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STYLISTIC DEVICES IN THE ADVERTISEMENTS OF MEN’S AND  
WOMEN’S MAGAZINES: THE CASE OF THE “COSMOPOLITAN” AND THE  
“MEN’S HEALTH” MAGAZINES

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## PREFACE

Life in the XXI century cannot be imagined without advertising. Modern advertising is a multidimensional phenomenon that attracts the attention of specialists in various fields of science: linguists, psychologists, culturologists, and sociologists. The language of advertising instantly reacts to the emergence of new ideas and events, and changes in any sphere of life are inevitably reflected in advertising texts.

The main product of advertising is advertising text. Modern advertising text is characterized by expressiveness. The use of stylistic devices in the creation of advertising text makes it particularly expressive and memorable. The present research paper is aimed to determine which stylistic devices are present in the advertisements of women's and men's magazines, compare the stylistic devices used in the advertisements of women's and men's magazines, and to reveal if the advertising of women's or men's magazines is more expressive, that is, it contains more of lexical-phraseological, syntactic and phonetic stylistic devices.

The paper consists of an introduction, Chapter I, Chapter II and a conclusion. The Introduction provides the overview of nature of advertising, magazines for men and women and features of male and female speech and language behavior. Chapter I “Stylistic Devices” discusses the text of advertisement, the language of advertising, and also offers a theoretical background about lexico-phraseological, syntactic and phonetic stylistic devices. Chapter II “Advertising Headlines and Slogans of the Women’s Magazine “*Cosmopolitan*” and the Men’s Magazine “*Men’s Health*” focuses on the research on the use of stylistic devices in advertising headlines and slogans of men's and women's magazines (*Cosmopolitan* and *Men's Health*, respectively). The Conclusion sums up the results of the research and gives comments on the aims and the hypothesis.

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## INTRODUCTION

The modern world is impossible to imagine without advertising. Every day, people are exposed to a powerful stream of advertising information from various media, including newspapers, magazines, television, radio, and the Internet. Advertising is designed to reflect the differences between products and bring this information to the attention of the consumer. The language of advertising is not only intended to convey information; its main purpose is to convince and influence the minds of customers.

### Nature of advertising

According to Etymology Dictionary (2021) the word “advertise” comes from the Latin *advertere* "to direct one's attention to; give heed", literally "to turn toward." Its specific meaning "to call attention to goods for sale, rewards, etc." emerged by late 18c. (ibid.)

American Marketing Association (2021) defines “advertising” as “any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor”.

Brassington (2000: 31) denotes “advertising” as “a paid form of non-personal communication directed toward target audiences and transmitted through various mass media in order to promote and present a product, service or idea”.

Also Wells, Moriarty and Burnett (2000) claim that the standard definition of “advertising” includes the following elements:

- Paid form of communication.
- The presence of an identified sponsor.
- Distribution through the media.
- The presence of a target audience.
- Lack of personalization of distributed information.
- Aimed action.

According to Misbah (2018: para 2) advertising has three primary purposes:

1. Informing — the formation of awareness of the target audience about the object of advertising.
2. Persuasion — the formation of the target audience of advertising preferences of the advertised object, convincing the audience of the advantages of the advertised offer in comparison with analogues.

3. Reminder — maintaining the target audience of advertising awareness of the object of advertising and interest in it.

Advertising messages are delivered to the target audience through different mass media.

Kamble (2011: 6) divides them into:

- Print media (newspapers, magazines, handbills, etc.)
- Electronic media (radio, television, multi-media, and the Internet)
- Outdoor media (posters, hoarding, handbills, stickers air balloons, neon sign bill boards, local cinema houses, and transit media)
- Direct mail (brochures, leaflets, pamphlets, letters and return cards addressed to consumers)

The focus of the present research paper is advertising in print media, namely, advertising texts in men's and women's magazines.

### **Magazines for men and women**

Magazines are mostly read for other reasons than books. The reader is looking for short-term entertainment, information on specific current topics, trends, or buying tips. Zehner (2012: 7) suggests that together with the magazine, people buy the feeling that through it they help us to become more beautiful, slimmer, healthier and even happier.

Nowadays, there is a large variety of magazines for a wide audience, and among them there are also magazines for women and for men. Women's and men's magazines are magazines that appeal to women or men, respectively, as a target audience and focus on their interests in terms of content (Zehner, 2012: 7). Women's and men's magazines differ not only in the target audience, but also in the topics offered to their readers. Typical topics of women's magazines include fashion, cosmetics, love and partnership, housekeeping, healthy lifestyle and nutrition, career, children, and psychological advice. Popular topics in men's magazines include fitness, health and healthy lifestyle, career and business, cars, sex, travel, fashion, and grooming tips.

Koviazina (2016: para 1) notes that such topics as fashion, cosmetics and beauty, which were previously reserved for a female audience, are becoming increasingly popular in men's magazines. This trend is caused primarily by the fact that men in the modern world want to look stylish and well-groomed.

Obviously, each magazine is designed for its own audience. However, most of the women's and men's magazines, published in large circulations, are aimed at the audience of the

“middle class”: readers who are educated, engaged in intellectual work and have a positive financial status (Zehner 2012: 9).

The peculiarity of women's and men's magazines is that they claim to form the lifestyle of their readers. Unlike specialized magazines devoted to a single topic, such as computers, cars, knitting, home interiors, these publications cover all areas of modern life.

For the purposes of the research, it was necessary to select typical popular magazines for women and men. The choice was made in favor of the women's magazine *Cosmopolitan* and the men's magazine *Men's Health*, due to their fame and popularity on a global scale.

According to *Encyclopedia Britannica* (2021) *Cosmopolitan* is a monthly magazine for women, with more than 60 international editions. The magazine is published in 35 languages, with distribution in more than 100 countries making *Cosmopolitan* the largest-selling young women's magazine in the world (*The Free Encyclopedia* 2021). The magazine currently covers topics such as relationships, sex, beauty, fashion, politics, entertainment, money, career, and astrology (ibid.).

*Men's Health* is the world's largest men's magazine brand, with 35 editions in 59 countries and more than 70 million readers worldwide (*The Free Encyclopedia* 2021). Originally started as a men's health magazine, it now covers a variety of men's lifestyle topics such as fitness, nutrition, fashion, and sexuality (ibid.)

Both *Cosmopolitan* and *Men's Health* magazines have a large number of advertising texts, which are the central point of this research.

### **Features of male and female speech and language behavior**

Gender linguistics became popular several decades ago. Robin Lakoff was one of the first to describe the phenomenon of female and male speech and language behavior in 1975. Male language, according to Lakoff (1975: 73-75), is “assertive, adult, and direct, while female language is immature, hyper-formal, or hyper-polite and non-assertive”. The author connects this language differentiation with the adoption of stereotypical gender roles in society.

Continuing to study gender patterns in language, scientists come to certain conclusions. Thereby Halazdra (2017) states that women's speech is characterized by increased expressiveness, intensification of positive evaluation, and concentration of emotional and evaluative vocabulary, while men's speech is more related to the content rather than the

emotional aspect of the statement, and males evaluative vocabulary is most often stylistically neutral.

Poplevko (2017: 6) emphasizes that women have a noticeable tendency to intensify primarily positive evaluation, while men more strongly use negative assessment, include stylistically reduced, abusive language and invectives.

Gu (2013: 248) notes that men speak directly and perceive the transmission of information first, but women speak indirectly, implicitly, and gently. He admits that women are more polite than men.

Also Halazdra (2017: 28) argues that women are more prone to polite questions, polite requests, and orders in the form of questions, they are more likely to ask questions in order not to get information, but to establish contact with the interlocutor, while men are more likely to ask questions aimed at obtaining information.

Studies in the field of gender stylistics allow to conclude that the principles of male and female speech and language behavior have pronounced differences, which, undoubtedly, should be taken into account when composing texts in men's and women's magazines, including advertising texts.

The aim of research is to determine which stylistic devices are present in the advertisements of women's and men's magazines, compare the stylistic devices used in the advertisements of women's and men's magazines, and to reveal if the advertising of women's or men's magazines is more expressive, that is, it contains more of lexical-phraseological, syntactic and phonetic stylistic devices.

It is hypothesized advertising in women's magazines is more stylistically appealing than advertising in men's magazines as it contains more stylistic devices.



## **CHAPTER I. STYLISTIC DEVICES**

This chapter discusses the text of advertisement, the language of advertising, and also offers a theoretical background about lexico-phraseological, syntactic and phonetic stylistic devices.

### **1.1 Text of advertisement**

According to Acar (2015) the textual part of the advertisement consists of the headline, the body text, the slogan and the brand name.

The headline has the task of attracting the attention of the recipients for a particular product. Janich (2005) states that the headline is “the hanger of an advertisement”. In addition to the image, it is the central text element that is intended to arouse attention and further reader interest when leafing through the pages (Janich, 2005).

Also Ogilvy (2004) claims that the headline is the most important part of the advertisement: it usually expresses the main advertising message and the main advertising argument.

Usually, but not necessarily, headline is followed by a body text which carries more detailed information about the product advertised and tends to be longer than the headline (Vaicenoniene, 2006).

Slogan transmits the creative idea in the advertising text in the shortest and simplest form. Rein (1982: 53) defines the advertising slogan as a “unique phrase identified with a company or brand”. He asserts that the slogan, which is kind of a presentation of the main idea of the advertising campaign, has to “command attention, be memorable and be brief” (Rein 1982: 54).

However, the slogan is not always presented in the texts of advertisements. Often, the headline perfectly copes with the advertising of a product and reflects its specifics.

### **1.2 Language of advertising**

The language of advertising differs from the language used in other texts.

As the advertising message is usually limited by space and time, it is very important to advertisers to use effective language to attract their target audiences and make them react to the advertisement in a positive way (Skorupa 2015).

Dolzjikova (2009) notes that the advertising text is an example of the most effective use of language tools. It is vital to keep the original freshness of the information and convey its explosive potential, focusing the text in a few easy to remember words (ibid.). Thus, the creation of advertising texts is based on two trends: conciseness and expressiveness (ibid.).

According to Shcherba (2008), expressiveness to the text can be passed only through stylistic devices. Indeed, advertising texts abound in stylistic means.

Vasiloaia (2009) claims that advertising language can be compared to poetic texts. Similarly to poems, the stylistic devices (rhyme, rhythm, alliteration, assonance, onomatopoeia etc.) are used in advertisements as they have the mnemonic effect on potential customers of the advertisement (ibid.). McGuire (2000) suggests that the most commonly used rhetorical figures in advertising are metaphor, metonymy, antonomasia, and personification.

Dolzjikova (2009) assumes the following language patterns in the construction of the advertising text:

- syntax simplification - the number of simple non-extended sentences grows
- in lexical terms, the role of words with specific and highly emotional content increases.

The use of stylistic means is especially typical for the headlines and slogans, while the main text usually has an informative function (Acar 2015). The headline is the most significant element in an advertisement. Ogilvy (2004) writes that four out of five people only read headlines. An effective headline should be expressive, original, concise and purposeful (Dolzjikova 2009). After reading it, the reader should want to read the main text of the advertisement. The main task of the slogan is to reflect the brand's personality. It should be memorable, brief, and easy to understand (Rein 1982).

In this paper will be considered the headlines and slogans of advertisements for the men's magazine *Men's Health* and the women's magazine *Cosmopolitan* for identifying stylistic devices in them. Both of these magazines are worthy objects of research primarily because of their fame, popularity and prevalence on a global scale.

### 1.3 Stylistic devices

The *Encyclopaedia Britannica* (2021) defines ‘stylistics’ as the study of the devices in languages (such as rhetorical figures and syntactical patterns) that are considered to produce expressive or literary style.

According to Kozhina (2003) ‘stylistics’ is a branch of general linguistics that studies the expressive means and possibilities of language and the patterns of the use of the language in various spheres of social activity and communication situations.

The word ‘stylistics’ identifies the reference term ‘style’, dating back to antiquity (Kupina 2013). ‘Style’ is derived from the Latin ‘*stilus*’ which meant a short stick sharp at one end and flat at the other used by the Romans for writing on wax tablets (Galperin 1977). This way of writing was not an easy task, it required diligence and thoroughness, finishing and rework. The echoes of the noted meanings are kept in the depths of the term even now, at the time of new information technologies. As Kupina (2013) notes the concept of ‘style’ is associated in people’s minds with the observance of certain rules, and most importantly, with the desire for a skillful design of the idea.

Znamenskaya (2008) suggests a stylistic device as a literary model in which semantic and structural features are blended so that it represents a generalized pattern.

Lehtsalu et al. (1973) divide stylistic devices into lexico-phraseological, syntactic and phonetic.

#### 1.3.1 Lexico-Phraseological Stylistic Devices

According to Galperin (1977), lexico-phraseological stylistic devices are a variety of expressive means of language, which are based on the use of semantic, stylistic and other features of a single word or phraseological unit.

- Metaphor is a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them. (Meriam-Webster online dictionary 2021)  
Example: Kisses are the flowers of affection.
- Epithet is a figure of speech denoting a permanent or temporary quality of a person, thing, idea or phenomenon and characterizing it from the point of view of subjective perception. (Lehtsalu, Liiv, Mutt 1973: 30).  
Example: I heard her silvery laugh.

- Metonymy is a figure of speech in which the name of an object or concept is replaced with a word closely related to or suggested by the original. (Encyclopedia Britannica 2021)  
Example: The power of the crown was mortally weakened.
- Antonomasia is the use of a proper name to express a general idea or the substitution of an epithet for a proper name. (Lehtsalu, Liiv, Mutt 1973: 25)  
Example: He is a male Emily Bronte.
- Hyperbole is deliberate exaggeration that increases the expressiveness of the statement. (Arnold 2016: 125)  
Example: The car went faster than the speed of light.
- Irony is a figure of speech in which the literal meaning of a lexical unit is the opposite of that intended. (Lehtsalu, Liiv, Mutt 1973: 27)  
Example: Delivering bad news by saying, “the good news is”
- Meiosis is deliberate understatement, which is expressed by negating the opposite (reverse hyperbole). (Arnold : 125)  
Example: It was a cat-sized horse.
- Oxymoron is a combination of two words in which the meaning of the two clash, being opposite in sense. (Galperin: 161)  
Example: And painful pleasure turns to pleasing pain. (E. Spenser)
- Zeugma is a figure of speech based on the interaction of different denotational meanings. (Lehtsalu, Liiv, Mutt 1973: 41)  
Example: The student observed the specimen with a microscope and some disgust.
- Periphrasis is the use of a longer phrasing in place of a possible shorter form of expression. (*Meriam-Webster online dictionary* 2021)  
Example: Five weeks of perfect liberty would have prepared her for the day of bells.
- Simile is a figure of speech involving a comparison between two unlike entities. (Encyclopedia Britannica)  
Example: You were as brave as a lion.
- Personification is a figure of speech consisting in the attribution of personal nature or character to inanimate objects or abstract notions. (Lehtsalu, Liiv, Mutt 1973: 52)  
Example: The flowers were begging for water.
- Antithesis is a sharp contrast between concepts and images in a sentence. (Arnold: 127)  
Example: Man proposes, God disposes.

- Euphemism is an indirect word or phrase that people often use to refer to something embarrassing or unpleasant, sometimes to make it seem more acceptable than it really is. (*The Oxford Dictionary* 2021)  
Example: “Ethnic cleansing” instead of “genocide”.
- Pun is a play on words, centering on a word with more than one meaning or words that sound alike. (*The Your Dictionary* 2021)  
Example: A fresh fish dinner two days before Easter is good fry day.

### 1.3.2. Syntactic Stylistic Devices

Syntactic stylistic devices create emotiveness through semantic meaning and expresses them by utilizing structural peculiarities (Dzhagatspanyan 2020).

- Emphatic inversion is a rearrangement of the normative word order (Sachkova 2012).  
Example: Talent he has, capital he has not.
- Detachment is a syntactic stylistic figure consisting in separating a secondary part of a sentence with the aim of emphasizing it (Lehtsalu, Liiv, Mutt 1973: 60).  
Example: 'I want to go,' he said, miserable.
- Rhetorical question is question to which no answer is expected, is used for rhetorical effect (*The Free Dictionary* 2021).  
Example: Is there such a thing as a happy life?
- Ellipsis is the omission of one or more words that are obviously understood but that must be supplied to make a construction grammatically complete (*Meriam-Webster online dictionary* 2021).  
Example: John can speak seven languages, but Ron can speak only two (languages).
- Litotes is a figure of speech, conscious understatement in which emphasis is achieved by negation (*Encyclopedia Britannica* 2021).  
Example: He was not a bad dancer.
- Aposiopesis is the sudden breaking off in speech without completing a thought as if the speaker was unable or unwilling to state what was in his mind (Lehtsalu, Liiv, Mutt 1973: 62).  
Example: If it wasn't for Mary and the children...
- Climax is a repetition of elements of the sentence which is combined with gradual increase in the degree of some quality or quantity or in the emotional coloring of the sentence (Sachkova 2012).

Example: A smile would come into Mr. Pickwick's face: his smile extended into a laugh, the laugh into a roar, and the roar became general. (ibid.)

- Parallelism is a syntactic stylistic device consisting in a specific similarity of construction of adjacent word groups, equivalent, complementary, or opposite in meaning (Lehtsalu, Liiv, Mutt 1973: 65).

Example: One small step for man, one giant leap for mankind. (Neil Armstrong)

- Chiasmus is a rhetorical inversion of the order of words in the second of two parallel phrases (*The Free Dictionary* 2021).

Example: We shape our buildings, and afterward our buildings shape us. (Winston Churchill)

- Anticlimax is a stylistic device opposite to climax. It is a slackening of tension in a sentence or longer piece of writing, the ideas falling off in dignity or becoming less important at the close (Lehtsalu, Liiv, Mutt: 68).

Example: Waggish non-Yale men never seem weary of calling 'for God, for Country and for Yale.'

- Asyndeton is a deliberate omission of conjunctions between parts of the sentence (Sachkova 2012).

Example: I love eggs, scrambled eggs, fried eggs, boiled eggs.

- Polysyndeton is the repetition of conjunctions in close succession for rhetorical effect (*Meriam-Webster online dictionary* 2021).

Example: Neither snow nor rain nor heat nor gloom of night stays these couriers.

- Apokoinou is an asyndetical connection of two clauses in a complex sentence, where one word has two syntactical functions (Lehtsalu, Liiv, Mutt 1973: 71).

Example: There was no breeze came through the door (E. Hemingway).

- Repetition is a syntactical stylistic device consisting in a reiteration of the same word or word-combination with the object of making the utterance more expressive (Lehtsalu, Liiv, Mutt 1973: 71).

Example: Oh, money, money, money! What a thing it was to have.

- Anaphora is a repetition of a word or expression at the beginning of successive phrases, clauses, sentences, or verses especially for rhetorical or poetic effect (*Meriam-Webster online dictionary* 2021).

Example: Stay safe. Stay well. Stay happy.

- Epiphora is a repetition of a word or words at the end of two or more successive clauses, phrases, or verses (*The Free Dictionary* 2021).

Example: Is life vain, beauty vain, love vain, hope vain, happiness vain?

- Anadiplosis is a repetition of a prominent and usually the last word in one phrase or clause at the beginning of the next (*Meriam-Webster online dictionary* 2021).  
Example: Fear leads to anger. Anger leads to hate. Hate leads to suffering.
- Framing is a repetition in which the opening word or phrase is repeated at the end of a sense-group or a sentence (Lehtsalu, Liiv, Mutt 1973: 76).  
Example: He couldn't spy on her. If she wanted to keep thing from him – she must; he could not spy on her (ibid.).
- Syntactic tautology is a repetition of a member of a sentence (usually the subject), expressed by a noun, by means of a corresponding pronoun (Lehtsalu, Liiv, Mutt 1973: 76).  
Example: The dog is either brown, or the dog is not brown.

### 1.3.3 Phonetic Stylistic Devices

According to Lehtsalu (1973 : 78) phonetic stylistic devices are used to produce a certain acoustic effect, thereby giving expressiveness to the utterance and evoking emotions in the reader or listener.

- Onomatopoeia is the combination of speech sounds which is aimed at imitating sounds produced in nature, by people, animals, things (Galperin 1977).  
Example: Rain pitter-patters, drip-drops, and rat-a-tats on the tin roof.
- Alliteration is the repetition of usually initial consonant sounds in two or more neighboring words or syllables (*Meriam-Webster online dictionary* 2021).  
Example: Hannah's home has heat now, hopefully.
- Euphony is the combining of words that sound pleasant together or are easy to pronounce, usually because they contain lots of vowels or liquid and nasal consonants and the semivowel sounds (l, m, n, r, y, w) (*Encyclopedia Britannica* 2021).  
Example: So long as men can breathe, or eyes can see, / So long lives this, and this gives life to thee (Shakespeare).
- Stress and Intonation are conveyed indirectly by graphical means and by the special syntactical arrangement of utterances. The graphical means in question include punctuation, different types of print and also the special typographical arrangement of material (Lehtsalu, Liiv, Mutt 1973: 78).  
Example: She's rather clever but ... (ibid.).

- Rhyme is the correspondence of two or more words with similar-sounding final syllables placed so as to echo one another (*Encyclopedia Britannica* 2021).

Example: Tiger, tiger burning bright,

In the forest of the night. (W. Blake)

The use of stylistic devices in the text significantly increases the effectiveness of the impact of speech. At the same time, there is a shift from a direct meaning to a figurative one, and the features of individual perception of reality are fixed in the word.



## **CHAPTER II. ADVERTISING HEADLINES AND SLOGANS OF THE WOMEN'S MAGAZINE "COSMOPOLITAN" AND THE MEN'S MAGAZINE "MEN'S HEALTH"**

The aim of the empirical research is to determine which stylistic devices are present in the advertisements of women's and men's magazines, compare the stylistic devices used in the advertisements of women's and men's magazines, and to reveal if advertising of women's or men's magazines is more expressive, that is, it contains more lexical-phraseological, syntactic and phonetic stylistic devices. This research aims to confirm the following hypothesis: advertising in women's magazines is more stylistically appealing than advertising in men's magazines and contains more stylistic devices.

In Chapter 1, it was stated that most people read only the headlines in advertisements, and the largest number of stylistic devices are found in advertising headlines and slogans. Thus, this study will focus specifically on the advertising headlines and slogans of the magazines *Cosmopolitan* and *Men's Health* in order to detect lexico-phraseological, syntactic and phonetic stylistic devices in them.

### **2.1 Research sample and methodology**

The present research is conducted using advertising headlines and slogans from *Cosmopolitan* and *Men's Health* magazines. For the analysis were taken three issues of *Cosmopolitan* magazine (October 2020, November 2020, December 2020/January 2021), and also three issues of *Men's Health* magazine (July/August 2020, October 2020, November 2020). During the study, 42 advertising headlines and slogans were found in the analyzed issues of the *Cosmopolitan* magazine and the *Men's Health* magazine.

The following advertising headlines and slogans were found in the three issues of the women's magazine *Cosmopolitan*:

1. Feel the love. Love the feel. (OGX Oil Shampoo)
2. Love at first scent. (Neutrogena)
3. Dull, tired skin? Flip the switch. (Neutrogena)
4. Put on a happy face (Rolex)
5. It's not what you have. It's what you give. (Crown Royal Blended Canadian Whisky)
6. Channel your inner barista. (Tazo Classic Chai Latte)
7. Absorbs 3x faster than Always. (Kotex)

8. Can your pad do that? (Kotex)
9. Gorgeous hair is on everyone's list. (Batiste Dry Shampoo)
10. Something about you. A gift for today and forever. (Pandora)
11. Ventilation in motion. (Geox respire)
12. Goodbye very dry skin. Hello, balanced microbiome. (Aveeno)
13. Get into the festive spirit. (KP Nuts)
14. Sprinkle with a sparkle. (Dr. Oetker)
15. Your new hair crush! (Vitabiotics)
16. "I get up and glow with Retinol24" Lilly Singh (Olay)
17. Nature's goodness + science. Hello healthier looking skin. (Aveeno)
18. Express your worlds. (Geox Respire)
19. Dress well. Feel good. (Tu)
20. No moos is good news. (Finnebrogue)
21. Discover the power of green sciences. (Garnier Organic)
22. 5 benefits. 1 bottle. Smooth. Strong. Shiny. Silky. Soft. (OGX)
23. Today's forecast: 100% chance of hydrated skin. (Neutrogena)
24. Do you ever feel like a machine? (Prada)
25. Help Treat Scars, Stretch Marks and Uneven Skin Tone. (Bio-Oil)
26. LoveYourMarks. (Bio-Oil)
27. Revitalash Science for the hair. (Revitalash cosmetics)
28. Renew the love for your skin with Dove. (Dove)
29. Ready for Your Chance to Shine? (Colgate)
30. Discover intense hydration. (Pantene Pro-v)
31. Bags with a mission for women on a mission. (Feedprojects)
32. The holiday shop. (Epionce)
33. Multi-restore sleeping oil. (Garnier Organic)
34. Fashion that makes you feel as great as you look. (Style)
35. Perfect as I am. (Perfume Marc Jacobs)
36. Face anything. (Olay)
37. There's nothing better than a good hair day. (Vitabiotics)
38. Fragrance mists. (Walgreens)
39. More than just luscious lashes. (Maybelline)
40. What's your body on proof? (Humira)
41. Savings is just the start. (Geico)
42. Made to fit every body. (Skechers)

The advertising headlines and slogans found in the three issues of the men's magazine *Men's Health* were the following:

1. Can the weather predict you? (Lexus)
2. The perfectly poppable breakfast. (Jimmy Dean)
3. Natural? Yes. Delicious? Yes. Oscar Mayer? Absolutely! (Oscar Mayer)
4. No artificial ingredients. No antibiotics. Ever. (Oscar Mayer)
5. Spellbinding savings. (Geico)
6. Top Trainers. Powerful Workouts. On-demand. (All/out studio)
7. Health starts with curiosity. (Royal Canin)
8. Feed your curiosity. (Royal Canin)
9. Incredible in every detail. (Royal Canin)
10. Shower. Shave. Supplement. (The vitamin shoppe)
11. No Magnesium Stearate. No Stearic Acid. No Titanium Dioxide. (The vitamin shoppe)
12. Love your heart. (Lipton)
13. Stay Satisfied. (Planters)
14. Self-reflection never felt so good. (Aspen Snowmass)
15. High protein. Full flavor. Natural nutrition as it should be. (Purina)
16. The chow is how. (Purina)
17. Tudor. Born todare. (Tourneau)
18. The horological equivalent of a stiff upper lip. (Bremont Chronometers)
19. Tested Beyond Endurance. (Bremont Chronometers)
20. Escape into the city. (Wiggle)
21. Ready when you are. (Wiggle)
22. Run with the best. (Wiggle)
23. Forever chasing tomorrow. (Tag Heuer Carrera)
24. Refresh your post-gym routine. (Primark)
25. May induce feelings of wanderlust. (Landrover)
26. "I've been taking Wellman since my twenties." David Gandy (Wellman)
27. Why you should say YES to CBD? (Zebra CBD)
28. Work hard. Smell good. (Meyer's)
29. Stay down-to-earth. That's our Motto. (Meyer's)
30. Pill-free vitamin D. Fast, effective immune support – in a spray. (BetterYou)
31. Fit food for a king, delivered to your door. (Munchfit)
32. Live life well. (Wellman)

33. Above & beyond. (Landrover)
34. The spirit of endurance on your wrist. (дух выносливости на вашем запястье)  
(Tag Heuer)
35. Ready to find the best version of yourself? (Aspen Snowmass)
36. Experience amazing. (Lexus)
37. Today's your day to shine on. (Jimmy Dean)
38. Comfort to the max. (Skechers)
39. Your purchase can help many stand strong. (Depend)
40. The only thing stronger than us, is you. (Depend)
41. Losing weight and keeping it off. (Saxenda)
42. Boost your muscle with food! (MuscleMeals)

These advertising headlines and slogans will be considered for the detection of lexico-phraseological, syntactic and phonetic stylistic devices in them.

## 2.2 Lexico-phraseological stylistic devices in advertising headlines and slogans of the *Cosmopolitan* and *Men's Health* magazines

The following table lists the advertising slogans and headlines from the analyzed issues of the *Cosmopolitan* and *Men's Health* magazines which were found to contain various lexico-phraseological stylistic devices.

**Table 1.** *Lexico-phraseological stylistic devices in advertising headlines and slogans of magazines Cosmopolitan and Men's Health*

Lexico-Phraseological Stylistic Devices		
	Cosmopolitan	Men's Health
Metaphor	<ul style="list-style-type: none"> <li>• Put on a happy face.</li> <li>• Channel your inner barista.</li> <li>• Dull, tired skin? Flip the switch.</li> <li>• Gorgeous hair is on everyone's list.</li> <li>• Get into the festive spirit.</li> </ul>	<ul style="list-style-type: none"> <li>• Feed your curiosity.</li> <li>• Love your heart.</li> <li>• The horological equivalent of a stiff upper lip.</li> <li>• Forever chasing tomorrow.</li> <li>• Stay down-to-earth. That's our Motto.</li> </ul>

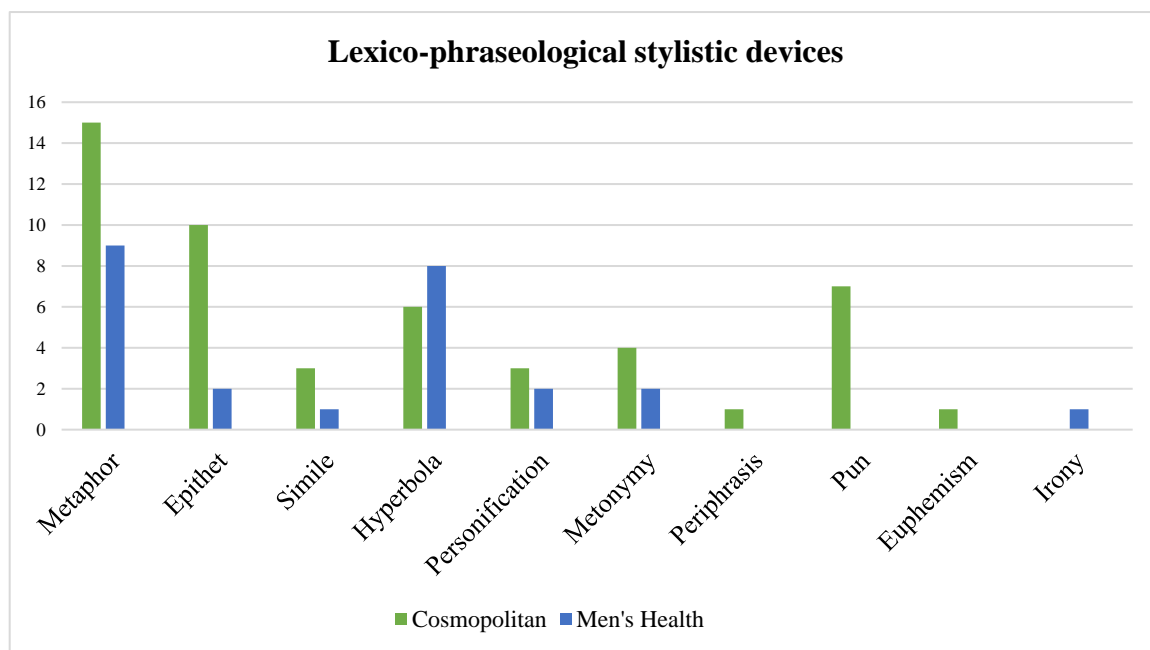
	<ul style="list-style-type: none"> <li>• Sprinkle with a sparkle.</li> <li>• “I get up and glow with Retinol24.”</li> <li>• Express your worlds.</li> <li>• Renew the love for your skin with Dove.</li> <li>• Ready for your Chance to shine?</li> <li>• There’s nothing better than a good hair day.</li> <li>• Your new hair crush!</li> <li>• Today’s forecast: 100% chance of hydrated skin.</li> <li>• Bags with a mission for women on a mission.</li> <li>• Savings is just the start.</li> </ul>	<ul style="list-style-type: none"> <li>• The spirit of endurance on your wrist.</li> <li>• Today’s your day to shine on.</li> <li>• Your purchase can help many stand strong.</li> <li>• Escape into the city.</li> </ul>
Epithet	<ul style="list-style-type: none"> <li>• Dull, tired skin? Flip the switch.</li> <li>• Channel your inner barista.</li> <li>• Gorgeous hair is on everyone’s list.</li> <li>• Get into the festive spirit.</li> <li>• Revitalash Science for the hair.</li> <li>• The holiday shop.</li> <li>• Multi-restore sleeping oil.</li> <li>• Fragrance mists.</li> <li>• More than just luscious lashes.</li> <li>• Discover intense hydration.</li> </ul>	<ul style="list-style-type: none"> <li>• The perfectly poppable breakfast.</li> <li>• Spellbinding savings.</li> </ul>

Simile	<ul style="list-style-type: none"> <li>• Do you ever feel like a machine?</li> <li>• Fashion that makes you feel as great as you look.</li> <li>• Perfect as I am.</li> </ul>	<ul style="list-style-type: none"> <li>• The only thing stronger than us, is you.</li> </ul>
Hyperbole	<ul style="list-style-type: none"> <li>• Something about you. A gift for today and forever.</li> <li>• Express your worlds.</li> <li>• Today's forecast: 100% chance of hydrated skin.</li> <li>• Perfect as I am.</li> <li>• Face anything.</li> <li>• There's nothing better than a good hair day.</li> </ul>	<ul style="list-style-type: none"> <li>• Incredible in every detail.</li> <li>• Tested beyond endurance.</li> <li>• Fit food for a king, delivered to your door.</li> <li>• Above &amp; beyond.</li> <li>• Self-reflection never felt so good.</li> <li>• Run with the best.</li> <li>• Experience amazing.</li> <li>• Comfort to the max.</li> </ul>
Personification	<ul style="list-style-type: none"> <li>• Goodbye very dry skin. Hello, balanced microbiome.</li> <li>• Nature's goodness + science. Hello healthier looking skin.</li> <li>• Fashion that makes you feel as great as you look.</li> </ul>	<ul style="list-style-type: none"> <li>• Can the weather predict you?</li> <li>• Feed your curiosity.</li> </ul>
Metonymy	<ul style="list-style-type: none"> <li>• Absorbs 3x faster than Always.</li> <li>• "I get up and glow with Retinol24"</li> <li>• Discover the power of green sciences.</li> <li>• Renew the love for your skin with Dove.</li> </ul>	<ul style="list-style-type: none"> <li>• "I've been taking Wellman since my twenties."</li> <li>• Why you should say YES to CBD?</li> </ul>

Periphrasis	<ul style="list-style-type: none"> <li>• Discover the power of green sciences.</li> </ul>	
Pun	<ul style="list-style-type: none"> <li>• Face anything.</li> <li>• Made to fit every body.</li> <li>• Love at first scent.</li> <li>• Something about you. A gift for today and forever.</li> <li>• Express your worlds.</li> <li>• No moos is good news.</li> <li>• What's your body on proof?</li> </ul>	
Euphemism	<ul style="list-style-type: none"> <li>• LoveYourMarks.</li> </ul>	
Irony		<ul style="list-style-type: none"> <li>• The horological equivalent of a stiff upper lip.</li> </ul>

Table 1 shows that the advertising headlines and slogans of both Cosmopolitan and Men's Health magazines contain such lexico-phraseological stylistic devices as metaphor, epithet, simile, hyperbole, personification and metonymy. There are also periphrases, puns and euphemisms in the advertisements of the women's magazine, and irony in the advertisement of the men's magazine. Among the most frequently encountered lexico-phraseological devices, can be distinguished metaphor, epithet and hyperbole, while periphrasis, euphemism and irony can be found rarely.

**Figure 1.** Comparison of lexico-phraseological stylistic devices in advertising headlines and slogans of magazines *Cosmopolitan* and *Men's Health*



As can be seen in Figure 1, lexico-phraseological stylistic devices significantly predominate in the advertising headlines and slogans of the women's magazine *Cosmopolitan*. The use of epithets and metaphors is particularly frequent in the advertisements of the women's magazine, although the use of pun, hyperbole, and metonymy is also quite common. Such lexico-phraseological devices as periphrasis, pun and euphemism were found only in the advertising headlines and slogans of the women's magazine. Especially noteworthy is that the pun is a very popular lexico-phraseological stylistic device in the advertisements for the women's magazine, but it was not found in the advertisements for the men's magazine. Analyzing the results for the men's magazine, it can be noted that the most popular lexico-phraseological devices there are metaphor and hyperbole. However, although metaphors prevail among lexico-phraseological devices in the advertising headlines and slogans of the *Men's Health* magazine, they are still almost half as many as the number of metaphors in the advertisements of the *Cosmopolitan* magazine. Of particular interest is the use of the epithet. The study clearly demonstrates that the epithet is one of the most applicable devices in the advertisements of the women's magazine, while in the advertising of the men's magazine it is very unpopular. The predominance of lexico-phraseological stylistic devices in the advertising headlines and slogans of the women's magazine can be described as a completely natural and purposeful phenomenon. With the help of lexico-phraseological devices, the text becomes rich, bright, full of images, encouraging the reader to fantasize. There is an impact on the emotional



state of the consumer. Emotions often lead people to make spontaneous purchases. Women are generally considered to be particularly emotional, so they may often shop under the influence of emotions. Thus, the use of lexico-phraseological devices in advertising texts may target this phenomenon.

### 2.3 Syntactic stylistic devices in advertising headlines and slogans of the *Cosmopolitan* and *Men's Health* magazines

*Table 2. Syntactic stylistic devices in advertising headlines and slogans of the Cosmopolitan and Men's Health magazines*

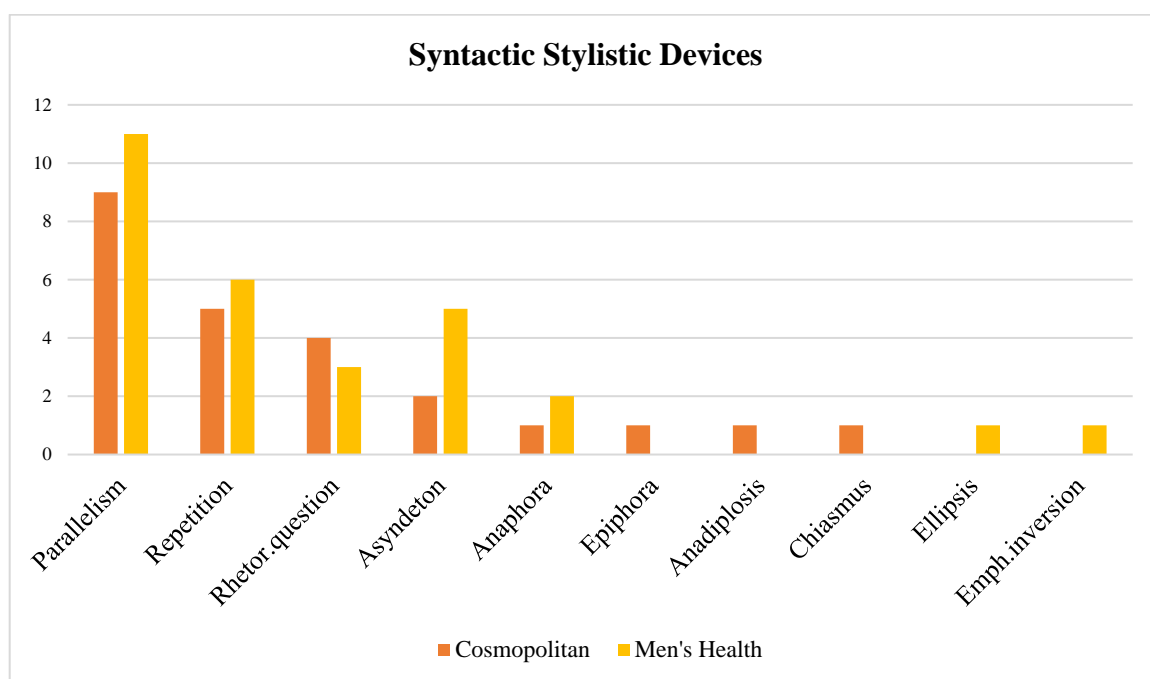
Syntactic Stylistic Devices		
	Cosmopolitan	Men's Health
Parallelism	<ul style="list-style-type: none"> <li>• Feel the love. Love the feel.</li> <li>• It's not what you have. It's what you give.</li> <li>• Something about you. A gift for today and forever.</li> <li>• Goodbye very dry skin. Hello, balanced microbiome.</li> <li>• Nature's goodness + science. Hello healthier looking skin.</li> <li>• Dress well. Feel good.</li> <li>• 5 benefits. 1 bottle. Smooth. Strong. Shiny. Silky. Soft.</li> </ul>	<ul style="list-style-type: none"> <li>• Natural? Yes. Delicious? Yes. Oscar Mayer? Absolutely!</li> <li>• No artificial ingredients. No antibiotics. Ever.</li> <li>• Top Trainers. Powerful Workouts. On-demand.</li> <li>• Shower. Shave. Supplement.</li> <li>• No Magnesium Stearate. No Stearic Acid. No Titanium Dioxide.</li> <li>• High protein. Full flavor. Natural nutrition as it should be.</li> <li>• Ready when you are.</li> </ul>

	<ul style="list-style-type: none"> <li>• Help Treat Scars, Stretch Marks and Uneven Skin Tone.</li> <li>• Bags with a mission for women on a mission.</li> </ul>	<ul style="list-style-type: none"> <li>• Work hard. Smell good.</li> <li>• Above &amp; beyond.</li> <li>• Losing weight and keeping it off.</li> <li>• The only thing stronger than us, is you.</li> </ul>
Repetition	<ul style="list-style-type: none"> <li>• Feel the love. Love the feel.</li> <li>• It's not what you have. It's what you give.</li> <li>• Sprinkle with a sparkle.</li> <li>• Bags with a mission for women on a mission.</li> <li>• More than just luscious lashes.</li> </ul>	<ul style="list-style-type: none"> <li>• Natural? Yes. Delicious? Yes. Oscar Mayer? Absolutely!</li> <li>• No artificial ingredients. No antibiotics. Ever.</li> <li>• No Magnesium Stearate. No Stearic Acid. No Titanium Dioxide.</li> <li>• Tudor. Born todare.</li> <li>• Live life well.</li> <li>• Today's your day to shine on.</li> </ul>
Rhetorical question	<ul style="list-style-type: none"> <li>• Can your pad do that?</li> <li>• Do you ever feel like a machine?</li> <li>• Ready for your chance to shine?</li> <li>• What's your body on proof?</li> </ul>	<ul style="list-style-type: none"> <li>• Can the weather predict you?</li> <li>• Why you should say YES to CBD?</li> <li>• Ready to find the best version of yourself?</li> </ul>
Asyndeton	<ul style="list-style-type: none"> <li>• Dress well. Feel good.</li> </ul>	<ul style="list-style-type: none"> <li>• No artificial ingredients. No antibiotics. Ever.</li> </ul>

	<ul style="list-style-type: none"> <li>• 5 benefits. 1 bottle. Smooth. Strong. Shiny. Silky. Soft.</li> </ul>	<ul style="list-style-type: none"> <li>• Top Trainers. Powerful Workouts. On-demand.</li> <li>• Shower. Shave. Supplement.</li> <li>• No Magnesium Stearate. No Stearic Acid. No Titanium Dioxide.</li> <li>• High protein. Full flavor. Natural nutrition as it should be.</li> </ul>
Anaphora	<ul style="list-style-type: none"> <li>• It's not what you have. It's what you give.</li> </ul>	<ul style="list-style-type: none"> <li>• No artificial ingredients. No antibiotics. Ever.</li> <li>• No Magnesium Stearate. No Stearic Acid. No Titanium Dioxide.</li> </ul>
Epiphora	<ul style="list-style-type: none"> <li>• Bags with a mission for women on a mission.</li> </ul>	
Anadiplosis	<ul style="list-style-type: none"> <li>• Feel the love. Love the feel.</li> </ul>	
Chiasmus	<ul style="list-style-type: none"> <li>• Feel the love. Love the feel.</li> </ul>	
Ellipsis		<ul style="list-style-type: none"> <li>• Pill-free vitamin D. Fast, effective immune support – in a spray.</li> </ul>
Emphatic inversion		<ul style="list-style-type: none"> <li>• The chow is how.</li> </ul>

As can be seen in Table 2, the advertising headlines and slogans of the *Cosmopolitan* and *Men's Health* magazines contain such syntactic stylistic devices as parallelism, repetition, rhetorical question, asyndeton, anaphora, epiphora, anadiplosis, chiasmus, ellipsis, and emphatic inversion. Parallelism and repetition are the most commonly used syntactic stylistic devices in advertisements in both women's and men's magazines. Epiphora, anadiplosis, chiasmus, ellipsis and emphatic inversion were the least frequently seen.

**Figure 2.** Comparison of syntactic stylistic devices in advertising headlines and slogans of the *Cosmopolitan* and *Men's Health* magazines



Analyzing the data in Figure 2, it can be concluded that syntactic stylistic devices prevail in the advertising headlines and slogans of the *Men's Health* magazine. This is especially evident in the case of parallelism, repetition, asyndeton, and anaphora. As for the rhetorical question, in the advertising headlines and slogans of the women's magazine it is still more common. Noticeable is that asyndeton can be found more than twice as often in the advertisements of the men's magazine than the women's one. Syntactic stylistic devices are widely used in the creation of advertising texts. The subject of syntax is a sentence, and the main function of syntactic stylistic devices is to create a special organization of the utterance, where its individual parts are emphasized, which makes the sentence more expressive. At the same time, sentences are often simplified and shortened. The simplicity, brevity and expressiveness of the advertising text can attract the attention of men, as men are generally thought to prefer to speak directly, simply and concisely. Unlike men, women's speech may often be more emotive and imaginative. In advertising texts, women

can also be attracted by shortened sentences, but they must be saturated with bright expressive means.

## 2.4 Phonetic stylistic devices in advertising headlines and slogans of the *Cosmopolitan* and *Men's Health* magazines

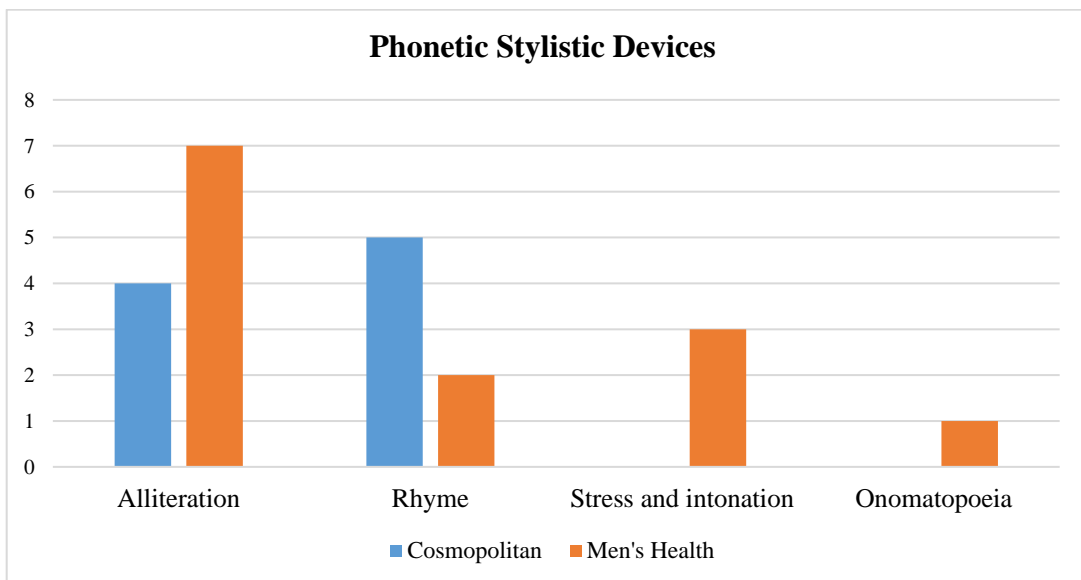
*Table 3. Phonetic stylistic devices in advertising headlines and slogans of the Cosmopolitan and Men's Health magazines*

Phonetic Stylistic Devices		
	Cosmopolitan	Men's Health
Alliteration	<ul style="list-style-type: none"> <li>• Sprinkle with a sparkle.</li> <li>• 5 benefits. 1 bottle. Smooth. Strong. Shiny. Silky. Soft.</li> <li>• More than just luscious lashes.</li> <li>• Savings is just the start.</li> </ul>	<ul style="list-style-type: none"> <li>• The perfectly poppable breakfast.</li> <li>• Spellbinding savings.</li> <li>• Shower. Shave. Supplement.</li> <li>• Stay Satisfied.</li> <li>• Tudor. Born todare.</li> <li>• Fit food for a king, delivered to your door.</li> <li>• Live life well.</li> </ul>
Rhyme	<ul style="list-style-type: none"> <li>• Can your pad do that?</li> <li>• No moos is good news.</li> <li>• Renew the love for your skin with Dove.</li> <li>• Ventilation in motion.</li> <li>• Bags with a mission for women on a mission.</li> </ul>	<ul style="list-style-type: none"> <li>• The chow is how.</li> <li>• Tudor. Born todare.</li> </ul>

Stress and intonation		<ul style="list-style-type: none"> <li>• Natural? Yes.</li> <li>Delicious? Yes.</li> <li>Oscar Mayer?</li> <li>Absolutely!</li> <li>• Why you should say YES to CBD?</li> <li>• Boost your muscle with food!</li> </ul>
Onomatopoeia		<ul style="list-style-type: none"> <li>• The perfectly poppable breakfast.</li> </ul>

Table 3 shows that the advertising headlines and slogans of the *Cosmopolitan* and *Men's Health* magazines include such phonetic stylistic devices as alliteration, rhyme, stress and intonation and onomatopoeia. The most common phonetic stylistic devices can be considered alliteration and rhyme, while onomatopoeia was met once.

**Figure 3.** Comparison of phonetic stylistic devices in advertising headlines and slogans of magazines *Cosmopolitan* and *Men's Health*



As can be seen in Figure 3, phonetic stylistic devices predominate in the advertising headlines and slogans of the magazine *Men's Health*. The advertisements for the men's magazine contain all the phonetic stylistic devices found in the study, while the advertisements for the women's magazine contain only alliteration and rhyme. Especially

popular in the advertisements for the men's magazine is the use of alliteration, and stress and intonation. Alliteration in the advertising headlines and slogans for the men's magazines is almost twice as common as in the advertisements for the women's magazines. However, it should be noted that the rhyme was found more often in the women's magazine advertisements. The predominance of phonetic stylistic devices in the advertising headlines and slogans of the men's magazine turned out to be a somewhat unexpected point of this study. This is probably because phonetic stylistic devices create a certain rhythm in the utterance, which gives the whole text a kind of symmetry and dynamics. Such a roll call of sounds is used, for example, in alliteration, which, as can be seen above, is often used in the men's magazine advertisements. As for stress and intonation, they emphasize the logically important words in the utterance, thus focusing the reader's attention on the most essential information. Thus, the rhythm, dynamics, symmetry, direct emphasis on the most important things can be really especially attractive to a male audience.

## CONCLUSION

Successful advertising allows the advertiser to attract the consumer's attention and generate his/her interest in the product. One of the main tool for creating successful advertising is the language. In order to attract people's attention, gain their trust and influence their thinking, the advertising language must be creative, original and appealing. Such qualities can be given to the language by the use of stylistic devices.

The aim of this research is to determine which stylistic devices are present in the advertisements of women's and men's magazines, compare the use of such devices, as well as to find out if the advertising of women's or men's magazines is more expressive, that is, it contains more lexico-phraseological, syntactic and phonetic stylistic devices. The results of this research allow to conclude that the advertising headlines and slogans of both the women's magazine *Cosmopolitan* and the men's magazine *Men's Health* are rich in stylistic devices. So, almost every advertising headline and slogan has one or even several stylistic devices at once. The study showed that advertisements for women's and men's magazines contain lexico-phraseological stylistic devices: metaphor, epithet, simile, hyperbole, personification, metonymy, periphrasis, pun, euphemism, and irony; syntactic stylistic devices: parallelism, repetition, rhetorical question, asyndeton, anaphora, epiphora, anadiplosis, chiasmus, ellipsis, and emphatic inversion; as well as phonetic stylistic devices: alliteration, rhyme, stress and intonation, and onomatopoeia. Most of the stylistic devices were found in the advertisements of both women's and men's magazines. However, periphrasis, pun, euphemism, epiphora, anadyplosis, and chiasmus were encountered only in the advertising headlines and slogans of the women's magazine, while irony, ellipsis, emphatic inversion, stress and intonation, and onomatopoeia - in the advertisements of the men's magazine.

The results of the study reveal that lexico-phraseological stylistic devices significantly predominate in the advertising headlines and slogans of the women's magazine *Cosmopolitan*. In contrast, syntactic and phonetic stylistic devices prevail in the advertising headlines and slogans of the men's magazine *Men's Health*. Advertising for women's magazines is full of metaphors and epithets - powerful rhetorical tools that make the language bright and imaginative, evoke positive emotions in relation to the advertised product. Advertising of men's magazines assumes directness and conciseness, but at the same time structural originality, symmetry and dynamics of information delivery.

Thus, the hypothesis that advertising in women's magazines is more stylistically appealing than advertising in men's magazines, and contains more stylistic devices is not confirmed.



## SUMMARY IN ESTONIAN

Elu XXI sajandil on võimatu ette kujutada ilma reklaamita. Kaasaegne reklaam on mitmemõõtmeline nähtus, mis äratav erinevate teadusharude spetsialistide tähelepanu. Reklaamikeel reageerib koheselt uute ideede ja sündmuste tekkimisele ning muutused igas eluvaldkonnas kajastuvad paratamatult reklaamtekstides. Reklaami peamine toode on reklaamtekst. Kaasaegset reklaamiteksti iseloomustab suurenenud ekspressiivsus. Stilistiliste väljendusvahendite kasutamine reklaamiteksti loomisel muudab selle eriti väljendusrikkaks ja meeldejäävaks.

Käesoleva bakalaureusetöö teema on "Stilistilised väljendusvahendid meeste ja naiste ajakirjade reklaamides: "Cosmopolitan" ja "Men's Health" ajakirjade näitel". Uurimistöö eesmärgid on määratleda, millised stilistilised väljendusvahendid on naiste- ja meesteajakirjade reklaamides, võrrelda naiste- ja meesteajakirjade reklaamides kasutatavaid stilistilisi väljendusvahendeid ning paljastada, kas naiste- või meesteajakirjade reklaam on väljendusrikkam, st sisaldab rohkem leksikaal-fraseoloogilisi, süntaktilisi ja foneetilisi stilistilise väljendusvahendeid.

Uurimistöö on jagatud neljaks osaks. Sissejuhatuses antakse ülevaade reklaami olemusest, meestele ja naistele mõeldud ajakirjadest ning meeste ja naiste kõne ja keelekäitumise tunnustest. Esimene peatükk "Stilistilised väljendusvahendid" tutvustab reklaamiteksti ja reklaamikeele kirjeldust ning pakub ka teoreetilist tausta leksiko-fraseoloogiliste, süntaktiliste ja foneetiliste stilistiliste väljendusvahendite kohta. Teine peatükk "Naiste ajakirja "Cosmopolitan" ja meeste ajakirja "Men's Health" reklaamipealkirjad ja loosungid" keskendub stilistiliste väljendusvahendite kasutamise uurimisele meeste ja naiste ajakirjade reklaamipealkirjades ja loosungites. Kokkuvõttes esitatakse uuringu tulemused ja kommentaarid uuringu eesmärkide ja hüpoteesi kohta.

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