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STYLISTIC PECULIARITIES OF ADVERTISING LANGUAGE

Жарнама тилинин стилистикалык өзгөчөлүктөрү

Стилистические особенности языка рекламы

The given article deals with stylistic peculiarities of advertising language that are peculiar for outdoor, mass-media and Internet advertising. The author gives general characteristics on the importance of advertising industry in the modern world and considers with the influence of advertising on the linguistic structure of the language. The aim of the article lies in the analysis of stylistic devices that are used by advertising makers to boost the selling of their output. The article gives stylistic examples of advertising texts of the most widely spread and well known selling brands.

Keywords: advertising language; stylistic peculiarities; creativity; modern society; influence; stylistic devices; mass- media; outdoor advertising; customer; persuasion; image.

Макалада жарнама тилине мүнөздүү болгон сырткы, масс медиа жана интернет жарнамаларынын стилистикалык өзгөчөлүктөрүн изилдейт. Автор азыркы коомдогу жарнаманын маанисине жалпы мүнөздөмө берет жана тилдик түзүлүшүнө жарнама индустриясынын тийгизген таасирин иликтейт. Макаланын максаты – өндүрүштүн санын көбөйтүүгө түзүлгөн жарнама тексттерин стилистикалык жактан анализдөө. Бул макалада абдан белгилуу болгон жарнама тексттери жана кеңири таралган мисалдар келтирилген.

Урунттуу сөздөр: жарнама тили; стилистикалык өзгөчөлүктөрү; креативдуу; заманбап коом; таасир; стилистикалык кабыл алуу; масс-медиа; сырткы жарнама; сатып алуучу; ынандыруу; келбет.

Данная статья рассматривает стилистические особенности языка рекламы, характерные для наружной, масс-медиа и интернет рекламы. Автор дает обобщенную характеристику важности рекламной деятельности в современном обществе и рассматривает влияние рекламной индустрии на лингвистический строй языка. Цель данной статьи заключается в анализе стилистических приемов, используемых рекламодателями с целью увеличения спроса на их продукцию. В статье приводятся стилистические примеры рекламных текстов самых распространённых и широко узнаваемых торговых брендов.

Ключевые слова: язык рекламы; стилистические особенности; креативность; современное общество; влияние; стилистические приемы; масс-медиа; наружная реклама; покупатель; убеждение; образ.

Nowadays advertising industry has become an essential part of our everyday life. From everywhere around us, advertisements of diverse types attack our privacy. But in spite of its assertiveness, there is an attractive power, which is able to manipulate the consumer; an invisible voice of advertisement advocates, encourages, asks, announces and deeply embeds into peoples' minds. The BBC English Dictionary gives the following definition to the word advertising: "Advertising is the activity of telling people about products or events in order to make them want to buy the product or go to the event" [1]. The given definition identifies the main aim of advertising industry i.e. to inform the potential customers of the product or the event. Whereas Dr. R. Kannan in his book "Use of Language in Advertisements" gives a more colorful and meaningful description. He defines advertising as: "part and parcel of our day to day life which plays a vital role for a company to promote its sales and increases revenues" [2]. This definition reveals a real nature of advertising in our modern society it shows that we cannot even imagine our life without all these advertising billboards, posters, brochures etc...

Almost all advertising makers use taglines to attract the customers. Everything matters in an advertisement. The kind of color, background, people who are appearing, the words used by the people, the way they are pronounced or written. The thing is that modern advertising is vitally important for the country's economy, mass-media and the audience. The notion of advertising traces its history back to ancient times. The word "advertisement" is of Latin origin, it comes from the word "reklamare", which means to cry out or inform. From the history we know that the first forms of advertising messages were transferred by word of mouth, in ancient Greece and Rome all kinds of decrees and announcements were loudly read on the squares or in other places of people's gatherings. According to I.R. Galperin "Advertisements made their way into the press at an early stage of its development, i.e. in the mid-17th century. So they are almost as old as newspapers" [3]. In the course of time, business people who were involved in the trade industry tried to differentiate their products from their opponents and began to find out new ways of presenting their output, thus making contribution to the language development. With the expansion of colour printing and colourful posters the streets began to revel in colours. These posters were ancestors to our modern billboards.

Analyzing written texts of advertising language i. e. creation of advertising text as the final product of advertising activity, we can distinguish between three main types of advertising: advertising in mass-media i. e. press, radio and television; outdoor advertising i. e. advertising that we can find on billboards, transport, shops, on common consumption goods and the third one is Internet advertising. In our article we are interested in all three types of advertising creativity but most of our attention we will pay to the second type i. e. outdoor advertising. The reason for this is that the effectiveness of outdoor advertising cannot be overestimated as it provides better reach to the audience than any other advertising methods. This can be simply explained- it is just unavoidable. According to the World Book Encyclopedia "one of the main advantages of outdoor signs is that people pass by the signs repeatedly. In addition, large, colorful signs easily attract attention" [4]. There may be people who try to avoid TV advertisements by changing channels, who do not listen to the radio and even try not to use the Internet. But anyway almost nobody can avoid an outdoor advertisement. Otherwise people would have to stay inside home and not go out at all.

It is the fact of common knowledge that language has a powerful influence over people and their behavior. And this is especially true in the fields of advertising. Advertising texts are always

socially connected since they are widely spread in all aspects of our life. They advertise not only goods, but also a life style. It has a direct influence on people's material, social and spiritual values. From the beginning of its "life" advertising has constantly had to adapt and change to suit new mediums and increasingly savvy audience. With the development of advertising stylistic devices such as metaphor, hyperbole, simile and others became more frequent in advertising creativity. Being rhetorical devices they make the advertisement more vivid through words. Since the main task of advertising text is to attract the potential customers and market the product. The simple words are difficult in moving the customers and making a desirable impression on them. Thus the promotional effect can be enhanced by using different stylistic devices. Although it should be pointed out that advertising texts do not always correspond ethical, esthetical, literal or any other norms. They tend to have their own peculiar language. Thus, the actuality of the given article lies in the fact that the influence of advertising can be seen not only in the sphere of consumption market, political and cultural life of our society but it also influences the language we use and the development of its system. It can be said that advertising created a special stylistic form of texts. The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a Clorox detergent sounds as follows "Keeps clothes whiter". This advertising text is short but rather informative it has all chances to attract the customers' attention, but from the stylistic point of view here comes a question - whiter than what? At this point it should be mentioned that the target audience also puts its own meaning into certain words and collocations. Different people sometimes interpret language in different ways. Since the scope of the present work does not allow us to consider stylistic devices of all types of advertising texts, we decided to focus our attention on the type of advertising that informs the audience about goods, i.e. we will study and analyze stylistic features of informative advertising texts that usually can be found in billboards, poster advertisements that appear in many buses, subways, trains as well as on TV and in the internet.

Let us consider a popular advertising slogan of Nokia phone that is recognized by everyone who whenever had a phone of this brand.

"Nokia – connecting people"

Nokia created this metaphor in 2007 to convey the image of connecting people on emotional level. This means that Nokia gives you an opportunity not only to talk to someone who may be far away, but it also allows you to have an emotional connection with that person and this fact enhances the Nokia phone's value.

The other two examples advertise one product named – Tropicana Juice.

"Your daily ray of sunshine" "Happiness is a glass of Tropicana".

These advertising texts are also presented by metaphors. Both metaphors were used by Tropicana company to promote its orange juice. They project an image of health, vitality and goodwill that is associated with drinking orange juice. The visual image of the advertising is as bright as its wording since its vivid yellow color and smiley glass impart the audience an image of natural oranges grown in sunny climate that no doubt awakes a desire to buy it.

The other example of metaphor is provided by something rather tasty and sweetie. It sounds as follows:

“What comfort tastes like.”

This advertising text was created by Writher’s Original company that produces candies. Writher’s Original used this metaphor to associate eating candies with so to say “comfort food”. This advertising trick makes consumers feel good about eating this particular candies. Reading this advertising text candy lovers are led to believe that eating the Writher’s candy can provide a break from their everyday stresses and moreover it will not have a negative influence on their figure that is of course very important for most women since most of us are on a diet especially before a bikini season.

Now let us consider some advertising texts of a drink that everyone is fond of – Coca-Cola. Coca-Cola advertising has been among the most prolific in marketing history, with a notable and major impact on popular culture and society as a whole. The logo, bottle design, and brand images are internationally recognizable. Here are some advertising texts created by Coca-Cola company.

“Taste the Feeling”;

“Coca Cola-open happiness”; “Coke adds life”.

These three advertising texts are examples of metaphor. All three metaphors create the image of colorful and bright life. They make us believe that no party, picnic or family gathering will be complete without this drink as it somehow intensifies our feelings and makes every gathering happier.

The fourth advertising text is the example of metonymy.

“The pause that refreshes”

It used to be a very popular advertising campaign for Coca-Cola drink. The slogan “The pause that refreshes” has a witty meaning in itself, it tells us that we live too fast, sometimes we should stop, buy a can of Coca-Cola and try to enjoy the life around us. It teaches us that sometimes we need to go slower to go faster, we need to stop to move ahead, we need to pause to refresh and reflect.

The fifth advertising text of Coca-Cola is presented by a stylistic device called zeugma. A zeugma is a figure of speech in which a word or phrase joins together two distinct parts of a sentence. For example:

“Have a Coke and a smile”.

The slogan "Have a Coke and a smile" was first introduced in 1979. Since then, it has become a key thing people remember about Coca-Cola. This wording as well as other advertising texts of Coca Cola shows that this drink makes the life somehow happier. It may be really true for all Coca-Cola lovers.

The next example is of energy drink called Red Bull. The slogan of this product is as follows:

«Red bull gives you wings»

In this case we can see metaphor as well. The explanation for this metaphorical slogan is that the energy drink is supposed to give consumers so much energy that they could fly. When someone is really tired and even dehydrated, but still has something important to do, Red Bull works as electrolytic solution i. e. brain booster. It provides you with instant energy that has a parallel with wings.

Our next example of metaphor is taken from the advertisement of coffee. Coffee is a drink that attracts many people, it becomes a significant part of peoples' life. Coffee gives us a chance to start a new day and gather our thoughts. For some people it becomes essential fuel for their creative process. The metaphor below was created by a coffee brand "Signature Aisles" that is rather popular in Starbucks.

"We craft our coffees with a passion you can taste"

This particular metaphor makes coffee lovers think that this coffee is really worth trying. The advertising text is bright and seems to be filled with care and love to its customers.

The other example was also taken from the coffee advertisement but in this case the advertisement is presented by hyperbole.

"Rule the world with real coffee"

Here we can see the advertising text of Pokka company that promotes its new ready-to-drink coffee. The "Rule the World with Real Coffee" campaign seems to recognize the increasing pace and competitiveness of life. Hyperbole in this example shows the incontestable superiority of this particular coffee.

Overall, the examples of stylistic devices given above once again demonstrate a strong effect of advertising language both on the society perception, and on the language and its development as a system. Advertising has given rise to the development of a special set of stylistic features of a text that is mainly formed under the influence of reviving advertising traditions and no doubt under the active impact of energetic European advertising. Modern advertising produces its own measures of expressiveness and standard which distinguishes it from other mass-communication and regulating its genetic and stylistic diversity.

All mentioned above example of advertising texts underline an effective power of the language. Just as Kine Sirel Johannessen said: "The process of advertising communication is complex, and its language has a powerful influence over people and their behavior" [5]. In order to catch the customers' attention advertising makers, create uncommon, interesting, catchy and in some cases surprising advertising texts. The findings of this article show that the use of stylistic devices is an important tool in creating a bright and effective advertisement. In the course of writing this article we have found such expressive means as: metaphor, zeugma, metonymy and hyperbole. All these devices make the advertising texts sound strong, dynamic and what is more important persuasive. Moreover, it should be mentioned that metaphor is the most widely spread device of all. It can be explained by the fact that metaphorical advertising texts result in a more positive evaluation towards the advertised product. Metaphor is one of the most effective persuasion tools and its power cannot be overestimated.

On this basis, we can conclude that people prefer unique and innovative advertisements rather than dull and repetitive ones, so using stylistic means is a key to a successful advertising campaign which would confirm the consumers that a certain purchase is vitally necessary.

List of references

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