

УДК 811.11

**LINGUOCULTUROLOGICAL FEATURES OF ADVERTISING TEXTS FOR CHILDREN
AND ADOLESCENTS IN THE ENGLISH AND RUSSIAN LANGUAGES**

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Advertising is now becoming an integral attribute not only of the commercial sphere, but also of culture and modern life in general. Today, creating advertising is becoming an art, and the professionalism of

its producers is steadily growing. The study of advertising attracts the attention of specialists in various fields of science: linguists, psychologists, sociologists, cultural scientists, and marketers.

The study of advertising for children and adolescents is of particular scientific value and sociocultural importance, since children represent a part of society on which the development of the entire cultural environment of society in the future depends.

Despite a significant amount of work on the language of advertising, there is insufficient research on advertising texts addressed to children's audience. Advertising for children is a special type that has its own characteristics.

It is known that advertising has both negative and positive effects on the psyche and worldview of children and adolescents, so the specifics of the children's audience should be taken into account. The manufacturer of advertising for children needs to determine the technical characteristics of the advertisement (bright colorful pictures, movement, animation, sound), as well as language means.

To achieve the desired result, when creating an advertising message for children and adolescents, one should take into account morphological, phonetic, and lexical means. The vocabulary found in advertising conveys the characteristics of culture and the linguistic picture of the world.

Expressiveness is one of the most important characteristics of advertising. Lexical means of expressiveness include various groups of expressive vocabulary, as well as metaphor and metonymy.

Incentive sentences with a verb in the imperative mood are often used in Russian and English, for example: Buy it. Sell it. Love it. «Сникерс» – Иди на хруст!» or «Милка – Решись стать лучшим в мире!».

Syntactic means include non-conjunct and multi-conjunct sentences, changes in word order, syntactic repetitions, as well as various rhetorical figures. For example, in advertising «Активил» – «Важно то, что внутри» и «Баунти» – Так кто же сказал, что рай на земле возможен» a conjunction clause is used. In addition to linguistic means, paralinguistic means are used to create expressiveness: facial expressions and gestures, volume and timbre of voice in oral speech and iconic means (pictograms, drawings) in written texts.

In autumn, producers of advertising for children often turn to fairy-tale motifs. A fairy tale is close to children's knowledge, so turning to fairy tales, magic, and miracles in advertising gives a feeling of a dream coming true. For example, in an advertising message «Fruttis» – Молочные реки, фруктовые берега» there is a comparison with a fairy tale «молочные реки, кисельные берега». В рекламе детского йогурта «Растишка» – «Кощей, слезай вниз! – Боюсь, костей не соберу! – «Надо было есть «Растишку», как я!» [1].

The fairy-tale character Koschey the Immortal, familiar to every child, and the saying «You can't collect bones» correspond to the main property of the advertised yoghurt – a high calcium content «for strong bones».

«Princess». Fairytale address to the mirror «Свет мой зеркальце, скажи!» in the advertising slogan does not require continuation, children know well that they turn to the mirror for the answer to the question: «Я ль на свете всех милее?», which corresponds to advertising of cosmetics.

Let's consider the morphological characteristics of advertising texts for children and adolescents. Among the parts of speech that appear in large numbers in advertising texts, adjectives occupy the first place. The analysis of the use of adjectives shows that qualitative adjectives are used more often. They characterize various physical and spiritual qualities of a person, designate the properties and qualities of objects and phenomena, and the names of colours. Such adjectives provide a visual description of the object and help to easily imagine the product based on visual, auditory, and taste associations. For example: «Данон - нежный вкус заботы», «Баунти – райское наслаждение», «Милка – решишь быть нежным».

Among the qualitative adjectives, the most frequent words are: gentle: cheerful friend, cheerful party, cheerful games; delicious: delicious chocolates, tasty surprise, tasty reward; favourite: favourite chocolate, favourite movie, favourite characters, favourite breakfast; big: big package, big fun, big dinosaur, big discovery; small: little princess, little fairy, little toys.

Relative adjectives are used mainly to specify the advertised product. For example: «Милка – один кусочек и вы в альпийском мире».

To show the best characteristics of a product, comparative and superlative qualitative adjectives are often used. Research shows that the adjectives *best* and *excellent* are the words with the highest frequency of use.

For example: «В «Маке» *лучшая еда*, не забудешь никогда!», «Орбит». *Самая вкусная* защита от кариеса!», «J7». *Только лучшее!*», «Глория Джинс». *Ты самая красивая!*», «Seventeen». Самый главный журнал для девушек!». Children's advertising texts also use jargon such as *нереально, реально, дико, супер-, абсолютно и др.* «Сникерс». *Нереально* сытный батончик!», «Сникерс». Суперпитательный батончик».

Analyzing advertising texts in Russian and English linguistic cultures, we can identify such lexical-thematic groups as «attitude towards a small child» and «activity and new achievements».

In the Russian-language lexical-thematic group characterizing «attitude towards a small child», the most frequently used lexemes are «mother», «health», «comfort», «together», «love», «tenderness», «happiness», «protection». For example «Danone» – *Мама, я поел!*- Or in an advertisement for children's cosmetics «Princess» *Как мама, только лучше!*».

The concept of «mother» in Russian linguistic culture is associated with care, comfort, love, and is associated with one's home, city, and country. The concept of «happiness» in Russian linguistic culture is associated with what is difficult to achieve, what you do not see every day.

The Russian-language lexical-thematic group «activity and new achievements» is characterized by the following lexemes: «taste», «magic», «football», «success». For example, «Сникерс – *Защити футбол от холода*», «Растишка – *Вместе к успеху!*» или «Растишка – *школа волшебства*», «Mark Formell – *Стань моделью*».

The second English-language lexical-thematic group is «activity and new achievements», the most frequent lexeme are «connect», «think», «play», «make», «try», «life», «enjoy». For example, «Apple-Think Different» or «Nokia -Connecting people».

The concept of «taste» and «love» are found equally often in advertising texts in both languages; in both linguistic cultures it denotes both the taste of the product and implies a predilection, inclination, for example, «Danone is the delicate *taste* of care». «McDonald's – *I'm loving it*».

The study of the concept of «fun», in English-speaking linguistic culture made it possible to establish that this concept is associated with energy, risk and adventure. It implies the possibility of choice, carelessness, novelty, play, jokes and wit, lack of serious intention, boredom. This concept is associated with youth and childhood. In this regard, this lexeme is one of the most frequently found in English-language advertising texts for children and adolescents.

In English culture, the concept of «mother» is rarely present in advertising texts. The benefits that the product itself provides are emphasized more. The concept of «happiness» is often present, since it is the product that guarantees a happy state after its purchase. In addition, «happiness» in the minds of speakers of English-speaking linguistic culture is associated with a state that can be easily achieved every day.

Thus, in the advertising texts there is an important relationship between language and culture, the study of which is one of the objects of research in both linguocultural studies and marketing.

References

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