	Frequency	Proportion of Total Adjectives
1	<i>electric</i>	21	31.82%
2	<i>new</i>	3	4.55%
3	<i>smart</i>	3	4.55%
4	<i>sustainable</i>	3	4.55%
5	<i>electrified</i>	2	3.03%

1.4.2 Interpretation of Strategy and Brand Identity

The frequency distribution suggests that adjectives are strategically employed to construct brand identity and communicate core values. These patterns can be interpreted through three key communicative functions:

1) Defining identity: The word *electric* is overwhelmingly dominant, making up over 31% of all adjectives. This indicates that brands consistently emphasize their electric identity to achieve immediate recognition and clear market positioning.

2) Highlighting progress: Words such as *smart* and *electrified* are used to communicate innovation and technological advancement, positioning EV brands as modern and forward-looking.

3) Emphasizing ethical values: The presence of *sustainable* reflects brands' efforts to align with environmental responsibility and appeal to consumers who prioritize ethical and long-term values.

Overall, the use of adjectives highlights how EV brands combine technological innovation, identity-building, and ethical positioning to differentiate themselves in a competitive market.

DISCUSSION

This study examined the language of electric vehicle (EV) slogans across three key dimensions—lexical patterns, communicative functions, and adjective use—to uncover the strategies brands employ in crafting their messages. The findings reveal three major tendencies: the prominence of technology-related lexical items, the prevalence of persuasive and descriptive slogan types, and the strategic use of adjectives to define identity, highlight progress, and promote ethical values. These findings are consistent with theories of advertising discourse, which posit that slogan language is a crucial tool for building brand identity and influencing consumer perception (Cook, 2001; Goddard, 2002). The linguistic patterns observed reflect the strategic priorities of a rapidly growing industry focused on shaping consumer attitudes toward new technology.

1.1 Lexical Strategies and Brand Positioning (RQ1)

The frequent appearance of words such as "electric," "future," and "EV" serves as a core positioning strategy for brands in the electric vehicle market. This lexical repetition reinforces brand memory and market positioning, a concept central to managing customer-based brand equity (Keller, 1993). The word "electric" functions to build a distinct identity, aligning with lexical priming theory, which suggests that repeated exposure to a word primes an audience to associate it with the brand (Hoey, 2005). Concurrently, the word "future" symbolically positions EVs as a transformative technology, framing them with an image of modernity and innovation.

A comparison between Pure EV and Legacy EV brands reveals distinct positioning strategies. Pure EV brands emphasize their "born electric" identity and innovation, with "EV" being the most frequent term in their slogans. This focus helps establish them as pioneers in the market. In contrast, Legacy EV brands focus on communicating transition and performance, leveraging their established heritage to build consumer trust. This aligns with Aaker's (1996) work on building strong brands, where established companies must integrate new innovations with their core identity.

1.2 Communicative Functions of Slogans (RQ2)

Based on Harper's (2023) framework, the analysis of slogan types shows that persuasive and descriptive slogans are the most dominant categories. This finding is consistent with the marketing challenges of an emerging product category like EVs, where brands must both "inform" (descriptive) and "persuade" (persuasive) consumers (Pelsmacker et al., 2018). Persuasive slogans, which aim to encourage consumer adoption by highlighting benefits, are crucial in a market that still needs to overcome consumer hesitation. Descriptive slogans complement this by clearly communicating product features and brand values to build understanding and trust.

The relatively low frequency of creative and emotive slogans may indicate that the EV industry is still prioritizing functional communication over establishing deep emotional connections, which are often found in more mature fast-moving consumer goods (FMCG) markets. Although creative language can capture attention (McQuarrie & Mick, 1996), the current focus remains on persuasion and information, reflecting the strategic needs of a technology-driven market.

1.3 Adjective Use and Brand Identity (RQ3)

Adjectives are strategically employed in EV slogans to construct a brand identity and communicate core values. The analysis revealed three key communicative functions:

1. **Defining identity:** The prominent use of the adjective "electric" (over 31% of all adjectives) serves to clearly define the brand's identity and secure a definite market position. Its frequent use ensures immediate recognition within the EV category.

2. **Highlighting progress:** Adjectives such as "smart" and "electrified" are used to communicate innovation and technological advancement, positioning EV brands as modern and forward-thinking.

3. Emphasizing ethical values: The presence of the word "sustainable" reflects brands' efforts to align with environmental responsibility to attract consumers who prioritize these values.

Overall, the use of adjectives demonstrates how EV brands combine technological innovation, identity-building, and ethical positioning to differentiate themselves in a competitive market. This shows that language is a powerful tool not only for description but also for constructing a multifaceted brand identity that integrates technology, progress, and ethics (Keller, 1993; Aaker, 1996).

1.4 Implications

The findings of this study provide several practical implications for marketing strategies, EV branding, and future communication. First, the prominence of persuasive and descriptive slogans highlights the importance of balancing emotional engagement with informational clarity.

For Pure EV brands, which emphasize innovation and future-oriented values, the results suggest that they should further develop creative and emotive slogans to enhance brand distinctiveness and emotional resonance with consumers. This approach can strengthen brand attachment and differentiate them in an increasingly crowded market (Aaker, 1996; McQuarrie & Mick, 1996). In contrast, Legacy EV brands which often highlight performance and reliability should refine their positioning strategies by integrating traditional strengths with new electric narratives. By combining heritage-based credibility with modern, sustainability-driven messages, these brands can reinforce consumer trust while signaling technological transition (Keller, 1993; Kotler & Keller, 2016).

From a broader marketing communication perspective, the findings underscore that slogans function as concise yet powerful linguistic tools for constructing brand ideology (Cook, 2001; Fairclough, 2001) and customer-based brand equity (Keller, 1993). Therefore, future EV campaigns should strategically integrate linguistic creativity, emotional tone, and ethical positioning to appeal to diverse global audiences and to sustain engagement in the long term.

From an educational perspective, the linguistic patterns identified in this study—such as lexical repetition, persuasive strategies, and strategic adjective use—can serve as authentic materials for teaching advertising discourse, business English, or applied linguistics. Instructors can incorporate EV slogan analysis into classroom activities to enhance students' critical language awareness and analytical skills. Furthermore, these materials can be adapted for both traditional classroom instruction and self-directed learning environments, allowing learners to choose their own pace and study anywhere and anytime (Kunnu et al., 2022). This flexibility makes slogan analysis a versatile pedagogical tool for developing linguistic competence in marketing communication contexts.

1.5 Limitations & Future Research

This study has several limitations. First, as stated in the methodology, some slogans lacked specific publication dates, limiting the ability to conduct a chronological or diachronic comparison of linguistic trends. Second, because certain slogans were originally produced in non-English languages and translated into English, slight shifts in meaning or tone may have influenced the interpretation of linguistic strategies.

For future research, further studies could expand by conducting cross-cultural or multilingual comparative analyses to explore how EV slogans differ across linguistic and cultural contexts. Another potential direction involves pragmatic or discourse-level analyses, focusing on how rhetorical structures, metaphorical devices, and pragmatic force contribute to persuasion and brand identity formation. Additionally, future research may employ audience reception studies or experimental methods to investigate how consumers cognitively and emotionally respond to different slogan types.

CONCLUSION

The present study investigated the linguistic strategies employed in 114 slogans from 47 global electric vehicle (EV) brands to explore how language functions as a communicative and symbolic tool in constructing brand identity. The analysis revealed that the most frequently used lexical items—*electric*, *future*, and *performance*—reflect the industry's emphasis on innovation, sustainability, and technological advancement. These keywords serve not only as indicators of product differentiation (Kohli et al., 2007) but also as linguistic representations of the broader shift toward environmentally responsible mobility (IEA, 2024).

In accordance with Harper's (2023) classification, persuasive slogans were identified as the most dominant category, followed by descriptive and business slogans. This distribution indicates that EV brands prioritize persuasive and informative strategies to influence consumer attitudes and build trust in emerging electric technologies. The integration of adjectives such as *smart*, *sustainable*, and *electrified* further reinforces brand messages centered on progress, intelligence, and ethical responsibility, aligning with contemporary marketing principles outlined by Kotler and Keller (2016).

Overall, the findings suggest that EV slogans perform a dual communicative function: they serve both as promotional tools and as linguistic expressions of corporate ideology. By employing carefully selected lexical and stylistic elements, EV brands effectively communicate their technological vision while appealing to consumers' environmental consciousness. Consequently, language in EV slogans plays a vital role in shaping perceptions of innovation, sustainability, and modern identity within the global automotive landscape.

ACKNOWLEDGEMENTS

We would like to express our gratitude to the Faculty of Humanities and Social Sciences and Suan Sunandha Rajabhat University for their valuable support throughout this research.

REFERENCES

- [1] Aaker, D. A. (1996). *Building strong brands*. Free Press.
- [2] Alnajjar, K., & Toivonen, H. (2021). Computational generation of slogans. *Natural Language Engineering*, 27(5), 575–607. <https://doi.org/10.1017/S1351324920000236>
- [3] Anthony, L. (2022a). *AntConc* (Version 4.0) [Computer software]. Waseda University. <https://www.laurenceanthony.net/software/antconc/>
- [4] Anthony, L. (2022b). *TagAnt* (Version 2.0) [Computer software]. Waseda University. <https://www.laurenceanthony.net/software/tagant/>
- [5] Atmaja, K. (2022). Internet analysis of figurative language in automotive advertisement slogans. *Journal of Pragmatics Research*, 4(1), 18–28. <https://doi.org/10.18326/jopr.v4i1.18-28>
- [6] BMW Group. (n.d.). *Born Electric*. <https://www.bmw.com>
- [7] BYD. (n.d.). *Build Your Dreams*. <https://www.byd.com>
- [8] Cook, G. (2001). *The discourse of advertising* (2nd ed.). Routledge.
- [9] De Pelsmacker, P., Geuens, M., & Van Den Bergh, J. (2018). *Marketing communications: A European perspective* (6th ed.). Pearson.
- [10] Fairclough, N. (2001). *Language and power* (2nd ed.). Longman.
- [11] Goddard, A. (2002). *The language of advertising* (2nd ed.). Routledge.
- [12] Harper, E. (2023, April 19). What is a slogan – Types, examples, and tips to create one. *LOGO.com*. <https://logo.com/blog/what-is-a-slogan>
- [13] Hodges, B. T., Estes, Z., & Warren, C. (2024). Intel inside: The linguistic properties of effective slogans. *Journal of Consumer Research*, 50(5), 865–886. <https://doi.org/10.1093/jcr/ucad034>
- [14] Hoey, M. (2005). *Lexical priming: A new theory of words and language*. Routledge.
- [15] Hyundai Motor Company. (n.d.). *IONIQ – Progress Electrified*. <https://www.hyundai.com>
- [16] International Energy Agency. (2024). *Global EV outlook 2024*. <https://www.iea.org/reports/global-ev-outlook-2024>
- [17] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- [18] Kohli, C., Leuthesser, L., & Suri, R. (2007). Got slogan? Guidelines for creating effective slogans. *Business Horizons*, 50(5), 415–422. <https://doi.org/10.1016/j.bushor.2007.05.002>
- [19] Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- [20] Krippendorff, K. (2018). *Content analysis: An introduction to its methodology* (4th ed.). SAGE Publications.

- [21] Kunnu, W., Nookhong, J., Kaewrattanapat, N., & Phunaploy, S. (2022). Cloud-based learning to promote higher education learning skills: Study on Suan Sunandha Rajabhat University. *Journal of Humanities and Social Sciences for Sustainable Development*, 5(2), 84-94.
- [22] Lead Intelligent. (n.d.). *Global EV: Record-breaking sales in 2024 & outlook for 2025*. <https://www.leadintelligent.com/en/global-ev-record-breaking-sales-in-2024-and-outlook-for-2025/>
- [23] McQuarrie, E. F., & Mick, D. G. (1996). Figures of rhetoric in advertising language. *Journal of Consumer Research*, 22(4), 424-438. <https://doi.org/10.1086/209459>
- [24] Miller, D. W., & Toman, M. (2016). An analysis of rhetorical figures and other linguistic devices in corporation brand slogans. *Journal of Marketing Communications*, 22(5), 474-493. <https://doi.org/10.1080/13527266.2014.917331>
- [25] Nissan Motor Corporation. (n.d.). *Electrify the world*. <https://www.nissan-global.com>
- [26] Piller, I. (2001). Identity constructions in multilingual advertising. *Language in Society*, 30(2), 153-186. <https://doi.org/10.1017/S0047404501002019>
- [27] Rizal, I. N., Sumardiyani, L., & Lestari, M. Y. W. (2022). An analysis of phrases in technology brands slogan and its contribution in teaching English grammar. *Allure Journal*, 2(2). <https://doi.org/10.26877/allure.v2i2.11689>
- [28] Tesla, Inc. (n.d.). *About Tesla*. <https://www.tesla.com/about>