

subconscious level – we are not even aware of it. Fourth, our nonverbal communication shows our feelings and attitudes.

Much of our nonverbal behavior is learned in childhood, passed on to us by our parents and others with whom we associate. Through the process of growing up in a particular society, we adopt the traits and mannerisms of our cultural group. Americans, for example, put a high value on eye contact and firm handshakes but do not touch or expect to be touched by strangers. In Poland, however, it is not unusual for man to kiss a woman's hand – even if he is meeting her for the first time.

As well as belonging to a broad cultural group such as a nation, we also belong to cultural subgroups. Hispanic, Chinese, and black children might grow up with a broad American cultural conditioning, but they also belong to subgroups that have nonverbal behaviors of their own. American blacks, for example, have a variety of handshakes they use only with each other. Other groups, formed because their members have something in common other than ethnic or national identity, might have specific ways of dressing or of gesturing that enable members to identify and communicate with one another.

Summing up what has been stated above we can say, that the main functions of nonverbal communication are complementing, regulating, substituting and emphasizing (accenting) what we are saying.

The principles underlying our nonverbal interaction are as follows: all nonverbal acts are culturally determined, they may be in conflict with each other, and they may operate at subconscious level and reveal our feelings and attitudes.

The features outlined above are very important for the study of authentic talking and have to be kept in mind by those who are interested in nonverbal communication.

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#### THE LINGUISTIC GIMMICKS OF ADVERTISING

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*The article deals with the linguistic means of manipulation in press advertisements. The author highlights different types of persuasion used in advertising and main advertising techniques. Manipulation of linguistic means is viewed as a type of foregrounding at different language levels.*

Advertising – is the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards [1].

With the growth of the mass media - increasing number of magazines, newspapers, TV and radio stations - people are bombarded with hundreds of advertising messages daily: services (transport, medical, horoscope etc), clothes, vehicles, soap, even cigarettes. Advertising is important because it creates awareness to the consumers about products available in the market. It helps to create demand for the products. It enables the consumer to choose from a number of products available in the market place.

There are a lot of different types of advertising. The most widely used types of advertising are TV commercials (infomercials and etc.), online advertising, and press advertising. TV commercials are generally considered the most effective mass-market advertising format, as it is reflected by the high prices TV networks charge for commercial airtime during popular TV events, such as, for example, football matches, popular soap operas, etc. *Infomercials* are a variation of TV commercials. Infomercial is a long-format television commercial, typically five minutes or longer. The word “infomercial” is a portmanteau of the words “information” and “commercial”. The main objective of an infomercial is to create an impulse to purchase something immediately. Infomercials describe, display, and often demonstrate products and their features [2, 4].

*Online advertising* is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual advertisements that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam [2, 4].

*Press advertising* describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. Classified advertising is a variation of press advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee to advertise their products or services. Another variation of press advertising is the Display Ad, which is a larger ad ( it can include art) that typically run in an article section of a newspaper [2, 4].

To manipulate people and to persuade them to buy a product advertisers use different techniques. Advertising can be divided into two types: manipulative and non-manipulative. To non-manipulative advertising we can relate such categories of persuasion as rational persuasion and factual information, which clearly leave the responsibility upon the consumer. To the manipulative advertising we can relate coercion, deceitful advertising, fallacious arguments, and emotive persuasion, which clearly leave the advertiser with responsibility for the consumer's choice.

We can distinguish several advertising techniques: association of ideas, key words, guilt, "science", expert opinion, "before and after", "the camera never lies", repetition, "keeping up with the Joneses", brand names. These techniques work very subtly and create a time-bomb effect. It means that consumer may not buy the product immediately, but he will probably react to it psychologically. Most people are not aware of these gimmicks, because they are prepared by clever artists, photographers, technicians and writers.

We should mention that, bright color and beautiful images attract consumer's attention, it is only one component part of successful advertisement. Good slogan is not less important. Companies rely heavily on their slogans, jingles, and advertisements to make a profit.

Advertisers use the manipulation of language to create claims that suggest something about their products without directly claiming it to be true.

Some claims are honest statements about products, others are outright lies, but most claims fall into the middle ground, they give "neither bold lies nor helpful consumer information." [3]. These claims are the ones that rely most heavily on the manipulation of language to attract consumers to their products. The claims are legal because when studied grammatically, we can determine that the claims do not actually provide any false information-people just make unconscious assumptions about the products based on how the ads are worded.

Jeffrey Schrank outlines ten basic advertising claims that are used to make consumers believe something about the product that is not true. These claims are the Weasel Claim, the Unfinished Claim, Uniqueness Claims, "Water Is Wet" Claims, "So What" Claims, Vague Claims, Appeal To Authority/Celebrity Claims, Use of Questionable or Science claims, "Smart Consumer" Claims and Rhetorical Questions. The first two claims focus the most on the linguistic aspects of their claims, as opposed to claims that try to make products sound different and unique in a more straightforward way.

The Weasel Claim involves a modifier, the "weasel word," that negates the claim that follows it. Commonly used weasel words include comparison words "like", "as much as". Commonly used qualitative weasel words include "virtual" or "virtually", "acts" or "works", "tackles", "fights", or "looks like". They may also use vague descriptive words, such as "fortified", "enriched", "healthy", "natural" or "strengthened". The weasels are used to soften the claim, often to make exaggerated or otherwise false claims without actually lying. They reduce the significance of the claims by using powerful, assertive words such as "help," "act," "can be", "up to", "has the feel of", "has the look of" and "fight" to give the impression of effectiveness.

For example, in the shampoo ad: "*Helps control dandruff symptoms with regular use*". The weasels include "helps control", and possibly even "symptoms" and "regular use", both of which are vague. The claim is not that the product 'stops dandruff'.

The Unfinished Claim states that the product has more, or is better than something, but does not say what that "something" is. "Peterson's gives you more" is an Unfinished Claim because it claims that by using the product the consumer gets more of something – but we don't know exactly what. Unfinished Claims that rely on "more" and its adjectival power include: "Coffee-mate gives coffee more body, more flavor," "30% more cleaning power." What is more in the ad we can also notice, that "Coffee-mate gives coffee more body, more flavor," is not only an Unfinished Claim, but also vague weasels "body" and "flavor" are used to further entice consumers.

Other claims can involve weasel words, words that are colorful but meaningless, as well as the use of subjective and emotional opinions that defy verification. Also they can use some sort of scientific proof or experiment, very specific numbers, or an impressive sounding mystery ingredient; or words that imply to the reader or listener that the product is better, because it is different [3].

The creators of most press advertisements, however, couple some kind of visual material with ample linguistic material and, often, this linguistic material is manipulated.

Manipulation of linguistic form and structure implies that linguistic material beginning with the smallest or most discrete of segments or forms and leading to quite large linguistic entities will be fashioned to undergo some change, transformation that is relatively unexpected on the part of the reader/viewer.

This is done clearly with the purpose of providing another means of directing the reader/viewer's attention squarely onto what is the subject and substance of the particular discourse in which the manipulation occurs. In press advertising, this comes out to manipulating some linguistic item - breaking a rule in some systematic fashion - so that maximum persuasive effect for the product or service advertised is achieved in and by the ad.

We should view the manipulation of linguistic entities as a type of foregrounding. Foregrounding is a linguistic process in which some elements, such as words, phrases, sentences, stressings, intonations, or the like are given prominence or made more meaningfully significant by the communicator/language-user, in this case the creator(s) of a press advertisement. The author utilizes the conceptual linguistic framework – a synthesis of the concepts and insights relating to foregrounding.

Linguistic manipulation is put into practice on morphological, lexical, syntactical and phonetical levels.

At the phonetical level, we can find manipulations of sound that are referred to as alliteration, rhyming, and the like. In an ad for Ford Motor Company, a smiling, ten-person, car-assembly team is grouped around a new, partially assembled Ford. "Body Builders." is placed squarely above. In addition to the familiar, comfortably-repeated sound, the reader/viewer is also impressed by the noun-noun compound that is, in fact, in this health-conscious age, a well-known bound idiom. The idiom conveys the notion that the team is strong and dependable and so, therefore, will be the product. Similarly, an elegantly dressed couple, the male with gin-and-tonic in hand, the female with martini, are seated above a bottle of Beefeater London Distilled Dry Gin. Juxtaposed in the middle are the words: "Befittingly Beefeater." Here, besides the repeated sounds, the reader/viewer is enticed by a lexical item that is closely associated to British usage and which conveys a "posh" connotation. Lastly, in a Myers's Original Rum Cream ad, a bottle and a ladle that is filling a glass of the liqueur are placed besides the rhyme: "Cream & Rum. Yum!" From both a sound and lexical perspective, a luscious combination is achieved [6].

At the morphological level, we have manipulations such as using of rhetorical questions, pairing of a morpheme with a non-grammatical counterpart or the creation of a pseudo-morpheme, morpho-phonological manipulation such as using of words with similar sounds.

For example, as in a Nissan advertisement for a 4x4 flatbed truck. Over the words, "To sport," we see a very flashy, well-equipped, black Nissan 4x4 ST. Below this, occupying the lower half of the frame, is the same flatbed now loaded with a flashy yellow motorcycle and yellow-shirted motorcyclist/driver. This is above the words, "Or transport." Note that this is to be considered more properly as a morpho-phonological manipulation in that the reader/viewer experiences the similar sound of the "sport/transport" alternation as well as the necessity to re-form (morphologically) the word "transport" to conform with the word "sport." Moreover, note that this is an allusion to the Shakespearean "To be or not to be," but that this is more of a veiled imperative than it is syntactically a rhetorical question begging of a decision. The message conveyed must be construed as something like: "Here is the ultimate in sporty automobiles for you. Not only is it sporty but it will transport whatever you need or want and it will never lose its allure. Therefore, if you want to be the best, purchase the best!" [6].

Another type of morphological manipulation is the pairing of a morpheme with a non-grammatical counterpart or the creation of a pseudo-morpheme. In the case of the former, one is immediately reminded of the Seven-Up Corporation's eminently successful "uncola" ads in which the negative morpheme "un-" was paired with a noun rather than an expected adjective. Clearly, we were not talking of "Coke" here! In the case of the latter, we have as an example the GTE Phone Mart ad which depicts products from the store with the words, "How to keep up with the phoneses." This pseudo-morpheme then calls to mind the spelling and pronunciation of the Joneses and the newly-created, phrasal pseudo-idiom sends the message: "If you want to be at the same socio-economic level as all your friends and neighbors, purchase your phones at our store." In both cases, this purposeful rule-bending and -breaking rivets the reader/viewer's attention and conveys definitive and clear-cut messages regarding the "rightness" of purchasing the particular advertised products [6].

At the lexical level, punning is at a premium. As the example, we have punning in an ad for Dexter shoes, we have a picture of a Dexter shoe worn by a foot and leg in jeans on one side and the same Dexter shoe worn by a foot and leg in dress pants on the other. The word below says it all: "AmbiDEXTERS." The fortuitous similarity of the company's name is capitalized upon to achieve a manipulation over the word "ambidextrous." Although at first blush this seems only a lexical manipulation, this is virtually impossible: the pronunciation of the word hinges, on the breaking and reforming of sound rules as well [6].

So, lexical manipulations are often puns over well-known, bound idioms. We have examples such as the Brooks ad for its running shoes ("Roads Scholar."), the Levi-Strauss advertisement for its painted denims ("Painted Denims. Strokes of Levi's Jeanius."), the Holland-America Trans-Canal ad for its less-expensive voyage across the Isthmus ("Connect the docks and save \$600."), the Nissan "Feel your Pulsar quicken." ad, or the Martini & Rossi vermouth quip: "Martini & Rossi. In a glass by itself." These all constitute manipulations at the levels of sound and spelling, "roads/Rhodes," "genius/jeanius," "docks/dots," "pulse/Pulsar," "glass/class" which lead immediately to manipulations at the level of bound idiom: a Rhodes scholar, a stroke of genius, connect the dots, feel your pulse quicken, in a class by itself.

Sometimes, a lexical manipulation may be achieved by capitalizing on the meaning of a foreign word which happens to be part of the advertisement. A particularly poignant example is Goodyear's depiction of its tires on a Pontiac Fiero: "Fiero means 'proud,' performance means Eagles." Here, a pseudo-definition is concocted out of the fortuitous pairing of the foreign-named car with the advertised Goodyear tires. Out of this, the reader/viewer gets the notions of "proud performance = Eagles," a rather neat, albeit somewhat bogus, formulation [6].

The grammatical structure of the English language makes this kind of advertising especially lucrative, because of people's tendency to only register those parts of the advertisement that they want to be true. The relationship between words in a sentence is intricate, and we must be aware of the way a subtle shift in the structure of a sentence can change the entire sentence's meaning before we can claim to be immune to the linguistic gimmicks of advertising.

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#### AMERICAN SLANG AS THE REFLECTION OF NATIONAL AND CULTURAL PECULIARITIES

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*The article deals with the notion of American slang, which is an indispensable part of the English language and one of the means of national and cultural peculiarities reflection.*

Nowadays, with the rapid development of computer science and means of communication, the role of literature translator as a link in intercultural communication increases. The translator has the responsibility for adequate (appropriate) transference of a literary text. The art of "conveyance the work to the reader" is not only