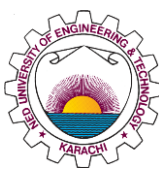




Final Year Project Showcase Batch-2020 Year 2024

Department: English Linguistics and Allied Studies Programme: English Linguistics	
1	Project Title Effective Use of Taglines in Copywriting
2	Project Idea Analyzing the linguistic techniques utilized in the development of effective taglines.
3	Process The research analyzes linguistic techniques in Pakistani English taglines, using content analysis and focus group interviews, to reveal how certain linguistic enhance their effectiveness in marketing.
4	Outcome The outcomes of the research on Pakistani English taglines reveal that specific linguistic techniques, such as alliteration, hyperbole, and symbolism, and the inclusion of cultural references significantly enhance the memorability, appeal, and overall effectiveness of taglines in marketing campaigns.
5	Evidence (Theoretical Basis) Language is a dynamic system that adapts to meet the needs of its speakers. In contemporary advertising and marketing, taglines play a crucial role in persuasion and encapsulating a brand's presence and image. This research investigates the linguistic techniques employed in the development of effective taglines, in the context of Pakistani English. By gathering and analyzing taglines from brands in shopping malls and conducting interviews with focused groups of users as participants, the research identifies linguistic features that contribute to effective tagline development. Using qualitative methods, including content and thematic analysis, the study explores how taglines resonate with target audiences. It also emphasizes the importance of memorability and appeal in determining tagline effectiveness. The findings reveal that specific linguistic techniques and cultural references significantly boost the impact of taglines.
6	Competitive Advantage or Unique Selling Proposition The competitive advantage or unique proposition of this research lies in its focus on Pakistani English and its exploration of how culturally relevant linguistic techniques and references can enhance the effectiveness of taglines in marketing. By tailoring taglines to resonate with local audiences, the research offers marketers and copywriters a culturally sensitive framework for creating memorable and impactful campaigns that stand out in a diverse linguistic landscape.
a	Attainment of any SDG (e.g. How it is achieved and why it is necessary for the region) SDG#8, Decent work and economic growth This SDG involves Promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. This research contributes to this SDG by enhancing the effectiveness of marketing strategies in Pakistani English, which can lead to



	<p>stronger brand recognition and growth for local businesses. By providing insights into creating culturally sensitive and effective taglines, it empowers local marketers and copywriters to develop more impactful advertising campaigns, potentially driving increased consumer engagement and economic activity. Furthermore, the research supports job creation in the marketing and advertising sectors, contributing to overall economic development and promoting inclusive, sustainable growth. The SDG of Decent Work and Economic Growth is essential for Pakistan to address unemployment, enhance job quality, reduce poverty, and promote sustainable economic development.</p>
b	<p>Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process (e.g. What is the issue is current process and what improvement you suggests)</p> <p>In the context of marketing and tagline development in Pakistan, the current issue is the lack of cultural relevance and linguistic precision, which can result in ineffective brand messaging. The suggested process improvement involves using culturally informed linguistic techniques specific to Pakistani English, which can lead to more impactful and memorable taglines. This enhances brand recognition, reduces marketing costs by improving campaign efficiency, and ultimately contributes to superior product positioning and economic growth by connecting better with target audiences.</p>
7	<p>Target Market (Industries, Groups, Individuals, Families, Students, etc) Please provide some detail about the end-user of the product, process, or service</p> <p>The target market for this research on tagline development in Pakistani English includes businesses and industries in advertising, marketing, and branding, particularly those aiming to connect with local Pakistani audiences. End-users include copywriters, marketers, and advertisers seeking to craft culturally relevant taglines that resonate with individuals, families, students, and broader consumer groups in Pakistan. By understanding the linguistic and cultural nuances of Pakistani English, these professionals can create more effective marketing campaigns, leading to better audience engagement and brand loyalty.</p>
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