



Semantic Analysis of Taglines in Sim Cards' Sign Board Advertisements: An Ideological Probe into Media Language Use

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Abstract

This article deals with the semantic analysis of SIM Card advertisements, which have become increasingly pervasive. No one is unaware of advertisements, as they come from many sources, viz., signboards, TV commercials, newspapers, or magazines. This paper is concerned with the linguistic meanings of words and sentences used as taglines. It provides a detailed linguistic analysis of advertisement language. Publicizers are always under great pressure to sell their products and to attract their consumers or to increase the number of their consumers using manipulative language which must not go unwatched. The study highlights such associations attached to the keywords of the taglines. It also highlights the advertisers' techniques used and the purpose unstated or hidden in advertisements. After analyzing, the researchers conclude that each word in a tagline is used as a hidden strategy and in a special contextual system. According to the reader or hearer, each word and phrase has its socio-cultural meaning, significance, and reference. With the help of semantics, the researchers experienced an unusual convergence of disciplines and techniques that make the meanings and messages in the taglines more elaborate. Finally, the writers conclude that each tagline hit the ideology of people and their living standards and styles.

Keywords: Taglines, Semantics, Commercials, Semantic Analysis, Convergence, Contextual system, Authoritative, Influential, Thematic Meanings

INTRODUCTION

Semantics studies linguistic meanings from the levels of words, phrases, sentences, and paragraphs to the whole writing. It elucidates meanings from the cultural and social contexts. It is also a process of accounting for the interpretation of language expressions. Semantic theory represents the meanings of words and tells how they are interconnected with different notions of society. Semantics, in a wider sense, is the study of communication through language. However, according to some scholars, semantics is not about creating abnormalities or deviation but is logic-based. Geoffrey Leech splits "meaning" into seven types, mainly rooted in concepts or logic. He believes language reflects as someone knowing something rather than doing something. Leech highlights the contribution of semantics that it helps the society know or be able to deal with the problems of communication and manipulation in this modern age.



Semantics studies the diversity of meanings of words and phrases in any language. The word "Semantics" derives from the French word "Semantics," which is related to the connotations of the words "Semaio," meaning Signify, and "sema," meaning Sign. So, semantics is a feature of Linguistics that deals with the relation between referents (names) and referends (things).

Words and phrases and their structure must convey a significant idea or message to their readers or listeners. Sometimes, ideas are conveyed through spoken and written forms, i.e., flexes, banners, TV commercials, and signboards on the roads. All the selected taglinesSIM card companies use comprise an enormous variety of meanings that attract and convince their readers. Leech's theory is used to analyze the meanings, which talks about the seven different types of meanings in any word or phrase of language.

According to Geoffrey Leech, meaning is the centre of any kind of communication. He defines it by creating a relationship between the linguistic word and the thing to which the word is referring. He recommended seven types of meaning that are the core of language study. These are:

➤ **Thematic Meaning:**

It is about the communicated meaning that the speaker wants to convey by using words or phrases in a specific manner. The sequence of syntax and arrangement of words by the speaker are closely related. It helps to understand how every word fits with the other in formulating a complete idea and concept.

➤ **Collocative Meaning:**

It refers to a word's associations with many other words or phrases. These associations are due to usual or unconscious co-occurrences with certain other words. One can become fluent and authentic in that language by comprehending specific collocative words.

➤ **Stylistic Social Meaning:**

It refers to a specific area's social or cultural significance because every social context affects the word differently. Such words are described as the linguistic markers of that specific area that form the meaning of the utterance.

➤ **Reflective Meaning:**



It is when a word has multiple conceptual meanings of a single utterance. This reflects someone's thinking style, beliefs, and experiences of the language user as a listener or speaker. It shows how language relates to reality, which might be very complex.

➤ **Affective Emotive Meaning:**

It focuses on the listeners' emotional associations with the utterance or how that word or phrase affects them emotionally. It is used to convey or express feelings to others; it also involves positive or negative judgements, which gives variety to the meanings.

➤ **Connotative Meaning:**

It refers to the associations or emotional attachments attached to certain words. It goes beyond the conceptual meaning and affects culture and society. These meanings vary from person to person as everyone has an individual personality, concepts, and emotional attachments.

➤ **Conceptual Meaning:**

It is the primary meaning of a word, the dictionary meaning that has no further connection or association with anything. This is only related to the concept in mind or ideas related to the word or phrase.

Advertising texts have great value for different psychologists, sociologists, and linguists. Linguists are interested in words with their interpreted meanings, which the companies use cleverly by considering the cultural and social contexts especially. The language used in advertising taglines influences people's values, beliefs, attitudes, and behaviours. These days, language is not a mere medium for communication. It is a tool to make people think the way you want them to and convince them towards your desires and directions. The language used in the advertisement is a free process, but it is no doubt controlled by many cultural, emotional, social, physiological, emotional, and psychological factors. Language is the dominant device in dealing with the world. In business, ads are the right hand to convince people to buy their products. Taglines have become a central part of any business' advertising campaign. Some scholars like Guy Cook (2001) and Ruth Wodak (2001) compare poetic language with the language used for taglines in advertisements that are used to persuade the public.

In his book, Farbey (2002) says that all advertising is designed only to accomplish a purpose or what the copywriter wants, or it may be the need that can only be fulfilled by using flowery language, captivating words, beautiful models, pictures and colours. This word 'meaning' has



many interpretations decided by semanticists. Leech mentions three following main points of the meaning of a word or phrase:

- a. The listeners may or may not get the meaning for which the speaker is intended in an advertisement.
- b. For the listener, the interpretation of meaning depends upon the context in which the listener gets that advertisement.
- c. Meanings are about senses, anything involving the speaker's intention, the viewer's interpretation, or the hearer's.

Advertising agencies and marketing experts investigate people's ideologies and improve their advertising techniques. For this purpose, SIM cards also use more imaginative and pleasing words and phrases to attract many users.

RESEARCH QUESTIONS

1. Which linguistic meanings are used by SIM Card Companies?
2. What do these taglines communicate semantically?

OBJECTIVES

Every brand and company (schools, beauty products, and home appliances) uses advertisements, and the main feature of those advertisements is taglines. So, the main objectives are:

- This paper deals with the linguistic and semantic analysis of taglines used by SIM card companies in Pakistan.
- It shows how these taglines attack and affect the listeners. Moreover, it will help them analyze the true intention and purpose of the addressees.

LITERATURE REVIEW

In modern times, language has become a powerful source to influence others and change their behaviours, especially through advertisement. The choice of words and selection is vitally significant to grasp their audience's or listeners' attention. As strong as the words will be, so will be their influence, and it will help the audience to remember the product. Geoffrey Leech claims that presenting semantics as an important element of linguistics is by pointing out productive and



thrilling points in the language used in current times (Leech, 1981). In his book, an American advertising creative executive writes that advertising is necessarily persuasion, and persuasion is not a science but an art (William, 1987).

According to Guy Cook, advertisement is acknowledged as an individual and unusual genre with the aptitude to persuade, inform, warn, or even manipulate people to adopt a certain lifestyle, i.e., to buy that product (Cook, 2001). Tom and Eves mention that the purpose of advertisement is not only to inform people but also to persuade them. Furthermore, these elements are found in the taglines of different companies as they can persuade society (Tom, 2012).

According to Sari (2023), the analysis of semantic meaning encompasses various dimensions of meaning, ranging from the grammatical to the pragmatic, shedding light on how language functions within specific contexts. Researchers can unveil layers of semantic significance embedded within users' interactions by applying Leech's theories to Instagram comments. This examination delves into the connotations, implicatures, and pragmatic inferences inherent in the comments, discerning patterns of communication strategies employed by participants. Through this lens, the study elucidates the intricacies of language usage in digital platforms like Instagram, offering insights into how semantics operate in social media discourse. Noor et al. (2015) discuss that the semantic analysis of slogans in television commercials comprehensively explores the linguistic strategies employed in advertising discourse. By scrutinizing the language used in slogans, researchers aim to uncover the intricate meanings, persuasive techniques, and cultural implications embedded within these succinct expressions. Through a semantic lens, this investigation delves into the connotations, associative meanings, and pragmatic functions of slogans, elucidating how they resonate with target audiences and contribute to brand identity construction. Drawing upon theories of semantics, pragmatics, and advertising psychology, this literature review synthesizes existing research to offer a nuanced understanding of how language shapes consumer perceptions and influences purchasing decisions in television advertising.

Fuertes-Olivera et al. (2001) characterize advertising language as a metadiscourse that serves a dual function of both informing and manipulating. They contend that slogans within advertisements explicitly convey straightforward information while employing implicit



persuasive tactics to influence viewers. Despite adopting a distinct perspective, these researchers align in recognizing advertising slogans as multifaceted linguistic tools that blend informative elements with persuasive strategies to engage and sway audiences effectively.

Considerable sociolinguistic inquiry into the language of advertisements has been conducted within linguistics (Dada, 2010). The present study addresses a notable gap within the field of semantics by focusing on the Urdu language, which needs more prior research in this domain, particularly within the context of Indo-Aryan languages. This research holds significance for television viewers, scholars, and practitioners in semantics, providing a valuable addition that complements existing scholarship.

Sarage (2012) directs attention towards comprehending the significance of automobile slogans within the English language context in Indonesia. The author specifically delves into the semantics of these slogans by examining various types of meaning. The present study aims to showcase the semantic characteristics of television commercial slogans within the context of the Urdu language. This focus is particularly significant as Urdu serves as Pakistan's national language and is understood widely across the country and in various other Asian countries.

RESEARCH METHODOLOGY

This qualitative descriptive research article identifies and elucidates the meanings of the taglines. Creswell (1988), in his book 'Research Design', mentions that Qualitative Research is about the process of inquiry based on understanding different methodological customs, which helps to explore social or human problems. All the data and taglines are collected from different signboards, TV commercials for SIM cards, and the internet. The taglines and slogans are analyzed only based on the related theory of meaning by **Leech's seven types of meaning, i.e. Thematic, Collective, Stylistic social, Reflected, Effective Emotive, Connotative and Logical or Conceptual**. Furthermore, this theory covers many of the addresser's hidden meanings or targeted points. This aims to highlight the production of products through language and interpretation of listeners and viewers.

Theoretical Framework



The study employs Leech's semantic theory as its theoretical framework, focusing on the various types of meaning, specifically the associative type of meaning. This type of meaning is further divided into subcategories: connotative, collective, affective, stylistic, thematic, and reflected. By utilizing Leech's framework, the study aims to provide a conceptual basis for analyzing the process of meaning-making and comprehension inherent in the slogans of selected television commercials.

ANALYSIS AND DISCUSSIONS

➤ Thematic Meaning

This type of meaning is concerned with the way of communication in which a writer or promoter organizes the message in terms of ordering, relating or emphasizing it. The object matters because the position of the words specifies their roles and the subject's position. If we change them into passive sentences, it will destroy their true meaning and effect. Thematic meaning can also be highlighted by stressing and intonation in some words or parts of the writing. It is the game of the grammatical structure of words in a phrase.



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Jazz: HarDil, Har Din

Jazz: Every Heart, each day.

They are attacking the closeness and relationships with the word "dil", which is the main agenda of any promoter. Everyone has a heart, and by saying "hardil", they attacked the heartiest



people that every heart uses. This tagline is designed poetically and shows its effects, but if we interchange words like " har Din, HarDil", it will be less effective.



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Jazz: Har Service, Har Advantage

Jazz: Every service, every Advantage

The words "service, advantage" also tell about the benefits. Moreover, this tagline shows that the company offers you every advantage and care as they concern their customers. Changing both words will destroy its effects on the listeners and addressers, making them less convinced of the product.



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Ufone: RabtonkiBefikri

Ufone: Thoughtlessness of connections

Here, the copywriters have the theme of everything best and better as much as possible they can. So, this tagline manifests that Ufone users are tension-free and can easily contact their loved ones when and where they want.

➤ Collective Meaning

This type of meaning concerns the interconnection with the lexical level of words. This type of meaning concerns the meaning due to the environment. The two words *Pretty and Handsome* have a common meaning of 'good-looking' but are also distinguished based on the noun with which they are used. *Pretty* is used mostly for girls, boys, women, flowers, gardens, colours, and villages, but handsome is used for different purposes like a boy, man, car, vessel, overcoat, airliner, and typewriter.



Jazz: Coverage, Quality aur Rates pr No samjhota

Jazz: There is no compromise for Coverage, Quality and rates

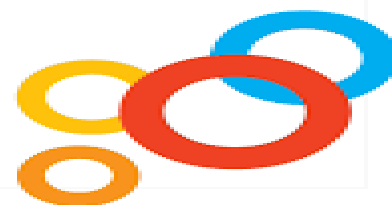
They are just trying to show their users the maximum comfort and positive side. They are convincing by offering their users high-quality service. They highlight their strength and profound flair. This tagline manifests that no matter what the cost is, not just monetary, they are willing to go above and beyond to ensure the quality service of their brand. They are attacking the psychology of the people of society. Whoever wants his/her work to be perfect without compromise should choose Jazz.



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Zong: A New Dream

Here, the company presents a very unusual demonstration of two different ideas. 'New' demonstrates that something new or innovative is being or going to happen. On the other hand, the word 'Dream' creates some psychological effects; it also adds that dreams are unusual and special. So, overall, this slogan manifests that the company is going or has introduced something very special that the customers have never experienced before. It is through the use and selection of words that copywriters try to catch the attention of the people of their surroundings.



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Zong: Sab Kah Do.

Zong: Say it all.

This line manifests that if someone is distant from his family and he needs to talk to them, it is obvious that with family, someone talks more and a long time. Then, by using their product, they can connect with their relatives by spending low prices and rates but with strong connections. So, the company claims that if you use their product, you say it all. On the other hand, it is a concept that if someone is angry, it is dangerous for health not to speak and cause depression, so that person should speak what he has in his mind.

➤ Stylistic Social Meaning

This type of meaning concerns the communication aspects related to or derived from the social environment in which words or sentences are pronounced. It means that social meaning is about the information a word of the language conveys about its social environment. This meaning depends upon the different dimensions and styles in that language. The meaning varies with social, religious, and regional differences, but style varies with formal, informal, slang, colloquial terms, and illocutionary force in society.



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Telenor: Suchiyaari sab pybhaari

The people of our country are friendly, and it is our social belief that there is nothing stronger than a true friendship. It shows closeness, familiarity, and association; in this way, the advertiser is trying to make friends or consider its users to be his friends. Moreover, the advertiser is trying to attack our social beliefs through this tagline.



They are trying to capture our attention by iterating the profound, prevalent social notion that friendship beats all. Then, they offer packages which, according to them, can be offered only by a true friend. Thus, pointing out two notions at the same time:

- 1: They are our true friends.
- 2: They are mightier and bigger than other brands.



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Jazz: We are #1 because of You, Thank you Pakistan

1 number is considered the best and absolute, and it is only due to the society which has constructed this type of impression or effect about it. The socially styled meaning also implicates the tagline used by the Jazz Company. Thus, the aptness of the tagline also shows its performance or effect with its sociability because it targets the people who want more and more perfect products. In this way, using the ideologies of the targeted area or sect of society, the copywriters claim that they are offering the best and the wanted products.

➤ **Reflected Meaning**

It works at the lexical level of any language, which arises in multiple conceptual cases of meaning. Each sense of meaning differs from the other one because a single word has polysemous or multiple meanings.





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Telenor: KroMumkin

Telenor: Make it possible

In this world, everything is possible. Quaid-e-Azam worked hard, Pakistan came into being, and all the grand projects resulted from human doings and interests. The tagline 'KroMumkin' also shows that if one works hard, then nothing is impossible. Only you can turn the impossible into possible by working hard. It is only a matter of internal locus of control.

Another interpretation is that tools are necessary for any invention or experiment. Hence, the copywriters say they will provide the required equipment for a better connection at 4G speed so that the problems of weak connections, weak signal strength, and weak internet speed may end. The company claims that by using their product of Telenor sim, the users can overcome all these minor problems because nothing is impossible.

Jazz: Har Din, Croron Logon kaDilDharkta Hai hmarysath.

Jazz: Every day, thousands of hearts beat with us.

Here, the words 'Logon kaDilDharktahiHmarySath' show that the company has the power to control the lives of its customers. People feel alive; their hearts beat normally when they use their products and enjoy the facilities offered by the company. Secondly, this line delineates how we stand together as a nation. Even our heartbeats resonate with each other. This brings us to our third sense, which is unity. This resonation brings us together and makes us stronger and more influential.

➤ **Affective Emotive Meaning**

Affective meaning is a parasitic category that reflects the speaker's personal feelings and includes the listener's emotions and reactions. It depends upon the other types of meaning—connotative, social, or conceptual.



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Warid: We care.

The promoter shows that his company's users are its responsibility. So, he is always alert and available to help or protect his customers. The word "we" creates a strong bond between the advertiser (addresser) and the addressees. It attempts to fascinate and persuade its customers to buy the product.



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Ufone: Tum hi to ho; Ufone: It's all about YOU.

Ufone focuses only on the people of the society, especially the youth, by empowering the most relevant words and phrases. Firstly, by using the word YOU for all Pakistanis, they

revealed that all are equal and united. Then they made the people believe that the company is nothing but everything is for and about the listeners or addresses.



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Jazz: Apnonko Jory Apnon se

Jazz: It connects the loved ones

The addresser uses the emotional aspect of human nature to use words with strength, unity, and attachment. They claim that Jazz Sim has the ability to connect people and relatives. Because it is a well-known phrase that *Union is Strength*, if people remain connected, they will be influential. So, copywriters claim that their product has the power to connect people with their loved ones or people of the same soul.

➤ **Connotative Meaning**

Connotative meaning emerges with the characteristics the designated words must have and distinguish those words from others. This type of meaning is based on the dictionary meaning of the words (Love, 1983). The meaning is designed with the value of communication expression to its reference. The word *Woman* is conceptually defined with these three features (+HUMAN, -MALE, +ADULT). However, it has socially and physically more attributes or features like a woman has the properties of (gregarious, emotional, coward). The connotative meaning differs from the conceptual meaning as it describes the basic and true criterion of accurate use of words. For connotative meaning, 'real world' interpretations and expressions are involved. Connotation



is incidental and varies from time to time. It is relatively unstable and differs from historical period from culture to culture and area to area and is defined by the individual's experience under the circumstances of that environment.

It is indeterminate with open-ended quality. It is as if our knowledge and experiences are open-ended.



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Jazz+ Warid: There is only ONE KING in the Jungle

The word King has different connotations, such as the emperor or the royal personage of his state. Here, they manifest that their company is the only emperor of their state to provide services to their customers. In Chess, the King is the most important piece of the game that can move in any direction without asking anyone, and if people use or join their product, obviously, they also can enjoy every comfort of life. As King lived in great luxury and comfort, the same would happen with the users because they were superior and dominated others in every aspect.





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Jazz: Apnagai

Jazz: It is ours.

Here, the copywriters used the word which works more than its literal meaning. 'Apna' shows the belonging to or on behalf of a specified person, especially about yourself, preceded by a possessive. This means that this word shows the possession of something, creating an emotional effect and sense. Moreover, copywriters make slogans more authoritative and influential by using words that have multiple meanings and effects.

➤ **Logical or Conceptual Meaning**

Leech considers it the primary type of meaning because it is described under the true syntactical structure as well as the phonological level of any language. It is sometimes called 'Cognitive' or 'Denovative meaning'. These types of meanings are closer to connotative meanings. Logical meaning tells the basic criterion of any word. It is the most integral part of the functioning of language.

Conceptual meaning has a complex and complicated association on its syntactical and phonological levels. There are two main structural principles: the principle of CONTRASTIVENESS and STRUCTURE. In Contrastive features, the word *Woman* is specified as (+HUMAN,—MALE, +ADULT), but *boy* is studied as (+HUMAN, +MALE, -ADULT). The second principle, the principle of structure, helps analyze a sentence into its constitutional parts.

**Har Phone.
Har Tone.**



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Jazz: Har Phone, Har Tone.

Jazz: Every Phone, every tone

This tagline manifests the brand's universality. It is not limited to a certain class of people. Instead, its services and packages are for everyone. Har Phone can be seen on every device, while Har Tone can be deemed under the context of every social class, demographic, and person.



https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2FJazzPK%2Fphotos%2Fjazz-a-proud-family-of-52m-customers-is-pakistans-tez-tareen-aur-behtareen-3g4g-%2F10154501755780882%2F&psig=AOvVaw0PdYrT0nGaMwBkh0uiGYaL&ust=1710871793277000&source=images&cd=vfe&opi=89978449&ved=0CBMQjRxxqFwoTCNjttJ60_oQDFQAAAAAdAAAAABAE

Jazz: Pakistan ka Teztareen aur Behtareen 3G+4G Network

Jazz: It is Pakistan's fastest and best 3G+4G Network

Teztareen and Behtareen are considered the finest and mainly exact words to demonstrate the accuracy of something. Moreover, using these, the addresser is presently trying to enlighten that it is only Jazz who is openhanded giving his users the superlative product.

CONCLUSION

These days, language is a medium for communication and for making people think and convince them. The language used in the advertisement is a free process, but it is no doubt controlled by many cultural, emotional, social, physiological, emotional and psychological



factors. Language is the dominant device in the world of dealing. In business, ads are the right hand to convince people to buy their products. Taglines have become a central part of any business' advertising campaign.

Advertisements are a major form of communication between the manufacturer and the customers of the product. The only aim of the promoter is to get the maximum attention of the public. They try to make their products available to the public with specially designed language. After the analysis of a few selected taglines of sim card companies, an attempt has been made to show what these slogans claim semantically and have the propensity to associate their affiliation with the products. It also shows how these slogans hit the ideology at different levels, persuading and making people buy their products. The addressers first analyzed and focused on different and main aspects of the culture, and according to that, with the usage of those ideologies, they made the taglines using the positive words which have the characteristics to convince the audience and are directly persuading them towards their products.

The companies successfully aim to catch the attention of the viewers or listeners and then to make their minds towards their products. The encoding of the meanings of these taglines is consciously analyzed by reading the customers' minds. The decoding of the taglines' meaning is analyzed as the audience unconsciously follows the same theme and message of the tagline for which the copywriter is expected.

Before generalizing any final statement or belief, there is more need to study or research the taglines, but the researcher is sure that this article will also help to create any final and general statement because this research article provides the readers with an in-depth analysis of taglines and their impacts on society.

FURTHER SUGGESTIONS

Conducting a semantic analysis of taglines used by SIM cards via signboards and telecommunication companies in Pakistan offers valuable insights into the linguistic strategies employed in advertising within this specific industry context. The analysis delves into the layers of meaning embedded within these taglines, examining how they are constructed to resonate with consumers and promote brand identity. By applying semantic theories, such as Leech's framework, researchers can dissect these taglines' connotative, associative, and pragmatic



dimensions, shedding light on their effectiveness in conveying messages and eliciting desired responses from the target audience.

Several recommendations can be proposed to further enhance the effectiveness of taglines used by SIM cards and telecommunication companies in Pakistan. Firstly, companies should prioritize clarity and simplicity in their taglines to ensure easy comprehension and memorability among consumers. Avoiding overly complex language or ambiguous messaging can help ensure that the taglines effectively communicate the intended message and brand values. Additionally, incorporating cultural elements and linguistic features that resonate with the local Pakistani audience can enhance the relevance and appeal of the taglines, fostering a stronger connection with consumers.

Furthermore, companies must continuously monitor and adapt their taglines in response to changing market dynamics and consumer preferences. Regular market research and soliciting consumer feedback can provide valuable insights into the effectiveness of existing taglines and opportunities for improvement. By remaining agile and responsive to evolving trends and consumer needs, telecommunication companies can ensure their taglines remain impactful and relevant in a dynamic and competitive marketplace.

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