

Pragmatic aspect of switching of codes in texts of an advertizing discourse

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Abstract

The article deals with the pragmatic analysis of code switching on the basis of comparative study of advertising discourse texts in English, French and Russian in order to find out current trends in the use of the dominant foreign pragmonyms in advertising texts. In determining a communicative intention of the sender of advertising messages the pragmalinguistic analysis allowed to establish basic and extended switching functions. By applying the methods of generalization and comparison, the component and contextual analysis of the language units as part of the context in different matrix languages, the selection of the advertising text, often subjected to code switching, have been identified. Thus, systematization of structural features of code switching in advertising discourse in different languages presented in the study contributes to developing translation aspects of advertising messaging, as well as issues of multilingualism in sociolinguistics. In addition, the analysis of pragmatic functions of switching and structural models and linguistic appearance of pragmonyms allows to more competently create and edit advertising texts for specific target audiences. In general, the technology of the study of the advertising text for linguistic code switching opens further prospects for comparative analysis in this area based on the material of other genres and discourses to more accurately identify pragmatic functions of present code changes.

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Keywords

Advertising discourse, Borrowing, Language codes switching, Pragmatics of code change, Pragmonym, The guest language, The matrix language