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LINGUISTIC MEANS OF EXPRESSIVENESS IN ADVERTISING SLOGANS (ON THE BASIS OF ENGLISH AND BELARUSIAN)

Introduction. Advertising slogans serve as a means of advertising products and services and play an important part in the culture and conscience of English- and Belarusian-language societies. Expressiveness is a distinctive feature of an advertising slogan. It is achieved with the help of special linguistic means. The usage of such means provides firm memorization of advertising slogans by the users of advertisements in any language. The abundance and popularity of advertising slogans in our everyday life explains our interest in them. Thus, the topicality of the research is, firstly, explained by the popularity of advertising slogans in the modern world and, secondly, by the need to identify those linguistic means that make slogans expressive in English and Belarusian.

The object of the research is the advertising slogan.

The subject of the research are linguistic means of expressiveness in English- and Belarusian-language advertising slogans.

The aim of the research is the analysis and identification of most widely spread means of expressiveness which are used in advertising slogans in English and Belarusian, and which provide the memorability of slogans.

According to the aim of the research, we put the following objectives:

- 1) to study the notions of “advertising”, “advertising text”, “advertising slogan”;
- 2) to identify and analyze the means of expressiveness which are used in English- and Belarusian-language advertising slogans;
- 3) to identify the most widely spread types of means of expressiveness which are used in English- and Belarusian-language advertising slogans (phonetic, lexical, grammatical, stylistic).

The methods of research are the study of literary sources, analysis, synthesis, generalization, and comparison.

The theoretical significance of the research lies in the study of linguistic means which provide the expressiveness of advertising slogans.

The practical significance of the research is connected with the identification of linguistic means of expressiveness which are used in English- and Belarusian-language advertising slogans. Research materials and research results may be used in the lessons of English while studying such topics as “Food”, “Shopping”, “Socio-cultural Portrait of a Country”, “National Character”, “Mass Media”, “Fashion”.

The novelty of the research is in making a comparative analysis of linguistic means of expressiveness on the basis of two languages — English and Belarusian.

The study material is presented by English- and Belarusian-language advertising slogans (80 items in total).

Main part. While solving the first objective we found out that advertising means disseminating information about goods and services which is aimed at quickening their sale, at establishing contacts between a purchaser and a product, at promoting goods and information about ways of buying them. It is a means that gives interest and wish to buy this or that thing to a purchaser.

An advertising text is a short composition in prose which presents a subjective point of view on the object of advertising (goods, services, durable goods, day-to-day goods, services of firms and organizations, achievements of science and technology, art, politicians, etc.) [2, p. 9]. Many advertising texts use a slogan at the end.

The slogan is a short, simple and easy to say expression which keeps a product, a brand name, a service or a place of sale. A slogan sums up the advantages of a product for making a short message which would be easy to remember [1; 2]. For example: “*Duracell. No battery is stronger longer*”; “*L’oreal. Because you’re worth it*”; “*McDonalds. I’m loving it*”; «*1 канал беларускага радыё. Будзем разам!*»; «*Канал “Культура” беларускага радыё. Мы выбіраем вечныя каштоўнасці*»; «*Мука “Гаспадар”. Шчасце калі побач Гаспадар*».

According to our findings, slogans are characterized by expressiveness. Speech expressiveness means such peculiarities of its structure which keep the attention and interest of listeners or readers. We analyzed expressiveness at 4 levels: phonetic, lexical, grammatical and stylistic. In our research we selected 39 advertising slogans in English and 41 advertising slogans in Belarusian.

Among phonetic means we've found examples of assonance, alliteration, anaphora, epithora, phonemic repetition, rhyme, and onomatopoeia.

The most preferable means are different kinds of repetition. Assonance is the repetition of vowel sounds in stressed syllables in a sequence of nearby words. For example: "*He keeps **going** and **going** and **going***" (*Energizer*) — there's a repetition of sound [oi]. «*Натуральны. Хатні*» (*Квас «Хатні»*) — there's a repetition of sound [a].

Alliteration is the repetition of the same consonants at the start of several words or syllables in a sequence or in close proximity to each other. For example: "*Sense and simplicity*" (*Play Station*) — there's a repetition of the sound [s]. «*Бачыць больш. Адчуваць больш*» (*Samsung*) — there's a repetition of sound [б].

Assonance and alliteration appeared most frequently in the two languages. Still, assonance is more frequent in Belarusian. We suppose that it may be related to the general musicality of the Belarusian language.

While analyzing the lexical means of advertising slogans (parts of speech) we found out that verbs are often used in slogans in the two languages. They are very powerful because they urge customers to buy a product. They are mostly used in the imperative mood. There may be 2—3 verbs in the imperative mood within one English-language slogan, while in Belarusian slogans there is typically only one verb in the imperative mood. So, Belarusian slogans are made to be laconic with one verb that consists of several syllables, while English slogans mostly include short verbs each consisting of just one syllable. For example: "*Buy it. Sell it. Love it*" (*EBay*). «*Будзем разам!*» («*1 канал беларускага радыё*»).

Pronouns are quite frequent in advertising slogans too. These are personal pronouns (I, me, you, she, it; мы, намі, нам, ты, табой) and possessive pronouns (your/s, вашай, наш, мая). The number of personal pronouns in English is bigger than in Belarusian, though Belarusian pronouns have different forms. In English we found only one possessive pronoun and in Belarusian — three possessive pronouns. In our opinion, this shows that English-language advertising slogans appeal to the consumers in a more direct way while Belarusian-language slogans tend to emphasize possession. For example: "*Inspire me. Surprise me. AMD me (AMD)*"; "*Digitally Yours (LG)*"; «*Піва годнае легенды. Ты годны легенды*» (*Піва «Лідскае»*); «*Вашай траве — кесец!*» (*Бензатрымер «Ноу»*).

According to our analysis, the number of adjectives (8/12) is twice as big as the number of adverbs (4/6) in the two languages. In English adjectives are used in 3 different forms: positive, comparative and superlative. These help to compare a product with other similar products. In Belarusian there are mostly adjectives in the positive form only. This means that comparison with adjectives is hardly used in Belarusian. For example: "*Probably the best beer in the world!*" (*Carlsberg*). «*Мая любая Мара*» (*Мара*).

Meanwhile adverbs in the two languages are used in their positive form only. There's no comparison used. For example: "*When it absolutely, positively has to be there overnight*" (*FedEx*); «*На дэпазіце «Шкварка» грошы растуць шпарка*» (*Трастбанк*).

From the point of view of syntax, advertising texts mostly have a direct word order. We've found very few examples of inversion, all of them in English.

Ellipsis is also rather frequent, both in English-language and Belarusian-language advertising slogans. This may be explained by the fact that advertising slogans must generally be short by nature. For example: "*Connecting People*" (*Nokia*). «*На сувязі са светам*» (*Белтэлекам*).

As for exclamations, they are used more widely in Belarusian-, rather than English-language advertisements. Probably, this characterizes the Belarusians as rather emotional people, especially in comparison with English-speaking people. For example: "*Give me a break! Give me a break! Break me off a piece of that Kit Kat bar!*" (*Kit Kat*). «*Слухай любімае!*» (*Радыёкампанія «Сталіца»*).

We have noticed that most slogans consist of just one sentence. Moreover, practically most sentences are simple. This makes slogans look short.

The analysis of stylistic means has allowed finding a variety of stylistic means: parallel constructions, hyperbole, antithesis, metaphor, a play on words, simile, idioms, periphrasis, enumeration, and proverbs. Still, according to our findings, parallel constructions appear as the most popular means in the two languages. For example: "*Inspire me. Surprise me. AMD me*" (*AMD*) «*Піва годнае легенды. Ты годны легенды*» (*Піва «Лідскае»*). As for other stylistic means, their number was rather limited.

Conclusion. The analysis we made has allowed identifying the most typical and effective means of expressiveness found in English- and Belarusian language advertising slogans. They are phonetic (assonance, alliteration), lexical (verbs, pronouns, adjectives, adverbs), grammatical (direct word order, ellipsis) and stylistic (parallel constructions). These means make slogans more colorful and memorable and thus help advertisers urge consumers. Our practical findings prove the theoretical basis of advertising slogans and also help to identify some differences between the two cultures.

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