

Abstract

A vivid slogan is an essential factor of an advertisement, and what's more, it effectively reflects particular living style of a society by carrying distinguishing features of certain period of time. Affected by the remarkable historical factors, the advertising slogans in Hong Kong and Macau show a great diversity of subject matters and forms of expression etc. The main purpose of investigating into the advertising slogans of Hong Kong and Macau is to enhance people's recognition of social cultures and linguistic forms belonging to the two regions.

This dissertation will start with a brief introduction focusing on the purpose of conducting the research. This dissertation is composed of four chapters. Chapter one aims at analyzing the definitions of advertising slogans throughout Hong Kong and Macau, their salient characteristics and relevant functions. Chapter two provides a discussion on cultural implications for those advertising slogans. Chapter three moves on to explore the various forms and styles of such advertising slogans. The last chapter concludes with the linguistic characteristics of the slogans. Interested readers can refer to the appendix which includes 550 advertising slogans for further discussion.

Glossary: Advertising languages	Advertising slogans of Hong Kong and Macau
Cultural implications	Artistic characteristics
Linguistic characteristics	