

5. Developing communication skills
6. Free periods in college
7. Women sports
8. My favourite pastime
9. Old is gold but new is gem
10. Fighting terrorism

9.4 Slogan Writing

Slogans, when used properly, can build and sustain name and recognition of a firm and can possibly become a symbol that really means something for it. When used badly or irrelevantly, they are little more than nonsense. What is a slogan, after all? It is a statement that asserts to characterize a firm or a product and sums up its spirit, aim or the main theme in a few words. Slogans are, therefore, short and memorable words or phrases. They are mostly used in political, social, commercial and religious fields for propaganda, attracting the attention of the masses, suggesting an idea quickly or creating awareness among people on social issues. The following are some examples of slogans:

1. 'Quit India!' (political)
2. 'Ganpati Bappa Moriya!' (religious)
3. Sony Max – 'Deewana bana de!' (commercial)
4. 'Cleanliness is next to Godliness!' (social)

9.4.1 Types of Slogans

There are mainly four types of slogans:

1. **Imperative**—An imperative slogan commands to do something: "Define Your Body Inspire Your Mind!"
2. **Descriptive**—A descriptive slogan describes the key feature or benefit of an organization or a person: "GNI—Exploring Futuristic Education!"
3. **Superlative**—A superlative slogan exaggerates ideas in such a way that they appear to be rather true: "Saving the Planet!", "Give the Gift of Life!"
4. **Provocative**—A provocative slogan makes the listener or viewer think or reflect on their situation: "What's the Best for You?"

9.4.2 Attributes of a Good Slogan

1. It should be short, for example, 'Just do it!'
2. It should be memorable, for example, 'Get listed. Get sold!'
3. It should reflect your business philosophy and target markets, for example, 'Work is worship!'
4. It should appeal to your customer's emotions, for example, 'A Diamond Forever!'
5. It should have an urge, for example, 'Don't Shed Blood; Donate It!'
6. It should emphasize the superiority of the product in the market, for example, 'King of Good Times—King Fisher!'
7. It should be specific, for example: "(Name) Stands for Excellence!"
8. It should be believable, for example: "The pause that refreshes!"
9. It should impart positive thoughts, for example, 'Because you are worth it!'
10. It should be trendy, for example: "Gimme (give me) a Break, Gimme a Break!"

9.4.3 How to Write Slogans?

“Good ideas are a dime a dozen, but implementation is priceless!” While writing slogans, we should remember that slogans should have rhyme, rhythm and pun. Catchy, simple and short words, phrases and expressions should be used to inspire the mind of the masses. A little research, humour, hard work and insight will help the writer make it impressive and memorable. Some well-known quotations may also be used to attract the attention of the people as well as to create a lasting impression on the mind of the people. A good slogan rarely has a life of its own unless it is created carefully and used appropriately. If you think you have simply come up with a catchy phrase, put it on a business card or a letterhead and practice it. Then, you have built a castle in the air and moved in. To be successful, a slogan, no matter how good it is as a piece of marketing writing, has to have a strong body of explanation behind it. It should sum up the essence of an advertisement or a brochure, or else it is meaningless. Credibility is important in slogans. They appeal to those who like to think and it is purely emotional rather rational. If you were to say, “We do better audits,” or “We write better briefs,” you could say it but ethically and realistically you may not. It is a major difference between a product and professional service marketing.

9.4.4 Sample Slogans

Sample 1

Reading is to Mind What Exercise is to Body

Books Are:

- A warehouse of knowledge
- A source of entertainment forever
- A food for thought and mental health
- Our best friends, philosophers and guides

Remember

- Do regular reading and broaden your horizon and experience

Sample 2

Drug Addiction—An Endless Destruction

Drugs:

- Never thrill but only kill
- Cause death and doom
- Lead man to living hell
- Spoil family and social life

Remember

- Drugs merely rot the body and anaesthetize the mind
- Say ‘NO’ to DRUGS forever – for yourself and your loved ones

Sample 3

Check Pollution—Save Humanity

The Monster of Pollution

- Pollutes air, water and land
- Depletes ozone layer and melts polar ice

- Decreases forests and chokes earth
- Causes deadly diseases and acid rains

So

- Grow more and more trees
- Adopt eco-friendly ways
- Spread awareness towards environment
- Preserve natural resources

Come together and make the earth beautiful, lovable and healthy

SAVE ENVIRONMENT – SAVE YOURSELF

Sample 4

Enjoy Exercise Year Around and be a Happier, Healthier and Livelier Human Being

HAVE

- Regular walk, jogging and yoga
- Cycling, skating and skipping
- Dancing, playing and swimming

AND

- Keep yourself healthy and energized
- Remove stress and burden
- Control weight and fats
- Improve stamina, build muscles, bones and joints

Consider: Those who do not find time for exercise will have to find time for illness.

Sample 5

Female Foeticide – A Crime Against God

Girls are:

- MOTHERS
- SISTERS
- FRIENDS
- WIVES
- TEACHERS

Murdering them in the womb means:

- Destroying happiness and brightness of homes
- Killing love and affection in life
- Disturbing male–female ratio
- Hindering country's progress

Remember:

- No society or country can progress if girls are killed before they are born!
- Girls are mothers and mother is the name of God!

Sample 6

Better Late Than Never – Drive Safe

DO'S:

- Use seat belts and helmets
- Drive in your lanes
- Follow traffic signals
- Keep your speed in limits

DON'TS:

- Jump red lights
- Mix driving and drinking
- Park at the wrong sites
- Use mobiles while driving

Remember:

- Safety – It is in your hand!
- Your first mistake could be your last!

Task

Write out slogans with supporting text on the following topics:

1. Donate blood
2. Deforestation control
3. Animal protection
4. Stop ragging
5. Preserve natural resources
6. Illiteracy: A curse

9.5 Dialogue Writing

"Conversation is the laboratory and workshop of the students."

–Ralph W Emerson

Man is a social animal and to converse with others is one of his natural desires. Conversation links people with one another and makes social and professional interactions possible. Writing a dialogue is, in fact, writing a conversation, which enriches understanding. As compared to other writing skills, dialogue writing may be difficult. It is true that the idea of dialogues is simple and the writer creates or retells a conversation between characters or real people, but experienced people know that dialogue writing is an art. Writing realistic dialogue does not come easily to everyone. If it is written well, dialogue helps in advancing the story and unfolds the characters. As for learners, it helps in improving communication.

9.5.1 Writing a Good Dialogue

A good dialogue has a desired effect only if it is realistic and meaningful. The readers, at some point of time, may come across a bad dialogue, which may be grammatically correct but fails to attract the