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# 'Let's Take a Look…': Textual Meaning of the UNESCO Global Geoparks Slogans

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*Abstract*

*Many researchers do their research on geoparks, slogan, and textual meaning of each but it is still limited research on textual meaning that relates to geopark slogans. This research tries to figure out the textual meaning of the UNESCO Global Geoparks slogans. The slogans are obtained from the UNESCO official website at www.unesco.org. The research method applied is a descriptive qualitative method. The data collected are eighty-five slogans: they were identified and classified into clauses (sixty-three data) and clause complexes (twenty-two data). It was reported that the simple topical theme is the dominant in the eighty-five slogans found. It was notified that the multiple themes found in the slogans have two elements: they are the combination of topical - textual theme and topical – interpersonal theme. It was concluded, for the readers, the simple theme is the dominant one since the simple ones are easier to understand and to memorize than the multiple ones. As concluded from the data analysis, the slogan writers tend to select simple themes as the best way to communicate the underlying message of their products to the readers or listeners. In addition, clauses are also preferred than clause complexes in formulating their slogans.*

*Keywords: textual meaning; simple theme; multiple theme; topical theme; textual theme; interpersonal theme*

## 1. Introduction

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has established the UNESCO Global Geoparks (UGGp) worldwide since 2001. In 2004, there were twenty-five members initiated Global Geoparks Network (GGN) in Paris. The twenty-five members consisted of seventeen geoparks from Europe and eight geoparks from China. According to the list of UNESCO Global

Geoparks (www.unesco.org), there 147 geoparks included to UGGp from 41 countries.

A Geopark is a territory containing a number of protected geological heritage sites of special geological importance, rarity or beauty (Patzak & Eder, 1998). Furthermore, as geological heritage sites, a Geopark is also classified as one of the tourist elements. It is in line with the argument that the existence of the gearbox should contribute to local or regional socioeconomic and sociocultural sustainable development of the area (Farsani, Coelho, & Costa, 2010) since Geopark is the part of tourism that also plays an important role as a revenue source for a country (Eva Tuckyta Sari Sujatna, Pamungkas, & Heriyanto, 2021). The gearbox is not only a contribution as mentioned earlier, but also works as a pedagogical tool for environmental education, training and research related to geoscientific disciplines, broader environmental issues and sustainable development (Eder & Patzak, 2004).

Many researchers carry out their research on geoparks, slogans, and textual meaning, but the research is always limited to the textual meaning of the gearbox slogan. Earlier, some researchers do their research on geoparks (Eder & Patzak, 2004; Farsani et al., 2010; Farsani, Coelho, Costa, & de Carvalho, 2012; Patzak & Eder, 1998), names as branding on nature tourism destinations (E.T.S. Sujatna, Pamungkas, & Heriyanto, 2019), the researches on slogan relates to airlines (Laosrirattanachai, 2018; Eva Tuckyta Sari Sujatna, 2013a), slogan relates headlines (Fuertes-Olivera, Velasco-Sacristán, Arribas-Baño, & Samaniego-Fernández, 2001), and geotourism branding relates to tourism destinations (Pamungkas, Sujatna, Darsono, & Haron, 2020), interpersonal relates to code-switching (Huabin, 2018), and interpersonal relates to discourse (Lemke, 1992).

This paper attempts to describe the textual sense of the slogan of each Geopark that has been included in UGGp. Each Geopark has a webpage on UNESCO site containing the information of its heritage and almost every webpage of the Geopark has a slogan but there are two webpages found have no slogan. To identify the textual meaning of the UGGp slogans, further, the researchers describe the types of the themes found in the slogans and relating to the number of themes in each clause. The researchers also determine whether the topic is simple or multiple according to the Systemic Functional Linguistics (SFL) point of view.

## 2. Literature Review

Slogans have an important role, particularly in the communication of the product between the producers (speakers or writers) to the consumers (hearers or readers). As a key factor in successful activitivities, good communication is needed to promote the product (Heriyanto, Krisnawati, Suryani, Sujatna, & Pamungkas, 2021). It is in line with the opinion that slogans are a key element of a brand's identity, and contribute to a brand's equity (Kohli, Leuthesser, & Suri, 2007). The slogan also represents an important priming device that conveys information and occupies the consumer 's primary memory space (Dimofte & Yalch, 2007).

In other words, the slogan could be used as a tool to convey information or as the identity of a brand that contributes to the fairness of a brand in relation to the product. Slogans are used to promote or to advertise the product, in which situation are geoparks in the websites.

SFL concerns language as a system of meaning (Halliday, 1985; Halliday & Matthiessen, 1999, 2004). Some linguists also concern that SFL is a theory of choice (Jaelani & Sujatna, 2014). According to Emilia (Emilia, 2014), the systemic functional approach to grammar developed by Halliday and his colleagues, they treat language as a resource for meaning (Halliday & Matthiessen, 2004; Martin & Rose, 2003, 2007). As a system of meaning, it relates to three different metafunctions; they are ideational, textual, and interpersonal (Andersen & Holsting, 2018; Dreyfus, Hood, & Stenglin, 2010; Halliday, 1985; Halliday & Matthiessen, 2004; Hernandez, 2020; Eva Tuckyta Sari Sujatna, 2013b). Ideational meaning concerns transitivity that involves three main elements, they are processes, participants, and circumstances. Interpersonal meaning relates to four speech roles. They are providing information, asking for information, offering goods-&-services, and demanding goods-&-services (Gerot & Wignell, 1995; Huabin, 2018) similar to Halliday's argument that giving

commodities means the process of offering; providing information involves issuing a statement; demanding commodities means giving a command; demanding information refers to asking questions (Gerot & Wignell, 1995; Halliday, 1985). Halliday argued that the interpersonal function of language enables users to participate in communicative acts with other people (Fuertes-Olivera et al., 2001). According to SFL theory, theme is one of the primary linguistic systems through which textual meaning is realized (Kim, 2007).

Textual meaning as the main part of the paper concerns the clause offers for constituents to be organized differently, to achieve different purposes. In all languages, the clause has the character of a message; it has some form of organization giving it the status of communicative event. Consequently, textual meaning determines the purpose of messages in one's utterances or writing as a means of communication. The given information preceded the clause and others follow. These parts combine in one textual entity to communicate a message to the reader or listener. The first part is called theme and the second is called rheme (Gerot & Wignell, 1995; Halliday & Matthiessen, 2004; Eva Tuckyta Sari Sujatna, 2013b).

Theme and rheme help the readers or hearers understand how the information conveyed by the writers or speakers in the clause. There are three different types of themes; ideational or sometimes called topical, textual, and interpersonal theme. The topical theme classified into marked and unmarked theme. The unmarked theme could be Noun Group (NG) which is represented by pronoun, common noun, proper noun as a head or nominalization while the marked theme could be predicator, complement, or adjunct (Gerot & Wignell, 1995; Eva Tuckyta Sari Sujatna, 2013b). In a clause, theme could be simple theme or multiple themes. The simple theme or the only one theme is topical or ideational theme while the multiple themes could be two or three themes. The two themes could be topical and interpersonal or topical and textual while the three elements are topical, interpersonal, and textual found in a clause. Relating to the number of themes, it could be classified into two different types: they are simple and multiple themes. Simple theme means only one the involved in a clause and it is topical or ideational theme. Multiple theme means the theme found in a clause is more than one, it could be two or three different themes. The multiple themes which consist of two themes could be as a combination of topical theme and textual theme, or topical theme and interpersonal theme. The multiple themes consist of three different types of themes is a combination of topical, textual, and interpersonal themes (Eva Tuckyta Sari Sujatna, 2013b). In a clause complex, a clause could be a theme and the other one is rheme (Vallauri, 1995).

Verstraete claimed that in English some modal auxiliaries are closely connected with the interpersonal function in the clause (Verstraete, 2001). Lemke indicated that interpersonal resources of language could be established by the social relations between participants in the dialogue. Further, he claimed that Mood and more delicate characterizations of speech acts tells us who is doing what to whom, and some allowance is made for the tenor of intimacy or social distance, and the negotiation of power relationships between interlocutors (Lemke, 1992). Interpersonal meaning is construed when listener and speaker exchange language in communication and this function is depicted through the analysis of Mood and Modality (Halliday & Matthiessen, 2004). Sujatna stated that mood and residue were the elements of every clause related to the clause as exchange (Eva Tuckyta Sari Sujatna, 2013a). Modality represents the interpersonal meaning since it indicates the speakers 'judgment of the probabilities or the obligations involved in what he or she is saying (Gerot & Wignell, 1995) in line with the argument that modality as the speaker's judgment, or request of the judgment of the listener, on the status of what is being said (Halliday & Matthiessen, 2004). Modality refers to modalization and modulation. The modalization involves probability and usuality while the modulation involves obligation and inclination (Halliday & Matthiessen, 2004).

Ideational meaning involves transitivity which concerns three main elements. The three elements are process which is realized by a verb, participant, and circumstance. There are six different processes: they are material, mental, relational, verbal, behavioural, and existential processes (Halliday, 1985; Halliday & Matthiessen, 2004; Martin, 2011; Eva Tuckyta Sari Sujatna, 2012, 2013b). The processes as the main element lead the type of participants and circumstances involved in

each clause.

This paper tries to describe the textual meaning found in UGGp slogans related to SFL perspective. This paper concerns the textual meaning that involved the types of theme and rheme of the slogans found in the UGGp websites and identified the theme as simple or multiple themes relating to the number of theme in each clause.

## 3. Methodology

The researchers employed descriptive qualitative as the method of the research. It was applied to describe conditions and phenomena; there is no emphasis on "right and wrong" in the study, but it intends to describe the textual meaning of the UGGp's slogans (Nunan, 1992). The data were obtained from the slogans of the UGGp which were taken from the UNESCO webpage in the in www.unesco.org. It was collected 147 webpages of the geoparks from 41 countries, but the researchers found only 145 slogans from thirty-nine countries (Chile and Peru geoparks have no slogans). Firstly, the data were collected and classified related country, secondly, they were identified and classified related to the types of theme. Thirdly, as the focus of the research, the researchers identified and classified each theme and of the slogans found in each geopark which were included into UGGp related to textual meaning.

## 4. Results and Discussion

From the UNESCO website, the researchers collected and classified the 147 geoparks which were classified into UGGp from alphabetically 41 countries as described in the following table.

**Table 1:** UNESCO Global Geoparks

| No | Country | Total | No | Country | Total | Information |
|---|---|---|---|---|---|---|
| 1 | Austria | 2 | 22 | Japan | 9 | |
| 2 | Belgium | 1 | 23 | Malaysia | 1 | |
| 3 | Brazil | 1 | 24 | Mexico | 2 | |
| 4 | Canada | 3 | 25 | Morocco | 1 | |
| 5 | Chile | 1 | 26 | Netherlands | 1 | |
| 6 | China | 39 | 27 | Norway | 3 | |
| 7 | Croatia | 2 | 28 | Peru | 1 | |
| 8 | Cyprus | 1 | 29 | Poland | 1 | Germany & Poland |
| 9 | Czechia | 1 | 30 | Portugal | 4 | |
| 10 | Denmark | 1 | 31 | Republic of Korea | 3 | |
| 11 | Equador | 1 | 32 | Romania | 1 | |
| 12 | Finland | 1 | 33 | Slovakia | 1 | Hungary & Slovakia |
| 13 | France | 7 | 34 | Slovenia | 2 | Austria & Slovenia |
| 14 | Germany | 5 | 35 | Spain | 13 | |
| 15 | Greece | 5 | 36 | Tanzania | 1 | |
| 16 | Hungary | 1 | 37 | Thailand | 1 | |
| 17 | Iceland | 2 | 38 | Turkey | 1 | |
| 18 | Indonesia | 4 | 39 | United Kingdom of Great Britain and Northern Ireland | 7 | Ireland & United kingdom of Great Britain & Northern Ireland |
| 19 | Iran | 1 | 40 | Uruguay | 1 | |
| 20 | Ireland | 2 | 41 | Viet Nam | 2 | |
| 21 | Italy | 10 | | **Total of geoparks** | **147** | |

The five biggest number of geoparks found in the data are China that has thirty-nine geoparks, Spain that has thirteen geoparks, Italy that has ten geoparks, Japan that has nine geoparks, and United

Kingdom of Great Britain and Northern Ireland have seven geoparks while the rest have five or less of each country. It also is reported, there are four transnational geoparks found in the list.

As it was reported earlier, there are two webpages have no slogans. The two webpages are Kütralkura UNESCO Global Geopark (Chile) and Colca y Volcanes de Andagua (Peru). It means, there are a hundred and forty-five slogans of the geoparks are obtained as the data. Since two webpages have no slogans, in total there are 145 slogans, then the present researchers classified the form of the slogans into three different categories. The three categories are groups which were represented by the Noun Group (NG), Clause (C), and Clause Complex (CC). It is reported that the data are classified as follows.

### 4.1 Slogan as Clause(s) and Its Theme

The researchers limit the slogans as the clauses and clause complexes since textual meaning, identify the theme in the clause level. From the 145 slogans found on each official website, the researchers obtained 120 slogans. It means that the slogans as Noun Group are not observed in this research. So that the slogans obtained as the data of the research become 85 slogans as described in the following table.

**Table 2:** The Form of slogans found in UGGp websites

| No | Form of Slogan | Total |
|---|---|---|
| 1 | Clause (C) | 63 |
| 2 | Clause Complex (CC) | 22 |
| **Total of Slogans** | | **85** |

From the Table 2, it is described that the slogan in clauses is the dominant (63) and the clause complex is 22 slogans. To identify and classify the theme, the clause complexes are extracted into clauses.

From the sixty three clauses, the researchers identified and classified them into the types of theme. It was reported there are two different types of themes found in the data: simple and multiple. The simple theme is topical and the multiple themes are textual and topical found in the data. The simple topical theme found were unmarked and marked topical themes as described in the following.

**Table 3:** The Type of theme in UGGp slogans (clause)

| No | Number of Theme | Type of Theme | Total |
|---|---|---|---|
| 1 | Simple | Topical: Unmarked | 60 |
| 2 | Multiple | Textual & Topical | 3 |
| **Total of Clauses** | | | **63** |

The unmarked topical themes found in the data is sixty data as the dominant while multiple themes found are three data. The unmarked topical themes are identified as common nouns, proper nouns, and pronouns as described in the following.

**Table 4:** The type of unmarked topical theme found in UGGp slogans

| No | Type of Unmarked Topical Theme | Total |
|---|---|---|
| 1 | Common Noun | 38 |
| 2 | Proper Noun | 19 |
| 3 | Pronoun | 3 |
| **Total of Clauses** | | **57** |

The common noun as the part of topical theme found as the dominant (38) from 57 data containing unmarked theme. The followings are the data of the common nouns as unmarked topical themes.

(1) "Outstanding scenery of granite peaks and pillars surrounded by clouds and rainbows." (Sanqingshan UNESCO Global Geopark, China)

| *Outstanding scenery of granite peaks and pillars* | *surrounded by clouds and rainbows.* |
|---|---|
| Topical: unmarked: common noun | Rheme |
| Theme | |

(2) "Oceanic whispers on high altitude." (Troodos UNESCO Global Geopark, Cyprus)

| *Oceanic* | *whispers on high altitude.* |
|---|---|
| Topical: unmarked: common noun | Rheme |
| Theme | |

(3) "Footprints and fossil bones of primitive mammals are an important part of Luberon's geoheritage." (Luberon UNESCO Global Geopark, France)

| *Footprints and fossil bones of primitive mammals* | *are an important part of are an important part of Luberon's geoheritage.* |
|---|---|
| Topical: unmarked: common noun | Rheme |
| Theme | |

(4) "The rich cultural heritage of Sicily is built upon the island's fascinating geology." (Madonie UNESCO Global Geopark, Italy)

| *The rich cultural heritage of Sicily* | *is built upon the island's fascinating geology.* |
|---|---|
| Topical: unmarked: common noun | Rheme |
| Theme | |

(5) "Different portions of rock stacked like pages in a book." (Terras De Cavaleir UNESCO Global Geopark, Portugal)

| *Different portions of rock* | *stacked like pages in a book.* |
|---|---|
| Topical: unmarked: common noun | Rheme |
| Theme | |

The words *Outstanding scenery of granite peaks and pillars* (1), *Oceanic* (2), *Footprints and fossil bones of primitive mammals* (3), *The rich culture heritage of Sicily* (4), and *Different portions of rock* (5) are common nouns as unmarked topical themes. The unmarked topical theme is also identified as the subject of each clause. They are also categorized into simple theme since it just only has a theme, topical theme.

Besides the common nouns, the proper nouns are found in 19 data as unmarked topical themes. It was reported, there are nineteen clauses containing proper nouns as unmarked topical theme as described in the following.

(6) "The Araripe UNESCO Global Geopark holds one of the largest deposits of fossils from Lower Cretaceous in Brazil and in the world." (Araripe UNESCO Global Geopark, Brazil)

| *The Araripe UNESCO Global Geopark* | *holds one of the largest deposits of fossils from Lower Cretaceous in Brazil and in the world.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

(7) "Rocher Percé is the starting point in a journey to learn more about 500 million years of Earth's history." (Percé UNESCO Global Geopark, Canada)

| *Rocher Percé* | *is the starting point in a journey to learn more about 500 million years of Earth's history.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

(8) "Stonehammer combines a billion years of a relatively continuous geologic record with a long history of study." (Stonehammer, UNESCO Global Geopark, Canada)

| *Stonehammer* | *combines a billion years of a relatively continuous geologic record with a long history of study.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

(9) "Lanzarote is pure geology, underwater and moon-like landscapes, pristine water, thirsty land, palm-tree oasis, harmony between men and nature." (Lanzarote and Chinijo Islands UNESCO Global Geopark, Spain)

| *Lanzarote* | *is pure geology, underwater and moon-like landscapes, pristine water, thirsty land, palm-tree oasis, harmony between men and nature.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

(10) "The Copper Coast tells the amazing story of the formation of Ireland." (Copper Coast UNESCO Global Geopark, Ireland)

| *The Copper Coast* | *tells the amazing story of the formation of Ireland.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

The words *The Araripe UNESCO Global Geopark* (6), *Rocher Percé* (7), *Stonehammer* (8), *Lanzarote* (9), and *The Copper Coast* (10) are proper nouns as the unmarked topical theme. Similar to the common nouns, the proper nouns could represent subjects of the clauses. They are also categorized into simple theme since they only have one theme in each clause.

Besides the common nouns and proper nouns as unmarked topical themes mentioned, the researchers also found pronouns as unmarked topical themes. There are three data containing pronouns as unmarked theme as described in the following.

(11) "Discover traces of Earth and human history along the winding Ancient Micang Road." (Guangwushan-Nuoshuihe UNESCO Global Geopark, China)

| *(You)* | *Discover traces of Earth and human history along the winding Ancient Micang Road.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

(12) *"Feel the presence of history."* (Odsherred UNESCO Global Geopar, Denmark)

| *(You)* | *Feel the presence of history.* |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

(13) *"Share a moment of deep Time."* (Naturtejo da Meseta Meridional UNESCO Global Geopark, Portugal)

| (You) | Share a moment of deep Time. |
|---|---|
| Topical: unmarked: proper noun | Rheme |
| Theme | |

The pronouns (*You*) are pronoun unmarked topical themes of each clause in data (11), (12, and (13). They are categorized into pronoun unmarked theme since the clauses are imperatives and implicitly the themes are *you* as the readers of the slogans.

Besides the simple theme, the researchers also found multiple themes in the data. From the sixty three clauses, it was notified there are three clauses containing multiple themes. The three multiple themes found are the combination of textual and topical themes as described in the following.

(14) *"Where dinosaurs once walked."* (Yanqing UNESCO Global Geopark, China)

| *Where* | *dinosaurs* | *once walked.* |
|---|---|---|
| textual: structural | topical | Rheme |
| Theme | | |

(15) *"Where rocks turn into culture."* (Sesia Val Grande UNESCO Global Geopark, Italy)

| *Where* | *rocks* | *turn into culture.* |
|---|---|---|
| textual: structural | topical | Rheme |
| Theme | | |

(16) *"Where the ocean and the land meet for the birth of a new habitable land."* (Muroto UNESCO Global Geopark, Japan)

| *Where* | *the ocean and the land* | *meet for the birth of a new habitable land.* |
|---|---|---|
| textual: structural | topical | Rheme |
| Theme | | |

The data (14) up to (16) describe the multiple themes found in the data. The word *where* in each clause is a structural which is classified into a textual theme while the word *dinosaurs* (14), *rocks* (15), and *the ocean and the land* (16) are categorized into common nouns which were classified as topical themes. That is why, the three themes are identified as multiple themes as the combination of textual and topical themes.

*4.2 Slogan as a Clause Complex and Its Theme*

As discussed earlier, the theme involved are found in clauses and clause complexes. To identify and classify the theme of each clause, the clause complexes are extracted into clauses. From twenty-two slogans, it was found three different of the forms of the slogan as described in the following table.

**Table 5:** The clause complex elements found in UGGp slogans

| No | Element of Slogan | Element of Clause Complex | Total of Slogan | Total of Clause |
|---|---|---|---|---|
| 1 | 1 Clause Complex | 2 | 18 | 36 |
| | | 3 | 2 | 6 |
| 2 | 1 Clause Complex + 1 Clause | 2 | 1 | 3 |
| 3 | 1 Clause Complex + 2 Clauses | 2 + 1 + 1 | 1 | 4 |
| Total | | | 22 | 49 |

From twenty-two slogans containing fifty clauses, the researchers found twenty slogans that containing a clause complex composing by two clauses (18 slogans) and three clauses (2 slogans). One slogan containing a clause complex and two independent clauses while the clause complex is composed by two clauses. The third type is a slogan consisting two clause complexes which composed by two clauses of each.

The fifty clauses are identified have various types of themes as described in the following table.

**Table 6:** The clause complex theme elements found in UGGp slogans

| No | Clause Complex 1 | | | | | | Clause Complex 2 | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Clause 1 | | Clause 2 | | Clause 3 | | Clause 1 | | Clause 2 | Slogan | Clause |
| 1 | | TUP | Text: | TUCn | | | | | | | 2 | 4 |
| | | TUP | Struc | TUCn | | | | | | | 1 | 2 |
| 2 | | TMA | Text: Struc | TUP | | | Text: Struc | TUPn | Text: Cont/ Ca | TUPn | 1 | 2 |
| | | TMA | Inter: Voc | TUCn | | | | | | | 1 | 2 |
| | | TMA | | TUPn | | | | | | | 1 | 4 |
| 3 | Text: Struc | TUPn | Text: Struc | TUCn | | | | | | | 4 | 8 |
| | | TUPn | | TUCn | | | | | | | 1 | 2 |
| | | TUPn | Text: Struc | TUPn | | | | | | | 2 | 4 |
| | | TUPn | Text: Struc | TUP | Text: Struc | TUPn | | TUP | | | 1 | 2 |
| | | TUPn | Text: Struc | TUCn | | TUPn | | | | | 1 | 3 |
| | | TUPn | | TUPn | | | | | | | 1 | 3 |
| | | TUPn | | TUCn | | | | | | | 1 | 3 |
| 4 | | TUCn | | TUCn | | | | | | | 4 | 8 |
| | | TUCn | | TUPn | | | | | | | 1 | 2 |
| Total | | | | | | | | | | | 22 | 49 |

T = Topical; U = Unmarked; M = Marked; P = Pronoun; Pn = Proper Noun; Cn = Common Noun; A = Adjunct; Text = Textual; Struc = Structural; Inter = Interpersonal; Voc = Vocative; Cont = Continuative; Ca: Conjunctive Adjunct

The table 6 describes fifty clauses found in the twenty two UGGp slogans. The data show that the simple theme has a higher number than the multiple themes. The simple theme element (from the highest to lowest number) could be proper nouns, common nouns, adjunct, and pronouns as topical themes. The multiple themes found in UGGp slogans are the combination of topical and textual themes.

(17) "Search for the keys that will unlock the mysteries of the islands." (Oki Islands UNESCO Global Geopark, Japan)

| (You) | Search for the keys | (the keys) | that will unlock the mysteries of the islands. |
|---|---|---|---|
| topical: unmarked: pronoun | Rheme | topical: unmarked: common noun | Rheme |
| Theme | | Theme | |
| Theme | | Rheme | |

It was reported that two slogans containing a clause complex with two clauses of each. The first clause has a pronoun as an unmarked topical theme and the second clause is a common noun as the unmarked topical theme. Data (17) describes that the first clause has no explicit themes since they are imperative clause. It could be said that the implicit theme is (*You*) as the reader or the hearer while the theme of the second clause is also an implicit theme, *the keys* or a common noun as an unmarked topical theme. Based on the pattern of the clause complex, the theme-rheme of the first clause ((*You*) *Search for the keys*) could be the theme and the theme-rheme of the second clause (*that will unlock the mysteries of the islands*) could be the rheme of the clause complex (*Search for the keys that will unlock the mysteries of the islands*).

(18) "Discover the origins of this territory where the last dinosaurs of Europe lived." (Origens UNESCO Global Geopark, Spain)

| (You) | Discover the origins of this territory | where | the last dinosaurs of Europe | lived. |
|---|---|---|---|---|
| topical: unmarked: pronoun | Rheme | textual: structural | topical: unmarked: common noun | Rheme |
| Theme | | Theme | | |
| Theme | | Rheme | | |

The researchers also found a clause complex containing two clauses which were composed by a simple theme, that is a pronoun as an unmarked topical theme and a multiple theme. Since the slogan (18) is an imperative, the theme is implicit, it is the hearer or the reader (*You*) or a pronoun as an unmarked topical theme. The multiple theme composed by a textual (*where*) and a common noun as an unmarked topical theme (*the last dinosaurs of Europe*). According to the pattern of the clause complex, the theme-rheme of the first clause ((*You*) *Discover the origins of this territory*) could be the theme and the theme-rheme of the second clause (*where the last dinosaurs of Europe lived*) could be the rheme of the clause complex (*Discover the origins of this territory where the last dinosaurs of Europe lived*).

(19) "At first glance, the pillars at Rupnica appear made by man, yet they are the work of a cooling volcano." (Papuk UNESCO Global Geopark, Croatia)

| At first glance | the pillars at Rupnica appear made by man, | yet | they | are the work of cooling volcano. |
|---|---|---|---|---|
| topical: marked: adjunct | Rheme | textual: structural | topical: unmarked: pronoun | Rheme |
| Theme | | Theme | | |
| Theme | | Rheme | | |

Data (19) describes a slogan as a clause complex with two clauses. The first clause theme is an adjunct

*At first glance* as a marked topical theme while the theme in the second clause is a multiple theme; a textual theme (*yet*) and a pronoun *they* as the unmarked topical theme. Based on the pattern of the clause complex, the theme-rheme of the first clause (*At first glance, the pillars at Rupnica appear made by man*) could be the theme and the theme-rheme of the second clause (*yet they are the work of a cooling volcano*) could be the rheme of the clause complex (*At first glance, the pillars at Rupnica appear made by man, yet they are the work of a cooling volcano*).

(20) "For thousands of years people shaped a landscape that is of all ages." (De Hondsrug UNESCO Global Geopark, The Netherlands)

| For thousands of years | people shaped a landscape | that (a landscape) | is of all ages. |
|---|---|---|---|
| topical: marked: adjunct | Rheme | topical: unmarked: common noun | Rheme |
| Theme | | Theme | |
| Theme | | Rheme | |

The researchers found a slogan containing a clause complex with two clauses (20). The first of the clause has an adjunct as a marked topical theme (*For thousands of years*) and a common noun *that* which refers to *a landscape* as an unmarked topical theme. Related to the pattern of the clause complex, the theme-rheme of the first clause (*For thousands of years people shaped a landscape*) could be the theme and the theme-rheme of the second clause ((*a landscape) that is of all ages*) could be the rheme of the clause complex (*For thousands of years people shaped a landscape that is of all ages*).

(21) "According to mythology, Achilles was invulnerable as, just born, his mother Thetis plunged him into the waters of the Styx. However, his ankle wasn't exposed to water. There, later, Paris will find the opportunity to kill him with an arrow." (Chelmos Vouraikos UNESCO Global Geopark, Greece)

| *According to mythology* | *Achilles was invulnerable as, just born,* | *his mother* | *Thetis* | *plunged him into the waters of the Styx.* |
|---|---|---|---|---|
| topical: marked: adjunct | Rheme | interpersonal: vocative | topical: unmarked: proper noun | Rheme |
| Theme | | Theme | | |
| Theme | | Rheme | | |

| *However,* | *his ankle* | *wasn't exposed to water.* |
|---|---|---|
| textual: structural | topical: unmarked: pronoun | Rheme |
| Theme | | |

| *There,* | *later,* | *Paris* | *will find the opportunity to kill him with an arrow.* |
|---|---|---|---|
| textual: continuative | textual: conjunctive adjunct | topical: unmarked: proper noun | Rheme |
| Theme | | | |

Data (21) describes that the slogan has a combination of a clause complex with two clauses and two independent clauses. The four clauses are illustrated as four different theme element. The first clause has a simple theme as an adjunct (*According to mythology*) as a marked topical theme while the second, third, and fourth clause has different multiple themes. The second clause has a multiple

theme consists of a vocative as an interpersonal theme (*his mother*) and a proper noun (*Thetis*) as an unmarked topical theme. The third clause as an independent clause has a multiple theme consists of a structural (*However*) as a textual theme and a pronoun (*his uncle*) as an unmarked topical theme. The last independent clause has also a multiple theme which composed by a continuative (*There*) and a conjunctive adjunct (*later*) as textual themes, and a proper noun (*Paris*) as an unmarked topical theme. Based on the pattern of clause complex, the theme-rheme of the first clause (*According to mythology, Achilles was invulnerable as, just born*) could be the theme and the theme-rheme of the second clause (*his mother Thetis plunged him into the waters of the Styx*) could be the rheme of the clause complex (*According to mythology, Achilles was invulnerable as, just born, his mother Thetis plunged him into the waters of the Styx*).

(22) "The eruptions of Eldgjá in 934 and Laki in 1783 produced two of the biggest lava flows on Earth during the Holocene." (Katla UNESCO Global Geopark, Iceland)

| *The eruptions of Eldgjá in 934 and Laki in 1783* | *produced two of the biggest lava* | *(two of the biggest lava)* | *flows on Earth during the Holocene.* |
|---|---|---|---|
| topical: unmarked: proper noun | Rheme | topical: unmarked: common noun | Rheme |
| Theme | | Theme | |
| Theme | | Rheme | |

Data (22) describes a slogan consisting a clause complex with two clauses. Both of the themes are simple theme: the first clause has proper nouns (*The eruptions of Eldgjá in 934 and Laki in 1783*) as an unmarked topical theme while the second clause an implicit theme, a common noun (*two of the biggest lava*) as an unmarked topical theme. According to the pattern of clause complex, the theme-rheme of the first clause (*The eruptions of Eldgjá in 934 and Laki in 1783 produced two of the biggest lava*) could be the theme and the theme-rheme of the second clause ((*two of the biggest lava*) *flows on Earth during the Holocene*) could be the rheme of the clause complex (*The eruptions of Eldgjá in 934 and Laki in 1783 produced two of the biggest lava flows on Earth during the Holocene*).

(23) "About 200 Tonkin snub-nosed monkeys live in the Geopark, the only place in the world where one can still find them." (Dong Van Karst Plateau UNESCO Global Geopark, Viet Nam)

| *About 200 Tonkin snub-nosed monkeys* | *live in the Geopark, the only place in the world* | *where* | *one* | *can still find them.* |
|---|---|---|---|---|
| topical: unmarked: proper noun | Rheme | textual: structural | topical: unmarked: common noun | Rheme |
| Theme | | Theme | | |
| Theme | | Rheme | | |

Data (23) shows a slogan containing two clauses which was composed by a simple and a multiple theme. The first clause of the clause complex in (23) consists of a simple theme (a proper noun *About 200 Tonkin snub-nosed* monkeys) as an unmarked topical theme and the second clause has a multiple theme. The multiple theme is a combination of a structural (*where*) as a textual theme and a common noun (*one*) as an unmarked topical theme. The first clause (*About 200 Tonkin snub-nosed monkeys live in the Geopark, the only place in the world*) could also become the theme and the second clause (*where one can still find them*) is the rheme of the clause complex (*About 200 Tonkin snub-nosed monkeys live in the Geopark, the only place in the world where one can still find them*).

(24) "The name Danxia means rosy red clouds and perfectly describes the appearance of this geological wonder." (Danxiashan UNESCO Global Geopark, China)

| The name Danxia | means rosy red clouds | *and* | (the name Danxia) | perfectly describes the appearance of this geological wonder. |
|---|---|---|---|---|
| topical: unmarked: proper noun | Rheme | textual: structural | topical: unmarked: proper noun | Rheme |
| Theme | | Theme | | |
| Theme | | Rheme | | |

Data (24) describes a slogan as a clause complex with two clauses. Both of the first and the second clauses theme have a similar theme: they are proper nouns. The first and the second clause theme refer to similar (*The name Danxia*) as an unmarked topical theme. Based on the pattern of the clause complex, the theme-rheme of the first clause (*The name Danxia means rosy red clouds*) could be the theme and the theme-rheme of the second clause ((The name Danxia) *perfectly describes the appearance of this geological wonder*) could be the rheme of the clause complex (*The name Danxia means rosy red clouds and perfectly describes the appearance of this geological wonder*).

(25) "Although all Gunung Sewu beaches have a common geological formation, they each have their own characteristics." (Gunung Sewu UNESCO Global Geopark, Indonesia)

| *Although* | *all Gunung Sewu beaches* | *have a common geological formation* | *they* | *each have their own characteristics* |
|---|---|---|---|---|
| textual: structural | topical: unmarked: proper noun | Rheme | topical: unmarked: pronoun | Rheme |
| Theme | | | Theme | |
| Theme | | | Rheme | |

The word *although* in the data (25) is a structural as a textual theme and *all Gunung Sewu beaches* are the proper nouns as an unmarked topical theme. Both of the themes (textual and topical) are categorized into a multiple theme of the first clause while the word *they* in the second clause is a pronoun as an unmarked topical theme. Since the slogan in (25) has two clauses, it could be categorized into a clause complex. The theme-rheme of the first clause (*Although all Gunung Sewu beaches have a common geological formation)* could be a theme while the theme-rheme in the second clause (*they each have their own characteristics*) could be the rheme of the clause complex (*Although all Gunung Sewu beaches have a common geological formation, they each have their own characteristics*).

(26) "The Geopark is multicultural, which involves Taoism, Buddhism and Confucianism. It is where Cliff Grave culture and Taoism originated." (Longhushan UNESCO Global Geopark, China)

| *The Geopark* | *is multicultural* | *which* | *involves Taoism, Buddhism and Confucianism* |
|---|---|---|---|
| topical: unmarked: proper noun | Rheme | topical: unmarked: common noun | Rheme |
| Theme | | Theme | |
| Theme | | Rheme | |

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| *It* | *is where Cliff Grave culture and Taoism originated* |
|---|---|
| topical: unmarked: pronoun | *Rheme* |
| *Theme* | |

Data (26) illustrates the slogan containing a clause complex with two clauses and an independent clause. The three clauses are unmarked topical theme with three different elements: the first clause is a proper noun (*The Geopark*), the second clause is a common clause (*which* (*multicultural*)), and the third is a pronoun (*It*). The theme-rheme of the first clause (*The Geopark is multicultural)* could be a theme while the theme-rheme in the second clause (*which involves Taoism, Buddhism and Confucianism*) could be the rheme of the clause complex (*The Geopark is multicultural, which involves Taoism, Buddhism and Confucianism*).

(27) "Trollfjell Geopark aims to provide world-class activities and thrills based on the unique geological history and localities in the area." (Trollfjell UNESCO Global Geopark, Norway)

| *Trollfjell Geopark* | *aims to provide world-class activities* | *and* | *(Trollfjell Geopark)* | *thrills based on the unique geological history* | *and* | *(Trollfjell Geopark)* | *localities in the area.* |
|---|---|---|---|---|---|---|---|
| topical: unmarked: proper noun | Rheme | Textual: structural | topical: unmarked: proper noun | Rheme | Textual: structural | topical: unmarked: proper noun | Rheme |
| Theme | | Theme | | | Theme | | |
| Theme | | Rheme | | | | | |

Data (27) describes a clause complex with three clauses. The first clause has a simple topical theme (*Trollfjell Geopark*) while the second and the third clause have a similar multiple theme (and *Trollfjell Geopark*) as a textual and a topical theme. Since data (27) containing three clauses, the first clause (*Trollfjell Geopark aims to provide world-class activities*) could be theme and the second and the third clause (*and thrills based on the unique geological history and localities in the area*) could be the rheme in the clause complex (*Trollfjell Geopark aims to provide world-class activities and thrills based on the unique geological history and localities in the area*).

(28) "Maar craters were formed when groundwater came into contact with lava and exploded." (Leiqiong UNESCO Global Geopark, China)

| *Maar caters* | *were formed* | *when* | *groundwater* | *came into contact lava.* |
|---|---|---|---|---|
| topical: unmarked: proper noun | Rheme | textual: structural | topical: unmarked: common noun | Rheme |
| Theme | | Theme | | |
| Theme | | Rheme | | |

Data (28) illustrates a clause complex with two clauses containing a simple theme (*Maar craters*) and a multiple theme (*when groundwater*). Since it has two clauses, the first clause (*Maar craters were formed)* could the theme and the second clause (*when groundwater came into contact with lava and exploded*) could be the rheme of the clause complex (*Maar craters were formed when groundwater came into contact with lava and exploded*).

(29) "Glacially-smoothed karst limestone hills contrast with dramatic sea cliffs that tower over the majestic Atlantic coast." (Burren & Cliffs of Mother UNESCO Global Geopark, Ireland)

| Glacially-smoothed karst limestone hills | contrast with dramatic sea cliffs | (dramatic sea cliffs) that | tower over the majestic Atlantic coast. |
|---|---|---|---|
| topical: unmarked: common noun | Rheme | topical: unmarked: common noun | Rheme |
| Theme | | Theme | |
| Theme | | Rheme | |

The data (29) describes a slogan as a clause complex containing two clauses. From the data collected, there are four slogans containing two clauses which were composed by a simple topical theme of each. The first and the second clause has similar simple theme, they have a common noun as an unmarked topical theme. It is shown that the first clause theme (*Glacially-smoothed karst limestone hills contrast with dramatic sea cliffs*) is a common noun as a topical theme while the second clause has also a common noun (*dramatic sea cliffs*) as the unmarked topical theme. Related to the pattern of clause complex, the theme-rheme of the first clause (*Glacially-smoothed karst limestone hills contrast with dramatic sea cliffs*) could be the theme and the theme-rheme of the second clause ((*dramatic sea cliffs*) *that tower over the majestic Atlantic coast*) could be the rheme of the clause complex (*Glacially-smoothed karst limestone hills contrast with dramatic sea cliffs that tower over the majestic Atlantic coast).*

(30) "In the middle of the first caldera emerges Mount Batur volcano, which has a second caldera." (Batur UNESCO Global Geopark, Indonesia)

| In the middle of the first caldera | emerges Mount Batur Volcano | which (Mount Batur Volcano) | has a second caldera. |
|---|---|---|---|
| topical: unmarked: common noun | Rheme | topical: unmarked: pronoun | Rheme |
| Theme | | Theme | |
| Theme | | Rheme | |

Data (30) describes a slogan containing two clauses. The first clause is a common noun as an unmarked topical theme (*In the middle of the first caldera*) while the second clause is a proper noun (*Mount Batur volcano*) as an unmarked topical theme. Since the clause complex in (25) has two clauses, the first clause (*In the middle of the first caldera emerges Mount Batur volcano*) could be the theme and the second clause (*which has a second caldera*) could be the rheme of the clause complex (*In the middle of the first caldera emerges Mount Batur volcano, which has a second caldera).*

## 5. Conclusion

Among eighty-five slogans identified, the data were classified into two different types: slogans as clauses and slogans as clause complexes. It was reported that sixty-three slogans are clauses while the remaining twenty-two slogans are clause complexes. Amidst the slogan as clauses, it was indicated that sixty clauses have a simple topical theme and three clauses have multiple textual and topical themes.

From the twenty-two slogans, there are twenty slogans consisting a clause complex (eighteen slogans containing a clause complex with two clauses and two slogans with three clauses), a slogan with a combination of a clause complex with two clauses and an independent clause, as well as a slogan with a combination of a clause complex with two clauses and two independent clauses. Out of forty-nine clauses analyzed, forty clauses are formed by simple themes whereas nine clauses are constructed by multiple themes (topical - textual theme and topical – interpersonal theme).

As concluded from the data analysis, the slogan writers tend to select simple themes as the best way to communicate the underlying message of their products to the readers or listeners. In addition,

clauses are also preferred than clause complexes in formulating their slogans.

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