

Idiomatic Facetiousness And Aroma Of Indian Ethos In The Short Lyrical Catch Lines Of Television Commercials Created By Prasoon Joshi

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ABSTRACT:

Prasoon Joshi belonged to the world of advertisements before becoming a famous poet-lyricist, author, and currently the chairman of the CBFS. Prasoon Joshi's advertising, jingles, and the quintessential tag lines have a subtle aroma; thanks to his work as a creative director and then as the most sought-after 'ad-man.' Apart from the core message, thirty seconds of commercial tells an entire tale. And the message is given with such elegance, wrapped and served in such a way that the listener is able to savour the flavours of Indian culture with a dash of sarcasm. This study highlights Prasoon Joshi's originality in the advertisement's taglines, which use comedy as a major tool and integrate it with the usual Indian environment. The focus of the paper will be on the utilization of his creative fervor and his class in using the language of the taglines

Keywords- *Advertisement, Taglines, Jingles, Marketing strategy, Creativity, Flavour*

INTRODUCTION

Leo Burnett famously said that the “*The secret of all effective advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships*”.

Advertising legend Leo Burnett can provide insight into the complex and ever-changing world of advertising in this single line.

Humans have always had an innate desire to create stories. In some ways, cave paintings were the first form of advertisement, as the caveman wanted the rest of the world to know what he could do and how he could do it.

Papyrus was utilised by the Egyptians to create sales messages and wall posters. Song dynasty China, bronze plate for printing an advertisement for the Liu family needle shop in Jinan. It is thought to be the world's first printed advertising medium. Advertising has emerged as an entity that integrates information, innovation, and science to market a product as a result of the evolution and existence of communication technology.

What is the definition of advertisement?

Advertisement; according to Merriam-Webster dictionary is defined as:” something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement.” There are three sections to a television commercial. A story, the product's function, and a tagline or tag line. When a potential client sees and hears an advertisement, they are enticed to buy it; but, what is the most enticing aspect of the advertisement that the customer is drawn to? It is the tagline and phrase that remains in the minds of the audience. The buyer not only pays close attention to the phrase, but also hums it. The more memorable the phrase, the more likely a product will be popular. A catchphrase is fun to say and soon becomes part of everyday discourse.

Samuel Taylor Coleridge once famously said “*What is an Epigram? A dwarfish whole, Its body brevity and wit its soul*”

Effective taglines and slogans rely on this epigrammatic use of language. Humans are not strangers to slogans. It may be traced all the way back to the beginning of time. Slogan is derived from the phrase ‘Slough-ghairm’, which means "invite to rally around" in Scottish Gaelic. As a result, a slogan is primarily an extraordinary expression that is frequently employed to transmit a notion or argument to a broad audience in order to accomplish a goal. Slogans were employed for a different purpose: they were intended to stimulate the people who had been chosen. Slogans are little bundles of huge communication. They're like the last splash of lemon in a drink, a final swipe of rouge on the cheek, or the artist's signature at the conclusion of a lovely painting. It brings the

project to a close. They employ one key strategy: 'Less is more,' combining subtle language with an awareness of the target audience's preferences to create an effective slogan.

Three major components of brand identification are advertising slogans, brand names, and logos, which form organizations' ties with the world around them (Kohli and Leuthesser and Suri, 2007). The slogans or taglines have two functions: 1. Boost a brand, 2. Rejuvenate, reform, and occasionally relaunch a product effect of a phrase that made it such a vital instrument for businesses to use.

What distinguishes a product as a brand? It takes a lot of phases and machinery to get a product to the status of a brand. It's a long-term process that involves perseverance, foresight, and, most importantly, creativity. When all three of these characteristics are combined with promotion, a product is sold to its customers, and if the customers stay loyal to the product for a long time, the number of customers who use it increases. The product then attracts buyers across a large region, state, or country, as well as for some worldwide brands like Ferrari, Mercedes, Apple, Nike, Coca-Cola, and others. The brand name is linked to a one-of-a-kind phenomenon. A brand name, rather than targeting a specific group, communicates its meaning to a large audience.

Brand owners invest a lot of money on marketing offices in order to come up with dazzling advanced adages. The brand names should always emphasize the primary function and purpose of a product, or answer to the group's needs, or provide more favourable conditions for its future/potential customers. Music and brief peppy punchlines are used in the advertising, which may or may not include performers. A jingle is a combination of music and a couplet or quadruplet, which is followed by a tagline. The tagline is what draws in and keeps the audience's attention. "A marketing tag line is a short statement that a company or brand uses to sum up its mission and the products or services it provides. Tag lines are supposed to be catchy, witty, or provocative in order to differentiate themselves from the tag lines or slogans used by other businesses and to make them more memorable.

A company's tag line appears on business cards, stationery, websites, and other marketing and communication tools (What is the definition of a marketing tagline?). Houston Chronicle (www.houstonchronicle.com). Ellie Williams is a British actress. Advertisement taglines, according to this statement, must be short, feature colloquial and snappy language, and have a distinct regional flavour, not to mention the lines' relevancy. Right here, Prasoon Joshi has

mastered the art of advertising inventiveness. He's widely regarded as one of the most unique voices to emerge from the fast-paced sector, where the lines between traditional advertising, entertainment, and content are blurring. His catchphrases, language use, and unique ability to connect with people have earned him the label of "ad-guru" among us.

Prasoon Joshi-

Prasoon Joshi is best known to us as Poet-Lyricist, as the CEO of McCann World Group India and Chairman (Asia Pacific),. He is best known for his outstanding and heartfelt lyrics from the movies "Taare Zameen Per," "Manikarnika," and "Bhag Milkha Bhag." He is the current chairman of the Central Board of Film Certification..

Characteristics of Prasoon Joshi's advertisement taglines:

1. The Aroma of Indian Culture:

Indian culture is mainly about individuality, simplicity, and relationships. Our language has an earthy roughness, texture, and tactile-tangibility. To quote Prasoon, "the fact that my youth was spent in the gorgeous hills of Almora, my birthplace in the lap of the Himalayas amidst hills of Kumaon, instead of a cityscape, genuinely provided me a great opportunity and aptitude to get insight into the pulse of the real India."

Let us take a look at the flavours of Indian culture in his company's marketing.

Coca-Cola:

As the CEO of Maccan Erikson, Prasoon Joshi was tasked not only to revive the campaign of Coca-Cola against Pepsi but also to give it an Indian touch.. Coca-Cola was struggling to regain its footing due to Pepsi's existence, and this was its second relaunch. It needed to get into Indian refrigerators, and to do so, it needed to figure out how to respond to Pepsi's "Yahi hai correct choice baby" catchphrase. Prasoon Joshi came up with a clever phrase that turned the game completely upside down. Thanda is an Indian word that meaning "cold drink," and it is deeply embedded in our culture. When visitors arrive at our home, we question, "Kuch thanda lenge yaa garam?" which translates, "Would you like something cold or hot?" Similarly, hawkers shout "Thanda Thanda!" to offer cold drinks, soda, or chilled water. Prasoon Joshi gave a crafty turn to this very conversant Hindi phrase to associate it with Coca Cola. It did wonders. The masses

could identify this catch phrase and Coca-Cola was again back at the top. Thus came the famous tag line- "*Thanda Matlab Coca-Cola*". (*When you wish something Cool, You mean Coca-Cola!*)

Add to that the endorsement by the superstar Amir Khan in his numerous avatars in these ads, from a Hyderabadi to a Babu moshay, from Gurkha to Jutt, it all gave the impression that the product was a member of the family. With the very Indian concept of 'Atithi devo Bhava,' a foreign product became desi.

Coca-Cola advertisements have recently been more linked to depictions of relationships. Relationships are valued above all else in Indian culture. This warmth has recently been used by Coca-Cola. The relationship between a father and a son on a train journey, with various song lyrics and a Coca-Cola for each relationship. They've also used music. Coca-Cola India's latest campaign, 'Say it With Coke,' features wraparound labels with lyrics on plastic bottles of the beverage.

"Jio sir utha kay" is one of his taglines, as is "khabar wohi jo sach dikhaye" for NDTV. Then there's his effective use of catchphrases like 'Panga' in a water conservation campaign, demonstrating that he's a formidable ad guy who knows the importance of a proper blend of Indianness in the ads he crafts in order for the message to reach its intended audience. It is quick and long-lasting due to the Indian culture's combination of flavours. It is his expertise of employing language in the most appealing manner, as well as his ingenuity in creating social awareness campaigns in the country, that has made the advertisement famous and served the aim extremely effectively.

Idiomatic Expressions in Taglines for Laughter:

"Creative ideas bloom best in a shop that keeps some spirit of pleasure," says Leo Burnett. Nobody goes into business for the enjoyment of it, but that doesn't mean it can't be enjoyable. Without comedy, it is impossible to reach people's hearts. With all of the world's issues and the kind of chaotic existence that most people today lead, they have fewer reasons to grin.

Prasoon Joshi's understanding of the country's 'Socio-linguistics' has been instrumental in the creation of such amazing taglines. Take, for example, Chloromint's well-known tagline. The characters in the commercial are all from the middle class, and the terminology they employ is typical of Indians. The pan wala with his mouth full of his own pan singing and mixing his sentence in the same tune, the naïve customer at a pan store who represents the eternally inquisitive Indian, these are the consequence of a tremendous awareness of the nation's pulse. Or the quirky and nosy modern middle-class girl who lives in a bourgeois environment and aspires to be a model; the tagline, which every Indian boy and girl must have faced in the home when we are going through an age transition, was how they come to reality after a tight slap and the catch line, which every

Indian boy and girl must have faced in the home when we are going through an age transition. where we are full of questions and doubts and we want to know the answers of every Who, Why and How. and get on our seniors' nerves, and how do we receive a response, a smack, a threat, dare you ask again- therefore the sentence "Dobara Mut Poochna." (Dare you ask it again!) It became a well-known call. or fevicol's renowned "pakde rehna chhodna nahi" (Hang on, do not leave), not to mention The Happy Dent ad, which has nothing but everything. The brilliant idea of a man replacing a lamp in a chandelier was just out of the box, and as a result, it produced a memorable advertisement. It is regarded as one of the top ten advertising of the twenty-first century.

CONCLUSION

Prasoon Joshi believes that if a product is to stand the test of time while also bringing profit to the company, it must appeal to the hearts of people. Only when customers feel connected will they be willing to spend money on a product. As a result of his utilization of Indian cultural flavours and idiomatic expressions in his taglines, he has become a true super star of commercial and campaign taglines. It is a difficult task. We could think that developing a single line tagline for a poet or lyricist is simple. However, this is not the case.

I'll quote Azgar Faragh, a well-known Urdu poet: '*Ye nahi dekhte kitni hai riyazat kis ki Log asan samjh lete hai asani ko*'

The translation of this couplet in English is, "How easy it is for public to ascribe that things comes so easy to him or her, What they fail to see is the intensity, perseverance and practice he or she has put in to achieve that."

Taglines allow you to form a connection with whatever the brand stands for. These taglines are like messengers, and they play an important role in the marketing scheme of things. Play a crucial role in influencing the psyche of clients as one of the character aspects. Taglines are like pocket-sized tunes that encapsulate a country's language, cultural spirit, and regional flair. Prasoon Joshi's advertisement taglines aren't exaggerated when they say they make headlines. His unique blend of Indian culture, wit, and use of simple language to convey ideas distinguishes him. To sum up, we may say, "Dobara sunna zaroor, bhale dobara mut poochna," which means, "Give it an ear again, what if you don't ask again."

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