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The examples of proverbial phrases in advertising are out of Newsweek magazine collected from January 31, 1994, through April 4, 1994. Such phrases serve in all examples to highlight quality and underscore a companys' commitment to the common good.

What makes statements like "We're not spinning our wheels," "heart of gold," and "one thing gone bad can spoil everything," proverbial phrases is that they all draw from traditional fixed forms of proverbs. None of the phrases are complete sentences. But, each phrase through the use of metaphor implies a specific wisdom about life - "Getting their moneys' worth" or "a bright financial future." We notice in each example that the individual phrase serves to create the impression of quality, optimism, pragmatism. Jan Harold Brunvand notes that " The most popular individual proverbs in American sayings tend to create a picture of optimism and a Puritanical social code..."(Brunvand 1992,80).

In the collection of ten advertisements, five are for automobiles, one is for an airline, one focuses on the needs of heartburn sufferers, and three involve investment firms. Each ad seeks to flatter the public. For instance, Ford speaks of how their customers - thankful for Ford's commitment toward quality - "Returned the favor" through purchasing the popular Taurus model; Prudential comments upon the "peace of mind" a wise investor can attain; while Glaxco Institute for Digestive Health tells the heartburn sufferer that they don't have to "learn to live with it."

The bottom line of the ads is either to sell the consumer

outright on the specific qualities of the product or to coax them by implying the pragmatism of the offering. Often as not, there's a little bit of both; yet, one tactic or the other will stand out. When it comes to selling the product on its own merits, the car companies of Ford, Chevrolet, and Buick, and Delta airlines do this in abundance. Thus, we get phrases such as "We're not spinning our wheels," and "Don't miss a word," to emphasize why you should buy their car or fly their airline. Glaxco Institute of Digestive Health has a slightly different focus as it's basically serving a public service need. Yet, even so, the ad serves to emphasize the benefits of heartburn fighting products. Among the collection here, we notice that the investment firms of Janus funds, Prudential, and Fidelity play upon the customer's prudent concern with their economic stability. Therefore, they use phrases like "you didn't get rich quick," and "meet higher taxes head on," to emphasize the personal control a consumer has over their future.

In every case except the Prudential ad, the proverbial phrases are found at the top of the page and in bold letters. It's the introductory pitch which sets the tone for what the ad's saying. When pictures are used, they serve to compliment the phrase. Either it is a simple correlation as in the Ford ads or the paradox of Chevys' truck barreling through mud with the statement "a heart of gold," written boldly above. Glaxcos' ad is simple and to the point focusing upon a middle aged man. Whereas Delta airlines' picture successful executives, airplanes, monuments, and action to emphasize its commitment in helping you to not "miss a word" - so

essential in the competitive business climate.

So, the proverbial phrase serves an important function in these advertisements. As we see, they define the ad and frame its contents. They serve as a metaphor for what's important in life. And advertisers use this as a vehicle for selling their product.

LISTING OF EXAMPLES

1) Delta will make sure that you "Don't miss a word," emphasizing the airlines' ability to fly you to the business meeting anywhere in the world on time. This phrase seems derivative of the proverb "Every word has meaning."

2) Fords' customers are "Getting their money's worth," by purchasing the Escort. To get your money's worth means you're making a fine, wise investment indicating your ability to "make money your servant, not your master."

3) Fords' customers "Returned the favor," as the Taurus model became America's best selling car. It would seem that Fords' customers considered the proverb "that which is worth taking is worth returning," to be true.

4) Park Avenues' traction control system proves Buick is not just "Spinning its wheels." The pun is cute, but we understand this to mean, as well, that Buick is continually developing better cars and not wasting its efforts. This phrase may remind us of the proverb "a wheel that can't turn, can't spin."

5) Chevy's got a mean, tough truck. But, it's got a "heart of gold." They're selling the truck as a dependable, reliable vehicle "just like a buddy with a heart of gold." The metaphor here is devised to create a sense of comfort and trust.

6) "One thing gone bad can spoil everything," is a variation - as indicated by the basket of apples - on the proverb "one bad apple spoils the lot." The point is that Chevrolet realizes customer satisfaction is extremely important and that one bad experience is

enough to keep a customer from coming back.

7) Janus Funds knows that a "Bright (financial) future," depends upon good planning. And that's what they are here to do. The phrase denotes the wisdom that "the future belongs to those who prepare for it." This is an especially good example of how proverbial phrases emphasize optimism and specific knowledge usually derivative of what Brunvand calls a "Puritanical social code."

8) Prudentials' investment plan can enable you to have the "peace of mind," coming to anyone who's intelligently planned their financial future. They know that we know that during our retirement years "a contented mind is a continual feast."

9) The middle aged man in Glaxco's ad asks if he should just "learn to live with it," in reference to heartburn. The answer here is, of course, no. The Stoic concept of accepting one's fate is used ironically here to indicate that one wouldn't be better off subscribing to the proverbial phrase "live and learn."

10) Fidelity investments indicates in this ad that one should meet higher tax rates "head on." The saying implies that you shouldn't approach a problem shyly. Rather, armed with your wise Fidelity investments, a customer can be prepared and thus can "hold (their) head up like a gander," and not be caught off guard.

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