ABSTRACT: In advertising texts the slogan has been barely studied from the point of view of discourse analysis. Usually it has been approached from the point of view of rhetoric, semantics, and pragmatics. In this essay the proposal is to offer a point of view based on the textual behavior of the slogan. For this reason our reference is Adam’s typology of prototypes and we try to establish the functions of the slogan like argumentative ancrage in persuasive texts.