Doublespeak in the Marketing of Coca-Cola

Hana Bernatíková

Univerzita Tomáše Bati ve Zlíně
Fakulta humanitních studií
Ústav moderních jazyků a literatur

Akademický rok: 2023/2024

ZADÁNÍ BAKALÁŘSKÉ PRÁCE
(projektu, uměleckého díla, uměleckého výkonu)

Jméno a příjmení: **Hana Bernatíková**
Osobní číslo: **H21712**
Studijní program: **B0231P090005 Anglický jazyk pro manažerskou praxi**
Forma studia: **Prezenční**
Téma práce: **Doublespeak v marketingu Coca-Coly**

Zásady pro vypracování

Shromáždění materiálů k tématu
Studium odborné literatury
Formulace cílů práce
Analýza reklamních sloganů a marketingových kampaní
Vyvození a formulace závěrů práce

Forma zpracování bakalářské práce: **tištěná/elektronická**
Jazyk zpracování: **Angličtina**

Seznam doporučené literatury:

Fowler, Roger. *The Language of George Orwell.* London: Macmillan Publishers, 1995.
Goddard, Angela. *The Language of Advertising.* London: Routledge, 1998.
Lutz, William. *Doublespeak.* New York: Harper Perennial, 1989.
Lutz, William, ed. *Beyond Nineteen Eighty-Four: Doublespeak in a Post-Orwellian Age.* Champaign: National Council of Teachers of English, 1989.
Reznikov, Andrei. *George Orwell's Theory of Language.* Lincoln: Writers Club Press, 2001.

Vedoucí bakalářské práce: **Daniel Paul Sampey, MFA**
Ústav moderních jazyků a literatur

Datum zadání bakalářské práce: **1. února 2024**
Termín odevzdání bakalářské práce: **6. května 2024**
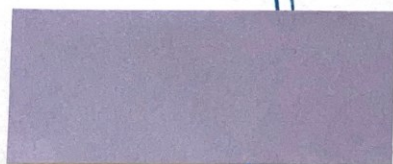
Mgr. Libor Marek, Ph.D.
děkan

doc. Mgr. Roman Trušník, Ph.D.
ředitel ústavu

Ve Zlíně dne 27. února 2024

PROHLÁŠENÍ AUTORA BAKALÁŘSKÉ PRÁCE

Beru na vědomí, že

- odevzdáním bakalářské práce souhlasím se zveřejněním své práce podle zákona č. 111/1998 Sb. o vysokých školách a o změně a doplnění dalších zákonů (zákon o vysokých školách), ve znění pozdějších právních předpisů, bez ohledu na výsledek obhajoby [1];
- beru na vědomí, že bakalářská práce bude uložena v elektronické podobě v univerzitním informačním systému dostupná k nahlédnutí;
- na moji bakalářskou práci se plně vztahuje zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, zejm. § 35 odst. 3 [2];
- podle § 60 [3] odst. 1 autorského zákona má UTB ve Zlíně právo na uzavření licenční smlouvy o užití školního díla v rozsahu § 12 odst. 4 autorského zákona;
- podle § 60 [3] odst. 2 a 3 mohu užít své dílo – bakalářskou práci – nebo poskytnout licenci k jejímu využití jen s předchozím písemným souhlasem Univerzity Tomáše Bati ve Zlíně, která je oprávněna v takovém případě ode mne požadovat přiměřený příspěvek na úhradu nákladů, které byly Univerzitou Tomáše Bati ve Zlíně na vytvoření díla vynaloženy (až do jejich skutečné výše);
- pokud bylo k vypracování bakalářské práce využito softwaru poskytnutého Univerzitou Tomáše Bati ve Zlíně nebo jinými subjekty pouze ke studijním a výzkumným účelům (tj. k nekomerčnímu využití), nelze výsledky bakalářské práce využít ke komerčním účelům.

Prohlašuji, že
- elektronická a tištěná verze bakalářské práce jsou totožné;
- na bakalářské práci jsem pracoval(a) samostatně a použitou literaturu jsem citoval(a). V případě publikace výsledků budu uveden(a) jako spoluautor.

Ve Zlíně ...... 30/04/2024 ......

....

2) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 35 odst. 3:

(3) Do práva autorského také nezasahuje škola nebo školské či vzdělávací zařízení, užije-li nikoli za účelem přímého nebo nepřímého hospodářského nebo obchodního prospěchu k výuce nebo k vlastní potřebě dílo vytvořené žákem nebo studentem ke splnění školních nebo studijních povinností vyplývajících z jeho právního vztahu ke škole nebo školskému či vzdělávacího zařízení (školní dílo).

3) zákon č. 121/2000 Sb. o právu autorském, o právech souvisejících s právem autorským a o změně některých zákonů (autorský zákon) ve znění pozdějších právních předpisů, § 60 Školní dílo:

(1) Škola nebo školské či vzdělávací zařízení mají za obvyklých podmínek právo na uzavření licenční smlouvy o užití školního díla (§ 35 odst. 3). Odpírá-li autor takového díla udělit svolení bez vážného důvodu, mohou se tyto osoby domáhat nahrazení chybějícího projevu jeho vůle u soudu. Ustanovení § 35 odst. 3 zůstává nedotčeno.

(2) Není-li sjednáno jinak, může autor školního díla své dílo užít či poskytnout jinému licenci, není-li to v rozporu s oprávněnými zájmy školy nebo školského či vzdělávacího zařízení.

(3) Škola nebo školské či vzdělávací zařízení jsou oprávněny požadovat, aby jim autor školního díla z výdělku jím dosaženého v souvislosti s užitím díla či poskytnutím licence podle odstavce 2 přiměřeně přispěl na úhradu nákladů, které na vytvoření díla vynaložily, a to podle okolností až do jejich skutečné výše; přitom se přihlédne k výši výdělku dosaženého školou nebo školským či vzdělávacím zařízením z užití školního díla podle odstavce 1.

ABSTRAKT

Tato bakalářská práce zkoumá jazyk sdílený skrze marketing na sociálních sítích značky Coca-Cola za účelem zjistit, zdali používá klamný jazyk (Doublespeak) na svých sociálních sítích a jak ho lze porovnat s dalšími jazykovými vzory, které se tam vyskytují. K dosažení tohoto cíle byla použita kvalitativní obsahová analýza jednotlivých příspěvků sdílených na Facebookovém, X a Instagramovém účtu Coca-Coly. Tato analýza vedla k nalezení čtyř jazykových vzorů, převážně zastoupených jazykem spojeným s emocemi, jenž získal největší zájem fanoušků. Další vzory představuje jazyk spojený s marketingovým mixem, jazyk spojený s lingvistikou a Doublespeak, který se setkal s méně pozitivním přijetím publika v porovnání s ostatními vzory. Výsledky analýzy taktéž navrhují, že nalezené jazykové vzory mohou představovat faktor, jenž ovlivňuje úspěch Coca-Coly na sociálních sítích.

Klíčová slova: Coca-Cola, Doublespeak, marketing na sociálních sítích, marketingový mix, jazyk marketingu

ABSTRACT

This bachelor thesis examines the language delivered through social media marketing of Coca-Cola. The primary aim is to discover whether the company uses a deceiving type of language, namely Doublespeak, on its social media platforms and to compare it to other patterns in language that might be found there. This is done using qualitative content analysis of individual posts shared on the Coca-Cola Facebook, X, and Instagram accounts. Four patterns in language were found: emotion-related language, which received the highest engagement rate, followed by marketing mix-related language, linguistic-related language, and Doublespeak, all of which received significantly less favorable public response than the emotion-related pattern. The findings also suggest that these patterns may represent a factor that influences Coca-Cola's success on social media.

Keywords: Coca-Cola, Doublespeak, social media marketing, marketing mix, marketing language

ACKNOWLEDGEMENTS

I hereby declare that the print version of my bachelor's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

CONTENTS

INTRODUCTION

With its 138-year long history, Coca-Cola has become one of the most well-known product brands across the world. Its success lies predominantly in its marketing strategies and as the overall number of social media users has increased significantly, this thesis will focus on the Coca-Cola's social media strategies and the patterns in language that are included in the strategies.[1] One of the main focuses of this thesis will also be Doublespeak, a deceiving or misleading type of language defined by William Lutz, as one of the potential reasons for Coca-Cola's success on social media. Two fundamental literature works for this thesis are 1989 Lutz's book *Doublespeak* and 1978 Pat Watter's book *Coca-Cola: An Illustrated History*, both of which provide the necessary information for the theoretical background.[2]

Many books and other works have been written on the topic of the marketing of Coca-Cola. While a number of works include a content analysis, which will also be carried out in this thesis, these analyses are predominantly quantitative analyses, focusing for example on health, as the 2016 article "Examining Public Response to Corporate Social Initiative Types: A Quantitative Content Analysis of Coca-Cola's Social Media" by Lucinda L. Austin and Barbara Miller Gaither.[3] Therefore, this thesis will focus on a qualitative analysis of Coca-Cola social media content in terms of searching for the usage of Doublespeak, with the aim to identify the patterns in the language shared on Coca-Cola social media accounts. The qualitative content analysis will be carried out following methodology introduced by Hsiu-Fang Hsieh and Sarah E. Shannon in their 2005 article "Three Approaches to Qualitative Content Analysis."[4] Within the analysis, individual pieces of content shared on Coca-Cola social media platforms, namely Facebook, X, and Instagram, will be analyzed in terms of finding keywords connected to the focus of the thesis. The results will be compared to the concepts of Doublespeak and its four forms (euphemism, jargon, gobbledygook or bureaucratese, and inflated language), Newspeak, which Doublespeak is closely connected to, marketing mix and social media marketing, which will be introduced in the theoretical background. This leads to the hypothesis that the patterns in the language shared through

---

[1] Philip Kotler and Gary Armstrong, *Principles of Marketing* (Thousand Oaks: Pearson, 2020), 492.
[2] William Lutz, *Doublespeak* (New York: Harper Perennial, 1989), 1; Pat Watters, *Coca-Cola: An Illustrated History* (New York: Doubleday, 1978).
[3] Lucinda L. Austin, and Barbara Miller Gaither, "Examining Public Response to Corporate Social Initiative Types: A Quantitative Content Analysis of Coca-Cola's Social Media," *Social Marketing Quarterly* 22, no. 4 (2016): 290.
[4] Hsiu-Fang Hsieh, and Sarah E. Shannon, "Three Approaches to Qualitative Content Analysis," *Qualitative Health Research* 15, no. 9 (November 2005): 1279.

Coca-Cola social media marketing will be connected to positive affective language and encouragement rather than deceiving language represented by Doublespeak.

I. THEORETICAL INTRODUCTION TO DOUBLESPEAK AND MARKETING

1 DOUBLESPEAK AND ITS FORMS

This chapter, which briefly introduces Newspeak and compares it to Doublespeak while characterizing its four forms, is mostly based on the work of William Lutz and his 1997 book *Doublespeak.*

1.1 William Lutz

William Lutz, a professor of English at Rutgers University born in 1940 in Racine, Wisconsin, is the core author for this part of the thesis as he became an activist against deceptive and irresponsible language during his career. His interest in such a field led him to write several books. In 1996, Lutz obtained the George Orwell Award for Distinguished Contribution to Honesty and Clarity in Public Language.[5]

1.2 Newspeak

Language can be defined as a communicative medium used daily in numerous forms through tools by which people express their thoughts, perceptions and other information to others.[6] In works like the classic 1946 essay "Politics and the English Language," George Orwell, one of most influential writers of the twentieth century, criticized the way English was being used by the "public" as well as "experts" in the mid-20th century, marking such usage as "corrupt" and "a degradation."[7] He exemplified this by the excessive usage of borrowings, abstract terms, and "dead metaphors."[8] In connection, he showed how language can corrupt thought, as language and thought are interconnected and complement one another.[9] Through these and other ideas, Orwell had a major impact on politics and language which remains today. In his 1948 novel *Nineteen Eighty-Four*, Orwell shows the link between a language and thought with Newspeak, a language he invented.[10] The goal of Newspeak was to reduce the number of words in the language instead of increasing them, thus reducing the possibilities of expressing unorthodox ideas through words, i.e., shrinking and simplifying the process of thinking, e.g. the term "Ingsoc" became a Newspeak "translation" for "English

[5] Christopher Ricks and Leonard Michaels, ed., *The State of the Language* (London: Faber and Faber Ltd., 1990): 350.

[6] William Lutz, ed., *Beyond Nineteen Eighty-Four: Doublespeak in a Post-Orwellian Age* (Champaign: National Council of Teachers of English, 1989), 121.

[7] Roger Fowler, *The Language of George Orwell* (Basingstoke: Macmillan Press LTD, 1995), 20.

[8] Andrei Reznikov, *George Orwell's Theory of Language* (Lincoln: Writers Club Press, 2001), 55.

[9] George Orwell, "New Words," Orwell.ru, last modified December 29, 2019, https://www.orwell.ru/library/articles/words/english/e_words.

[10] Peter Foster, "Sustainable Newspeak by 2050," Financial Post, last modified January 05, 2021, https://financialpost.com/opinion/peter-foster-sustainable-newspeak-by-2050.

socialism," as in a matter of a few years neither of these two words would exist anymore after Newspeak was fully implemented. However, this simplification was not only done by the reduction of the vocabulary, but also by the elimination of multiple meanings of words.[11] Orwell exemplified this with the word "free." Such a word still existed in Newspeak, but it could not be connected to any political context because there was no concept such as politically free in Ingsoc. Thus, the only correct usage of the word would be in the sense illustrated in the statement "This dog is free from lice."[12] Therefore, the language users not only could not express unorthodox ideas, but even their thoughts about such ideas would be severely curtailed, since there would be no way to communicate them. The calculated political objective was to eliminate any words or expressions which could be used to question or attack the regime of the country. People could still have the impression of being able to express themselves without realizing they are being controlled, since the population would (eventually) be unaware of their curtailed vocabulary. The novel, which remains a great example of how language might be used as a powerful weapon, has been referenced in countless creative and scientific texts since its original publication almost 80 years ago.[13]

1.3 Doublespeak

The words Newspeak, Doublespeak, and even doublethink might seem similar to the general public, yet they are not synonyms. The concept of Doublespeak is based on Newspeak words "not so much to express meanings as to destroy them" and is explained by Lutz as a language "that pretends to communicate but really does not, makes the negative appear positive, and the unpleasant appear attractive." For example, using "the firm is right sizing for efficiency" instead of "the firm is downsizing" might evoke the feeling that the company is adjusting its structure rather than eliminating staff positions. The utilization of such language might mean deviating from its actual or stated meaning, and same as with Newspeak, this form of communication leads to the restriction of thought rather than expansion.[14] An example of Newspeak expression reducing the freedom of thought is the disposal of antonyms such as "good – bad" and its replacement with "good – ungood."[15] However, there is one main difference between Newspeak and Doublespeak and that is the fact that Newspeak was a

---

[11] Andreia-Irina Suciu and Cătălin Bărbunţă, "To 'Newspeak' or to 'Doublespeak' in George Orwell's *Nineteen Eighty-Four*," *International Journal of Humanities and Social Development Research* 6, no.2 (October 2022): 9

[12] George Orwell, Appendix to *Nineteen Eighty-Four*, Dublin: Harper Collins Publisher, 2021), 318.

[13] Suciu and Bărbunţă, "To 'Newspeak' or to 'Doublespeak,'" 9.

[14] Lutz, *Doublespeak*, 1.

[15] George Orwell, *Nineteen Eighty-Four* (Dublin: Harper Collins Publisher, 2021), 54.

language used in a made-up dystopian world, whereas Doublespeak is used daily in the world we are living in and the language of advertising makes a great use of it to attract the customers by using the language in a manipulative way.[16]

Even though the word doublethink is related to both languages, it does not stand on its own as it is a part of the Newspeak vocabulary. The meaning of the word is explained in the novel *Nineteen Eighty-Four* as "the power of holding two contradictory beliefs in one's mind simultaneously and accepting both of them," and "to tell deliberate lies while genuinely believing them."[17] An example of doublethink is provided by Winston Smith, the main character of *Nineteen Eighty-Four*, when he starts to believe that "2+2=5."[18] The idea of doublethink is also recognized by Lutz in his concept of Doublespeak, although Lutz adds that Doublespeak also attempts to make the trivial seem more important, e.g., saying "revenue enhancement instead of "a tax increase" or "urban transportation specialists" instead of "taxi drivers."[19] Moreover, Doublespeak defies one of the main functions of a language which is the communicative function.[20]

William Lutz explores four types of Doublespeak which will be discussed in the following sub-chapters.

1.3.1 Euphemism

The first of the four kinds of Doublespeak is euphemism. This can be characterized as a word or a phrase that behaves positively or harmlessly when speaking about an unpleasant, offensive, or repulsive topic (e.g., illnesses or death) and it is mostly used to evade such truth, for example, saying someone "suffers from a serious illness" instead of "having cancer." With that, the speaker expresses his awareness of the painful truth and shows concern for the feelings of someone else.[21]

In her 2012 essay "Euphemism and Language Change: The Sixth and Seventh Ages," professor of linguistics Kate Burridge describes euphemisms as expressions that are "sweet-

---

[16] Lutz, *Doublespeak*, 8.
[17] Orwell, *Nineteen Eighty-Four*, 228.
[18] Ibid., 308.
[19] Lutz, *Doublespeak*, 9.
[20] Suciu and Bărbunță, "To 'Newspeak' or to 'Doublespeak,'" 12.
[21] Lutz, *Doublespeak*, 2.

sounding" alternatives that the speakers prefer to intentionally use to avoid offending the listeners. She identifies 6 often overlapping tasks that euphemisms perform:

- The protective euphemism – expressions used when avoiding taboo words on topics such as body parts ("coochie" instead of "vagina,") dishonesty ("stretching the truth" instead of "lying,") drunkenness ("inebriated" instead of "drunk") and other.

- The underhand euphemism – these are closely connected to military, medical and other jargons which, if used with a non-member of given group, tend to deceive and create "psychological distance" between the doer and the activity as it helps to reduce the feelings of responsibility, e.g., "soft skin target" representing unprotected public.

- The uplifting euphemism – expressions connected to the word's origin, commonly exchanging the originally English words for the ones with Greek or Latin origin. They are also used to mystify the outsiders, e.g., "accommodation of stationary vehicles" instead of car spaces.

- The provocative euphemism – "artsy" euphemisms used to overcoming negative social stereotypes, trying to make the receivers think beyond the prejudices rooted in language, e.g., non-specific pronoun "she" might cause a shock, drawing attention to the smallest detail when the double pronoun "s/he" might seem neutral.

- The cohesive euphemism – they are mainly used among those with a common work-related interest, e.g., hospital stuff, as it helps the workers to cope with difficult situations happening daily, such as dying and diseases, in an easier way. For example, the words "a patient has transitioned" maintain a sense of professionalism and emotional distance and can still be understood by the staff as a patient that has died.

- The ludic euphemism – these fun expressions create a part of the inventive everyday verbal games usually formed from ordinary words used in an extraordinary way, e.g., "the differently pleasured" meaning sado-masochists.[22]

On the other hand, when one uses euphemism to delude the receiver, it becomes Doublespeak. An example of the euphemism that influence the perception of reality was introduced by the U.S. State Department in 1984. The department presented the phrase "unlawful or arbitrary deprivation of life" to be used instead of the word "killing" in its "annual report on the status of human rights in countries around the world," as it was

---

[22] Kate Burridge, "Euphemism and Language Change: The Sixth and Seventh Ages," *Lexis* 7 (June 2012): 66-71.

supposed to be more accurate. This phrase was used for covering up the unappealing fact that the US issued government-sanctioned killings in countries which the United States had previously certified as countries "respecting the human rights of their citizens." Lutz considers the reason of the use of such language as avoiding the discussion of a questionable situation caused by the State Department and therefore, he marks it as Doublespeak.[23]

1.3.2 Jargon

The second type of Doublespeak described by Lutz is jargon, the specialized language (or terminology) of profession, used for example by lawyers or doctors. Similarly to euphemism, jargon also does not have to be used only as a type of Doublespeak, especially if it allows the members of the specialized group to work faster because of the clearer communication. Nevertheless, jargon is considered Doublespeak when used to confuse a non-member of the specialized group. In that case, jargon tries to impress, not express, and makes the obvious seem insightful.[24]

American literature and language professor Frank J. D'Angelo characterizes jargon using 8 factors in his essay "Fiddle-Faddle, Flapdoodle, and Balderdash: Some Thoughts about Jargon," which was published in the 1989 book *Beyond Nineteen Eighty-Four: Doublespeak in a Post-Orwellian Age*, edited by Lutz.

1. Using more words when one is enough – "resembling in nature" instead of "like."
2. Using abstract nouns ending with the suffixes *-tion, -ily, -ment* – "condition."
3. Using the words with Latin or Greek prefixes excessively – "abnegation."
4. Using the stock phrases – "within the framework of."
5. Using euphemisms instead of "explicit inoffensive terms" – "terminal living" instead of "dying."
6. Using clichés excessively – "safe and sound."
7. Using the passive voice more than the active voice – "Competitive activities should be avoided' instead of 'avoid competitive activities."
8. Using the noun strings excessively – "human factors engineering support."[25]

---

[23] Lutz, *Doublespeak,* 3.
[24] Ibid., 3-4.
[25] Lutz, *Beyond*, 137.

1.3.3   Gobbledygook or Bureaucratese

The third kind of doublespeak is called gobbledygook or bureaucratese, which simply means using big words and long sentences with the aim to overwhelm the audience with words which may sound impressive. Lutz provides an example of gobbledygook and bureaucratese from a 1986 interview with a NASA's associate administrator, Jesse Moore, discussing the Space Shuttle Challenger disaster:

> "I think our performance in terms of the liftoff performance and in terms of the orbital performance, we knew more about the envelope we were operating under, and we have been pretty accurately staying in that. And so I would say the performance has not by design drastically improved. I think we have been able to characterize the performance more as a function of our launch experience as opposed to it improving as a function of time."[26]

1.3.4   Doublespeak of Inflated Language

The last kind of Doublespeak that W. Lutz describes in his book is the Doublespeak of inflated language, which is defined as something that makes "the ordinary seem extraordinary," "simple seem complex," and "everyday things seem impressive."[27]

An example of Doublespeak of inflated language could be using "predawn vertical insertion" instead of "invasion," "automotive internists" instead of "car mechanics" or "TV having non-multicolor capability" instead of being "black and white."[28]

---

[26] Lutz, *Doublespeak*, 5-6.
[27] Ibid., 6.
[28] Ibid., 6-7.

2 MARKETING

This chapter briefly describes marketing and its connection to advertising, concentrating on the late 20th century and beyond. Since the 1990s, digital technology, and in particular the internet, has had a huge impact on human life. Social media came into use around the world for professionals to contact each other with the founding of LinkedIn in 2002. The sharing platform Myspace followed in 2003, and by 2008 had become "the most visited website on the planet" until it was "eclipsed" when Facebook came into widespread operation by 2006. Today, millions of users touch their smartphones as the first thing they do in the morning and the last thing at night.[29] While this chapter looks at content and social media marketing specifically, the types of language posted online will be analyzed in the practical part of this thesis.

2.1 Marketing Defined

Marketing represents a business function which focuses on customers and their needs. It is a process (a philosophy or a "set of applied techniques") of "creating, communicating, delivering, and exchanging offerings that have value for customers."[30] When engaging with customers, marketing establishes a profitable relationship between the company and the customers. Moreover, marketing communicates in a direct, personal, and interactive way. It sets the feeling of knowing the brand fully.[31] Marketing might also be marked as a process which takes various steps to reach the company's goal of increasing and maintaining sales. The steps include conceptualizing the product, developing the product, and promoting it.[32]

2.2 Marketing Mix

Marketing's key concept is represented by the marketing mix, strategic tools employed by a company to reach the desired response from the target audience. A marketing mix encompasses all the actions a company can take to interact with consumers, understand them and build a powerful relationship with them and bring the intended consumer value at the same time. It is commonly represented by 4 Ps: product, price, place, and promotion.[33]

---

[29] "The Evolution of Social Media: How Did It Begin, and Where Could It Go Next?" Maryville University, accessed March 26, 2024, https://online.maryville.edu/blog/evolution-social-media/.
[30] Adrian Palmer, *Introduction to Marketing* (Oxford: Oxford University Press, 2012), 4-5.
[31] Gary Armstrong, Philip Kotler, and Marc Opresnik, *Marketing: An Introduction* (London: Pearson, 2016), 32-33.
[32] Robyn Blakeman, *Nontraditional Media in Marketing and Advertising* (Thousand Oaks: SAGE, 2014), 16.
[33] Ibid., 83-85.

However, professor of marketing Tracy L. Tuten adds 3 more: people, process, and presence, which are mostly connected to the services and employees of a company.[34]

2.2.1 Product

Product might be described as something that a company offers for sale in the market, including goods (tangible), services (intangible), ideas, experiences, destinations, etc.[35] The product's value is influenced by its variety, quality, design, features, brand name, packaging, innovation, and services (e.g., delivery).[36]

2.2.2 Price

The amount of money the customer needs to pay to acquire the product is called price. It is also the company's source of income and profits, it covers the firm's costs, and it represents the value of the exchange taking place in the market. Price might also be referred to as fee, rent, toll, or tuition. Price, however, does not necessarily hold a monetary value.[37]

2.2.3 Place

Place indicates the activities a company undertakes to make the product available to target consumers, moving it from a seller to a customer. This tool of the marketing mix considers channels, coverage, locations, inventory, transportation, and logistics.[38]

2.2.4 Promotion

The communication deliberated to persuade the customers to buy the product is called promotion. It is generally done by sharing the product's merits.[39] Also called marketing communications, promotion includes advertising, branded content, public relations, social media marketing, events, and sponsorship. All should integrate and be united in design so the company can communicate consistently across various channels or devices, delivering a cohesive message.[40]

2.2.4.1 Advertising on Social Media

The terms "promotion" and "advertising" are often interchanged, and even though they are closely connected, they are not the same. The Latin word "advertere" or "to turn towards" is

---

[34] Tracy L. Tuten, *Principles of Marketing for a Digital Age* (Thousand Oaks: SAGE, 2024), 16.
[35] Tuten, *Principles of Marketing for a Digital Age,* 196.
[36] Armstrong, Kotler, Opresnik, *Marketing: An Introduction*, 81.
[37] Tuten, *Principles of Marketing for a Digital Age*, 228-230.
[38] Armstrong, Kotler, Opresnik, *Marketing: An Introduction*, 81-84.
[39] Ibid., 83-85.
[40] Tuten, *Principles of Marketing for a Digital Age*, 288.

the basis for the English word advertising.[41] Professor of advertising design Robyn Blakeman describes advertising as "a promotional set of vehicles" used by a company or an organization with the purpose of persuading, informing, and building a good rapport with the target audience by utilizing paid forms of various media.[42] Social media advertising does this through platforms such as Facebook and LinkedIn. Such ads might reach social media users globally, often using personalized algorithms to reach those users who are interested in a particular subject (also called "contextual advertising").[43] Moreover, social media advertising allows companies to reach consumers in a short time period at an affordable cost, while maintaining a positive attitude towards the consumers, as social media users tend to trust the information shared on "social media ads" to a greater degree than other forms of advertising.[44] As this type of advertising, besides texts, also uses visuals to support the attractiveness, the design of the ads themselves is one of the elements with the power to catch the potential customer's attention.[45]

2.2.4.2 Language of Advertising

As mentioned in chapter 1.2, language is a medium through which people communicate their thoughts. Language has a crucial role in advertising as it communicates the main idea to the consumers and uses any possible opportunity to reach its goal: to persuade consumers to purchase the product. To reach this goal, the ad has to communicate effectively, and thus the advertisers sensibly select the vocabulary so that the reader comes up with positive associations when reading the advert.[46] For the effective communication, advertisers should also know the product they are advertising, the group of potential customers they are trying to aim at, and their culture. These three factors combined with the right language might easily persuade the customers to buy the final product without realizing the influence of an ad.[47]

Attractive language is the type of language that catches the reader's attention. "A language game," also called "game of words," is a creative way to address the audience, as it uses

[41] Angela Goddard, *The Language of Advertising* (London: Routledge, 1998), 6.
[42] Blakeman, *Nontraditional Media in Marketing and Advertising*, 16.
[43] Aleksandr Teletov, Svetlana Teletova, and Nataliia Letunovska, "Use of language games in advertising texts as a creative approach in advertising management," *Periodicals of Engineering and Natural Sciences* 7, no. 2 (August 2019): 460.
[44] Henry Boateng, and Abednego Feehi Okoe, "Determinants of Consumers' Attitude towards Social Media Advertising," Journal of Creative Communications 10, no. 3 (2015): 249.
[45] LinkedIn, "Key Elements."
[46] Lutz, *Doublespeak*, 102.
[47] Lutz, *Beyond*, 154.

"linguistic units" in a humorous way with the aim to entertain the readers. This is mostly done by combining words with multiple meanings and words that sound similar.[48] For example, to achieve an immediate association with cats, the cat food company Meow Mix utilizes the word "meow" in its brand name, an English word which echoes the sound made by cats.[49] In the analysis below we will see that language games represent one of the main strategies of Coca-Cola's social media approach.

"Puffing," in other words obvious exaggerations about the product, represent another medium that advertisers often utilize. Since puffing cannot be used if the claim being made can be tested empirically, vague adjectives such as "exciting" or "glamorous" are often used to make the product seem better. This usage of language is legal, as such words are not easy to scientifically disprove.[50] Moreover, this concept is similar to a form of Doublespeak called inflated language, as it makes what may be a mundane product seem extraordinary. For example, Kleenex, a brand of facial tissues, shared a picture on its Instagram account on April 18, 2023, revealing new tissue box designs, announcing that something "exciting" is coming.[51]

Intertextuality is another way to catch the reader's attention, as it requires the customer's engagement. Intertextuality means referring to one text by using another one, expecting the reader to be able to (consciously or unconsciously) refer to an original intertext, e.g., an artifact of popular culture or even a previous advertisement from the company. However, if the reader fails to recognize the intertextuality, the ad should be interesting enough to keep them wondering about the meaning.[52]

2.2.4.3 The Use of the Rhetorical Triangle in Marketing

In order to connect with the customer through language even more, marketers often strategically use three levels of the rhetorical triangle, *ethos*, *pathos*, and *logos*. Ethos is connected to ethics and refers to the author's creditability and trustworthiness of being the

---

[48] Teletov, Teletova, and Letunovska, "Use of language games," 459.
[49] Chen Nianzu, Juliya Victorovna Ageeva, and Li Yi, "Advertising as a Platform for Language Game," *Revista EntreLínguas* 7, no. 1 (February 2021): 16.
[50] Lutz, *Doublespeak*, 83.
[51] Kleenex (@kleenex), "Something Exciting," Instagram, April 18, 2023, https://www.instagram.com/p/CrL9AKbs_bA/?img_index=1.
[52] Goddard, *The Language of Advertising*, 69-70.

source of the information.[53] To build such trust, adverts often feature doctors or athletes to seem more dependable. On social media, the official accounts of celebrities, politicians, and brands often serve as a reliable source, rather than the accounts created by fans. For example, a 2022 Adidas video ad for sneakers featured Parley, an environmental organization focusing on ocean protection, to highlight the negative impact of plastic waste.[54] Pathos is used in ads to provoke the audience's emotions, such as love, pride, and happiness, by identifying their needs and desires, not only by appealing visuals, but also positive and emotional words.[55] An example of an advertisement containing pathos is a 2016 HEINZ video ad for different HEINZ sauces which features a number of running dachshunds dressed as hotdogs, rushing towards their owners who are dressed as ketchups and other sauces.[56] Lastly, logos offers evidence and clarity of the argument, often providing statistics and facts to support the message, often represented by an image or a link on social media platforms.[57] To give an example, a 2012 OxiClean video ad for "Versatile Stain Remover" guarantees its product's quality by demonstrating how the product cleans different surfaces.[58] As is the case for many consumer products, Coca-Cola often makes use of positive affective associations with its products, i.e., pathos is used more often than logos or ethos.

2.3 Branding

Branding is a part of company's marketing which attempts to positively influence the consumers' perception of the brand. It is connected to the recognition of individual brands which utilize names, logos, slogans, and other symbols to identify. These elements serve as a "brand signature" and the recognition process makes further reference to the brand's product quality and desirability.[59] During the early 1970s, Coca-Cola's radio and television campaign featuring the song "I'd Like to Teach the World to Sing" associated their main product with "peace and love" youth culture. Even today versions of the television commercials from the period have millions of views on YouTube.[60]

---

[53] Jemma Helen Oeppen Hill, "Logos, Ethos, Pathos and the Marketing of Higher Education," *Journal of Marketing for Higher Education* (November 2019): 6.

[54] "12 Examples of Ethos, Pathos, and Logos in Advertisements," Motioncue, accessed March 3, 2024, https://motioncue.com/examples-of-ethos-pathos-and-logos-in-advertisement/.

[55] Hill, "Logos, Ethos, Pathos," 6.

[56] Motioncue, "12 Examples of Ethos, Pathos, and Logos in Advertisements."

[57] Hill, "Logos, Ethos, Pathos," 6.

[58] Motioncue, "12 Examples of Ethos, Pathos, and Logos in Advertisements."

[59] Tuten, *Principles of Marketing for a Digital Age*, 370.

[60] YouTube, "I'd Like to Teach the World to Sing," accessed April 24, 2024, https://www.youtube.com/results?search_query=id+like+to+teach+the+world+to+sing+coca-cola.

2.4 Content marketing

Content marketing is "a strategic marketing approach" with the aim to attract, inform, and maintain customers. It does these activities through the creation and distribution of "valuable, relevant, and consistent content" on regular basis.[61] The term "content" represents words and information uploaded online, e.g., on a company's website, blog, and social media, including images and videos. However, the purpose of content marketing is to share "valuable content," information which has a bigger purpose and is shared for a specific audience with the aim to educate and inspire them, while bringing value for the customers and the company at the same time.[62]

What makes content marketing different from social media marketing, which will be described below, is the platforms which the content is shared on. Whereas social media marketing utilizes various social media platforms, content marketing also incorporates the company's website, blogs, personalized emails/email newsletters, podcasts, and search engine optimizations.[63]

2.5 Social Media Marketing

Social media marketing means the strategic use of social media platforms (e.g., Facebook, X, Instagram) in order to communicate and deliver valuable offerings. As the term itself suggests, it is a social strategy, creating the opportunity to hold two-way dialogue with the customers, whereas traditional media such as television and newspaper commonly host brand interaction which utilize only one-way communication – from brand to consumer.[64] The two-way communication creates a firm foundation for engaging with the customers and building relationships which might later lead to the growth of sales, and thus adapting the communication methods to personal manner and purposeful listing are required.[65] The number of consumers purchasing products and services on-line has been increasing, and is "expected to surpass 5.8 trillion Euros (6.3 trillion USD) in 2024 and 6.3 trillion Euros (6.8

---

[61] Annmarie Hanlon, *Digital Marketing: Strategic Planning & Integration* (Thousand Oaks: SAGE, 2019), 96-99.
[62] Sonja Jefferson and Sharon Tanton, *Valuable Content Marketing: How to Make Quality Content Your Key to Success* (London: Kogan Page, 2015), 23-25.
[63] Hanlon, *Digital Marketing: Strategic Planning & Integration,* 109.
[64] Andrew Macarthy, *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Snapchat* (Self-published, Andrew Macarthy, 2018), 7.
[65] Macarthy, *500 Social Media Marketing Tips,* 3-4.

trillion USD) by 2025."[66] This creates new opportunities to reach more potential customers for companies that use social media marketing rather than those that only keep promoting the firm with traditional media marketing. Social media marketing also lowers the costs of advertising as it is mostly free, allowing the companies to grow at lower costs.[67]

Real time marketing is a great advantage that social media marketing has as it allows the company's marketers to quicky share timely and relevant information, and flexibly react to market developments. Connected to that, social media creates a great opportunity for brands to connect with their customers from anywhere at any time and as long as the shared content is interactive, the consumers often provide feedback without being directly asked. With that, the brand may slowly become part of the consumers' lives.[68]

Table 1 describes vocabulary connected to social media marketing which will be worked with in the analysis.

Term	*Definition*
Comment	a response to a post
Engagement rate	a metric which shows the amount of likes and comments a piece of content receives
Follower	a person who subscribes to accounts to be updated
Hashtag	a word or phrase preceded by a # sign used to annotate a message which is later easily searchable
Highlight	a story which stays visible on one's account permanently
Like	an action that can be made by the users to show their approval/acceptance
Reel	a video shared on Instagram
Tweet	a 140-character long message shared on X (previously Twitter)
Story	a video or an image that is visible on one's account only for 24 hours

Table 1 *Social Media Terminologies*[69]

[66] Stackscale, "eCommerce Statistics and Growth (2024)," accessed April 20, 2024, https://www.stackscale.com/blog/ecommerce-statistics-growth/.

[67] Mehmet Civelek, Krzysztof Gajdka, Jaroslav Světlík, and Vladimír Vavrečka, "Differences in the Usage of Online Marketing and Social Media Tools: Evidence from Czech, Slovakian and Hungarian SMEs," *Equilibrium. Quarterly Journal of Economics and Economic Policy* 15, no. 3 (September 2020): 538.

[68] Kotler and Armstrong, *Principles of Marketing*, 506-507.

[69] Carly Williams, "Social Media Definitions: The Ultimate Glossary of Terms You Should Know," HubSpot, accessed April 17, 2024, https://blog.hubspot.com/marketing/social-media-terms#E.

II. ANALYSIS OF EXAMPLES OF COCA-COCA SOCIAL MEDIA MARKETING

3 RESEARCH GOAL

The aim of this thesis is to investigate whether Coca-Cola uses Doublespeak in its social media marketing, and eventually what other patterns might be found there. Therefore, in this part of the thesis, The Coca-Cola Company will be introduced, its history will be briefly discussed, and its marketing strategies, both from the past and present, will be described, focusing on the social media marketing strategy as it is relevant to the selected analysis. Furthermore, content analysis will be carried out.

3.1 Research Questions

The following research questions are suggested and will be attempted to be answered after the analysis is performed.

Research Question 1: What are the patterns in the language of Coca-Cola social media marketing?

Research Question 2: Does Coca-Cola social media marketing suggest the usage of Doublespeak in any of its forms?

3.2 Methodology

The practical part of the thesis aims to reflect The Coca-Cola Company's social media marketing strategies in the theoretical background. Consequently, the goal of this content analysis is to answer the research questions and provide the results. Content analyses on social media have been done, for example, "Content analysis of social media: A grounded theory approach," by Linda S. L. Lai and Wai Ming To, but such analyses employ "computer-aided lexical analysis" or perform quantitative analysis.[70] Since I am not performing an extensive quantitative using a massive corpus, this analysis will follow the qualitative grounded theory methodology of the "Conventional content analysis" published in "Three Approaches to Qualitative Content Analysis" by Hsiu-Fang Hsieh and Sarah E. Shannon.[71]

First, data will be collected from the United States official Coca-Cola accounts (not for example Coca-Cola Czechia) on social media platforms, namely Facebook, X, and

---

[70] Linda S. L. Lai, and Wai Ming To, "Content analysis of social media: A grounded theory approach," *Journal of Electronic Commerce Research* 16, no. 2 (May 2015): 138.

[71] Hsieh, and Shannon, "Three Approaches to Qualitative Content Analysis," 1279-1280.

Instagram creating a corpus which will be worked with. Following Hsieh and Shannon, the corpus will meet the following criteria which were established to limit the number of pieces of content: each piece of content must contain language (here defined as a piece of text) of at least 20 characters (with spaces) and the content cannot have been published before the year 2021. Moreover, various media content (photos and other images, tweets, bios, etc.) will be selected to add to compare and contrast and to increase diversity of the environment in which the language is published. The context will be provided, including the introduction to each social media platform, the publishing date, and engagement rate (likes and comments – the numbers may vary with time). Then, all pieces of text will be analyzed, and all words appearing to suggest or describe the use of Doublespeak, Newspeak, the levels of rhetorical triangle, and marketing mix will be marked as keywords ("codes") and some of them will be discussed in detail, depending on the context. The words Coca-Cola and Coke will be included in the list of keywords, unless they are preceded with the hashtag sign, as hashtags will not be included in the list. Based on the links and relations between the determined codes, they will be sorted into categories ("meaningful clusters"), e.g., positive connotation, double meaning, etc., depending on the context. Subsequently, each category will be defined, suggesting an interpretation. Finally, findings will be analyzed in terms of concepts introduced in the theoretical background of this thesis, focusing on finding similarities between the keywords and the description of Doublespeak. The results will be presented to attempt to answer the research questions.[72]

The analyzed content (numbered 1a-3g for an easier orientation in the text) targets an English-speaking audience and the corpus, which consists of twenty-one different posts, seven from each of the mentioned platforms, serves only as a sample as there is more content Coca-Cola has shared on-line both on the mentioned and other social media platforms. All content is available on-line and is to be found in the Appendix of this thesis.

---

[72] Hsiu-Fang Hsieh, and Sarah E. Shannon, "Three Approaches to Qualitative Content Analysis," 1279-1280.

4 COCA-COLA

This chapter summarizes the history of The Coca-Cola Company and discusses the marketing strategies which made Coca-Cola one of the most successful and well-known brands in the world.[73]

4.1 The History of Coca-Cola

Coca-Cola with the other official name from 1941 – Coke, is a soft drink made by The Coca-Cola Company in Atlanta, Georgia, which dates back to 1886, when John S. Pemberton made and served it at Jacobs' Pharmacy.[74] Nowadays, The Coca-Cola Company sells its products all over the world, and in 2020 the company was marked as the sixth most profitable in the world within the "Best Global Brand" evaluation.[75]

Two of the ingredients of this soft drink inspired Frank M. Robinson, a bookkeeper and one of John S. Pemberton's partners, to create the name. It was coca leaf and kola nut what inspired him, however, Robinson decided to adjust the spelling of kola nut to cola for a better appearance of the word. Subsequently, he also proposed the slogan "Delicious. Refreshing," which is now globally known as "Delicious and refreshing."[76]

Throughout the history, The Coca-Cola Company has passed several milestones, e.g., the company being almost fully automated already in 1898 which was beneficial for the process of manufacture.[77] In 1935, Coca-Cola placed the first coin-vending machines offering Coke in factories and other business-related places, establishing "at work market."[78] Other milestones are connected to expanding the offer of beverages. During World War II, The Coca-Cola Company produced its first new soft drink – Fanta – whey, apple fiber, and fruit drink. Even though both the drink and the name come from Germany, the orange flavored drink Fanta which might be found in shops nowadays was created in 1955 in Naples, Italy and came to the US five years later. Just a year after that, the company introduced another

---

[73] Kotler and Armstrong, *Principles of Marketing,* 492-493.
[74] Wagner de Souza Tavares and Rani Uli Silitonga, "The Coca-Cola Company Advertising History Illustrated through Phonecards," *International Journal of Arts and Humanities* 4, no.1 (March 2023): 139.
[75] Tavares and Silitonga, "Phonecards," 138.
[76] Watters, *Coca-Cola*, 6.
[77] Ibid., 39.
[78] Ibid., 130.

new product – Sprite, a lemon-lime soda.[79] Additionally, it took the company several years during which it introduced other different flavored drinks until Coca-Cola Zero, the famous beverage with the taste like the Coca-Cola Original but without calories, was made in 2005.[80]

4.2 Marketing of Coca-Cola throughout its History

As is the case with many mass consumer products in the 20th century, marketing is what made the Coca-Cola brand one of the most famous brands in the world. American businessman Asa Griggs Candler was the one who brought the company's early marketing strategies success, as he purchased the Coca-Cola brand in the late 1880s and helped the company to dominate the market throughout the 20th century.[81]

Advertising was important for Coke from the very first year of the product's existence, 1886, when a small, one-column ad was put into the *Atlanta Journal* announcing that Coca-Cola is a "delicious, refreshing, exhilarating, and invigorating, new, and popular soda fountain drink." The strategy of this early advertising was based on the producers' belief that all who once try Coca-Cola would like it enough to continue purchasing it.[82] The promotion continued with coupons entitling those who obtained such a coupon to a free glass of Coke. Calendars and posters became prominent in Atlanta businesses, along the Atlanta streets and even within homes, mostly featuring elegant men and women in front of spectacular backgrounds. In 1900, the forms of advertising expanded to new media, such as paper napkins, matches, thermometers, and pencils, portraying Hilda Clark, a music hall performer and the first celebrity who collaborated with the brand.[83] The advertising budget started to rise, reaching $100,000 in 1901 and being increased ten times only in ten years. The Coca-Cola ads were to find at many more places and platforms, such as national magazines, featuring more famous people, such as basketball players and other athletes.[84]

Moreover, Coca-Cola's advertising profoundly influenced the United States and later the whole world as in 1930s the company established the modern look of Santa Claus as he is

---

[79] "Why Fanta Is Shaking up Soft Drinks," The Coca-Cola Company, accessed February 29, 2024, https://www.coca-cola.com/au/en/media-center/why-fanta-is-shaking-up-soft-drinks; The Coca-Cola Company, *125 Year of Sharing Happiness*, 15-16.
[80] The Coca-Cola Company, *125 Years of Sharing Happiness* (Richmond: Blanchette Press, 2011), 22.
[81] Tavares and Silitonga, "Phonecards," 138.
[82] Watters, *Coca-Cola*, 7.
[83] The Coca-Cola Company, *125 Year of Sharing Happiness*, 6.
[84] Watters, *Coca-Cola*, 88.

known nowadays – an old man with a beard wearing a red-and-white suit, which was done to support the sales of the drink during the winter season.[85] Coca-Cola was also the first product ever featured on the first page of the *Time* magazine. This happened because of the company's marketer at that time, Robert W. Woodruff, declined the offer to print his photo on the cover, explaining that "the story was about the product, not him."[86]

Additionally, slogans, sponsorship, issuing new products, and expansion to new advertising media including TV, billboards and radio were other remarkable strategies which helped Coca-Cola to become one of the most recognized brands. Slogans were a key element of Coca-Cola's marketing as they have accompanied the brand since its beginning and changed almost annually. Some of the well-known slogans are "Delicious and Refreshing" (1904), "The Pause that Refreshes" (1929), "Open Happiness" (2009), "Taste the Feeling" (2016), and current "Real Magic" (2021).[87] Because of the Olympic games, the sponsorship of Coca-Cola is mainly connected to sports, but the brand also supports areas like gaming or music.[88] In 2011, Coca-Cola celebrated 80 years of sponsoring "the two biggest sporting events in the world" – FIFA and the Olympic Games, which helped the brand to guarantee more popularity between sports fans.[89]

4.3 The Current Coca-Cola Marketing Strategy and the Marketing Mix

The Coca-Cola Company's marketing strategy started with a small advertisement in a magazine and developed into an extensive one, utilizing all different kinds of media.[90] Coca-Cola has become one of the "most recognized brands in the world" and therefore, its marketing strategy generally aims to maintain its customers rather than to generate new ones. This is done, for example, by localizing marketing. In Morocco, The Coca-Cola Company sponsors soccer, the most popular sport in the world, and features Moroccan actors in local commercials to show that the company understands and respects Moroccan culture.[91]

---

[85] Tavares and Silitonga, "Phonecards," 138.

[86] Watters, *Coca-Cola*, 190.

[87] "History of Coca-Cola Advertising Slogans," The Coca-Cola Company, accessed February 20, 2024, https://www.coca-colacompany.com/about-us/history/history-of-coca-cola-advertising-slogans.

[88] "Sports & Entertainment," The Coca-Cola Company, accessed February 20, 2024, https://www.coca-colacompany.com/social/sports-and-entertainment.

[89] The Coca-Cola Company, *125 Year of Sharing Happiness*, 24.

[90] Pragya Prafull, "Coca-Cola's Marketing Communication Strategy: A Critical Analysis," LinkedIn, accessed January 3, 2024, https://www.linkedin.com/pulse/coca-colas-marketing-communication-strategy-critical-analysis-pragya.

[91] Michael Ba Banutu-Gomez, "COCA-COLA: International Business Strategy for Globalization," *The Business & Management Review* 3, no. 1 (November 2012): 155-159.

Moreover, with the unified visual image Coke aims to create the brand culture and build the customers loyalty which would lead them to link the Coke's bright red color to the product even without seeing the product itself.[92]

4.3.1 Product

To entertain customers, brands commonly innovate their products, keeping them modern, and The Coca-Cola Company is not an exception. The company has been innovating the product itself, its packaging, introducing various flavors and new beverages, and other innovations, such as six packs of beverage bottles which were launched in 1923, aiming to encourage the consumers to drink more of Coca-Cola at home.[93] While innovating, Coca-Cola listens to customers. When Coca-Cola introduced a new Coke formula in 1985 (introduced as "New Coke"), consumers rejected it, so the company withdrew it from the market 79 days later and returned to the original formula of Coca-Cola Classic.[94]

4.3.2 Price

When Coca-Cola started to be sold in 1886, the company set the price of the beverage to 5 cents and kept it for nearly eighty years.[95] Nowadays, Coca-Cola employs "a price discrimination strategy" which sets different prices for the identical products depending on the market the products are offered at. However, The Coca-Cola Company charges similar prices as Pepsi, the second most successful brand selling carbonated beverages, in the same segments. The reason for Coca-Cola not setting higher prices is the possibility of losing the customers who tend to buy the cheaper product, especially in price sensitive nations like India. Nevertheless, Coca-Cola often offers discounts, for example on bulk purchases.[96]

4.3.3 Place

Coca-Cola has established a widespread distribution network, manufacturing its products in many different parts of the world while utilizing the patented formula, and thus having the opportunity to operate in more than 200 countries throughout the world.[97]

---

[92] Bodi Chu, "Analysis on the Success of Coca-Cola Marketing Strategy," *Advances in Economics, Business and Management Research* 155 (2020): 98.
[93] Chu, "Analysis on the Success of Coca-Cola Marketing Strategy," 97-98.
[94] The Coca-Cola Company, *125 Year of Sharing Happiness*, 20.
[95] Chu, "Analysis on the Success of Coca-Cola Marketing Strategy," 96.
[96] Aditya Shastri, "The Complete Marketing Mix of Coca Cola – 4Ps with Full Explanation," The Digital School, accessed March 8, 2024, https://iide.co/case-studies/marketing-mix-of-coca-cola/.
[97] Ibid.

4.3.4 Promotion

Coca-Cola has been promoting the brand via various events and media, such as sponsoring different sport competitions (both international and local) and building good rapport with its fans through its social media platforms. Connected to this, The Coca-Cola Company spends more than $600 million annually on advertising worldwide and the advertising strategy could be marked as "glocal," at is builds a local community globally. Not only does Coca-Cola translate its ads to the language used in the targeted country, but it also implies that country's culture into the visuals. For example, when filming an advert for China, Coca-Cola captured Chinese idols carrying traditional arts and performing customary activities such as "sticking Spring Festival couplets and setting off fireworks" in the videos and it resulted in public acceptance of the brand among the Chinese soft drink consumers and Coca-Cola became a local product in China. [98]

5.4 Coca-Cola's Social Media Marketing Strategy

In the past, The Coca-Cola Company focused on building the brand image through advertising on traditional media. Nowadays, millions of smartphone owners use their phones daily and social media platforms, which are mainly visited by "younger consumer audience," represent a great opportunity for Coca-Cola to interact with such an audience.[99] Sharing content on social media platforms should encourage the fans to react (like) and comment.[100] Posting different kinds of media (pictures, short videos, photos, and others) regularly and consistently as well as keeping the color palette and designs, bring the audience's trust, promising the customers will return for more.[101] The content designs are also connected to the way the information included in the posts and videos is presented. Coca-Cola keeps the texts in an interactive storytelling manner, creating a safe environment for the fans to share their stories. To show the company's interest in its customers, Coca-Cola often approaches celebrities for collaboration, trying to suggest that the fan's favorite celebrity drinks the same

---

[98] Chu, "Analysis on the Success of Coca-Cola Marketing Strategy," 97.

[99] Eric Mandel, "Coca-Cola resets social media," Bizwomen, published December 5, 2018, https://www.bizjournals.com/bizwomen/news/latest-news/2018/12/coca-cola-resets-social-media.html?page=all.

[100] Kotler and Armstrong, *Principles of Marketing,* 493.

[101] "Coca Cola's Social Media Principles: How to Succeed on Social Media," Temis, accessed January 1, 2024, https://temismarketing.com/blog/coca-colas-social-media-principles/.

beverage.[102] Moreover, consumers also often generate the content themselves, for example, up to 82 % of Coke's YouTube content is created by the fans.[103]

The best-performing Coca-Cola marketing campaign in recent years "Share a Coke" was started in Australia in 2011 and was launched in the United States three years later. The campaign became a success mostly because of the involvement of social media, which signified a much greater emphasis on these interactive technologies that the company had placed in the past. Within this campaign, Coca-Cola traded out the logo on the beverage bottles for 250 of the countries' most popular names and other familiar terms, such as "bestie," "mama," and "star." This motivated the consumers to find a bottle with their own names or an appealing term, and to share a Coke with someone whose name they found as well, creating a personal meaning to the individual bottles instead of a generic logo. Consumers were incentivized to share these moments on their social media accounts with the hashtag #ShareaCoke, which led to 500,000 photos including the hashtag being shared within the first year and a gain of approximately 25 million followers on the Coca-Cola Facebook account. Coca-Cola became identified with the lifestyles of the consumers who shared a photo captioned with the #ShareaCoke hashtag, also inadvertently promoting the brand.[104]

Nowadays, The Coca-Cola Company claims that putting its audience first is the prime concern within the social media strategy, followed by relevancy and respect. Connected to that, Coca-Cola ensures that the content the brand shares agrees with its values, so its reputation is protected.[105] The marketing strategy that The Coca-Cola Company has developed through the decades guarantees the brand the lead in mass media marketing, marking it as one of the most recognized brands worldwide.[106]

---

[102] "Coca-Cola's Social Media Strategy: A Deep Dive into a Gripping Strategy," Keyhole, accessed January 3, 2024, https://keyhole.co/blog/coca-cola-social-media-strategy/.
[103] Kotler and Armstrong, *Principles of Marketing,* 493.
[104] Edafejirhaye I Vincent and Ajilore Kolade, "Persuasive Communication: Semiotic Analysis of 'Share-a-Coke' Advertising Campaign," *World Journal of Innovative Research* 7, no. 2 (August 2019): 5-6.
[105] "Responsible Digital Media Principles," The Coca-Cola Company, accessed February 29, 2024, https://www.coca-colacompany.com/policies-and-practices/responsible-digital-media-principles.
[106] Kotler and Armstrong, *Principles of Marketing*, 492-493.

5 QUALITATIVE CONTENT ANALYSIS

21 pieces of content, that follow the mentioned criteria, were selected, 7 from each social media platform, namely Facebook, X, and Instagram. In this chapter, the individual platforms will be introduced, the content analysis will be described, and the results will be revealed.

5.1 Facebook

Facebook is a social network that allows its users to create a personal profile by publishing not only photos and other content, but also personal information. These profiles are then supposed to support the relationships which the users already have among each other. Companies, on the other hand, may create a "page" which enables them to share specific information and content to interact with their fans. Facebook users then "like" preferred pages to be ensured to stay updated on the content that is posted.[107] Moreover, the shared content's caption might include "hashtags" that enable the users to connect to other users interested in the same topics, providing the opportunity to search the phrases marked with the hashtag sign and see what others posted, creating a small community connected through a symbol.

Coca-Cola's Facebook page has 108 million followers which is the most followers the company has among the mentioned social media platforms, making it one of the most-followed Facebook pages. Nevertheless, the page is not actively maintained, as the most recent piece of shared content was posted August 30, 2022. Despite the fact that with 3 billion monthly active users of Facebook around the world as of 2024, this account has the potential to reach the largest social media audience of all platforms, Coca-Cola has instead shifted to Instagram, as have many other corporate giants.[108] With 2 billion global users, Instagram is becoming more popular, especially among people in the key demographic of the 18-34 age range.[109] Before 2022, Coca-Cola had shared on average 1 post per month on Facebook, mostly sharing captioned pictures and other visuals.[110]

---

[107] David C. DeAndrea, Allison S. Shaw, and Timothy R. Levine, "Online Language: The Role of Culture in Self Expression and Self Construal on Facebook," *Journal of Language and Social Psychology* 29, no. 4 (2010): 430.

[108] Eric Mandel, "Coca-Cola resets social media."

[109] Jacqueline Zote, "Instagram Statistics You Need to Know for 2024," SproutSocial, accessed April 16, 2024, https://sproutsocial.com/insights/instagram-stats/.

[110] Coca-Cola, "Home," Facebook, accessed March 9, 2022, https://www.facebook.com/CocaColaUnitedStates/?brand_redir=330906363768887.

5.1.1 No Cap (1a)

On February 19, 2021, a picture of two bottle caps marked with "Get Your" and "Sip On" was shared on Coca-Cola Facebook page. 8,4 thousand followers liked the post and 23 thousand of them commented on it. The caption of the post states:

There's no cap on how much we love our fans![111]

- Keywords: no cap, love, fans
- Categories: Slang (no cap)

  Emotion (love)

  Positive connotation (fans)

Although the picture depicts two bottle caps, this post could be marked as a language game, because the word "cap" carries multiple meanings, one of them being "an upper limit."[112] The interpretation of the caption would then be "There is no limit to how much we love our fans!" The combination of the word with multiple meanings and the words connected to emotions and positive connotations create an extraordinary sentence which might be a sign of Doublespeak, precisely the Doublespeak of inflated language, as this type of language makes the ordinary seems extraordinary, as mentioned in chapter 2.2.4.

5.1.2 Happiness (1b)

On April 30, 2021, Coca-Cola posted a picture of four poster-like pictures of different Coca-Cola flavors (Cherry, Cherry Vanilla, Vanilla, Orange Vanilla). This picture was liked by 550 fans and the same number of them commented on it. The picture caption states:

Happiness is the best interior decorator. Tag someone who's got great taste.[113]

- Keywords: happiness, best, tag, great taste
- Categories: Emotion (happiness)

  Positive connotation (best, great taste)

---

[111] Coca-Cola, "No Cap," Facebook, February 19, 2021,
https://www.facebook.com/photo?fbid=4091548460877837&set=a.855061967859852.
[112] Merriam-Webster.com Dictionary, s.v. "cap," accessed April 11, 2024, https://www.merriam-webster.com/dictionary/cap.
[113] Coca-Cola, "Happiness," Facebook, April 30, 2021,
https://www.facebook.com/photo?fbid=4299915250041156&set=a.855061967859852.

Interaction (tag)

The choice of vocabulary in this Facebook post indicates the use of pathos, as the caption includes words that are connected to positive emotions and connotations, and that thus provoke the audience's feelings. This matches the definition of pathos as mentioned in chapter 3.2.4.3. Moreover, the expression "great taste" might be an example of a "double entendre," an expression which might be interpreted in two different ways.[114] This is because the picture creates a link between the words "great taste" and Coca-Cola flavors, as it depicts posters that show the four mentioned flavors. The followers are thus expected to decide whether the right interpretation is that people have the "ability to recognize what is suitable, especially relating to such matters as art and style" because of designing their interior or drinking the mentioned flavors of Coca-Cola.[115]

5.1.3 Dance is Your Body Smiling at Once (1c)

On May 8, 2021, Coca-Cola shared a 2.51-minute-long video of 5 people dancing after drinking a Coke. Except for a short message at the end, saying "Have a Coca-Cola," the video does not include any text. It is, however, captioned. 839 Facebook users liked this video and more than a thousand have commented on it. The video caption says:

Dance is your body smiling at once. How's your crew celebrating #HaveACokeDay?[116]

- Keywords: dance, smiling, crew, celebrating
- Categories: Positive connotation (dance, smiling, celebrating)
               Work-related vocabulary (crew)

As mentioned in chapter 2.2.1, Burridge identifies euphemisms and their "tasks," one of these being the "uplifting euphemism" which exchanges the originally English words for the ones with Greek or Latin origin. The word "crew" used in 1c comes from Old French "creue" (meaning "increase") and Latin "crescere" (meaning "grow"). While it originally meant "a band of soldiers serving as reinforcements," it now means "a group of people who work

---

[114] Merriam-Webster.com Dictionary, s.v. "double entendre," accessed April 11, 2024, https://www.merriam-webster.com/dictionary/double%20entendre.

[115] Cambridge Dictionary, s.v. "taste," accessed April 19, 2024, https://dictionary.cambridge.org/dictionary/english/taste.

[116] Coca-Cola, "Dance is your body smiling at once," Facebook, May 8, 2021, https://www.facebook.com/CocaColaUnitedStates/videos/486498922592560.

together."[117] In this context, Coca-Cola presumably refers to a dance crew. Nevertheless, there is a word with similar meaning (a synonym) which has Germanic origin – the word "team" that could have been used instead. The choice of vocabulary used in the caption might indicate the use of uplifting euphemism defined by Burridge, and therefore Doublespeak.

5.1.4 Cold Take (1d)

On June 17, 2021, Coca-Cola shared a post which received nine thousand reactions and almost the same number of comments saying:

Cold take: Coca-Cola is best served chilled![118]

- Keywords: cold take, Coca-Cola, best, chilled
- Categories: Intertextuality (cold take)

    Product (Coca-Cola)

    Positive connotation (best)

    Temperature (chilled)

According to the Urban Dictionary, "cold take" is an opinion that is "generally agreed with."[119] This expression requires the readers to recognize the intertextuality between "cold take" and "hot take," an expression which is commonly entered in dictionaries and means "an opinion that many people are likely to disagree with."[120] "Cold take" might thus represent another example of "double entendre." In this case, the two interpretations may be that Coca-Cola served chilled is either right or wrong and the readers are expected to agree with the latter, as Coca-Cola is commonly preceded by the adjective "ice-cold."

---

[117] Oxford Learner's Dictionary, s.v. "crew," accessed April 11, 2024, https://www.oxfordlearnersdictionaries.com/definition/english/crew_1.

[118] Coca-Cola, "Cold take," Facebook, June 17, 2021, https://www.facebook.com/CocaColaUnitedStates/?brand_redir=330906363768887.

[119] Urban Dictionary, s.v. "cold take," accessed April 11, 2024, https://www.urbandictionary.com/define.php?term=cold%20take.

[120] Cambridge Dictionary, s.v. "hot take," accessed April 11, 2024, https://dictionary.cambridge.org/dictionary/english/hot-take.

5.1.5 Luck (1e)

On July 28, 2021, Coca-Cola posted a 0:11 long video of two figures running a relay-race. This video was liked by 828 Facebook users and commented by 757 of them. It is captioned with:

> Best of luck to our track and field stars, Noah Lyles and Roderick D. Townsend, at the #Olympics and #Paralympics[121]

- Keywords: luck, stars
- Categories: Positive connotation (luck, stars)

5.1.6 Kindness (1f)

On November 13, 2021 (the World Kindness Day), Coca-Cola shared a picture of two Coke bottles with the statement "Cheers to Kindness." A thousand followers liked the picture and 654 commented on it. The caption says:

> Cheers to all you kind people out there this #WorldKindnessDay. Join our Kindness Lives Here group to share some toasts with us today.[122]

- Keywords: cheers, kind, join, share, with us
- Categories: Positive connotation (cheers, kind)
  Interaction (join, share)
  Bond (with us)

5.1.7 Holiday Cards (1g)

On December 25, 2021, a Christmas card-like picture depicting a Coke bottle decorated with the Christmas lights was shared. The picture includes the text "Cheer(s)" and was liked by 1,2 thousand followers and obtained 469 comments. The picture caption says:

> The best holiday cards are the ones you share with the best people. Tag them below to spread the holiday cheer.[123]

---

[121] Coca-Cola, "Luck," Facebook, July 28, 2021,
https://www.facebook.com/CocaColaUnitedStates/videos/512936183129433.
[122] Coca-Cola, "Kindness," Facebook, November 13, 2021,
https://www.facebook.com/photo?fbid=4899719803394028&set=a.855061967859852.
[123] Coca-Cola, "Holiday Cards," Facebook, December 25, 2021,
https://www.facebook.com/photo?fbid=5051895801509760&set=a.855061967859852.

- Keywords: best, holiday cards, share, tag, holiday cheer
- Categories: Positive connotation (best, holiday cards, holiday cheer)

  Interaction (share, tag)

5.2 X

X, formerly Twitter, is a social media platform which could be labelled as a "microblog," allowing the users to share pictures and up to 140 characters messages ("tweets") on their profile pages, mostly sharing real-time updates.[124] As well as Facebook content, these tweets might include "hashtags," and are targeted at users of "different age groups," mostly being popular among the platform users "in their 20s and 30s." Moreover, besides the general public, many experts, professionals, and politicians might also be found among the users, which creates the opportunity for common users to connect with them.[125] And in contrast to Facebook and Instagram, X has significantly less monthly active users, slightly over 500 million.[126]

Coca-Cola has two accounts on X – @CocaCola and @CocaColaCo, and both target different audience and differ in the number of followers. @CocaColaCo informs the account followers about the company news and primary targets users who are interested in the company's stock, whereas @CocaCola reaches a broader audience and communicates directly with the X users. and. Hence, the latter account has been chosen as the source for the content analysis. This account also has three times more followers (3.3 million of followers) than the former and similarly to the Coca-Cola Facebook account, @CocaCola has been kept inactive, the most recent post being shared on September 12, 2023.[127]

5.2.1   Athlete (2a)

On August 5, 2021, Coca-Cola tweeted a question which was liked by 135 X users and 68 of them also commented on the tweet. The tweet says:

---

[124] Cole G. Armstrong, Elizabeth B. Delia, and Michael D. Giardina, "Embracing the Social in Social Media: An Analysis of the Social Media Marketing Strategies of the Los Angeles Kings," *Communication & Sport* 4, no. 2 (2016): 149.

[125] Arshad Saini, "Instagram vs Twitter? What's Better for Your Type of Business," Design Shifu, published February 2, 2024, https://designshifu.com/instagram-vs-twitter/.

[126] Brian Dean, "X (Twitter) Statistics: How Many People Use X?" Backlinko, accessed April 15, 2024, https://backlinko.com/twitter-users.

[127] Coca-Cola (@CocaCola), "Home," X, accessed March 8, 2024, https://twitter.com/CocaCola.

Which #Olympics athlete would you most like to share a Coke with?[128]

- Keywords: athlete, you, share, Coke
- Categories: Reference (athlete)

  Interaction (you)

  Bond (share)

  Product (Coke)

5.2.2 Thanksgiving (2b)

On November 25, 2021, Coca-Cola shared a tweet which was liked by 256 users and 138 of them commented on it. The tweet says:

This Thanksgiving, let's give thanks. (emojis of a heart and stars) Tag someone you're grateful for below! (an emoji of a hand pointing down)[129]

- Keywords: thanks, tag, grateful
- Categories: Gratitude (thanks)

  Interaction (tag)

  Positive connotation (grateful)

5.2.3 Souvenir (2c)

On March 20, 2022, a tweet was posted on the Coca-Cola X account and received 176 likes and 78 comments. The tweet states:

We've been to space a time or two… this time we brought you back a souvenir. #CocaColaStarlight #RealMagic #CocaColaCreations[130]

- Keywords: space, souvenir
- Categories: Intertextuality (space)

  Bond (souvenir)

---

[128] Coca-Cola (@CocaCola), "Athlete," X, August 5, 2021,
https://twitter.com/CocaCola/status/1423364286819209219.
[129] Coca-Cola (@CocaCola), "Thanksgiving," X, November 25, 2021,
https://twitter.com/CocaCola/status/1463900283562598409.
[130] Coca-Cola (@CocaCola), "Souvenir," X, March 20, 2022,
https://twitter.com/CocaCola/status/1505605088806678530.

5.2.4 Out of This World (2d)

On May 7, 2022, @Coca-Cola tweeted about one of the Coke flavors – Coca-Cola Starlight. 153 X users liked this tweet and 52 of them commented on it. The tweet says:

> Heard that #CocaColaStarlight was out of this World. Can confirm… it's pretty interstellar. #RealMagic #CocaColaCreations[131]

- Keywords: out of this World, interstellar
- Categories: Intertextuality (out of this World, interstellar)

The words "out of this world" and "interstellar" indicate that Coca-Cola Starlight comes from a place among the stars, i.e., from outer space. On the official website, Coca-Cola describes the flavor as "new, but familiar," with such a description attempting to bridge the gap between the innovative and traditional.[132] Thus, this tweet suggests the use of the Doublespeak of inflated language, as the mentioned words make the ordinary (a flavor which is familiar) seem extraordinary (the same flavor is interstellar). Additionally, as the adjective "interstellar" is connected to the product (Coca-Cola Starlight), it may represent puffing, which is mentioned in chapter 3.2.4.2.

5.2.5 Tournament (2e)

On April 4, 2023, Coca-Cola posted a photo of a canned Coke Zero standing presumably on a podium in front of a poster depicting a basketball and the word "HERE." The can is designed to show the logo of 2023 NCAA Tournament. This post was seen by 38 thousand people and received 145 likes and 31 comments, most of them being quite irrelevant. The photo is captioned with:

> *Taps mic super hard*
> Thank you for following our tournament journey! We laughed. We cried. We enjoyed an ice-cold Coke Zero. #takeataste (emojis of stars and a basketball)[133]

---

[131] Coca-Cola (@CocaCola), "Out of this World," X, May 7, 2022, https://twitter.com/CocaCola/status/1522999708477702146.

[132] "Products," The Coca-Cola Company, accessed April 6, 2024, https://www.coca-cola.com/us/en/brands/coca-cola/coca-cola-creations.

[133] Coca-Cola (@CocaCola), "Tournament," X, April 4, 2023, https://twitter.com/CocaCola/status/1643095786601734145.

- Keywords: thank you, following, laughed, cried, enjoyed, ice-cold, Coke Zero
- Categories: Gratitude (thank you)

  Loyalty (following)

  Emotions (laughed, cried, enjoyed)

  Temperature (ice-cold)

  Product (Coke Zero)

5.2.6   What's Said/What's Heard (2f)

On April 26, 2023, @CocaCola shared a tweet that was seen by almost 50 thousand people and received 290 likes and 75 comments which were mostly positive, agreeing to the statement. The tweet says:

> What's said: "I got you a Coke" (emojis of a hand and a soda drink)
>
> What's heard: "You're my best friend" (emojis of a happy face, heart, and stars)[134]

- Keywords: said, you, Coke, heard, best friend
- Categories: Shift of meaning (said, heard)

  Interaction (you)

  Product (Coke)

  Positive connotation (best friend)

D'Angelo describes 8 factors of jargon, one of them being "using the passive voice more than the active voice," as mentioned in chapter 2.2.2. This tweet utilizes passive voice ("is said," "is heard"), but in the same amount as the active voice (got, are), and therefore does not match the description of the factor and cannot be labeled as jargon, one of the types of Doublespeak.

5.2.7   X Bio (2g)

The Coca-Cola X account description, or "bio," which commonly provides information about the account user, does not show the date of publishing and cannot receive any likes nor comments. The bio states:

---

[134] Coca-Cola (@CocaCola), "What's Said/What's heard," X, April 26, 2023, https://twitter.com/CocaCola/status/1651329192456249345.

Real Magic is only a sip away.[135]

- Keywords: Real Magic, a sip away
- Categories: Slogan (Real Magic)

                                                   Place (a sip away)

The expression "a sip away" might be an example of a ludic euphemism defined by Burridge mentioned in chapter 2.2.1, as it combines ordinary words in extraordinary way. The word "sip" replaces a word for distance which the word "away" commonly collocates with, as in "a mile away."[136] The bio could be interpreted as "take one sip and you will encounter Real Magic."

5.3 Instagram

Instagram is a visual social media platform which connects its users through shared photos and short videos. This fact is probably the reason why Instagram is more popular among younger generation, as a significant part of the users are in the 18-34 age range.[137] As stated above, the platform host 2 billion users worldwide. The accounts that represent its users might be either public – available for all who search them by the account nicknames, or private – available only after receiving permission from the owner to see the content. The public version is mostly chosen by companies, whereas the private version is preferred by individuals. Instagram also offers a feature called "stories" which allows the users to share a photo for 24 hours only. However, each story might be saved into a "highlight" and stay on the account permanently.[138]

The Coca-Cola Instagram account (@cocacola) has 3 million followers and compared to the accounts on Facebook and X, @cocacola remained active, the most recent post being shared on April 1, 2024 (data relevant to April 2024). Altogether, the account has posted 47 posts predominantly consisting of short videos ("reels") and has saved its stories into 5

---

[135] X, "Home."
[136] Cambridge Dictionary, s.v. "a mile away," accessed April 11, 2024, https://dictionary.cambridge.org/dictionary/english/mile-away?q=a+mile+away.
[137] Arshad Saini, "Instagram vs Twitter?"
[138] Dameria Purba, Bloner Sinurat, and H. Herman, "Utilizing Instagram Social Media on Language Style: An Analysis to Teenagers as Millennial Generations in Their Captions." *Anglophile Journal* 2, no. 1 (October 2020): 3.

"highlights," differently categorized.[139] The number of shared posts started to grow on November 13, 2018 (World Kindness Day) because on that day @cocacola deleted all previously shared content with the aim to share only positive content and to become "the most optimistic brand on social media."[140]

5.3.1 93 Years (3a)

On July 24, 2021, Coca-Cola shared a photo on a story which was later saved to the highlight marked as "Sports," and even though stories are the type of content which the fans might react to with a like and comment, the number of how many users did it is not public. The shared photo depicts a man offering Cokes at a sport event, more precisely Summer Olympics happening in Los Angeles in 1984. The text placed above the photo reads:

It's why we're here, and have been for 93 years. To cheer together.[141]

- Keywords: why, here, cheer, together
- Categories: Reason (why)

   Place (here)

   Positive connotation (cheer)

   Bond (together)

5.3.2 Byte (3b)

On April 27, 2022, a short video of a new Coca-Cola flavor was published on X. This video was liked by almost 50 thousand likes and 135 Instagram users commented on it. The video caption states:

Taste the URL IRL. Limited Edition Byte, available 5.2.22 #CocaColaCreations #CocaColaByte[142]

- Keywords: taste, IRL, limited edition
- Categories: Interaction (taste)

   Slang (IRL)

   Product (limited edition)

---

[139] Coca-Cola, "Home," Instagram, accessed March 3, 2024, https://www.instagram.com/cocacola/.

[140] Eric Mandel, "Coca-Cola resets social media."

[141] Coca-Cola (@cocacola), "93 Years," Instagram, accessed March 3, 2024, https://www.instagram.com/stories/highlights/17932174697395643/.

[142] Coca-Cola (@cocacola), "Byte," Instagram, April 27, 2022, https://www.instagram.com/p/Cc3LJTbtps_/.

The use of "URL" (an abbreviation of "uniform resource locator") and "IRL" (an abbreviation of "in real life") represent another example of the language game mentioned in chapter 3.2.4.2 as the abbreviations are used in a humorous way which rhymes as the words sound similar.

5.3.3 Valentine (3c)

On February 14, 2023, @cocacola posted three short videos depicting dwindling Coca-Cola revealing three short texts written on each glass. The three texts say, "Grateful to share this world with you," "You're the most refreshing part of my day," and "Let's reconnect soon." 7513 users liked these videos and 126 commented on them. The videos are captioned with:

> Swipe and send some love this Valentine's![143]

- Keywords: swipe, send, love
- Categories: Interaction (swipe, send)

  Emotion (love)

This piece of content is another example of Coca-Cola using pathos, as both the caption and the texts appearing in the videos include words with positive connotation, such as "grateful, and "love," intensified by the connection to Valentine's Day, a day which is dedicated to express affection to loved ones, often through the purchase and exchange of consumer products.

5.3.4 Move (3d)

On March 14, 2023, a photo of Rosalía, a Spanish recording artist and producer, holding a bottle of a limited-edition Coca-Cola was shared on Coca-Cola Instagram account. This photo was liked by 17 thousand users and received 373 comments and its caption states:

> Music has the power to move us, but @rosalia.vt's new hit is on a whole new level. Come celebrate transformation with the new Coca-Cola Move.[144]

---

[143] Coca-Cola (@cocacola), "Valentine," Instagram, February 14, 2023,
https://www.instagram.com/p/Copt8cLtNfo/?img_index=1.
[144] Coca-Cola (@cocacola), "Move," Instagram, March 14, 2023,
https://www.instagram.com/p/CpxuUe1h86g/.

- Keywords: music, power, hit, come, celebrate, Coca-Cola Move
- Categories: Positive connotation (music, hit, celebrate)

    Emotion (power)

    Interaction (come)

    Product (Coca-Cola Move)

In addition, the post's association with a pop star who is influential in Spanish-language communities brings a sense of ethos to the product endorsement.

5.3.5   Believing Is Magic (3e)

On July 22, 2023, Coca-Cola shared a short video which was saved into the highlight "Sports." In the video, Alex Morgan, an American soccer player, is asked the question "What makes you believe?" She answers with "I believe when I see the crowd cheering." At the end of the video, a short statement concludes the short interview. The statement says:

Believing is magic[145]

- Keywords: believing, magic
- Categories: Positive connotation (believe, magic)

This statement could be another example of the Doublespeak of inflated language, as the word "magic" makes believing seem extraordinary while the act of believing (here "trusting" that a product brings happiness) is a "fundamental brain function on which individual and societal behavior is grounded."[146] Morgan's endorsement also brings ethos, as her fans probably seek to emulate her, thus will buy and drink Coca-Cola like she has.

5.3.6   Love at First Cheers (3f)

On October 2, 2023, a photo depicting a male and a female raising two Coke bottles was shared on @cocacola account. This photo was liked by almost 8 thousand Instagram users and around 3 thousand of them also commented on the post. The caption of the photo says:

---

[145] Coca-Cola (@cocacola), "Believing Is Magic," Instagram, July 22, 2023, https://www.instagram.com/stories/highlights/17932174697395643/.
[146] Rüdiger J. Seitz, Raymond F. Paloutzian, and Hans-Ferdinand Angel, "Processes of Believing: Where Do They Come from? What Are They Good for?" *F1000Research* 5 (January 2017): 3.

Love at first cheers

(emoji of a camera):

@trishieeann

@theloveselect[147]

- Keywords: love, cheers
- Categories: Emotion (love)

 Positive connotation (cheers)

5.3.7 Cast (3g)

On February 17, 2024, Coca-Cola posted and saved into the Highlight marked as "Foodie" a short video of four people raising a toast – "cheersing." This video includes a short text:

Cheersing with some of the cast @cocacola[148]

- Keywords: cast
- Categories: People (cast)

The word "cast" refers dancers working at a festival-like event "The Marilyn Monroe Foodmark" organized by Coca-Cola which took place on February 17 and 18, 2024 in New York.[149] The word "cheersing" is another example of the language game. Dictionaries such as *Cambridge Dictionary* and *Oxford Learner's Dictionary* refer to "cheers" as an "exclamation," not a verb which might be formed with the present participle (-ing).[150] The interpretation of the text could be "raising a toast with some of the dancers."

5.4 Summary of the Findings

The qualitative content analysis of 21 pieces of content shared on Coca-Cola social media platforms led to the finding of multiple keywords which were divided into 17 categories (slang, emotion, positive connotation, interaction, shift of meaning, work-related

---

[147] Coca-Cola (@cocacola), "Love at first cheers," Instagram, accessed March 3, 2024, https://www.instagram.com/p/Cx6MZCKuyo2/?img_index=1.

[148] Coca-Cola (@cocacola), "Valentine," Instagram, February 14, 2023, https://www.instagram.com/stories/highlights/17949281858602123/.

[149] "The Marilyn Monroe Foodmark," Time Out, accessed April 4, 2024, https://cocacolafoodmarks.timeout.com/go/The-Marilyn-Monroe-Foodmark.

[150] Cambridge Dictionary, s.v. "cheers," accessed April 18, 2024, https://dictionary.cambridge.org/dictionary/english/cheers; Oxford Learner's Dictionaries, s.v. "cheers," accessed April 18, 2024, https://www.oxfordlearnersdictionaries.com/definition/english/cheers_1?q=cheers.

vocabulary, intertextuality, temperature, product, bond, reference, gratitude, loyalty, slogan, reason, place, people). These categories are further divided into three groups – emotion-related language, marketing mix-related language, and linguistics-related language. Table 2 depicts the division clearly.

The categories "Positive connotation," "Emotion," "Gratitude," "Bond," and "Loyalty" are connected to pathos as the keywords appeal to the reader's feelings, trying to build a good and strong relationship with the consumer. The category "Reason," on the other hand, is connected to logos, as it proposes why Coca-Cola exists and why the consumers should like it. The category "Reference" is connected to ethos, as through this Coca-Cola suggests that athletes drink the beverage and therefore others should too.

The categories "Product," "Temperature," "Place," and "People" are connected to the marketing mix as the keywords imply the presence of the product, its preferred serving, the distance between the product and the consumer, and the people from the company. The category "Interaction" is linked to the social media marketing strategy to communicate with the fans, and the category "Slogan" is a part of branding.

The categories "Slang," "Shift of meaning," "Work-related vocabulary" and "Intertextuality" require the reader's understanding of the context of each piece of content as the interpretation of the codes representing these categories might influence the perception of the individual posts.

Keywords	Categories	Groups
Fans, best, great taste, dance, smiling, celebrating, luck, stars, holiday cards, holiday cheer, cheers, kind, grateful, best friend, cheer, music, hit, celebrate, believe, magic	Positive connotation	Emotion-related language
Why	Reason	
Love, happiness, laughed, cried, enjoyed, power	Emotion	
Athlete	Reference	

With us, share, souvenir, together	Bond	
Thanks, thank you	Gratitude	
Following	Loyalty	
Tag, join, share, you, taste, swipe, send, come	Interaction	Marketing mix-related language
Chilled, ice-cold	Temperature	
Coca-Cola, Coke, Coke Zero, limited edition, Coca-Cola Move	Product	
Real Magic	Slogan	
A sip away, here	Place	
Cast	People	
No cap, IRL	Slang	
Said, heard	Shift of meaning	Linguistics-related language
Crew	Work-related vocabulary	
Cold take, space, out of this World, interstellar	Intertextuality	

Table 2 *Division of the Keywords*

Moreover, some of the pieces of content indicate extensive use of language games and some suggest the use of different kinds of Doublespeak which will be further described in the results.

5.5 Results

Research Question 1: What are the patterns in the language of Coca-Cola social media marketing?

Based on the findings of the keywords, the patterns in language of Coca-Cola social media marketing might be suggested by the three groups the categories were split into. Like a great

deal of advertising, Coca-Cola predominantly uses language that appeals to the readers emotions, in other words, it primarily utilizes pathos, as the most codes might be found in the group emotion-related language, especially the category positive connotations. According to Professor of Business Administration at Harvard Business School Gerald Zaltman, buyers make over 90% of their buying decisions subconsciously. And as emotions often reflect "subconscious responses," they might influence the decision-making process when considering a purchase, prevailing over logic.[151] These thought processes are reflected in Aristotle's pathos-logos (and ethos) paradigm, as mentioned above. Like most advertisers, Coca-Cola exploits these processes with the extensive use of words with positive connotations with the goal of filling its followers with emotion which will later have an impact on their decision-making. Moreover, keywords like "love," "best," and "celebrate" belong to the pieces of content which obtained the most positive feedback from the fans in the form of the number of likes. Coca-Cola also shows various examples of language games which entertain followers, as it utilizes the humorous type of language. The two pieces of content which included word games received the most likes out of all the analyzed content, both on Facebook and Instagram (the post 1a received almost 9 thousand likes, and 3b received 50 thousand likes).

The next patterns may be connected to the marketing mix as Coca-Cola also applies language connected to it. Several keywords represent social media marketing strategy which aims to interact with the consumes, giving them clear instructions to participate, e.g. "share," "swipe." The keywords from the category "Product" are also the ones that are heavily used and belong to the most liked posts. The category "Temperature" is connected to the "Product" at is suggest the ideal way how to serve the mentioned product.

Additionally, Coca-Cola often includes the type of language which demands the knowledge of slang and work-related vocabulary from the followers. To understand the captions fully, they should recognize the intertextuality which is sometimes used. The keywords from this group do not occur in the shared content as often as the emotion-related language, some code, however, also belong to the pieces of content that obtained the most likes, e.g., "IRL" and "cold take."

---

[151] "Why Brands Use Emotional Advertising & How to Effectively Measure Emotions," Neurons, accessed April 15, 2024, https://www.neuronsinc.com/insights/emotional-advertising-effectively-measure-emotions.

Research Question 2: Does Coca-Cola social media marketing suggest the usage of Doublespeak in any of its forms?

Overall, the Coca-Cola social media marketing tends to use emotion-related language based on the keywords found. There are, nevertheless, two categories which might suggest the usage of Doublespeak. First, the category "Work-related vocabulary," as the title matches the description of Jargon introduced in chapter 2.2.2. However, the keyword "crew" that is represented by the category is a part of The Oxford 3000 (3000 most common or important words in English) and thus should be understood by public.[152] Therefore, this category is not marked as a kind of Doublespeak. Second, the category "Shift of meaning." The keyword "heard" which was used in the second line of the tweet it was shared in suggests a whole different meaning of the first line which is introduced by the keyword "said." As the utilization of Doublespeak might lead to deviating from the actual or stated meaning, the category "Shift of meaning" indicates the usage of Doublespeak.

Based on the analysis of the language from context, there are four pieces of content out of the analyzed corpus that suggest the use of Doublespeak, the first one being represented by uplifting euphemism which exchanges Germanic origin words for the ones with Greek or Latin origin. The discussed example was the word "crew" used instead of the word "team." Another kind of euphemism defined by Burridge that was found in the analysis is the ludic euphemism which combines ordinary words in extraordinary way, as mentioned in chapter 2.2.1. The discussed example was the expression "a sip away." A sign of the Doublespeak of inflated language, which makes the everyday things seem impressive, was found in two pieces of content, first represented by marking a new Coke flavor as "interstellar," second represented by the expression "believing is magic." Contrastingly to the pieces of content which included emotion-related language, the pieces of content including Doublespeak were not positively reacted to by the social media users, as neither of the pieces received more than 900 likes.

---

[152] "The Oxford 3000," Oxford Learning Dictionaries, accessed March 11, 2024, https://www.oxfordlearnersdictionaries.com/wordlist/american_english/oxford3000/.

To answer the second research question, the content analysis led to the finding of one category (out of 17) represented by two keywords which suggests the usage of Doublespeak as the language tries to manipulate the meaning of "what's heard," and four pieces of content which suggest the use of Doublespeak based on the context. These posts, nevertheless, do not cover all the mentioned types of Doublespeak introduced by Lutz, as the analysis did not confirm the use of jargon and did not find any sign of gobbledygook or bureaucratese because the marketing of Coca-Cola utilizes rather short sentences with emotion-related vocabulary than long, overwhelming sentences with big words. Therefore, the use of Doublespeak might be marked as another pattern that Coca-Cola uses in its social media marketing. This pattern, however, shows a lower engagement rate than the pattern connected to pathos.

5.6 Discussion

A qualitative content analysis was carried out which led to the findings of four main patterns in the language of Coca-Cola social media marketing. This analysis was, however, limited as the corpus only included content shared on three social media platforms and no sooner than during the year 2021. Analyzing older content as well as carrying out a quantitative content analysis could bring different results. Thus, it is suggested to perform a quantitative content analysis which would include all pieces of content shared on Coca-Cola social media platforms.

In October 2023, Keyhole, a platform which measures social media data, published an analysis entitled "Coca-Cola's Social Media Strategy: A Deep Dive into a Gripping Strategy," in which the question "what makes Coca-Cola social media strategy successful" was answered. While the key points the analysis mentioned included "experimenting with content formats," "engaging with the audience," and "creating engaging and trending content," this analysis did not consider the language used, which also proved to matter. Digital marketer and CEO of Veritas Creative Media Andrey Korikov mentions several factors that make a post "go viral." These aspects include "emotional resonance," "call to action," and "visual appeal," out of which "emotional resonance" and "call to action" were discussed in the content analysis and also proved to matter in terms of engagement rate.[153]

---

[153] Andrey Korikov, "What Makes a Post Go Viral?" LinkedIn, accessed April 12, 2024, https://www.linkedin.com/pulse/what-makes-post-go-viral-andrey-korikov.

Coca-Cola's success on social media is an example of how the mentioned factors work in combination with systematic posting and consistent branding, as Coca-Cola is one of the major companies which joined social media as one of the last ones. This enabled Coca-Cola to create effective social media marketing strategies according to how social media developed. These strategies and other campaigns made Coca-Cola to be considered one of the most successful in social media marketing.[154]

Various marketing strategies are reflected in differences in sales of Coca-Cola each year. Statista, a platform collecting global data, statistics, and reports shows that the net operating income of The Coca-Cola Company grew by approximately 5 million US dollars in 2021 (38,655 million US dollars) compared to the results from 2020 (33,014 million US dollars).[155] One of the indicators of this growth might be the change of Coca-Cola's social media strategy which resulted in shifting the focus to Instagram and creating a new "optimistic" look of the platform.

The content analysis enabled me, as the author of the analysis, to consider Coca-Cola from different points of view, especially after studying its marketing history in detail. What surprised me the most was the actual occurrence of Doublespeak in its social media marketing, as I expected none. The differences in engagement rate within individual pieces of content also proved interesting.

---

[154] "How Coca Cola Uses Social Media," OpenR, accessed April 10, 2024, https://openr.co/how-coca-cola-uses-social-media/.

[155] "Global revenue and financial results of the Coca-Cola Company from 2010 to 2023," Statista, accessed April 12, 2024, https://www.statista.com/statistics/264423/revenue-and-financial-results-of-coca-cola/.

CONCLUSION

In this bachelor thesis, the focus was on the language shared on the social media platforms of Coca-Cola, especially on signs of the occurrence of Doublespeak in this language. In the theoretical background, the concept of Doublespeak and its four main forms (euphemisms, jargon, gobbledygook and bureaucratese) as well as the Doublespeak of inflated language were introduced, as were the concepts of Newspeak, which is connected to Doublespeak, marketing mix, and social media marketing. Additionally, the history and marketing strategies of The Coca-Cola Company were examined.

The theoretical introduction was supplemented by a section featuring a qualitative content analysis of a corpus represented by 21 individual pieces of content shared on Coca-Cola Facebook, X, and Instagram accounts. The selection of the content was limited by the publication date (no content published before 2021) and the number of characters of the texts (20 characters with spaces). The individual pieces of texts from the content were divided into keywords which were connected to the concepts introduced in the theoretical part of this thesis, by which created categories were formed based on these relations. This led to the identification of four patterns in language which Coca-Cola uses in its social media marketing, which also addresses the first research question of what patterns Coca-Cola utilizes. The most extensive pattern, which also received the highest engagement rate, is represented by emotion-related language, including categories such as positive connotation, emotion, and gratitude. Marketing mix-related language is the second pattern, represented by the categories such as product, place, and people. The third pattern which was found is linguistics-related language, represented by the categories slang, intertextuality, and shift of meaning. The last pattern, which also positively answers the second research question of whether Coca-Cola uses Doublespeak on its social media, was identified based mostly on the context the keywords appeared in and revealed the use of the forms of Doublespeak. The results, however, show that not all types of Doublespeak introduced by Lutz, discussed in the theoretical part, might be found in the social media marketing of Coca-Cola, as neither jargon nor gobbledygook or bureaucratese were found. On the other hand, the Doublespeak of inflated language and euphemisms were found in four of the 21 analyzed pieces of content. Compared to the emotion-related language, this pattern received a considerably lower engagement rate.

To conclude, this thesis shows that, while Coca-Cola uses Lutz's Doublespeak, it is not as extensive and influential as what might be expected. On the other hand, the widespread use of pathos, ethos, language games, and other language that appeals to the reader's emotions might be factor that ensures Coca-Cola's engagement success on social media, especially since the #ShareaCoke campaign which began in 2011. Nevertheless, an extensive quantitative analysis would be recommended to address the limitations to verify these results or possibly provide different outcomes.

BIBLIOGRAPHY

Armstrong, Cole G., Elizabeth B. Delia, and Michael D. Giardina. "Embracing the Social in Social Media: An Analysis of the Social Media Marketing Strategies of the Los Angeles Kings." *Communication & Sport* 4, no. 2 (2016): 145-165.

Armstrong, Gary, Philip Kotler, and Marc Opresnik. *Marketing: An Introduction*. London: Pearson, 2016.

Austin, Lucinda L., and Barbara Miller Gaither. "Examining Public Response to Corporate Social Initiative Types: A Quantitative Content Analysis of Coca-Cola's Social Media." *Social Marketing Quarterly* 22, no. 4 (2016): 290-306.

Banutu-Gomez, Michael Ba. "COCA-COLA: International Business Strategy for Globalization." *The Business & Management Review* 3, no. 1 (November 2012): 155-169.

Blakeman, Robyn. *Nontraditional Media in Marketing and Advertising*. Thousand Oaks: SAGE, 2014.

Boateng, Henry and Abednego Feehi Okoe. "Determinants of Consumers' Attitude towards Social Media Advertising." *Journal of Creative Communications* 10, no. 3 (2015): 249.

Burridge, Kate. "Euphemism and Language Change: The Sixth and Seventh Ages." *Lexis* 7 (June 2012): 65-92.

Cambridge Dictionary. S.v. "A mile away." Accessed April 11, 2024. https://dictionary.cambridge.org/dictionary/english/mile-away?q=a+mile+away.

Cambridge Dictionary. S.v. "Cheers." Accessed April 18, 2024. https://dictionary.cambridge.org/dictionary/english/cheers.

Cambridge Dictionary. S.v. "Hot take." Accessed April 11, 2024. https://dictionary.cambridge.org/dictionary/english/hot-take.

Cambridge Dictionary. S.v. "Taste." Accessed April 19, 2024. https://dictionary.cambridge.org/dictionary/english/taste.

Chu, Bodi. "Analysis on the Success of Coca-Cola Marketing Strategy." *Advances in Economics, Business and Management Research* 155 (2020): 96-100.

Civelek, Mehmet, Krzysztof Gajdka, Jaroslav Světlík, and Vladimír Vavrečka. "Differences in the Usage of Online Marketing and Social Media Tools: Evidence from Czech, Slovakian and Hungarian SMEs." *Equilibrium. Quarterly Journal of Economics and Economic Policy* 15, no. 3 (September 2020): 537–563.

Coca-Cola (@cocacola), "93 Years," Instagram, accessed March 3, 2024,
https://www.instagram.com/stories/highlights/17932174697395643/.

Coca-Cola (@cocacola), "Believing Is Magic," Instagram, July 22, 2023,
https://www.instagram.com/stories/highlights/17932174697395643/.

Coca-Cola (@cocacola), "Byte," Instagram, April 27, 2022,
https://www.instagram.com/p/Cc3LJTbtps_/.

Coca-Cola (@cocacola), "Move," Instagram, March 14, 2023,
https://www.instagram.com/p/CpxuUe1h86g/.

Coca-Cola (@CocaCola). "Athlete." X. August 5, 2021.
https://twitter.com/CocaCola/status/1423364286819209219.

Coca-Cola (@CocaCola). "Home." X. Accessed March 8, 2024.
https://twitter.com/CocaCola.

Coca-Cola (@cocacola). "Love at first cheers." Instagram. Accessed March 3, 2024.
https://www.instagram.com/p/Cx6MZCKuyo2/?img_index=1.

Coca-Cola (@CocaCola). "Out of this World." X. May 7, 2022.
https://twitter.com/CocaCola/status/1522999708477702146.

Coca-Cola (@cocacola). "Something unexpected." Instagram. Accessed March 3, 2024.
https://www.instagram.com/p/C3D38XqMnLf/.

Coca-Cola (@CocaCola). "Souvenir." X. March 20, 2022.
https://twitter.com/CocaCola/status/1505605088806678530.

Coca-Cola (@CocaCola). "Thanksgiving." X. November 25, 2021.
https://twitter.com/CocaCola/status/1463900283562598409.

Coca-Cola (@CocaCola). "Tournament." X. April 4, 2023.
https://twitter.com/CocaCola/status/1643095786601734145.

Coca-Cola (@cocacola). "Valentine." Instagram. February 14, 2023.
https://www.instagram.com/stories/highlights/17949281858602123/.

Coca-Cola (@CocaCola). "What's Said/What's heard." X. April 26, 2023.
https://twitter.com/CocaCola/status/1651329192456249345.

Coca-Cola. "Cold take." Facebook. June 17, 2021.
https://www.facebook.com/CocaColaUnitedStates/?brand_redir=330906363768887.

Coca-Cola. "Dance is your body smiling at once." Facebook. May 8, 2021.
https://www.facebook.com/CocaColaUnitedStates/videos/486498922592560.

Coca-Cola. "Happiness." Facebook. April 30, 2021.
https://www.facebook.com/photo?fbid=4299915250041156&set=a855061967859852.

Coca-Cola. "Holiday Cards." Facebook. December 25, 2021.
 https://www.facebook.com/photo?fbid=5051895801509760&set=a855061967859852.

Coca-Cola. "Home." Facebook. Accessed March 9, 2022.
 https://www.facebook.com/CocaColaUnitedStates/?brand_redir=330906363768887.

Coca-Cola. "Home." Instagram. Accessed March 3, 2024.
 https://www.instagram.com/cocacola/.

Coca-Cola. "Kindness." Facebook. November 13, 2021.
 https://www.facebook.com/photo?fbid=4899719803394028&set=a855061967859852.

Coca-Cola. "Luck." Facebook. July 28, 2021.
 https://www.facebook.com/CocaColaUnitedStates/videos/512936183129433.

Coca-Cola. "No Cap." Facebook. February 19, 2021.
 https://www.facebook.com/photo?fbid=4091548460877837&set=a855061967859852.

Dean, Brian. "X (Twitter) Statistics: How Many People Use X?" Backlinko. Accessed
 April 15, 2024. https://backlinko.com/twitter-users.

DeAndrea, David C., Allison S. Shaw, and Timothy R. Levine. "Online Language: The
 Role of Culture in Self Expression and Self Construal on Facebook." *Journal of
 Language and Social Psychology* 29, no. 4 (2010): 425-442.

Foster, Peter. "Sustainable Newspeak by 2050." Financial Post. Last modified January 05,
 2021. https://financialpost.com/opinion/peter-foster-sustainable-newspeak-by-2050.

Fowler, Roger. *The Language of George Orwell*. Basingstoke: Macmillan Press LTD,
 1995.

Goddard, Angela. *The Language of Advertising*. London: Routledge, 1998.

Hanlon, Annmarie. *Digital Marketing: Strategic Planning & Integration*. Thousand Oaks:
 SAGE, 2019.

Hill, Jemma Helen Oeppen. "Logos, Ethos, Pathos and the Marketing of Higher
 Education." *Journal of Marketing for Higher Education* (November 2019): 1-18.

Hsieh, Hsiu-Fang, and Sarah E. Shannon. "Three Approaches to Qualitative Content
 Analysis." *Qualitative Health Research* 15, no. 9 (November 2005): 1277-1288.

Jefferson, Sonja, and Sharon Tanton. *Valuable Content Marketing: How to Make Quality
 Content Your Key to Success*. London: Kogan Page, 2015.

Keyhole. "Coca-Cola's Social Media Strategy: A Deep Dive into a Gripping Strategy."
 Accessed January 3, 2024. https://keyhole.co/blog/coca-cola-social-media-strategy/.

Kleenex (@kleenex). "Something Exciting." Instagram. April 18, 2023.
 https://www.instagram.com/p/CrL9AKbs_bA/?img_index=1.

Korikov, Andrey. "What Makes a Post Go Viral?" LinkedIn. Accessed April 12, 2024. https://www.linkedin.com/pulse/what-makes-post-go-viral-andrey-korikov.

Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. Thousand Oaks: Pearson, 2020.

Lai, Linda S.L., and Wai Ming To. "Content analysis of social media: A grounded theory approach." *Journal of Electronic Commerce Research* 16, no. 2 (May 2015): 138-152.

LinkedIn. "Key Elements of a Successful Advertising Campaign." Accessed January 1, 2024. https://www.linkedin.com/pulse/key-elements-successful-advertising-campaign-fusion-one-marketing.

Lutz, William, ed. *Beyond Nineteen Eighty-Four: Doublespeak in a Post-Orwellian Age*. Champaign: National Council of Teachers of English, 1989.

Lutz, William. *Doublespeak*. New York: Harper Perennial, 1989.

Macarthy, Andrew. *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Snapchat*. Self-published, Andrew Macarthy, 2018.

Mandel, Eric. "Coca-Cola resets social media." Bizwomen. Published December 5, 2018. https://www.bizjournals.com/bizwomen/news/latest-news/2018/12/coca-cola-resets-social-media.html?page=all.

Maryville University. "The Evolution of Social Media: How Did It Begin, and Where Could It Go Next?" Accessed March 26, 2024. https://online.maryville.edu/blog/evolution-social-media/.

Merriam-Webster.com Dictionary. S.v. "Cap." Accessed April 11, 2024. https://www.merriam-webster.com/dictionary/cap.

Merriam-Webster.com Dictionary. S.v. "Double entendre." Accessed April 11, 2024. https://www.merriam-webster.com/dictionary/double%20entendre.

Motioncue. "12 Examples of Ethos, Pathos, and Logos in Advertisements." Accessed March 1, 2024. https://motioncue.com/examples-of-ethos-pathos-and-logos-in-advertisement/.

Neurons. "Why Brands Use Emotional Advertising & How to Effectively Measure Emotions." Accessed April 15, 2024. https://www.neuronsinc.com/insights/emotional-advertising-effectively-measure-emotions.

Nianzu, Chen, Juliya Victorovna Ageeva, and Li Yi. "Advertising as a Platform for Language Game." *Revista EntreLínguas* 7, no. 1 (February 2021): 12-21.

OpenR. "How Coca Cola Uses Social Media." Accessed April 10, 2024.
https://openr.co/how-coca-cola-uses-social-media/.

Orwell, George. "New Words." Orwell.ru. Last modified December 29, 2019.
https://www.orwell.ru/library/articles/words/english/e_words.

Orwell, George. Appendix to *Nineteen Eighty-Four*. Dublin: Harper Collins Publisher,
2021.

Orwell, George. *Nineteen Eighty-Four*. Dublin: Harper Collins Publisher, 2021.

Oxford Learner's Dictionaries. S.v. "Cheers." Accessed April 18, 2024.
https://www.oxfordlearnersdictionaries.com/definition/english/cheers_1?q=cheers.

Oxford Learner's Dictionary. S.v. "Crew." Accessed April 11, 2024.
https://www.oxfordlearnersdictionaries.com/definition/english/crew_1.

Oxford Learning Dictionaries. "The Oxford 3000." Accessed March 11, 2024.
https://www.oxfordlearnersdictionaries.com/wordlist/american_english/oxford3000/.

Palmer, Adrian. *Introduction to Marketing*. Oxford: Oxford University Press, 2012.

Prafull, Pragya. "Coca-Cola's Marketing Communication Strategy: A Critical Analysis."
LinkedIn. Accessed January 3, 2024. https://www.linkedin.com/pulse/coca-colas-
marketing-communication-strategy-critical-analysis-pragya.

Purba, Dameria, Bloner Sinurat, and H. Herman. "Utilizing Instagram Social Media on
Language Style: An Analysis to Teenagers as Millennial Generations in Their
Captions." *Anglophile Journal* 2, no. 1 (October 2020): 1-11.

Qader, Khowanas Saeed, Pshdar Abdalla Hamza, Rizhin Nuree Othman, Sanarya Adnan
Anwer, Hawkar Anwar Hamad, Bayar Gardi, and Hamin Khasrow Ibrahim.
"Analyzing Different Types of Advertising and Its Influence on Customer Choice."
Journal of Humanities and Education Development 4, no. 6 (2022): 8-21.

Reznikov, Andrei. *George Orwell's Theory of Language*. Lincoln: Writers Club Press,
2001.

Ricks, Christopher, and Leonard Michaels, ed. *The State of the Language*. London: Faber
and Faber Ltd., 1990.

Saini, Arshad. "Instagram vs Twitter? What's Better for Your Type of Business." Design
Shifu. Published February 2, 2024. https://designshifu.com/instagram-vs-twitter/.

Seitz, Rüdiger J., Raymond F. Paloutzian, and Hans-Ferdinand Angel. "Processes of
believing: Where do they come from? What are they good for?" *F1000Research* 5
(January 2017): 1-21.

Shastri, Aditya. "The Complete Marketing Mix of Coca Cola – 4Ps with Full Explanation."
    The Digital School. Accessed March 8, 2024. https://iide.co/case-studies/marketing-
    mix-of-coca-cola/.

Stackscale, "eCommerce Statistics and Growth (2024)," accessed April 20, 2024,
    https://www.stackscale.com/blog/ecommerce-statistics-growth/.

Statista. "Global revenue and financial results of the Coca-Cola Company from 2010 to
    2023." Accessed April 12, 2024. https://www.statista.com/statistics/264423/revenue-
    and-financial-results-of-coca-cola/.

Suciu, Andreia-Irina, and Cătălin Bărbunţă. "To 'Newspeak' or to 'Doublespeak' in
    George Orwell's *Nineteen Eighty-Four*." *International Journal of Humanities and
    Social Development Research* 6, no.2 (October 2022): 8-21.

Tavares, Wagner de Souza, and Rani Uli Silitonga. "The Coca-Cola Company Advertising
    History Illustrated through Phonecards." *International Journal of Arts and Humanities*
    4, no.1 (March 2023): 137-146.

Teletov, Aleksandr, Svetlana Teletova, and Nataliia Letunovska. "Use of language games
    in advertising texts as a creative approach in advertising management." *Periodicals of
    Engineering and Natural Sciences* 7, no. 2 (August 2019): 458-465.

Temis. "Coca Cola's Social Media Principles: How to Succeed on Social Media."
    Accessed January 1, 2024. https://temismarketing.com/blog/coca-colas-social-media-
    principles/.

The Coca-Cola Company, "Sports & Entertainment." Accessed February 20, 2024.
    https://www.coca-colacompany.com/social/sports-and-entertainment.

The Coca-Cola Company. "History of Coca-Cola Advertising Slogans." Accessed
    February 20, 2024. https://www.coca-colacompany.com/about-us/history/history-of-
    coca-cola-advertising-slogans.

The Coca-Cola Company. "Products." Accessed April 6, 2024. https://www.coca-
    cola.com/us/en/brands/coca-cola/coca-cola-creations.

The Coca-Cola Company. "Responsible Digital Media Principles." Accessed February 29,
    2024. https://www.coca-colacompany.com/policies-and-practices/responsible-digital-
    media-principles.

The Coca-Cola Company. "Why Fanta is shaking up soft drinks." Accessed February 29,
    2024. https://www.coca-cola.com/au/en/media-center/why-fanta-is-shaking-up-soft-
    drinks.

The Coca-Cola Company. *125 Years of Sharing Happiness*. Richmond: Blanchette Press, 2011.

Time Out. "The Marilyn Monroe Foodmark." Accessed April 4, 2024. https://cocacolafoodmarks.timeout.com/go/The-Marilyn-Monroe-Foodmark.

Tuten, Tracy L. *Principles of Marketing for a Digital Age*. Thousand Oaks: SAGE, 2024.

Urban Dictionary. S.v. "Cold Take (n.)." Accessed March 11, 2024. https://www.urbandictionary.com/define.php?term=cold%20take.

Urban Dictionary. S.v. "Cold take." Accessed April 11, 2024. https://www.urbandictionary.com/define.php?term=cold%20take.

Vincent, Edafejirhaye I and Ajilore Kolade. "Persuasive Communication: Semiotic Analysis of 'Share-a-Coke' Advertising Campaign." *World Journal of Innovative Research* 7, no. 2 (August 2019): 1-6.

Watters, Pat. *Coca-Cola: An Illustrated History*. New York: Doubleday, 1978.

Williams, Carly. "Social Media Definitions: The Ultimate Glossary of Terms You Should Know." HubSpot. Accessed April 17, 2024. https://blog.hubspot.com/marketing/social-media-terms#E.

YouTube. "I'd Like to Teach the World to Sing." Accessed April 24, 2024. https://www.youtube.com/results?search_query=id+like+to+teach+the+world+to+sing+coca-cola.

Zote, Jacqueline. "Instagram statistics you need to know for 2024." SproutSocial. Accessed April 16, 2024. https://sproutsocial.com/insights/instagram-stats/.

LIST OF ABBREVIATIONS

A   Mic – microphone

B   Bio – biography

LIST OF TABLES

CORPUS

1. Facebook

   a) https://www.facebook.com/photo?fbid=4091548460877837&set=a.85506196
   7859852. Accessed March 9, 2024.

   b) https://www.facebook.com/photo?fbid=4299915250041156&set=a.8550619678
   59852. Accessed March 9, 2024.

   c) https://www.facebook.com/CocaColaUnitedStates/videos/486498922592560.
   Accessed March 9, 2024.

   d) https://www.facebook.com/CocaColaUnitedStates/?brand_redir=330906363768
   887. Accessed March 9, 2024.

   e) https://www.facebook.com/CocaColaUnitedStates/videos/512936183129433.
   Accessed March 9, 2024.

   f) https://www.facebook.com/photo?fbid=4899719803394028&set=a.8550619678
   59852. Accessed March 9, 2024.

   g) https://www.facebook.com/photo?fbid=5051895801509760&set=a.8550619678
   59852. Accessed March 9, 2024.

2. X

   a) https://twitter.com/CocaCola/status/1423364286819209219. Accessed March 8,
   2024.

   b) https://twitter.com/CocaCola/status/1463900283562598409. Accessed March 8,
   2024.

   c) https://twitter.com/CocaCola/status/1505605088806678530. Accessed March 8,
   2024.

   d) https://twitter.com/CocaCola/status/1522999708477702146. Accessed March 8,
   2024.

   e) https://twitter.com/CocaCola/status/1643095786601734145. Accessed March 8,
   2024.

   f) https://twitter.com/CocaCola/status/1651329192456249345. Accessed March 8,
   2024.

   g) https://twitter.com/CocaCola. Accessed March 8, 2024.

3. Instagram

a) https://www.instagram.com/stories/highlights/17932174697395643/. Accessed March 3, 2024.

b) https://www.instagram.com/p/Cc3LJTbtps_/. Accessed March 3, 2024.

c) https://www.instagram.com/p/Copt8cLtNfo/?img_index=1. Accessed March 3, 2024.

d) https://www.instagram.com/p/CpxuUe1h86g/. Accessed March 3, 2024.

e) https://www.instagram.com/stories/highlights/17932174697395643/. Accessed March 3, 2024.

f) https://www.instagram.com/p/Cx6MZCKuyo2/?img_index=1. Accessed March 3, 2024.

g) https://www.instagram.com/stories/highlights/17949281858602123/. Accessed March 3, 2024.

APPENDIX: CONTENT PICTURES

1. Facebook

a)

b)
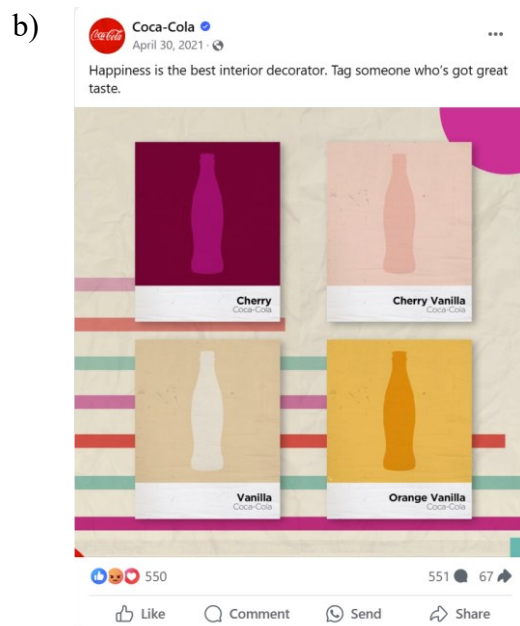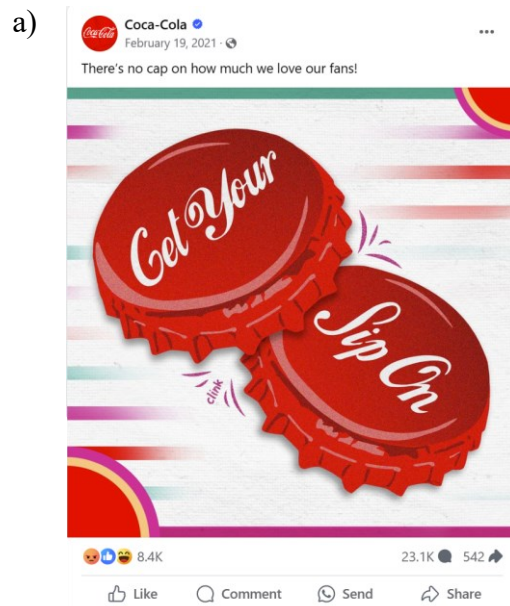
c)

Coca-Cola
May 8, 2021 · 🌐

Dance is your entire body smiling at once. How's your crew celebrating #HaveACokeDay?

0:13 / 2:51

👍😡❤️ 839   1.3K 💬 152 ➤

👍 Like   💬 Comment   ➤ Share

d)

Coca-Cola
June 17, 2021 · 🌐

Cold take: Coca-Cola is best served chilled!

👍😂❤️ 9K   8.4K 💬 313 ➤

👍 Like   💬 Comment   ➤ Share

e)

Coca-Cola
July 28, 2021 · 🌐

Best of luck to our track and field stars, Noah Lyles and Roderick D. Townsend, at the #Olympics and #Paralympics.

0:00 / 0:11

👍❤️ 824   757 💬 168 ➤

👍 Like   💬 Comment   📞 Send   ➤ Share

f)

g)

2. X

a)

b)

c)

Coca-Cola ✔ @CocaCola · 20. 3. 2022 · · ·
We've been to space a time or two... this time we brought you back a souvenir. #CocaColaStarlight #RealMagic #CocaColaCreations

💬 78   ↻ 30   ♡ 176   ili   🔖 ⬆

d)

Coca-Cola ✔ @CocaCola · 7. 5. 2022 · · ·
Heard that #CocaColaStarlight was out of this world. Can confirm... it's pretty interstellar. #RealMagic #CocaColaCreations

💬 52   ↻ 25   ♡ 153   ili   🔖 ⬆

e)

Coca-Cola ✔ @CocaCola · Apr 4, 2023 · · ·
Taps mic super hard
Thank you for following our tournament journey! We laughed. We cried. We enjoyed an ice-cold Coke Zero. #takeataste ✨🏀

💬 31   ↻ 41   ♡ 145   ili 38K   🔖 ⬆

f)

Coca-Cola ✔
@CocaCola   · · ·

What's said: "I got you a Coke" 🤙🥤

What's heard: "You're my best friend" 😌💭✨

10:55 PM · Apr 26, 2023 · **49.1K** Views

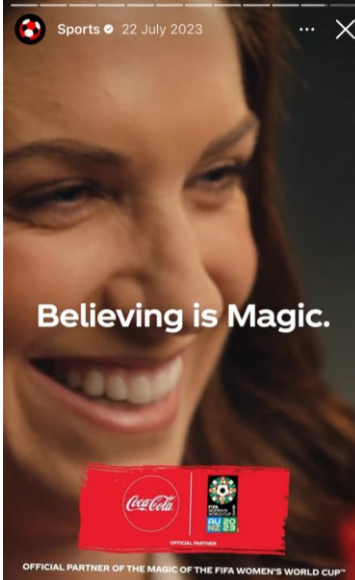💬 75   ↻ 73   ♡ 290   🔖 7   ⬆

g)

3. Instagram

a)

b)

c)

a)

e)

f)

g)