

**THE USING OF LINEAR AND CYCLICAL MODELS OF TIME IN
ADVERTISING**

Фастрига Евгения Сергеевна

Студент

*КНУ - Киевский Национальный Университет имени Тараса Шевченко, Факультет
психологии, Киев, Украина
E-mail: fastriga@gmail.com*

The concept of time was always one of the most interesting category of psychological science. There are a lot of researches of this problem in scientific works of Rubinstein S.L., Yanchevskiy N.V., Yakovleva E.S., Erenvald H., Ananiev B.G., Hoglund G., Shyffman H.G. and other scientists. But despite a large number of studies of this subject, the problem of using the concept of time in the advertising remains insufficiently studied. The purpose of this article is to review basic time models in advertising and categories connected with these models which are used in advertisements.

The idea of time psychologically originated from two groups of processes: those that are repeated and those that do not repeat. The first group of processes include processes of cardiac muscle contraction, breathing, changing day and night, which constantly occur with some regularity. The second group also includes irreversible processes, which are occur in one direction, for example, the processes of growth, aging and dying [Yakovleva, 1994].

Accordingly, during the period of human development there were two different way to understand the time: time as a linear process that extends from the past to the future, and as a cyclical phenomenon, which is constantly repeated and when all the events going around in circles. The idea of time as a circular motion, as a seasonal sequence, was characteristic of archaic civilizations [Yakovleva, 1994]. Indian and Chinese notion of time is cyclic and the symbol of time they have a wheel as an endless sequence of past, present and future. The basis of these ideas is the principle of "eternal returning" to a particular stage of the moment.

Linear time is open to infinity as a series of unique events that will never be repeated. It's time for a typical development, the idea of stages of the beginning and the ending. This view of the world is a more recent and historically connected with the advent of Christianity. In the pre-Christian (paganistic) period the time was presented as a cyclic sequence of events, where you can return to the past. In the period of Christianity the events, which are happening now started to be more important. The Christianity rejected the idea of reincarnation, and crucifixion of Christ starts a new count of historical development. Jesus broke the snake, which turned into a ring and bites itself by the tail and turned it into a straight arrow. It makes possible to develop and to progress. The modern human's cognitive model of the world is a combination of linear and cyclic perception.

The fundament of the concept of time in advertising is based on the terms, connected with time intervals: hour, minute, era, year, etc.

The concept of hours, in most cases, is a unit of time and means interval of the 1/24 part of the day. In advertisements hour often used with verbs such as running, flying, rushes. It emphasizes the transience of time. For example, "Renaissance Credit. Credit for one hour "Credit Card Visa. Comfortable for you: we will give you a card in just an hour".

The terms "morning" "night" "day" are also means some part of the day. And they are also widely used in advertisements. For example, "Coffee Nescafe Montego – little joy every morning" "Do you think that oil does not works in the night? Castrol Oil provides continuous protection".

Another important time period is a year. The human is measured periods of his life and also his age with the help of the years. In addition, the year is associated with the cyclical nature of nature, with the seasons which are changes. Therefore, it also finds its wide using in advertisements, "Immunele – healthy all the year".

The using of the names the seasons is particularly relevant in ads. They inform customers about any shares which take place only once, with certain frequency. For example, "Autumn – time to harvest bonus" "Introduce the spring without the extra pounds".

Century as a unit of measurement of time beyond the life of one human. Changing century means a significant change in the cultural, social and economic life, as well as the changes in the political sphere: "A/D-Norm. With normal pressure you can live a hundred years". The words "age" and "era" in ad text means the longest time interval associated with the development of the Earth, humanity, planets and systems. "The science of genes opens a new era in skin care of Loreal".

The concepts "today" "tomorrow" "now" are also connected with the linear concept of time. In this case, the subject is stays on the line in a single point, according to which perceives the time, which has already passed and which will come. This point is the temporal guide for the person. For example, "Just now we have the 40% discount in all the stores in your city". Described concepts of measurement of time is the most used in advertisements, because they are denoting the longest intervals. Less used concepts are those one, that represent small periods of time: minute, second, instant. But they are represented in some ad texts: "Truck cab. Any truck in 15 minutes" "The skin absorbs cream Nivea in a minute" [Yanchevskaya, 2003]. Yakovleva E.S. observed that "the transition to the language of the moment always indicates an increase in "degrees of emotional" of the story" [Yakovleva, 1994]. "Bright strong coffee Maxwell House instantly wake the brain" "Talented technicians Atlant freeze instantly".

The researching of the concepts that measure time intervals in the structure of text ads can give a great opportunity to make the communication between addresser and addressee more effective. This enables advertising messages to answer the question "When?" And this question is very important for your modern and stressful life.

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