

LINGUISTIC STRATEGIES IN ADVERTISING: CRAFTING A POSITIVE AND MEMORABLE NARRATIVE

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Advertising, in its contemporary manifestation, stands as an influential communication medium and an indispensable marketing instrument, facilitating the promotion of products, services, images, and ideas through the avenues of information dissemination and persuasive techniques. Its omnipresence within society renders it conspicuously impactful.

This article delves into the multifaceted realm of advertising, a quintessential process of communication, marketing, public relations, information dissemination, and persuasion. Advertising disseminates its intended message through distinct communication channels, primarily channeled through media platforms, targeting specific subsets of the populace – comprising the coveted consumer base and various businesses.

In the context of linguistics, advertising is understood as a form of linguistic activity with the objective of regulating the supply and demand for goods and services. Modern advertising comprises the creation of distinct textual entities, their placement across diverse media outlets, and the scrutiny of their efficacy [1].

Advertising serves as a persuasive communicative endeavor, intent on molding or reinforcing preexisting attitudes that subsequently dictate future behaviors and preferences. The formation of such inclinations is not innate but evolves through experiences or exposure to the object of affinity, facilitated by mechanisms such as advertising. Hence, advertising undertakes the crucial role of fostering appeal and memorability in its audience. This is achieved by employing language that embraces clarity, capitalizing on the advantages of conveying audacious or contentious propositions through unconventional means, while simultaneously engaging in candid, straightforward communication [2].

The primary and paramount function of advertising language lies in its appeal, which serves as an influential mechanism to entice and persuade consumers. This appeal function, though dominant, often conceals other pivotal functions, including description, expression, narration, and

aesthetics. The descriptive function primarily manifests in product descriptions, albeit with a limited frequency of occurrence. Narrative elements become salient in testimonial advertisements, featuring faux users narrating their experiences with the product. Expressiveness is cultivated when advertisers expound upon their company's history, philosophy, and vision. The language of advertising ventures into the realm of aesthetics by frequently employing figures of speech and stylistic devices characteristic of poetic language, including puns, metaphors, neologisms, alliteration, assonance, and rhyme. This predilection toward creative linguistic endeavors enhances the secondary role of advertising in entertaining its recipients.

The discourse of advertising often adopts elliptical sentence structures, leading to the omission of subjects, which results in imperatives being perceived not as overt instructions but as truncated statements or sentence fragments. Furthermore, advertisers strive to propagate positivity in their ads, steering clear of negative expressions. Negative forms are employed sparingly, primarily for their attention-grabbing and surprise-inducing qualities. This strategic preference aligns with cognitive principles, as negative forms necessitate a more time-consuming cognitive process than their affirmative counterparts. This positivity-driven strategy extends to the lexical realm, where advertisers accentuate favorable and affirmative vocabulary.

In conclusion, advertising emerges as an influential and multifaceted force in contemporary society, wielding the power of persuasion, which is firmly rooted in its linguistic strategies. These strategies encompass various linguistic functions, including description, expression, narration, and aesthetics, all employed to captivate and entertain audiences while fostering brand recognition and loyalty. Additionally, advertising embraces positivity, steering clear of negativity to ensure its messages are well-received and promptly processed by its target audience. The prowess of advertising language remains instrumental in shaping consumer behavior and perpetuating its omnipresence within the global cultural landscape.

References

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