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Nowadays, people come across with advertising in many spheres of life – business and work, social life, household and leisure. The primary target of advertising is to catch reader's attention in order to change his attitude towards products. So consequently lots of linguistic tools are widely used to promote advertised products. Human minds are influenced by the way products are promoted, and sometimes people aren't able to resist buying an item that will never be useful for.

It is undoubtedly true that advertisements are texts that can get our attention. Mass production requires mass consumption which requires advertising through the mass media. Early forms of advertising were signs such as the inn sign or the apothecary's jar of colored liquid, some of which have survived until today [1].

In the 20th century advertising became such an industry that influences the behavior and buying habits of people. It's easy to find advertisements in a variety of media, including newspapers, TV, mail, radio, magazines, the Internet, outdoor signs etc. As a result of globalization advertising has become an international industry. As companies are becoming more global, they are looking for new ways to sell their products all over the world. It is also true that the problems of global advertising are problems of language and culture at the same time.

The choice of language to convey specific messages with the intention of influencing people is vitally important [2]. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

According to scientific research, there are a few main principles in advertising: simplicity, dynamic character and attractiveness.

Analysis shows that texts of advertising are simple in syntactical structure: *Expressions Color Enhancing Collection. Brings out your hair's most lustrous, luxurious sheen. Helps remove damaging elements that can dull and yellow. Patene Kroma-Shine formula brightens and polishes every strand. Reflect the shine inside.*

It is vivid that the language of advertising also includes syntactical repetition: *New true match super-blendable makeup. What's new: makeup that matches skin's texture and tone Superblendable Opti-Blend Complex lets you control coverage and fine-tune it. Feels fresh and natural, yet covers flawlessly. What's true: a unique palette of 24 skin-true shades Opti-Match Technology creates precisely calibrated skin-true shades. What's in: instant skin enhancement Micro-fine optical pearls blur imperfections, as Vitamins B & E and glycerin nourish skin.*

Another equally important feature about the language is that it is vivid and easy to remember thanks to different phonetic repetitions: *Don't just apply: New lash stylist. Mascara bold open-eyed look. Up to 65% lash lift. Only our exclusive v-shaped Lash Styler and silky smooth formula sculpts lashes to deliver our boldest, most open-eyed look ever.*

A good brand name can help develop the consumer's loyalty to a specific brand or product. It also gives the consumers different feelings about different products or services. For example, the brand names of cars, such as Jaguar and Toyota are full of charm of speed and power: *Today, tomorrow, Toyota.*

Analysis also shows that monosyllabic words are preferred in advertising, because they are smooth to read and easy to understand. The most common verbs in advertising are: *make, get, give, have, see, buy, come, go, know, keep, look, need, love, use, feel, like, choose, take, start, taste.*

Both the mass media, when reporting news items and marketing and advertising personnel have to consider the emotive power of the words they use [3]. First, they make a decision about what to communicate and what to withhold. One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. These compounds often later become widely used in normal situations.

Advertising aims to tell as much information as possible within the shortest time. Compounds just meet this need, they combine two or more words into one. For example: quick-frozen chicken, a relief-giving liquid, oil-free formula, multi-functional machine and so on. Such words usually give an exact description of a certain feature or a certain function and help to avoid using clause. In order to manipulate readers' attention different adjectives denoting sense perception are widely used: *Nutrisse nutricolor masque with fruit oil concentrates. The treatment masque that nourishes as it colors, for vibrant permanent color. Summer heat. Almond crème. Luscious mango. Vanilla malt. Sugar cane. Honeydip. Summer berry. Ginger ale. In 24 delicious shades with a refreshing fruit fragrance. Garnier.*

As far as syntax in advertising is concerned sentences are simple in their structure. Complex sentences are rarely used because of their trickiness and obscurity. Simple statements are more reader-friendly and quite effective in getting messages across to readers: *Think Zig Catera. Think about more horsepower than a BMW 328i. Think about phenomenal traction control. Think about test-zigging a new Catera*

Imperative sentences are extensively used. Here are some examples: *Take time to indulge (Ice-cream of Nescafe), Just do it. (Nike), Take TOSHIBA, take the world.* All these imperative sentences are short, encouraging and forceful. They are used to encourage people to buy something immediately.

By using an exclamatory sentence, the writer put emphasis on something. The exclamatory mark at the end of the sentence gives readers a profound impression. In addition, it stimulates the consumers' desire: *Gets your kids to drink more milk (And it will be without even mentioning cookies) Nestle NesQuik. Milk Made Fun!*

Ellipsis refers to the omission of the unnecessary elements of a sentence or of those that have already occurred in the context. It can be used to give prominence to a message, to simplify the procedure of expression, to intensify the linguistic effect. In advertisements, ellipsis results in vividness. Elliptical sentences are incomplete in structure but complete in meaning. They also can spare more print space, and take less time for readers to finish reading. Such sentences are far more brief and eye-catching. Therefore skillful arrangement of elliptical sentences may add color to a sentence. Ellipsis can be the omission of subject, predicate, object or others, and even one-word or one-phrase sentence can be used.

This manipulation of language succeeds because people believe they are immune to the advertisements that surround them. This illusion of immunity makes them even more vulnerable to the various techniques advertisers use to target exactly those people. They infuse advertisements for parity products with Weasel Claims, Unfinished Claims, and illusions of superiority to attract consumers to their products, and consumers think they are buying a superior product when, in fact, they are not. The grammatical structure of the English language makes this kind of advertising especially lucrative, because of people's tendency to only register those parts of the ad that they want to be true. The relationship between words in a sentence is intricate, and we must be aware of the way a subtle shift in the structure of a sentence can change the entire sentence's meaning before we can claim to be immune to the linguistic gimmicks of advertising.

References

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