

Verbal component of advertisement and the problem of its perception

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Abstract

The article touches upon the problem of impact the proper use of the language of advertising can have on people. Since today, advertisement has a significant impact on consumer choice of a customer. In the first part of this article we analyze such theoretical issues as stylistics of advertising text, its phonetic, syntactic and lexical aspects, means of language manipulation and readability index. Comparative analysis of linguistic peculiarities of the advertisement on the example of advertising texts of famous sport brands is shown in the second part. The main conclusion is that in spite of the fact that readability index of the text can be rather high, the level of its attractiveness to the public also depends on other factors that include non-verbal component of the message, personal characteristics of addressee, etc. The main idea of this article can be valuable for the world of psycholinguistics, lexicology and modern communication because it describes all the important linguistic peculiarities that can be used in the modern language of advertising.

Keywords: Advertising text, Cultural memory, Fog index, Linguistic analysis, Readability index.

Introduction

Advertising has a long history ranging back to the ancient times of the Roman Empire, where goods were advertised at markets through the use of sings. In Europe and colonial America, town criers were hired by shopkeepers to shout out messages in the streets.

Printed advertising followed hard upon Gutenberg's invention of the printing press in Germany in about 1450. And by the end of the 17th century it became so common that the great lexicographer Dr Samuel Johnson wrote: 'Advertisements are now so numerous they are very negligently perused' (Fletcher, 2010). The second half of the nineteenth century was the time when retailing finally became a usual practice. Retailers enticed citizens with reasonable prices at their stores. This was truly a whole new world in the context of advertisement. Finally, the end of the nineteenth century gave birth to advertising agencies, as we know them today (Sivulka, 2002).

Advertising is a necessary attribute of modernity, an integral part of modern culture, so is the subject matter of many of the humanities. We can distinguish the following directions in the development of the phenomenon of advertising: economic, sociological, psychological views. Semiotic study of advertising based on the fact that "any advertising - it is the language, understood as a system of signs, capable of transmitting information from destination to destination." Linguistics in the study of advertising uses the term "language of advertising" and "advertising text", "advertising communication." (Janich, 2001; Römer, 1980; Schmidt, 2004) referring to the works in advertising in recent years.

Studying the language of advertising involves the study of levels of human language as elements of advertising, at the same time under the language to understand human language.

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Language or system-linguistic studies of advertising cover all levels of linguistic structure: phonological, morphological, lexical-semantic, and syntactic. In this area of study features of advertising that appear in the language: the structure and functions of the language of advertising, advertising language differences of various spheres and others.

In today's modern world advertising has become an integral part of life. However, not so long ago it seemed an innovation to the average Russian consumer. This is due to the fact that Russian advertising, in comparison to the Western one, has existed for a rather short period of time. The absence of it in the lives of Soviet citizens had a great impact on them at the time of 'Perestroika'. With the first advertisements the foreign goods that were previously unavailable to the public entered the market. Once advertisement emerged, people thought of it as something authentic. It was readily accepted and believed (Smith, 2002; Gritsuk, 2004).

Advertising boom of the end of the 20th century revealed itself not only in a huge amount of advertisements, but also in a growing interest to this sphere from different areas of knowledge: sociology, psychology, economics, etc. Obviously advertising could not escape the attention of linguists who gave birth to the special researches devoted to the language of advertising: stylistics of advertising texts (Rozental and Kohtev, 1981), its semantic and syntactic peculiarities (Doludenko, 1998), language models of advertisement (Pirogova et al., 2000), pragmatic and linguistic aspects of advertising (Livshits, 1999), language of manipulation in advertisement (Medvedeva, 2003; Zirka, 2005), etc.

In modern world commercial advertising texts became so popular that their powerful influence on the formation of the language image of the world cannot be neglected. Advertisement exists in the sphere of communication and is connected with special social rules, conditions and norms customary for this sphere. It is also characterized by a particular language specificity that cannot be comprehended and properly described without modern linguistic perception of the language.

There are several names for advertising production in scientific and educational literature: advertising message, advertising letter, advertisement, etc. (Kotler, 2009). In linguistics owing to the fact that the meaning of the of the notion 'text' is constantly being broadened advertisement has been called 'advertising text'. This term is used either to describe the whole advertisement (verbal, graphic and audiovisual components) or to indicate only to its verbal part (Kochetova 2016; Zheltukhina et al., 2016). The difficulty in approaches can be caused by two different interpretations of the word 'text'. According to the narrow interpretation texts are only verbal messages (Galperin, 1981). Broad interpretation implies a single whole that can be expressed both verbally and nonverbally (Bakhtin, 1986; Belozerova, 2001).

Taking into consideration the multiplicity of advertising genres we can distinguish three main structural components of advertisement: verbal, visual and sound (Medvedeva, 2003). Historically, advertisement began as a kind of text without any picture and all its functions (to attract attention, to provoke interest, to inform the customer about the good and its quality and to persuade him to buy it) were included in this text. Obviously it is genetically associated with the advertising text in spite of the fact its structure is not limited only by the verbal part.

Nowadays TV commercial is one of the prevailing genres, and the functions of the classical advertisement are divided between its verbal and non-verbal components. So the key question of our research is whether the verbal part of the modern advertisement saved its value or is no longer good at performing its original functions.

According to R. Barthes (1994) practically first of all we read the image, not the text it formed. The role of the text is to make us choose one of the possible signified. Naturally in the

process of perception we start with the visual part but it is so abstract and polysemantic that only the text allows to find the necessary level of reading. Verbal components help to escape the plurality of interpretations of the image and save customer's time and efforts spent on the adequate perception of information the advertisement contains.

Traditionally, verbal component of advertisement consists of four parts: headline, main text, slogan and echo-phrase (Medvedeva, 2003). The component of attractiveness (headline) reflects the author's attitude to the object and expresses the main idea of the text, explanatory component (main text) develops the concept, regulatory component (slogan/echo-phrase) forms the scheme of addressee's actions (Zirka, 2005).

Effective impact of all the components of the advertising text depends on many factors: the content of advertisement, its novelty, concreteness and originality, the effectiveness of chosen evidences and their consistency, material and spiritual values of customers and speech utility.

Methods

In this paper, we used a range of methods relevant to the goal: system analysis, dialectical method of cognition, conceptual, structural-semiotic and structural-functional analysis of the text. They allow considering culture as an integrated conceptual and symbolic system, based on human need for informational and symbolic ordering of elements. The article provides generalized experience of domestic and foreign researchers on this issue, as well as content analysis and comparison.

Results

It should be noted that the vast majority of slogans - simple sentences. This is explained by the desire to short slogan, sometimes it is represented by a phrase or even a word: Boundless (AT & T); The spirit of travel (LUIS VUITON). Compound sentences are much rarer: So easy to use, no wonder we are the world's No.1 (AOL). Often used elliptical design: Cannot break it. Cannot break in (Oracle), in this case there is a pastiche of a slogan for speaking. According to statements of purpose there is the predominance of the imperative, it is often embedded in the structure of the narrative or interrogative sentence, so that the text becomes a recommendatory nature: Would not you rather have a Buick? (Buick). Knowledge and understanding of the specific characteristics of advertising slogans determines their ability to adequately translate. Translations of advertising text can be quite standard and to achieve adequate translator is sometimes enough use matches or translation transformations, such as modulation: The legend rolls on. - Legend on Wheels (Harley-Davidson); specification: Let's make things better. - Change life for the better (Philips); antonymic translation: It's a Skoda. Honest. - Skoda. No cheating; and others .

Phonetic features

Since, the sound image of the advertising text is an important component of its success in the recipient, at the phonetic level, the creators of advertising texts often use a variety of replays both sound and lexical. Such repetitions can be either fully or partially to be in tune with the name of the advertised product, creating the same way rhyme memorable. The most common among Russian advertising slogans can find a rhyme with a partial repetition and advertising in English, on the contrary, full of sound repetition is the norm. Below are the most common phonetic means used in advertising slogans (table 1).

It should be noted that the examples of phonetic wordplay found in advertising infrequently, but they are expressive and allow more subtle shades beat the advertised product.

Table 1: Phonetic features of advertisement

Phonetic features	Examples of slogans
Alliteration	It helps the hurt stop hurting (advertising antiseptic «Bactine»);
Anaphora	Know music. Know the beat (advertising music news channel «CNN»);
Imitation of a certain manner of pronunciation in people's speech	Let Hertz put youuu in the driver's seat (product advertising «Hertz»);
Imitating the sounds made by animals	The best to you each morning. They'rrrrr GR-R-REAT! (advertising product «Kellogg's Frosted Flakes»);

Graphical methods allow to increase the capacity of the advertising text. The implementation of this method is carried out in different ways and can occur within a single word, phrase, sentence or the entire text. There are three ways to build the advertising text: vertical, horizontal and diagonal (table 2).

Table 2: Graphical features of advertisement

Graphical features	Examples of slogans
Violation of the rules of writing phrases or sentences	FORDiesel ranger 2003 (advertising vehicle brand «Ford»)
Isolation of the Latin word	C «MEXX» MEXXmum always a success! (same name and brand clothing store «MEXX» + maximum).

It is interesting to note that the scope of the advertising graphic techniques are moving into other areas of life and begin to be used in the creation of such realities as signage, covers of notebooks, the names of newspapers and magazines (Doludenko, 1998).

As morphological techniques wordplay in the language of the Russian advertising can be distinguished establishment occasional adjectives and occasional degrees of comparison, the degree of comparison can also be created and nonce words (table 3).

Table 3: Morphological features of advertisement

Morphological features	Examples of slogans
Occasional comparative degree of adjective	The coffee-er coffee (product advertising «Savarin Coffee»)
Occasional superlative degree of adjective	It's the cheesiest (advertising product «Kraft Macaroni & Cheese») (Doludenko 1998).

Thus, the English advertising texts following two possible ways harping morphological characters of words: morphological characters change classes of words and the creation of occasional words of degree of comparison due to changes in its lexical meaning (Fletcher, 2010).

Wordplay at the morphological level is quite rare and is one of the most complex and subtle forms of wordplay in the language of advertising. The use of lexical resources and diverse harping precedent texts to create a play on words in the language of advertising is also a feature of the

playing style of modern advertising. It is about playing with sense, which are not only available, but also the back-language capabilities. In advertising texts ambiguity serves to fulfill one of the main requirements for the advertising text, - the maximum amount of data transfer at a minimum interval of the text. The phenomenon of the transformation of the meaning of words is a fairly common phenomenon (Galperin, 1981). Such language tricks activate the attention of recipients, making the perception of texts catchy advertising messages.

The phenomenon of the transformation of the value of the advertising text is very common in the language of the Russian and American advertising. This kind of wordplay in advertising has great potential due to the fact that its use is consistent with the basic principle of the creation of the advertising text: the maximum of information - a minimum of text.

The structural division of the advertising slogan

The structure of the advertisement contains the following five main points:

1. Firstly, the ability to draw attention. It is very important as the headline to grab attention, viewers visuals. It affects whether the advertising is for those categories of potential customers, which it is designed.

2. Secondly, the strength of the impact of emotions on consumer advertising. What feelings are born to them under the influence of advertising, how successful advertising argument and whether he served.

3. Thirdly, what is the force of the impact. Will run if, for example, the viewer after viewing advertising buy this product, or will sit in a chair, in spite of the fact that advertising is like him need to purchase this product.

4. Fourthly - This informative. Clearly set out the advertising argument? How aptly illustrates the usefulness of the advertised object.

Finally. Will the man read a message or view a promotional video before the end. How effectively attracts the attention of people.

One of the key elements is the advertising slogan. The slogan is usually a short phrase, call in a bright memorable way, emphasizing the advantages of certain product or company. Appointment of slogan - draw consumers' attention to advertising. Some slogans are registered as trademarks. The slogan may contain the basic principles of the company, its credo. Slogan can emphasize the exceptional quality of the company, or to make emphasis on the achieved power, gain prestige.

Along with advertising slogans wide variety of linguistic resources, scientists in the field of linguistics share their structure on 4 type:

- 1) Connected - include the name of the product. This slogan is inseparable from the name.
- 2) Direct - they are going on a personal appeal to potential customers.
- 3) Bound - relate to the name rhythmically and phonetically.
- 4) Free - self-sufficient and independent (Gritsuk, 2004).

As a rule, any advertising slogan created using various linguistic means. Your attention is given an analysis of advertising slogans in the aspect of the use of different linguistic means of level (table 4).

From the foregoing it can be concluded that the slogan should be written in such a way as not to cause the rejection of the target audience: easy to read, be original, arouse curiosity. Successful taglines are not only easy to remember, and become part of the language environment, but also actively to change it.

Linguistic peculiarities of the advertising text

Advertising as an unusually complex and multidimensional phenomenon of our time is studied in many linguistic disciplines. Pragmalinguistics focuses on the perlocutionary effect of the

advertising message and features the use of linguistic units in a given communicative situation. Psycholinguistic approach allows us to describe the features of perception and interpretation of the advertising message; under the direction of the cognitive study conceptosphere advertising discourse; sociolinguistics reveals the dependence of extralinguistic and linguistic factors in advertising; gender mainstreaming is intended to reveal the features of advertising from the perspective of social gender; cultural linguistics reveals the role of advertising as a cultural phenomenon through the prism of language. Advertisement for adults is often studied in the framework of these areas of linguistics. Advertising to children is not elected by the object of study by any of the marked areas of linguistic science. We note with some elaboration on advertising to children from the perspective of sociology, psychology, cognitive psychology, theory of education. A similar situation in research on advertising can be seen in the German-speaking sources.

Table 4: Types of slogans

Types of slogans	Examples
Connected	Maybe it's Maybellin " - at the phonetic level, show signs of alliteration (the repetition of similar consonants) These slogans are a unique selling proposition.
Direct	"LIVE IN YOUR WORLD PLAY IN OURS" - also receive isolation, where you can see that in all capitals, and thus the result - to attract the attention of the recipient. These advertising slogans are the direct type in which occurs a personal appeal to potential customers.
Bound	"E-on Life is on" (beverage ads) - Graphic sign - selection, as well as the overlap of sound product names and words in the slogan. (E-on / Is On) These slogans are tied to the type, ie, relate to the name of the product as a rhythmically and phonetically.
Free	1. Jacobs. A fragrance that brings. This slogan reflects the result of the action. 2. Imbossible is nothing. This slogan - the slogan. These slogans are free, as is clear from the context to which the product belongs slogan. Such a group of slogans also is effective as slogans may intrigue the consumer and be better to remember. Slogans - slogans tend to stay longer in the memory of consumers as they are concise, short.

The most established term Werbesprache - 'the language of advertising', which has no clear definition as a result of the ambiguity and variability of advertising as a phenomenon which is reflected in the language. Changing rhetorical and stylistic techniques, syntactic structure, lexical composition of the language of advertising means of transmission of the advertising message.

German linguistic studies of advertising focus more on the line of linguistic expression advertising strategy in the field of language goals of advertising and most of them are instrumental approach to the study of advertising (how to create effective advertising). A little later, there are works in advertising generalizing character, as well as numerous studies looking at the language of advertising, marketing communications in a variety of planes: advertising and cross-cultural aspect, various linguistic phenomena: idioms, metaphors, intertextuality in the advertising text, manipulative potential of advertising language, stylistic - pragmatic aspects of advertising, type of

product, persuasive aspect of advertising communication, creolization advertising text, logic and reasoning in advertising and others.

Little studied the effect of age characteristics recipient of the advertising message into the language of advertising - at present only one paper Linda Boos, which investigated the concept of "age 50+" in contemporary advertising discourse. Advertising for children from the perspective of linguistics was not considered in the German scientific discourse, although it should be noted a large number of works on the psychology of perception, developmental psychology, media education, law, legal issues affecting advertising for children, media competency development, issues of raising children in a world filled with advertising.

The main product of advertising - advertising text, a special type of text that has specific functions, implemented in oral or written form, prepared in advance, having autonomy, designed to report certain information to the recipient, with the prevailing commercial purpose - to attract the attention of the recipient to a particular type of product or services and urge him to make a choice in favor of the advertised goods or services of the company and the brand. Promotional text should be clear, capacious, easy to remember, intriguing and compelling.

Speech utility of the advertisement, i.e. the optimal choice of words and language means, makes the study of its linguistic peculiarities, stylistics, pragmatics and language manipulation especially actual.

Among the lexicogrammatical means of the language we can find:

- phonetic (alliterations, rhythm, neologisms, rhymes, etc.);
- lexical (modal operators, phraseological units, different parts of speech and the problems of their usage);
- syntactic (different kinds of sentence structures).

Belle-letters and conversational styles are common for advertising because they are emotionally coloured and help to make the text more expressive, intelligible, increase its readability and memorability.

There are several stylistic principles any advertisement should follow:

-brevity

The main task is to come to the point of the message using as little words as possible. It should suit the following demand: Minimum words, maximum information.

-accuracy

It is important that the text advertises only the particular good and not all the goods of this type. That is why it should be emphasized.

-coherence

All the parts of the advertising text should supplement each other. No sentence can be taken away from it without the loss in the general meaning.

-persuasiveness

The general idea is in the headline, and the main text contains all the arguments actual to the target audience.

-simplicity and clarity

The text should be intelligible to the person of average intellectual abilities.

- originality

Advertisement should be memorable and provoke interest.

-expressiveness

One of the main conditions of effective advertisement is to use expressive devices, such as speech figures and tropes.

-good correspondence

There are three types of goods: expensive, daily and prestigious. The style of writing in advertisement should correspond to the good and to its image.

The attractiveness of the advertising text depends on the originality of its parts that bring up associations and create a special image in consumer's mind. Tropes and speech figures are special devices that play an important role in this process. Trope is a figurative use of a word or an expression. Speech figure contains a departure from the neutral style of writing with the aim to affect emotionally and esthetically (Bernardskaya, 2008).

While describing the language of advertisement it is impossible to ignore its psycholinguistic aspects and particularly language manipulation. This aspect used to be the subject of research in political science (Mokshantsev, 2002) and implies the use of special linguistic devices that affect the addressee. The main point of manipulative impact in advertising is that the consumer comes to the conclusion based on the information taken from the advertisement. The fact that the customer takes this conclusion as his own makes him assess the information less critically and with more trust.

There are three ways of language manipulation that are used in advertising.

-emotions

The impact on the emotions of a person is very important in advertising because: (a) the general emotional reaction to the advertisement reflects the attitude to the good itself and influences the consumer's choice; (b) emotional memory is one of the most stable types of memory; (c) emotions are stronger than logical reasoning and can be easily modelled.

-social standards

Each person focuses special emphasis on his position in society, and advertisement often manipulates different social standards of a person: self-assessment, self-affirmation, public opinion, etc.

-picture of the world

Each person has his own picture of the world (rules, skills, experience, knowledge, etc.) which is in agreement with the common one but has its own subjective characteristics. This fact helps advertising agencies create their own interpretations of the world and pose them as the real ones.

Advertising emphasizes three main points:

-image of reality

Advertising creates its own image of reality offering it to the target audience as an objective fact, an axiom that needs no proof.

-value system

Each person is a part of a group that unites certain events forming cultural memory and transmits it to new members (Soluyanov, 2013). Cultural memory, in its turn, creates a value system taken in the society. Advertising uses this system when addresses either to the moral (love, freedom, justice, etc.) or to the material (profit, stability, effectiveness, etc.) values of a person.

-stereotyped methods of work

Advertising can use our visions of the typical behavior in the repeating situations imposing its own variants of decision and directing further actions. The study found the following:

-Language techniques in the English text are not different from linguistic techniques used in the Russian advertising text; linguistic diversity techniques in the language of advertising indicates the formation of specific technologies for the creation of the advertising text. A number of gaming devices have become resistant to the use of the language of advertising. Language techniques used in the language of advertising is very diverse: from semantic tropes and stylistic figures to graphic selections on the basis of words, phrases, sentences or the entire text and precedent phenomena. This

linguistic situation demonstrates the variety of techniques used to create effective advertising slogan;

-combination of different methods of language has become commonplace for their implementation in the advertising text, which also helps to maximize your advertising goals, namely:

-to enhance the expressiveness of the advertising text can be simultaneously used not one but several methods of language: phonetic, lexical, morphological and graphics;

-the use a large number of linguistic techniques to create advertising due to the needs of consumers in a beautiful, interesting advertising;

-the use of a number of linguistic techniques in advertising texts of Russian and English advertising reflects not only the influence of American advertising on the Russian, but also the emergence of cross-language parallelism in advertising;

-the use of the English language when creating advertising copy Russian advertising and its use in adjacent areas with advertising (for the creation of such realities as the signs, covers of notebooks, the names of newspapers, etc.) indicates an increase in the beginning of the international communication and fashion in English.

A very important aspect of modern marketing is the adaptation of advertising. In this research, I would like to identify the reasons for the adaptation of advertising and the role of intercultural communication in marketing.

Adaptation of advertising goes due to such main reasons as legislation and features of international marketing. The most relevant national and cultural factors cause the need for legal, economic and cultural adaptation of advertising. The best option of advertising in international marketing may be considered advertising which retains the spirit of a single common strategy and advertising campaign, but has the opportunity to approach the local conditions for a more effective impact on the target audience. In addition, it is advisable to adapt to involve local and national agencies, employing native speakers, it is important to take into account all the subtleties of the translation of advertising text.

The adaptation strategy suggests that the most company adapts its brands to local market conditions and in accordance with its specific features. The company can adapt the product strategy, that is to change the qualitative characteristics of the product and the packaging in such a way that one and the same brand in different world markets varies markedly. Also, the company can make significant changes in the communication strategy of the brand in a given market. Thus, due to its compliance with the tastes and cultural characteristics of the customer tailored brand is a great demand in domestic markets.

Cultural adaptation due to the fact that the idea of the product consists of three components: the utilitarian (technical characteristics and properties), imaginative ("mythical" or perceived value) and symbolic (social value, associations, stereotypes). Features of cultural environment. This means that the transfer of an advertising campaign from one country to another - from another culture - suggests the need to adjust product positioning in the advertising-specific, reflecting the peculiarities of the process of waiting, consumption, figurative and symbolic representations about the product, etc. Furthermore, it is necessary to take into account the various such specific crops, such as:

- Cues rights;
- Artistic techniques reflecting conceived emotional;
- The images that have a particular meaning in the symbolic culture (metaphors, symbols, signs);
- Social symbols that reflect the image of a person or character that represents a message.

There are many criteria for comparison of cultures: the degree of commitment to tradition as

opposed to the secularization, the credibility of clear and literal information vs. implicit and non-verbal information and the extent to which culture focused on individuality, interdependency or kinship. If we take into account the different cultures in these and other ways, including the level of economic development, it is clear why consumers in different countries show different ways of making purchasing decisions, attitudes toward advertising, behavior, etc. Because of these features, for example, in Sweden Heiene Cunis had to change the name of his "shampoo on every evening" to "Shampoo every day" as the Swedes usually wash the head in the morning.

When positioning the product different perception of colors should be taken into account. For example, white - the color of grief in Japan. Articulation, facial expressions and body language are also different for each country, which requires the execution of various styles of advertising and causes problems when duplicating. Another problem is the need to change the characters do not speak outside of the country. For example, soap Lux soap marketed as "stars". However, in the United States it is shown in the advertisement Loretta Young, France - Marina Vlady, in Russia - Valery.

Readability index of the advertising text

Advertising specificity consists in a constant and purposeful impact on human conscious and unconscious, his inner world, necessities, emotions. Any person has two variants of perception and reaction to the advertisement: he is either influenced by it and acts according to the expectations of its creators, or measures it with his aims, necessities, experience, knowledge, emotional state, and extracts only useful information. These two variants are determined by the level of subjective control of a person which is difficult to define because it can be influenced both by verbal and non-verbal components of the advertisement. As for the verbal part, one of the main criteria that reflects the complexity of perception of any text is his readability (Bernardskaya, 2008).

Readability is influenced by the following characteristics:

- reader's characteristic

On the one hand, it implies customer's interest to the advertisement and, on the other, his reader's skills: understanding of the meaning of words, ability to follow the logic and the development of the main idea, to make conclusions and to define author's point of view, etc.

- linguistic peculiarities of the text

They are morphological, lexical and syntactic characteristics of the text.

Lexical characteristics include:

(a) word size

The shorter the word is, the higher is its readability. We cannot leave all the long words out of the text, but we can minimize its usage. Words that have more than four syllables are considered long in Russian (4+ words). If the text contains only 10% of long words its readability is high, 10-30% - medium, more 30% - low.

(b) the usage of abstract and concrete words

The more concrete words the text contains, the higher is its readability, because concrete words are easier to perceive and to remember in comparison to the abstract ones. Approximately 40% of abstract words – high readability, 40-70% - medium readability, more 70% - low.

(c) the usage of foreign words

There is no doubt that native words are easier perceived, but the level of knowledge of the target audience should also be taken in consideration. If we deal with a group of educated people, the usage of borrowings doesn't reduce the readability of the text.

(d) frequency of the word usage

The more frequently the word is used in everyday speech, the higher is its readability. If it is

easily recognized, it is easily perceived and remembered.

Morphological characteristics depend on the following factors:

(a) number of verbs

Verbs play a very important part of speech in a sentence, because they mean action without which it is almost impossible to form the idea. The higher the 'verb temperature' of the text is, the better is its readability: more 10% verbs – high, 7-10% verbs – medium, less 7% - low.

(b) number of prepositions

A large number of prepositions decrease readability: more 20% low, 10-20% - medium, less 10% - high.

(c) number of affixes (prefixes, suffixes)

Specialists are sure that the first part of the word a person perceives is its root, and then completes the meaning of this word with the help of suffixes and prefixes. Therefore, the simpler the word structure is, the higher is its readability.

Syntactic characteristics include:

(a) sentence size

Short sentences are easier to perceive and to remember than the long ones. High readability – less than 10 words, medium – 10-14 words, low – more than 14 words.

(b) the level of complexity of the sentence

Readability is higher when the text contains more simple sentences: high – 67-100%, medium – 34-66%, low – 1-33%. But at the same time, the author of the advertisement should remember that the text consisting only of simple sentences looks monotonous. Therefore, it is important to avoid the excess of phrases of the same syntactic structure.

(c) number of compound constructions (homogeneous and isolated elements, parentheses, forms of address)

If the text is not oversaturated with compound constructions, the readability is higher: 1-33% - high, 34-66% - medium, 67-100% - low.

Modern journalism uses Fog index (FI) to define the level of readability:

$FI = (X + Y) \times 0,4$

(X – number of words in a sentence, Y – an average number of words with a size of 3 and more syllables (words 3+)).

The following points should be taken into account:

- numbers are omitted during calculation because they do not reduce perception;
- compound word with a hyphen is regarded as one word.

FI results: 0-4 high readability, 5-7 medium readability, more 7 – low readability.

Discussion

Advertising language influences customer's perception of goods – native speakers, for whom the ads are created. Thus, advertising language is not just a set of extra-linguistic and linguistic modes of expression that are subject to the laws of mass communication and common-literary rules, but also a special language structure that forms recipient's perception of specific information considering linguoculturological, sociolinguistic and psycholinguistic features of recipient's language environment (Zhdanova, 2015).

Any text implies response from addressee. An advertising text is created with a clear purpose that is to motivate people to concrete actions. Before acting the addressee makes a series of mental operations: perceives the text while reading, analyses it, makes his own conclusions. Therefore, advertisement should be perceived properly and have a high level of readability to speed up this process. This statement can be illustrated with two advertising texts of the famous sport brands

(table 5 and table 6). We do not assess the non-verbal part because the advertisements are almost identical (figure 1 and figure 2).



Figure 1: Nike advertisement



Figure 2: Adidas advertisement

Table 5: Level index of Example 1

Readability level	Characteristics	Total number	Readability assessment	Total level assessment
Lexical	Long words 4+	37%	low	medium
	Abstract words	low	high	
	Foreign words	0	high	
	Rare words	low	high	
Morphological	Verbs	17,5%	high	high
	Prepositions, particles, etc.	11%	medium	
	Affixes	low	high	
Syntactic	Sentence length	9.5	high	high
	Level of complexity	83%	high	
	Complicating elements	33%	high	
Readability index: high medium level				

Example 1: Nike.

Text: The ultimate quick fix. The Nike Trainer One is not a magical toning shoe. It's a training shoe. Its Diamond FLX technology activates your muscles to work how they're supposed to, giving you faster results from all these squats, lunges and classes that you do. So you get fit faster. This shoe works if you do.

Fog index: 57 words, 6 sentences, 31 words 3+.

$X = 57:6 = 9,5$;

$Y = 31:6 = 5,2$;

$FI = (9,5+5,2) \times 0,4 = 5,9$ (medium)

Table 6: Level index of Example 2

Readability level	Characteristics	Total number	Readability assessment	Total level assessment
Lexical	Long words 4+	63%	low	medium
	Abstract words	low	high	
	Foreign words	6	high	
	Rare words	low	high	
Morphological	Verbs	5%	low	medium
	Prepositions, particles, etc.	5%	high	
	Affixes	low	high	
Syntactic	Sentence length	5,5	high	high
	Level of complexity	100%	high	
	Complicating elements	low	high	
Readability index: high medium level				

Example 2: Adidas.

Text: Making history. World record goals in a year. Gerd Muller 1972: adidas 2000, West Germany, FC Bayern Munchen. Leo Messi 2012: adiZero 150, Argentina, FC Barcelona.

Fog index: 22 words, 4 sentences, 17 words 3+.

$X = 22:4 = 5,5;$

$Y = 17:4 = 4,25;$

$FI = (5,5 + 4,25) \times 0,4 = 3,9$ (high).

According to the results, Fog indexes of the texts are different, but their readability levels are equal. This discrepancy is connected with the fact that Fog index considers only two criteria: sentence size and the length of the words. While analyzing the levels of readability we take into account more factors. These two parts of analysis supplement each other.

Nevertheless, we found it necessary to continue the research and to assess the attractiveness of these examples (Appendix A and Appendix B). With the purpose to study the impact of readability index on the perception of the text and the final choice of production, we carried on an experiment. The materials of this experiment are two advertising texts and a questionnaire with bibliographical information of the respondents, the attractiveness of the product, key words and associations. The focus-group of 10 respondents (6 male and 4 female) took part in this experiment. The results are illustrated in the table 7.

Table 7: Readability impact

	Readability index	Number of '+'	Key words
Example 1	high medium level	1	quality – 2 female – 3 small letters – 9 style – 1 comfort – 1 simple – 2
Example 2	high medium level	9	football – 7 quality – 4 colour – 3 style - 6 success – 3

We analysed 10 questionnaires and found out that not all the respondents mentioned key words and associations. The second text was more popular and had more votes and associations in comparison with the first one. This fact helped us to make a conclusion that readability level based on the linguistic peculiarities of the text cannot reflect the real level of text attractiveness. Perhaps non-verbal component contributes to the success of the second advertisement (key words: style, colour), but the graphic part of the first one (key words: small letters) does not provoke interest. Also, possible negative factor for the first example is the name of the website that suggests production only for women (nikewomen.com). Language manipulation includes the usage of the names famous in the world of sport that brings up associations with success and quality. Finally, brand loyalty can influence the final choice.

Conclusion

The power of influence of advertising on mass consciousness is compared to the influence of art and religion. The depth of its penetration into different spheres of life, its directory function in the life of modern people can be compared with myths that had similar impact on people in primitive society.

Advertising text is a special text that contains and represents the information from the point of view of the author. Proper composition, accurate use of linguistic devices as well as manipulation with emotions, social standards and value system contribute to its success. Readability index formula used in journalism helps to define the adequate use of linguistic devices. But the results of this research cannot reflect the attractiveness only of the verbal component of the text because non-verbal component of advertisement and personal characteristics of the addressee cannot be neglected. Thus, ad copies have a significant impact on the development of linguistics. However, it is necessary to consider features of ad translation into another language – not only the linguistic features, but also cultural and identical for better understanding of advertising purpose.

Advertisement is not only the motor trade due to its impact on emotional and psychological side of a man, but it has an impact on social and political life of society.

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The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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