1.      Type of ambiguity you find

2.      If the use of ambiguity is effective.

a.       Why or why not?

3.      Would this have worked if you were a non-native speaker?

a.       If yes, why?

b.      If no, why not?

“Keep the Chill in the Glass” – Happy Cook

1. The glass’s slogan, “keep the chill in the glass,” is lexically ambiguous. The word “chill” can be interpreted into two ways. The word “chill” can be an adjective and means coldness or it can be noun to mean “coolness/calmness.”
2. The use of ambiguity is effective.

a. The play on words in this title makes a clever slogan. The title is trying to create “cool” brand that appeals to younger customers. It makes customers interested, because customers are made to think that this glass will make them look cooler while it keeps the drinks cold.

3) No

a. A non-native speaker may be to make the simplest interpretation when they see the slogan. The simplest interpretation is that, the glass is used to hold cold drinks for parties. However, they might not be affected by the second branding meaning, which is the “coolness” of the glasses. This first interpretation might be enough to get non-speakers to buy the product, but the second interpretation would be more effective if understood.

“Hangs well with others” – Lulu

1. This slogan, “hangs well with others” is lexically ambiguous. The word “hangs” can have two different interpretations. The first interpretation is the “hang” can mean the verb so to be suspended. The second interpretation is another verb that is more colloquial which means to “go out with other.”

2. The use of ambiguity is effective.

a. Both interpretations are very effective in persuading the consumer to purchase the product. The humorous double meaning of the slogan is eye-catching, because both interpretations emphasize the product’s ability to look good with any other accessories. It assumes that consumers have trouble pairing up accessories and that this product makes it easier for them to match up accessories.

3. Yes

a. Non-native speakers may be to make the first interpretation, but non-native speakers may not get the more humorous second interpretation. Non-native speakers will understand that the necklace will go well with other accessories. However, this may not get the second meaning because they may not be familiar with the colloquial meaning of the term “hang.”

“A surprisingly tasteful store concept” – Oil and Vinegar.

1. The slogan for the shop is a lexically ambiguity. The word “tasteful” can literally mean a tasty store because the store sells food. However, it can also mean beautiful and elegant, because the food is very aesthetically pleasing.

2. The use of semantic ambiguity is effective.

a. Both interpretations persuade the consumers to buy products from the store if they want to have good food and ascetically-looking food. The interpretation implies that the food there is of higher quality and delicious, and by buying the food, you could achieve that too.

3. Yes

a. A non-native speaker might again make the simplest interpretation when viewing this sign. They would understand that the food there is delicious. However, depending on their level they may or may not understand the food is also ascetically pleasing.