

Секция «Иностранные языки и регионоведение»

Linguistic means of expressiveness in English advertisements

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The aim of advertising is to capture customers' attention and to persuade the audience to purchase certain products. This psychological effect can be achieved by using a variety of communicative strategies and tactics. To attract customers' attention advertisers need to choose carefully the language means which will strongly influence on the potential buyers and induce them to prefer the advertised product [3, 147].

This work focuses on actual issues which are of great interest to advertisers: different methods of advertisement effectiveness are improved by using the specific linguistic means which make an advertisement more noticeable and attractive.

The purpose of this work is to identify linguistic means used in advertisements to attract attention and to analyze particular details of their distribution through text structure.

The definition of an advertisement as a text describes it as "any impersonal method of introducing and promoting ideas, products and services with the aim to influence the reader to change or promote their attitude to the advertised item". [1, 81].

According to linguistic data, product manufacturers and advertisers most commonly use several linguistic means to attract customers' attention:

– "Nominalization" – usage of abstract concepts with positive connotations, for example beauty, fashion, style, image, elegance, youth, to attract customers' attention.

– "Use the example" – means to show that general opinion is based on real facts.

– "Surprise" – citing surprising information or previously unknown to customers [2, 103].

One of the most popular methods in advertising is introducing emotive words with distinct positive connotations. It is pertinent to the aim of advertisers to create the positive image of advertised products. Besides using the emotive words and phrases advertisers often emphasize extraordinary, distinctive and unique features of their products. For example: "So there are two ways to love our Stouffer's Salisbury Steak: regular size and new 60% larger size. Accompanied by our signature Macaroni and Cheese, you'll be really satisfied. Every dinner should feel this good". [4, 62] Here, the adjective "signature" is used with the personal pronoun, which refers to the product manufacturer. Such usage accentuates that the sauce added to the advertised product is an exclusive feature to this particular manufacturer, and no alternative product can boast the same feature, only theirs.

To summarize, linguistic means is the primary tool used to create emotive and expressive message which is catchy and easy to remember. The structure of an advertisement is based on the synthesis of logical and emotional principles. The advertisement should be logical, clear and easy to understand, and at the same time imaginative and subjective, should express advertiser's attitude to his product and induce buyers to purchase the advertised product.

Литература

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