

PHILOLOGY AND METHODS OF TEACHING LANGUAGES AND LITERATURES

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PECULIARITIES OF ADJECTIVE USAGE IN ENGLISH-LANGUAGE COMMERCIALS

Introduction. Every day modern people face such a phenomenon as advertisements. Advertising texts lure potential buyers by all possible means, making products attractive and desirable, giving them supernatural properties, encouraging a person to purchase a product at any price, even if he does not need this thing or service. Multimedia technologies play a special role in the process of mass suggestion [1]. That's why multimedia texts of mass culture attract the close attention of specialists in various fields of knowledge: linguistics, semiotics, translation studies, sociology, psychology, etc. Advertising as an integral part of mass culture provides rich material for the polycode message study that combines the languages of verbal and nonverbal sign systems [2].

Main part. This article analyzes the linguistic aspects of the use of adjectives within the framework of a functional-pragmatic approach and also examines the place and role of the adjective in the text of English-language advertising.

Among a vast range of lexical and grammatical means used in teletext advertising adjectives occupy a truly leading position. However, upon closer examination it becomes obvious that most of them are subjected to some degree of desemantization, i.e. their dictionary meanings in commercials are often leveled, erased, suppressed by a general positive evaluation connotation. This happens, apparently, because in the flow of speech all means including adjectives are subordinated to a common holistic idea. For example, let's consider a five-star hotels description: "*The **small, lovely** beach hotel you seek for a **restful** vacation beside the **luxurious** Mediterranean. **Magnificent** sea under the **lovely** sun. You will find our **modern** hotel directly at the **spaceful** beach. The **busy** town centre, with **tasty smelling** tavernas, **joyful** bars and **alluring** shops, is only 300 meters away. The **beautiful, long, sandy** beach lies right in front of the hotel. The **new** **extramodern** hotel has been set up in **ancient** style. There are **nice, flourishing** gardens between the **elegant** buildings that create a **unique** atmosphere...*".

There is not even any need to name the hotel. This text is suitable for almost any hotel. The video itself without an advertising text usually looks as simple as possible. The obvious goal of advertisers is to make an advertising booklet out of teletext, a kind of guide to the hotel. As a rule, they succeed: the viewer manages to see almost the entire hotel, starting from the general plan and ending with rooms and restaurants. The main burden, of course, falls on the verbal series, designed to describe a completely stereotypical image. The abundance of adjectives gives the video a certain sweetness and bombast. In some places there is a clear exaggeration but it is overlaid by a general positive attitude and positive assessment. It is necessary to remark that almost each of the adjectives being taken from the advertising text separately is colorful and expressive. When they are included in the text of the videos they are all desemantized and acquire a single common positive meaning. In such commercials we often meet the following adjectives: *superior, superb, convivial, timeless, obvious, gracious, sheer, luxurious, spacious, comfortable, finest, magnificent, stunning, marvellous*, etc. The most popular adjectives in English-language advertising, according to the study of M. Donskaja, are "good", "great", "new" and "special" [2]. Having lost their unique meaning, they turn into semi-empty adjectives with a positive connotation [1]. Adjectives in commercials are often used in comparative and superlative degrees and this is their advantage for advertising, because it allows to strengthen the positive connotations.

And one more phenomenon which often met in linguistic content of advertising — is adjective invention, for example: "*The **en-route** form for natural resources!*"; "***Ready-to-shoot, film-in** camera!*"; "*Make it a **must-see** place!*" Such commercials look sometimes funny.

Conclusion. Thus, adjectives due to their pragmatic features are widely used in modern English-language advertising. Qualitative adjectives in all three degrees of comparison are distinguished by increased frequency. However, in most cases in the text of advertising they undergo process of desemantization and serve only the purpose of positive connotation.

Sometimes the situation is the opposite: we meet with almost silent commercials. In this case each word carries a large semantic load. Here even ordinary words sound very colorful not to mention adjectives. Such cases need some additional study.

References

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