

**slogan**['slɒvŋən] *n*

1. 1) лозунг, призыв; девиз

2) *ком.* рекламная формула (броская, запоминающаяся фраза, рекламирующая товар)

2. боевой клич (шотландских горцев)

**slogan**

Oxford Advanced Learners Dictionary 8th Ed.

**slo-gan** [slo-gan] *BrE* ['sləʊŋən] <sup>u</sup> *NAmE* ['slouŋən] <sup>u</sup> (also *NAmE*)informal **'tag line**) *noun*

a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly

- an **advertising slogan**
- a **campaign slogan**
- The crowd began chanting anti-government **slogans**.

See also: ↑tag line

Word Origin:early 16th cent.: from Scottish Gaelic **sluagh-ghairm**, from **sluagh** 'army' + **gairm** 'shout'.Thesaurus:**slogan** *noun C*

• The company used catchy advertising slogans.

**motto** • • **catchphrase** • • **mantra** • • **formula** •**come up with** a slogan/formula**coin/adopt** a slogan/motto**use** a slogan/motto/catchphrase/mantra/formulaExample Bank:

- T-shirts bearing anti-war slogans
- The 'freedom to learn' has become just another one of the government's empty slogans.
- The Left was still spouting old Marxist slogans.
- The principle is summed up by the slogan 'Trade, not aid'.
- They fought the election on the slogan 'The time has come'.
- They protested under the slogan 'When women stop, everything stops!'
- We switched the car stereo to WKTU, 'the beat of New York', as its slogan goes.
- a T-shirt bearing the slogan 'I Flirt, Therefore I Am'
- the slogan for the 2012 London Olympics
- The crowd began chanting anti-government slogans.
- They came up with a catchy new advertising slogan.

**slogan**

Longman DOCE 5th Ed. (En-En)

**slo-gan** /'sləʊŋən \$ 'sloʊ-/ *BrE* <sup>u</sup> *AmE* <sup>u</sup> *noun* [countable]

[Date: 1500-1600; Language: Scottish Gaelic; Origin: sluagh-ghairm 'army cry']

a short phrase that is easy to remember and is used in advertisements, or by politicians, organizations etc ⇒ **catchphrase**:

- an advertising slogan
- demonstrators shouting political slogans
- the Democrats' campaign slogan
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**COLLOCATIONS**■ **ADJECTIVES/NOUN + slogan**

- a **campaign/election slogan** His campaign slogan was 'Peace, stability and prosperity'.
- a **political slogan** The walls had political slogans daubed on them.
- an **advertising slogan** The company has dropped its original advertising slogan.
- a **catchy slogan** (=one that is easily remembered) The Liberal Democrats were searching for a more catchy slogan.
- a **snappy slogan** (=one that is short and effective) They've come up with a good, snappy slogan for the product.
- an **empty slogan** (=a slogan that promises something which is not actually done) We want real progress, not just empty slogans.

■ **verbs**

- **shout slogans** Five youths were arrested after shouting anti-government slogans.
- **chant slogans** (=repeat slogans in a regular way) Dozens of demonstrators waved banners and chanted slogans.
- **bear a slogan** (=have a slogan printed on something) a badge bearing a campaign slogan
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**THESAURUS**

• **phrase** a group of words that have a particular meaning when used together, or which someone uses on a particular occasion: What was the phrase he used to describe her? | I've never heard of the phrase before. | The President often used the phrase 'War on terror'.

• **expression** a fixed phrase which is used in a language and has a particular meaning: a colloquial expression (=an informal expression used in everyday spoken language) | The old-fashioned expression 'in the family way' means pregnant. | a common English expression | I was absolutely knackered, if you'll pardon the expression (=used when you think someone might be

offended by the words you have used).

- **idiom** a group of words that has a special meaning which you cannot guess from the meanings of each separate word: 'Under the weather' is an idiom which means 'ill'.
- **cliché** a phrase that is boring and no longer original because people use it a lot: The phrase 'at the end of the day' has become a real cliché. | There is some truth in the old cliché that time is a great healer.
- **saying/proverb** a well-known phrase that gives advice about life: Do you know the saying 'A problem shared is a problem halved'? | There is an old Chinese proverb which states 'A journey of a thousand miles starts with a single step'.
- **slogan** a short phrase that is easy to remember, especially one that is used in advertising: advertising slogans | Protesters were shouting anti-government slogans.
- **motto** a phrase that expresses a person's or organization's beliefs and aims: The school motto was 'Truth and Honour'.

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## slogan

Freakuency Pack

12500 **7009**<sup>MCW</sup>

15000 **4668**<sup>COCA</sup>

RANGE: **6k** **SLOGAN** <sup>3618</sup>

slogan <sup>2267</sup>

slogans <sup>1351</sup>

COCA 500k Unlemmatized

1896 **12429**<sup>2267</sup> **nn1**

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