

СЕКЦИЯ «Иностранные языки и регионоведение»

Contextual implementation of phraseological units in the language of advertising (based on the material of the Russian, English and German languages)

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This investigation is aimed at the study of transformed phraseological units in the advertising context, identification and comparative analysis of functioning peculiarities of these units in Russian, English and German advertising slogans. The investigation is topical as advertisement is an integral part of mass-media that influences society as well as reflects its cultural characteristics, affecting the language of a nation. Thus, advertising text bears informative pattern and possesses a certain rate of influence, motivating a person to react emotionally and sometimes even empathize. As a whole, slogans can be easily memorized and even used in the colloquial speech due to their plain structure, mainly based on the opposition or contrast of two objects or phenomenon. We have studied more than 200 advertising slogans in the Russian, English and German languages that served as the material for the investigation.

We distinguished occasional transformations of phraseological units with structural and semantico-structural modifications.

We discriminated the following types of semantico-structural modifications:

1) Reduction of the component constitution of a basic phraseological unit (ellipsis):

«Гастал. Старый друг лучше» (pills against pyrosis «Гастал» / «Старый друг лучше **новых двух**»: «an old friend is worth two new ones», old friends are better than new)

«When it rains it pours» («Morton Salt» brand / «It **never rains but it pours**»: events, especially unfortunate ones, come together or occur in rapid succession)

«Im Einklang mit Mensch und Natur» («Weleda–Freundin» brand / «im Einklang mit etw. **stehen**»: be in accordance with something)

2) Extension of the component constitution of a basic phraseological unit:

«Делу время, час потехе, **но с рекламой на эхе**» («Эхо Москвы» radio station / «Делу время – потехе час»: «business before pleasure»)

«**Financial** peace of mind» («Ambac Financial Group P» (1998 USA) / «peace of mind: emotional state of calmness)

«**Denn die bessere Technik macht das Rennen**» («Schuh Motorrad Zubehör» brand / «das Rennen machen»: to win a victory (over))

3) Substitution of a component of a basic phraseological unit:

«**Вода** чистой воды» («Черноголовская» drinking water brand / «**Бриллиант** чистой воды»: «a diamond of the first water»)

«We won't make a mountain out of **your mortgage**» («To make a mountain out of a **molehill**»: to exaggerate)

«*Wünsche werden **Wüstenrot***» (hotel chain «Wüstenrot» / «*Wünsche werden **wahr***»: dreams come true)

4) Rearrangement of the components of a basic phraseological unit:

«***Schlag** **aus** **dem** **Elefanten**!*» («МАГНЕ В6», preparation against stress / «*делать из мухи слона*»: to exaggerate)

«*Range Rover. It's how **the smooth take the rough***» («*Take the rough with the smooth*»: «to take the bad with the good»)

5) Contamination of two initial phraseological units:

«*Manche läes **KALT**, wenn die Minister für Umwelt ins Schwitzen kommen*» («Energiesparhäuser» company: crossing of two phraseological units «*ins Schwitzen kommen*» («make it hot for smb.») and «*kalt lassen*» («be indifferent to»)

6) German advertisement represents several additional variants that are not typical for the Russian and English languages:

A) Change in number of a noun (transition from singular to plural):

«*Ihr Unternehmen geht **neue Wege***» («*Einen anderen Weg gehen/nehmen*»: «to steer a steady course, to go one's own way»)

B) Change in the comparative degree of adjectives which leads to the modification of connotative aspect of meaning:

«*Stellen sie **höhere** Ansprüche*» («*Hohe/groAnsprüche stellen*» - «to be exacting»)

C) Change in the part of speech:

«*Wir gehen **tiefer***» («*In die Tiefe gehen*» - «to go / carry it too far»)

D) Underestimation:

«*Mit Florena habe ich **ein glückliches Händchen!***» («*Eine glückliche Hand bei etw. haben*» - «to bring luck, to have a magic touch»)

We discriminated the following types of semantic modifications:

1) Double actualization of the phraseological unit components:

«*Быть на коне*» (automobile sales centre's slogan / «*БЫТЬ на коне*»: «to be a leader, winner»)

«*Sicilia. Everything else is in the shade*» (Sicilia Tourist Board's slogan / «*be in the shade*»: «to be in the shadow, to be unknown»)

«*Rowi steckt alle Marken in die Tasche*» («Rowi Fototaschen» brand / «*in die Tasche stecken*»: «to run / make rings around smb., take the lead over»)

2) Usage of the literal meaning of basic phraseological unit's components:

«*Привыкайте смотреть на мир свысока*» (Ford Fusion slogan / «*смотреть на мир свысока*»: «look down one's nose at smb.»)

«*Don't crack under pressure*» («TAG Heuer» brand / «*under pressure*»: «to be forced»)

«*Wir legen Ihnen Qualität zu Fü*» («Girloon Teppichboden» brand / «*zu Füßlegen*»: «to base at the feet»).

The most widely used method of semantico-structural transformation is the extension of the component constitution of a basic phraseological unit. It makes up approximately 40% of all the semantico-structural modifications. The case of contamination usage has been fixed only in the German language. Rearranging of components hasn't been detected in the German language. Substitution, rearrangement of components and reduction are the most frequently used methods in the Russian language. The most widely spread method of

semantic transformation in the Russian and German languages is the double actualization, in English - usage of the literal meaning of basic phraseological unit's components.

We have ascertained that the most widely used method in the advertising sphere is the method of semantico-structural transformation. It constitutes circa 80% of all the modifications.

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