

## VERBAL AND NONVERBAL ELEMENTS OF THE DISCOURSE OF ADVERTISING

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Advertising is a form of marketing communication used to promote or sell something, usually business's product or service. In the following article advertising is represented as a kind of communication. Communication is a process by which people exchange information or express their thoughts and feelings. Moreover, it is the way people express themselves so that other people will understand. It is especially important for an advertiser so as to persuade and make someone buy some product. People use verbal and nonverbal communication for this purpose of putting across the message. Nonverbal communication is sending and receiving wordless messages, verbal communication is related to words or using words. Both types are widely used in advertising.

Nonverbal communication includes the use of visual cues such as body language, distance and physical environments/appearance, of voice and of touch. It can also include chronemics (the use of time) and oculosics (eye contact and the actions of looking while talking and listening, frequency of glances, patterns of fixation, pupil dilation, and blink rate)[1]. In this article appearance of the products as nonverbal element is mostly considered.

Nonverbal communication gains much more than verbal does in making people buy the product; it is proved by Ted Mininni, the President of Design Force, Inc., USA: “Strong visual design assets have a way of sticking more than verbal communication. Advertising doesn’t do that nearly as effectively. It drives consumers into retail stores and it cues them to a degree but purchase decisions are made at the shelf. The visual impact of great package design has the power to sell product and build brands like nothing else.”[2]

Colors also play an important part in such communication. Color is too dependent on personal experiences to be universally translated to specific feelings; nevertheless, there are broader messaging patterns to be found in color perceptions. In a study called Impact of Color in Marketing, researchers found that up to 90% of snap judgments made about products can be based on colour alone (depending on the product)[3]. Using such an excellent nonverbal tool advertiser can make a substantial profit.

Some advantages of nonverbal communication are as follows: a) most nonverbal elements are visual, they are processed faster and are more effective than text; b) visual images appeal to our subconscious. We don’t process visual information critically the way we do verbal information. (Renita Coleman, a professor at the University of Texas) ;c) one can communicate the message at a place and maintain silent d) one can save on time ; e) effective with people who don’t understand your language (foreign markets). However, this way of communication has disadvantages: a) It’s imprecise; b) It can’t explain complex ideas; c) It’s easy to misinterpret.

Effective verbal or spoken communication is dependent on a number of factors and cannot be fully isolated from nonverbal communication, listening skills and clarification [4]. Verbal communication works by using of language. Human language can be defined as a system of symbols and the grammar rules by which the symbols are manipulated. Verbal brand communication tends to be the primary focus of marketers. Consumer product companies are fond of creating clever taglines [2].

There are two main advantages of verbal communication: a) it has the opportunity to make sure the message was understood and it can represent somehow complicated ideas; b) it has the opportunity to utilize nonverbal cues (tone, body language, inflection) and it is quiet logical, because they go hand in hand and separately they are both lacking in ways.

Disadvantages of verbal communication are mainly opposed to the advantages of nonverbal one: a) verbal elements are processed not so fast as nonverbal ;b) We process verbal information rather critically ;c) time of perception is longer that it is with nonverbal elements ;e) it is ineffective with people from foreign markets.

Nonverbal way of expressing information is much more effective than verbal and vocal. It is proved by Albert Mehrabian (Professor Emeritus of Psychology, UCLA), who investigated how much of the meaning is communicated verbally, and how much is communicated nonverbally when two people are communicating face-to-face: "It is suggested that the combined effect of simultaneous verbal, vocal, and facial attitude communications is a weighted sum of their independent effects – with coefficients of .07, .38, and .55, respectively." [1]

The conclusion that nonverbal elements are more effective in advertising than verbal can be easily made. Though each of the elements has its own pros and cons.

### References

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