

Oral presentation

## **Linguistic and pragmatic aspects of the brand language: multimodal approach (coffee brands as a case study)**

**Iryna Ushchapovska**

For a long time, the brand has been an object of predominantly economic study. However, the brand is a multidisciplinary subject due to its social and cultural influence, complex structure and integrative communication nature. A brand is not just a product; it is all the associations and meanings a customer has about it. Our research focuses on the linguistic brand study. The brand is a participant of the communication process; it is a sender, which transmits information to the receiver (customer) by means of its unique language. Thus, the brand language is a system of signs (words, and other expressive means) used to communicate information about the brand. Coffee brands are a case study of the research. Coffee itself is a comprehensive phenomenon in terms of economy, culture, language, philosophy and cross-cultural communication. Thus, the coffee brands are a good example of an effective brand language. The brand language is non-homogeneous; a multimodal approach for its analysis is suggested to be the most effective one. Multimodality is a combination of classical linguistics, para-linguistics, non-verbal communication, graphical linguistics, visual communication, etc. It relies upon modes - channels or means of conveying the information. Brand language elements can be grouped into verbal and non-verbal (visual, auidial and sense perception) modes, each having a specific form of transmitting the information about the brand. The verbal mode is a set of various expressive means and stylistic tools to identify the brand and to help the consumers to perceive, remember and connect the words with the brands and to persuade them to make buying decisions. The non-verbal mode is authentic, convincing and unique. It serves to emotionally influence and create long-lasting memories of the brand. Verbal and non-verbal elements cannot exist separately, they cooperate, emphasize, and exchange each other's communication functions, and adapt to each other's communicative behavior. In terms of pragmatics, the brand language functions in different contexts. Thus, we studied packages, advertisements, websites, publications, social media, and posters of the coffee brands. We found that the brand language is consistent as it preserves and conveys its style in all the communication contexts; the linguistics tools help form an effective brand language of competitive brands in the coffee market; linguistic brand language studies can be used in the identity approach of the brand management.

### **Keywords**

Brand language, coffee brands, multimodality, verbal mode, non-verbal mode, convergence

### **Author**

Iryna Ushchapovska, Ph.D. Student, Senior Lecture  
Germanic languages  
**Sumy State University, Ukraine**  
Germanic philology department  
Postal address: H. Kondratyeva str. 183, app. 54  
Sumy, 40021, Ukraine  
Phone: +38 050 566 96 58  
[irynaushch@gmail.com](mailto:irynaushch@gmail.com)

Ushchapovska, I. Linguistic and pragmatic aspects of the brand language: multimodal approach (coffee brands as a case study) [Text] / I. Ushchapovska // Book of Abstracts. The Baltic University Programme, VI Ph.D. Students Training Interdisciplinary-Multicultural-International. – Rogow, Poland, 2018. – P. 11.