

Paralinguistic features and stylistic techniques of advertising communication

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Abstract. The purpose of this study is to study the theoretical provisions of pragmalinguistics regarding advertising texts, to describe their paralinguistic features and stylistic techniques in advertising communication. The objectives of the study are: to analyze domestic and foreign theoretical and practical scientific research in the field of pragmalinguistics of advertising discourse and advertising texts; to identify and describe the main theoretical positions of approaches and technologies in advertising communication; present and study classifications of types of English- language advertising slogans based on structural, stylistic, semantic and functional characteristics. The research methodology is based on methods of theoretical and empirical levels were used to solve research tasks to achieve the goal. As a result of the conducted research, the two main strategies that advertising uses to convince the target audience to buy certain goods or services: psychodynamic and socio-cultural. In the socio-cultural strategy, it is obvious that the culture within which an individual makes decisions about actions is of great importance for the formation of his behavior, since the advertising slogan interacts with cultural requirements. Advertising slogans are designed to reflect the culture and appeal to the feelings of people in a given society.

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1 Introduction

The language of advertising is a special phenomenon and a special field of study of public relations in the field of modern science. It is studied by experts in various fields: linguists, psychologists, economists and others. Of course, all these researchers pursue different goals in their work. Linguists analyze the advertising language by groups (phonetic, lexical, syntactic, morphological, stylistic), psychologists consider language management methods and their impact on consumers. But there is another aspect of language that explores the text of advertising from a social point of view, linking it with a lifestyle, so linguists break all sections into groups. This is, of course, the field of sociolinguistics [1, 2].

The term sociolinguistics is defined by linguists as follows: sociolinguistics considers the problem of language and society, the question of the specific entry of language into the speech of a person of different classes, categories, ages, professions and genders. Pure linguistics explores only the language itself. Sociolinguistics focuses on the fact that members of society use it differently in different contexts and environments. The language of advertising also develops in harmony with the issues of social life in the reflection of public life. For this reason, the language of advertising plays an important role in the study and analysis of knowledge about social language. Therefore, it is advisable to study the role of the advertising language in the development of life and society, as well as its features related to the style of the social environment. This is also the importance of researching the language of advertising.

However, the language of advertising is the language that creates relationships between social groups. Historically, advertising slogans have addressed consumers verbally in the past. In this regard, the language of advertising should be recognized as an example of the art of speech. This is because in order to sell a product, you need to come up with unusual offers that can attract the consumer's attention, and make sure that the product comes to mind when you hear an advertising text or slogan.

The language of advertising is a language rich in means of expressing the vernacular revealing the laws of figurative use of language. At the same time, the social symbols inherent in the language of advertising serve to reveal the clarity and clarity of thought, as well as its aspects related to the content of life and society [3-5].

Advertising is a form of colloquialism in which a word, regardless of whether it is used in the proper sense or figuratively, feels its influence in social relations. That is why the language of advertising is of particular importance. The concept of advertising language is the same in all national languages, but the customs, lifestyle, social characteristics of each nation are different, which means that each language has some important distinctive features. In this sense, we should not forget that the language of advertising is one of the unique forms of language based on the past traditions of the language of the people [6].

The amount of information transmitted has a profound impact on the way information is received and processed. Excessive information in advertising, on the contrary, has a significant impact on the purchase of goods. It follows from this that the activation of cognitive need remains a strong psychological factor in advertising [7-9].

One of the components of the advertising text is the slogan.

The average size of a slogan is 4-5 words, and the maximum size, as a rule, does not exceed 7 words. The slogan should be as follows: short, memorable, related to the trademark, fully translated into foreign languages. It should be noted that most of the echo phrases of the advertising text, which give it meaning and logical completeness, correspond to the slogan.

People react to any advertisement with their emotions. We express our attitude directly to environmental phenomena, things and objects around us under certain conditions. A variety of situations arise when things and events have a direct impact on a person. With the help of advertising language, we create emotional images without realizing it, no matter how much they are created.

Speaking of advertising slogans, we can say that this is the main element of advertising. The recipients of the advertising message decide whether or not to read the continuation of the advertising text under the slogan.

According to their structure, advertising slogans can be divided into three groups:

1. Related slogan.
2. Adapted slogan.
3. Free slogan.

Slogans represent the main idea of advertising. They use attracting attention by encouraging the purchase of a product.

2 Materials and methods

As it is known, linguistics describes various communicative situations that have their own characteristics and are classified by type. The communicative situation associated with advertising is based primarily on speech influence and persuasion technologies.

Let's consider the main strategies for building convincing advertising slogans. The language of persuasion is very important for a successful advertising campaign. The purpose of most advertising slogans is to convince the audience to believe or do something. So, what are the main strategies available for a persuasive communicator who wants to either change his personal orientation or motivate the audience to participate in a specific explicit action?

Persuasive communication technology in advertising refers to marketing communication designed to attract new consumers who are encouraged to use the advertised goods, services or ideas. The purpose of most advertising slogans in such a communicative situation is to convince the audience to believe in the idea or buy a product.

It is known that there are two main strategies that advertising uses to convince the target audience to buy certain goods or services. The first is called a psychodynamic strategy and is based on the assumption that both personal orientations and open actions are based on individual psychological factors – emotional or rational - that determine how a person will behave in a particular context. The second approach is to assume that people's beliefs and their open actions are formed by the context of social rules and cultural expectations of the people around them. An advertising slogan is intended to convince the addressee that a certain form, persuasion or action is required in this context. This is called a socio-cultural strategy for building a convincing message.

In the socio-cultural strategy, it is obvious that the culture within which an individual makes decisions about actions is of great importance for the formation of his behavior. Such an approach in an advertising communicative situation is called a socio-cultural strategy.

The principles of persuasive communication technology used in the creation and use of advertising slogans are as follows:

1. The principle of identification. Most people will ignore an idea, opinion, or point of view unless they clearly see that it affects personal fears, desires, hopes, or aspirations. The advertising slogan should be drawn up from the point of view of the interests of the target audience.

2. The principle of operation. Unless funds are provided for action, people tend to shrug off calls for action.

3. The principle of familiarity and trust. The addressee of the advertising slogan buys only from those whom he trusts, since from a psychological point of view, consumers accept only those opinions or points of view that they consider trustworthy.

4. The principle of clarity. The communicative situation should be simple and understandable for the addressee. What the addressee of an advertising communication situation can observe, read, see or hear should be clear and unambiguous for understanding, not subject to multiple interpretations. In a communicative situation of speech influence, it is necessary to use words, symbols or stereotypes that the addressee is able to perceive correctly and to which he reacts.

Here are some methods of persuasion in advertising:

1. Emotional attractiveness. This method of advertising is carried out with the help of two factors – the needs of the addressees and the fear factor.

2. Promo advertising. This method involves the free distribution of product samples to consumers.

3. Advertising the winner. This type of technique involves convincing customers to join a group of people who have bought this product and be on the winning side.

4. Facts and statistics. Here, advertisers use numbers, evidence, and real-world examples to show how well their product works.

5. Incomplete ads. Advertisers here are just playing with words, saying that their product works better, but do not answer how much more than a competitor.

6. Words of care. In this technique, advertisers do not say that they are the best of the rest, but they do not deny it either.

7. Approval. Advertisers use celebrities to advertise their products.

8. Addition of clients. Here, advertisers used keywords that complement the consumers buying their products.

9. Perfect family and perfect children. Advertisers using this technique show that the families or children using their product are a happy family.

10. Patriotic advertising. These ads show how a person can support their country by using their product or service.

11. Customer survey. Advertisers using this technique ask consumers questions to get an answer to their product offers.

12. Bribery. This method is used to bribe customers with something extra if they buy a product using lines such as "buy one shirt and get one for free" or "become a member of the club for two years and get a 20% discount on all services!".

Advertising slogans are short, often memorable phrases used in advertising campaigns. It is argued that they are the most effective means of drawing attention to one or more aspects of the product. Its purpose is to emphasize a phrase that a company wants to remember, especially to promote a certain corporate image or connection with a product or consumer base.

The advertising language usually appears in the form of informal, non-figurative structures. However, figurative language can also be found in most advertisements, serving as one of the means of attracting attention that make an indelible impression on the reader. Crystal (1992) distinguishes two types of figurative language: figures (parallelism, alliteration) and tropes (metaphor, metonymy, personification, etc.). Figures with their striking features of regularity and repeatability have succeeded in attracting the attention of consumers. These figures are an important tool used by advertisers to convince the addressee.

When creating advertising slogans, the following linguistic and linguistic stylistic means are effectively used: alliteration, hyperbole, personification, metaphor, epiphora, anaphora, pun, onomatopoeia, rhyme and some others, we will consider them further.

Alliteration is a useful sound technique found in many types of literature, but mainly in poetry. Companies and advertisers use alliteration to draw attention to company names and products. Many famous quotes and sayings also use alliteration. This is because the repetition of consonant sounds at the beginning of words provides rhythm and musicality. It also makes it easier to remember a phrase and makes it interesting to read or say out loud.

Certain sounds can affect the mood of a poem. Alliteration can be used to give a poem a calm, smooth feel or a loud, sharp feel. For example, the phrase "Singing songs of the sea" uses the sound "s". This gives the phrase a soft and smooth sound. Meanwhile, the phrase "Keep that crazy cat away!" uses a hard "k" sound. This gives the phrase a sharp sound and adds a threatening tone. Since alliteration is such a bold and noticeable technique, it can be used to draw attention to a particular subject. Many great speakers have used alliteration to emphasize certain parts of their arguments.

Alliteration in advertising slogans is designed to attract attention, and its use usually makes any work memorable. That's why you may have heard a lot of advertisements with alliterative slogans. For example, in the following English-language advertising slogans, you can observe the stylistic technique of alliteration:

You will never put the best piece of butter on your knife (Butter from rural life).

The Daily Diary of the American Dream (Wall Street Journal)

Functional... Fashionable... Formidable...(Fila)

The greyhound is going great (Greyhound)

Don't dream about it. Lead him. (Jaguar)

The best four by four to date (Land Rover)

Welcome to the Worldwide Wow Network (AOL)

Made to make your mouth water (Opal fruits)

Alliteration can be defined as a literary technique in which consecutive words (more precisely, underlined syllables) begin with the same consonant sound or letter. It is widely used in advertising slogans. There are 20 consonant sounds in English, but those that are produced when the air flow is completely stopped (p, b, m, n, t, d, K and d) are used most often because they stand out more than others.

Onomatopoeia is an integral part of the lexical system of the English language. This is a figurative and expressive technique that is widely used in modern advertising texts. The elements imitating sound that appear in advertising are of two main types: those that are everyday words in the language, and those that are special coins.

The main semantic features of the English onomatopoeic words of advertising texts are the following:

1) the meaning of words imitating sound is specific. These words have a denotation and a signification. The denotation of onomatopoeic words is a complex acoustic complex of the sound of nature, while the signification is a reflection of the real features of natural sound in the human mind;

2) these words have primary and secondary generalization. For example, the word "giggling", on the one hand, generalizes the sounds made by poultry, but, on the other hand, expresses a specific human laugh;

3) expressiveness is considered a distinctive feature of the semantics of onomatopoeic words in advertising. The expressive side of onomatopoeia is described in terms of phonemes, i.e. as belonging to the language in question, or as sounds that do not belong to

the phonemic inventory of the language in question. Less often it is described in terms of any phonological or phonetic features;

4) onomatopoeic words also have qualitative and quantitative indicators, which are an essential part of their semantic structure.

Qualitative stimuli are determined by four factors - the type of sound movement, the type of sound source, the nature of the movement (impulsive, sudden, prolonged), the environment in which the sound appears. They determine such sound qualities as pitch, timbre, sonority, intensity, etc.

In advertising, the sound produced by the product and the emotions that it allegedly evokes in the addressee often receive an onomatopoeic expression: a specific car brand is associated with VR-O-O-M; the smell of perfume or gravy causes M-m-m-m. Brand names usually use sound symbols, as demonstrated by the world of crunchy breakfast cereals with its crunches, puffs, pops and slaps. And, accordingly, advertising slogans also often rely on onomatopoeia.

Metonymia is defined as a figure of speech in which the name of an attribute or thing is replaced by the thing itself, that is, a word or phrase is replaced by another that is closely related to the original one. It is also noted that metonymy is an index sign: there is a direct or logically continuous connection between the substituted word and its referent. Although Myers (1997, p.127) argues that metonymy is usually found in advertising, where the product is associated with a person or environment, this figure of speech is not very common in advertising slogans, namely, only in 3 out of 55 commercial advertising slogans we have identified metonymia:

Do you have the bunny inside? (Energizer),

You never actually own a Patek Philippe. You merely look after it for the next generation (Patek Philippe)

I like Volvo (Volvo).

The analysis of social advertising slogans showed that metonymy is not used in them, but rather in the visual effects used for advertising campaigns. For example, an image of a disposable syringe means a drug addiction problem, images of a bottle or blood mean alcoholism and murder, respectively.

Euphemisms are used by advertisers to avoid harsh or unpleasant words or expressions in an advertising slogan and replace them with soft or more pleasant expressions of the word. For example, the slogan in the advertising of the Guinness beer brand "I choose Greatness".

A number of analyzed advertising slogans for both commercial and social campaigns use a figurative language technique called an apostrophe, in which a thing, a place, an abstract quality, an idea, a deceased or absent person is addressed as if he is present and able to understand. Here are the following examples of using the apostrophe:

I'm lovin' it" (MacDonald's)

Because you're worth it" (L'oreal)

After a stroke from smoking, get used to losing your independence" (Center for Disease Control and Prevention, Atlanta, USA);

If you don't pick it up they will (Endangered Wildlife Trust)

Assonance consists of the repetition of similar vowel sounds, usually close to each other, to achieve a certain effect of euphony. Sometimes assonance is called "vocal rhyme". The Encyclopedia Britannica defines assonance as "the repetition of stressed vowel sounds in words with different final consonants, as in the phrase "just like". It's not like a rhyme in which the initial consonants are different, but both the vowels and the final consonants are

identical. Assonance is rarely found in advertising slogans and is difficult to identify. However, several examples of assonance have been found in commercial slogans:

See what we mean (Canon slogan)

You just ate 16 packs of sugar (New York's anti-soda campaign slogan).

Pun is the third most popular trope used in the analyzed advertising slogans. A pun is also known as a humorous device, a riddle and a very common form of speech game. Examples of puns are present in the Ford slogan "Everything we do is driven by you" and in the slogan of Guinness & Co. "It strikes when it's Guinness time". The pun in the first case is in the verb "drive", and in the second - in a noun that can be attributed both to itself and to the time, hour of the day, as lunch time. In a pun, the message carries at least two different meanings or interpretations. Both values may be relevant to the audience, or only one may be relevant. The mentioned Ford and Guinness & Co slogans have two different interpretations that relate to the advertiser's message. These two slogans seem more aimed at conveying a message than at entertaining or puzzling the audience. Both of these advertisers can use a reasonable approach to ensure the longevity of these slogans, the reason is that puns like slang are a short-lived layer of language: while they are new, they can entertain, but then they can start to annoy the addressees.

Linguistic analysis of slogans has shown that the most commonly used sound techniques in commercial advertising slogans are rhyme and alliteration, which help to convey simple information and make the text memorable, while rhythm, assonance and onomatopoeia can be considered the rarest sound techniques used in slogans. Analysis of social advertising slogans has shown that phonological techniques, such as alliteration, are infrequent, while cases of both rhyme and onomatopoeia are absent in slogans for social advertising campaigns [10-13].

Stylistic figures of speech are one of the means to make advertising messages memorable and emotionally colored. Commercial advertising slogans have demonstrated the fairly frequent use of puns, comparisons, metaphors, personifications, hyperboles and euphemisms that are used in slogans for goods and services, while the use of metonymy and apostrophe is very rare. The analysis showed that the use of stylistic figures of speech in the slogans of social advertising campaigns is very scarce – only a few examples of impersonation, comparisons, metaphors, hyperbole, and apostrophe have been identified.

3 Results

Summing up, we can say that advertising slogans, especially for commercial marketing campaigns, often use various figures of speech and sound techniques that make both slogans and advertising messages memorable and emotionally colored. They attract the audience's attention to advertising and distinguish it from other forms of writing.

The list of 100 selected advertising slogans in English in this study was divided into three groups with an emphasis on the language and the rhetorical techniques used in them: 1) figurative language, 2) sound techniques, 3) other rhetorical techniques.

The first group contains slogans that illustrate the use of figurative language (comparison, metonymy, metaphor, pun, personification, apostrophe) and make up 40% of all analyzed slogans, i.e. 160 slogans. The second group contains slogans based on different sounds (rhyme, alliteration and onomatopoeia) and accounts for 32% of all analyzed slogans, i.e. 128 slogans. The third group contains slogans with other rhetorical techniques (repetition, anaphora, epiphora), comparison and hyperbole) and accounts for 28% of all analyzed slogans, i.e. 112 slogans.

Although the definition of an advertising slogan varies from author to author, all definitions share the general idea that an advertising slogan is a short catchy phrase related to a particular brand that defines, represents and helps customers remember the key concepts of a brand or advertising campaign.

The analysis showed that 40% of the selected slogans contained figurative language, 32% of the slogans used sound techniques, and 28% of the analyzed slogans were made using other rhetorical techniques (repetition, comparison, parallelism, antithesis and hyperbole). The trend is such that 16% of all selected English advertising slogans demonstrate the use of pun (wordplay), while elements of figurative language make up 2%, 2% and 1% of all analyzed slogans, respectively.

The most frequently used sound technique in English advertising slogans is alliteration, which was detected in 11% of the selected slogans, while rhythm and onomatopoeia can be considered the rarest sound techniques used in slogans, since they were detected in 1% and 2% of the analyzed slogans, respectively.

The most frequently used rhetorical device in the list of other rhetorical techniques is repetition, which was observed in 13% of all selected slogans, while the rarest is the antithesis, which was identified in 2% of the analyzed slogans.

4 Discussion

Thus, due to its emotional and stylistic coloring and the ability to attract the reader's attention and have a certain pragmatic effect on him, onomatopoeic words are very popular in modern advertising texts in English.

Rhyme is the repetition of syllables, usually at the end of a line of poetry. Rhyming words usually share all the sounds following the last stressed syllable of the word. An example of this is the advertising slogan of chocolate: One Mars a day helps you work, relax and play.

One of the best ways to attract a brand name is to make the slogan rhyme with it. An advertising slogan is better if it reflects the brand's personality. Thus, the rhyme emphasizes the brand name. An advertising slogan may differ from others by the brand name and a special rhyme, which is a distinctive feature of the slogan.

Hyperbole is an aspect of advertising in all media, from print ads and radio broadcasts to television commercials and advertising websites. Advertising that promises to endow the user with superpowers, dazzling white teeth and an uncanny ability to attract the opposite sex has been around for several decades. Marketers use such hyperbolic statements to attract customers not with facts about their products, but with wild exaggerations that are not intended to reflect the truth. Hyperbole is a rhetorical term for exaggeration or exaggeration, usually intentional and not intended to be perceived too literary. Examples of hyperbole in English-language advertising slogans:

Gives amazing shine for endless mirror shine. (Shiny Brunette)

It couldn't be better. (Oscar Meyer)

The best a man can get. (Gillette)

Mints so strong they come in a metal box. (Altoids)

Impersonation is a term used mainly in literature to refer to a figure of speech that involves a direct reference to an inanimate object or abstract concept, as if it were a living being, often possessing specifically human qualities. These attributes may include sensations, emotions, desires, physical gestures and expressions, and the ability to speak, among other things. Personifications are a kind of figurative language in which a physical object is additionally defined as a person.

In fact, it's hard to imagine what advertising would be like without a personification figure. Our study presents only a small sample of countless popular slogans that are based on personification to promote products. For example:

Kleenex says bless you.(Kleenex)

Nothing hugs like Huggies.(Huggies)

You're in good hands with Allstate.(Allstate Insurance Company)

The car that cares(Kia cars)

Acer. We hear you.(Acer computers)

The heartbeat of America.(Chevrolet cars)

A metaphor is a word or phrase that means one thing, but is used to describe another in order to give it these qualities. For example, "You are a ray of the sun" does not mean that you believe that a person has literally and physically turned into a sunbeam, but that a person has their own positive qualities, such as providing light, warmth or positive feelings that sunlight often brings. For example:

Red Bull gives you wings.

Budweiser: The king of beers.

Chevrolet: The heartbeat of America.

Gillette: The best a man can get.

Triumph's TR7 auto: The shape of things to come.

A metaphor expresses one object, event, or action as actually being another in order to make it more attractive. Advertisers actively use metaphors when creating an advertising language. These types of figurative language are used to attract more audience attention. When the source domain provides a relatively rich knowledge structure for the target domain, this is called a structural metaphor. The ontological metaphor provides much less cognitive structuring for the target area.

The orientation metaphor provides an even smaller conceptual framework for the target area. The name orientation metaphor comes from the fact that most of the metaphors that perform this function are related to the basic spatial orientation of a person.

Comparisons are similar to metaphors, but not as clever or poetic. They pay attention to the similarity, but do not attribute all the positive qualities directly to the product or service or leave anything to your imagination. Comparisons are comparisons using "as" and "as". Although comparisons are always metaphors, metaphors are not always comparisons.

As a result of the analysis of social and commercial advertising slogans, metaphors were identified. Unlike comparison, metaphor is usually an implicit comparison and contributes to the aesthetics of the message, as well as emphasizes the main idea by describing one object in terms of another.

When using a metaphor, two seemingly unrelated things are compared, claiming that one is the same as the other; this helps to see similarities or connections that would remain undisclosed if not for the metaphor. In the course of the study, we noticed that metaphors are valuable in the language of advertising, because they suggest the right kind of emotional associations with the product.

5 Conclusions

Thus, advertising communication technologies help to increase the value of products by demonstrating a positive image of the product, which, in turn, helps to convince recipients to purchase it.

Our study has examined the English-language advertising slogans of world-famous brands. The material of the current study is a collection of 400 slogans of various brands,

each of which covers one segment of products that meet everyday needs. The slogans were randomly selected for analysis from Internet sources, television and radio advertisements, newspapers and magazines, and then arranged alphabetically according to the first letter of the brand name.

Advertising slogans are an important part of any advertising campaign. Being short and memorable, advertising slogans have been used by large corporations and small business companies for more than a century. The purpose of these catchphrases is to attract the attention of a potential customer and help distinguish a product or service from most others on the market.

The social impact of an advertising slogan is based on the premise that it shapes and reflects society. Advertising takes place in society by a person and for his benefit. This means that advertising also reflects culture and society.

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