

Wyższa Szkoła Lingwistyczna w Częstochowie

The language of advertising

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The main intentions of our research

- The goal is to scientifically understand and to describe linguistic, communicative, pragmatic and stylistic peculiarities of the English advertising texts;
- The theoretical importance is the combined application of different approaches to detect the systematic character of the means, belonging to the different linguistic levels;
- The practical importance is determined by the opportunity to use its results in the educational process.

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The social importance of the advertisements

This is advertisement that constantly influences the mentality of the majority of the Earth population, which results not only in formation of purchasing preferences, but also determines certain thinking standards, as well as create the behavior of certain social classes all around the world.

Structural and semantic peculiarities of the advertising texts

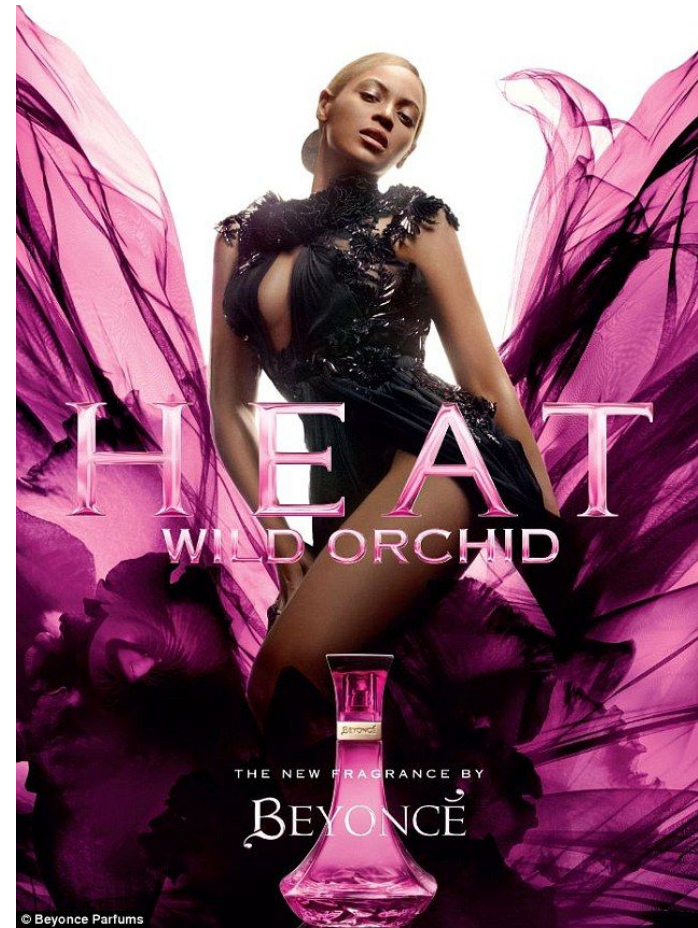
- An advertising text belongs to non-traditional type;
- The textual information can be represented with a rhyme inversion, special emphases, graphic ways of designation;
- The essence of a sentence is expressed with: form of a statement, supposition and expectation;
- It combines the features of other levels' signs: iconic signs, index signs and symbols.

Influencing tools for advertising



Influencing tools for advertising

Metonymy is widespread in advertising headlines as a capacious expressive and figurative means. Another important method is synecdoche – a type of metonymy, which is based on transference a word meaning from one phenomena to another one according to the quantitative relations. Usually synecdoche uses: 1) single instead of multitude; 2) multitude instead of single; 3) a part instead of whole; 4) genetic name instead of type one; 5) a type name instead of genetic one:



Influencing tools for advertising

Epithet is a stylistic figure, being a definition or an adverbial modifier in a sentence as an attribute of an object, an action or a state, is characterized with high emotional and expressive capacity, judgement and figurativeness. Epithets are rather favorable for advertisers, as they help to make reasons more lively and demonstrative:



Influencing tools for advertising

Hyperbola is a word construction, where the features of a described object are presented in the exaggerated form aiming in attracting readers' attention at them. Manufacturers use this stylistic tool in order to demonstrate their products in the most favorable way :



Calvin Klein BEAUTY

A new interpretation of a lily – a neo-lily – is the heart and soul of Calvin Klein BEAUTY. A sophisticated flower that is the essence of femininity, the lily is also radiant and powerful.

Calvin Klein BEAUTY的精髓，來自對馬蹄蘭的嶄新演繹——neo-lily。這種精緻的花卉，凝聚了女性的嫵媚及魅力，光芒四射，香氣馥郁。

Exclusive Privilege for FACES VIP Members
FACES會員尊享優惠

From 25 – 31 Oct 2010, present this invitation at Calvin Klein Fragrances at FACES, Harbour City, to receive the new Calvin Klein BEAUTY Eau de Parfum 1.2ml sample*.

由2010年10月25日至31日，誠邀閣下攜同此電郵親臨於海港城FACES內之Calvin Klein香氣推廣會場，可獲贈最新之Calvin Klein BEAUTY淡香精試用裝1.2毫升乙份*。

* One per customer, while stock lasts. For enquiry, please call 3188 5398.
* 數量有限，每人限送乙份，送完即止。如有任何查詢，請致電3188 5398。

FACES

SHOP 202/OCEAN TERMINAL/HARBOUR CITY/TSIMSHATSUI/HONG KONG TEL 2118 5622

Influencing tools for advertising

Anaphora and all its types are often used in advertising headlines. The reason is that the first parts of a headline are memorized better, while anaphora encourages this process. Usually such anaphora texts contain the name of a brand, a product or service etc. This stylistic figure is aimed in emphasizing the advertised product, direct the audience's attention at it:

YOUR MOMENT. YOUR DOVE.



Influencing tools for advertising

Epiphora is a stylistic figure, which is the opposite of anaphora. It is created by repetition of “certain words or collocations at the end of the closely connected linguistic units”:



NEW
Le **Rouge**[™]
10HR

Discover
the hold of a longwear
in the luxury of a lipstick.



Color that grabs
hold of you...
and doesn't let go.

Exclusive
Power-hold pigments
Sumptuous Vitamin E

Available in
30 luxurious shades

Because you're worth it.™

L'ORÉAL[®]
PARIS



Influencing tools for advertising

Syntactic parallelism is usually full of word repetitions (anaphora, epiphora etc.) and the repetition of prepositions and conjunctions (multiconjunction). Parallel constructions have equal semantic significance. As for advertising headlines, it is possible to observe the opposite tendency in case of conjunctions – they are purposefully omitted to make a headline compact and rhythmic:



Conclusion

This analysis of the English advertising texts has detected exclusively positive communicative and pragmatic orientation of these texts. This feature determines the choice of linguistic means, increasing the pragmatic influence on the recipient.



advertising

**TARGET THE AUDIENCE
OF YOUR CHOICE**



Conclusion

The most effective advertising texts are those, which are equally directed at the addressee's thoughts, feelings, attitudes and behavior. Increase in suggestive impact of advertising text is determined by its implicit character, avoiding the consciousness threshold and influencing the recipient's unconscious sphere directly; correct choice of vocabulary on the basis of the advertising communication idea; positive connotation of advertising texts, which is reached by humor and positive vocabulary.

Thank you!

