

V. S. Kirikova

Baranavichy State University, Baranavichy, the Republic of Belarus

## THE LANGUAGE GAME TECHNIQUES IN THE ADVERTISING TEXT

**Introduction.** In the modern world advertising is a multidimensional phenomenon that often acts as a regulator of the literary language, thus the language is replenished with certain techniques as neologisms, new syntactic constructions that are atypical for a particular language [1, p. 9]. These language changes can be interpreted as the term “language game”. The study of advertising discourse from the point of view of modern linguistics allows us to consider advertising not only as a part of the modern culture, but also to follow the linguistic changes that occur in advertising texts.

**Main part.** Almost all modern advertising texts are characterized by the use of various language game techniques that are directly related to the semantic content of advertising, which aims at attracting the attention of the addressee of the advertised product or service.

In “The Cambridge Encyclopedia of Language” the language game is interpreted as the following: “Intonational, rhythmic, phonetic, lexical, morphological et. al. modifications of language norms which use the same principle, of deviating from language norms” [2, p. 62]. Therefore, the language game includes phenomena that differ from standard language forms and function at different language levels.

The main purpose of language games in advertising slogans is to catch attention mostly to the product and convey the “freshness” of the message. Therefore, it is distinguished by its uniqueness and the emphasis on easy-to-remember words and expressions. It includes various deviations from language and speech norms. The most common types of language game are lexical, stylistic, syntactical, phonological and graphical means.

On the lexical level the most widely-used devices of the language game in advertising texts are metaphor, lexical repetition, occasionalisms, hyperbole, etc. So, in the following advertising text of the lipstick company “Lancôme” hyperbolization and lexical repetition are used: *Absolutely Lancôme luxirous color. Absolutely versatile from classic creme to richest matte to the irresistible hint of sheen in new Matte Lustre* [3]. In this example, we observe the repetition of the adjective *absolutely* and the superlative form of the adjective *richest*. These words are used in order to emphasize the high quality of the advertised product.

Epiphora, also known as “epistrophe”, is a stylistic device in which a word or a phrase is repeated at the ends of successive clauses [4]. In the following example of “Doral Cigarettes” slogan *Taste Me! Taste Me! Come on and Taste Me!* [5] we can notice a vivid manifestation of emotionality in the advertising text. Also, each sentence ends with an exclamation mark and syntactic block *Taste me!* These techniques give an imperative coloring to the given slogan. In general, the advertising text sounds like a call to action, thus it is able to evoke a response from potential consumers of the advertised product.

Phonological means of expressiveness are often used to create the language game in advertising texts. The most common device is alliteration. It is a method of speech sound construction, which consists of the symmetrical repetition of homogeneous consonant sounds [4]. As an example of alliteration in the advertising text, you can use the following slogan of the cosmetics company Revlon: *Take your lashes to Luxurious Lengths* [6]. In the considered example of the language game, alliteration is used to force the recipient to pay attention to the product and stimulates to the particular actions.

The graphic level techniques of the language game in advertising texts include various types of pseudo-articulation of words, font and color selections; intentional violation of word spelling; abbreviation. This technique is noted as the most effective one due to its brightness and noticeability. Consider the example of an advertising slogan of “Polo Jeans/Ralph Lauren” with abbreviation technique: *G.I.V.E. Get Involved. Volunteer. Exceed* [7]. In this example, the verb *to give* contributes to build a certain advertising image of the brand and forces people to react to the advertisement faster.

**Conclusion.** The language of advertising texts as a whole has a huge range of various means and techniques for expressing the idea and message of advertising itself. At the same time, advertising texts are characterized by huge variety of lexical, stylistic, syntactical, phonological and graphical means, the main purpose of which is to achieve the greatest impact on the recipient and to attract their attention to the product with the help of language games.

#### References

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