

Functional Languages in the Context of Globalization: The Language of Advertising¹

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Abstract

As globalization and intensification of informational and communicative interchange become very important functional languages begin to play a significant role in a contemporary society. The language of advertising is included into a number of functional languages. The language of advertising doesn't represent only certain stylistic features as some philologists write. The language of advertising is a language for special purposes of special type that realizes all the functions of the language. The researchers distinguish some features of languages for special purposes. Firstly, functional languages are based on ethnic languages and have the same phonetic and morphological system as ethnic languages. Secondly, languages for specific purposes of one sphere of using and of different origin are very close to each other. Thirdly, any functional language can have different layers. The authors analyze features of the language of advertising as one of the functional languages and represent separate linguistic elements of advertising texts and TV commercials at lexical, semantic, phonetic, graphic, phraseological, syntactic levels. The analysis is illustrated by examples from some media at local, regional and federal levels. The language of advertising is based on a certain ethnic language. The authors note that when we translate advertising texts from one language into another, advertising in this case is not just translation and transposition. The addressees have to understand not only the main sense of the message, but also all its shades including extralinguistic. The results of the research can be used in other investigations in the sphere of advertising and in the process of teaching students to translate from Russian into English and from English into Russian.

Keywords: Language; The Language of Advertising; Communication; Organizational Tool.

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1. Introduction

All thoughts are expressed by means of some language. Language is associated with objective and subjective reality, it's a space where personality and world are connected and disconnected at the same time (Kalegina et al., 2015; Solnyshkina & Ismagilova, 2015). Only language helps any person to express himself and define his identity. The essence of the language is a spiritual creativity of the individual (Liliya et al., 2018). We can say about different functions of the language, but it's necessary to write about the underestimation of the communicative function of the language (Komadorova & Kuznetsova, 2013). Language is one of the most important properties of any nation, the symbol of its ethnic and cultural identification. Considering that contemporary sociocultural processes occur on a background of the general trend towards an increase of the number of communicational contacts we have to say that the role of language as a communicational tool is rather important here. But today in the context of globalization of informational processes, politics, economics functional languages go forward. Among them are the language of mass media, the language of public relations, the language of advertisement (Marandi et al., 2018; Issaliyeva et al., 2018).

2. Methods

The language of advertising is included in the set of so-called functional languages. The concept of functional language was born in Prague linguistic school. Prague linguistic school is a functional direction in structural linguistics. Its founders are P.O. Jakobson, N.S. Troubetskoi, S.O. Kartsevskii. They consider the language as the means of communication.

Representatives of the functional approach believe that the primary function of language is instrumental and it must be considered from the point of view of communicational system, not as a unit of some parts (phonetics, vocabulary, grammar, etc.). Functionalists study language as: 1) a system of verbal semantics and functions; 2) a morphological system; 3) a pragmatic system; 4) a system of social norms (Titova, 2005).

They try to distinguish the interaction of syntax, semantics, and grammar, find various language functions. And the most important function is communicational. A real process of communication is interesting for functionalists, they study the use of the language for a specific purpose, not as something abstract and formal. A theory of functional languages or languages for special purposes (Fachsprachen) is based on this interest towards communication (Sager et al., 1980).

We use in our article a comparative method (advertising texts are compared with usual texts) and a structural-functional method (it allows to analyze advertising texts and TV commercials from communicative approach as communication is the main language's function).

3. Results and Discussion

Let's look at some features of languages for special purposes (Leichek, 2006). Firstly, they're based on ethnic languages (English, German, Russian) and have the same phonetic and morphological system. Secondly, languages for special purposes of related spheres, but operating in different ethnic languages, are very close to each other. Thus, languages for specific purposes in the field of economics functioning in Russian and English are much closer to each other than economic and chemical languages for specific purposes functioning in Russian language. Thirdly, there is the possibility of stylistic fragmentation of one and the same functional language.

Languages for special purposes include three lexical classes: names of common nouns, which include most of all terms; nomenclature units, where we find names of mass objects that represent private classes of products' production and products' consumption, common classes of which are named by terms: *washing machine* (term) of brand «*Whirlpool*» (nomenclature unit); proper names naming singular concepts in special fields of science: *transnational corporation* (term) *Microsoft* (proper noun).

Advertising language is a language for special purposes of a special type that realizes all the functions of the language (cognitive, representative, significative, emotional, expressive-impressive, attractive). A significant amount of non-verbal means is used in advertisement together with other language resources. Before we analyze the language of advertising itself we note that there is a language of advertisement and a language of advertising business which includes professional vocabulary (slogan, copywriter, mediaplanning). The subject of our study is the language of advertisement.

Let us consider separate language levels of advertising texts.

1. The lexical level. Common words used in the texts of the ethnic language where lexical units help to realize attractive advertising function: *No. 1, favourite, the best, of top quality, the first among the best, to ensure, to make easier.*

Texts of commercial advertisement include a lot of nomenclature units and terms. First of all, the term goes as an indication of the class of a product, and then a nomenclature unit as an indication of the part of this class goes. Terms are used in titles. Look at some examples from the annex of the newspaper "Evening Chelny, Issue 21 of the 27th of May, 2017 Delovoi courier": *real estate (apartments, rooms, cottages); automobiles (of foreign brands, of Russian brands, spare parts, garages); home appliances (audio, video, photo, air conditioners, water heaters, satellite dishes), telephones (mobiles); equipment (furniture, musical instruments, greenhouses); services (repair of apartments, tourist agencies, construction services, maintenance works, doors, railings, shutters); repair (repair of washing machines, TV sets, automobile repair, repair of office equipment, computers); funeral services; medical services; tutor services; transport service; legal services; finance.*

We can see that the term can be repeated in the title of the item or it cannot be repeated if the brand says us what object is meant. "Mazda-6", "Skoda-Octavia", "Dodge," "Chevrolet Blazer", t. 8-919-638-00-05 (from the annex of newspaper "Evening Chelny", Issue 21 of the 27th of May, 2017 "Delovoi courier"); *real estate company "Megapolis", we sell, buy, exchange; 1/12, "Dom byta", Office 9, Tel. 36-27-10, 38-74-55.*

TV advertisement has, as a rule, a richer and complex content. Usually texts here are accompanied by music and video: "Esli ty escho ne znaesh, to uznaesh pryamo zdes" ("If you don't know, you'll know just here"): "Besplatnye SMS: Bonus ot MTS!" ("Free SMS is bonus from MTS")

TV advertisement can be a complete short narrative piece.

2. Lexical-semantic level. Polysemy of words is often interpreted in advertisements: «Takuyu lyamku ya tyanut' soglasen!» ("I agree to pull this strap", - advertisement of beer, 2017 г.); «Vstrechayut po naruzhke!» ("Meet on an appearance", - a billboard in Naberezhnye Chelny for placement of outdoor advertisement); «Beeline – zhivi na yarkoi storone» ("Beeline – live on a bright side", TV advertisement).

The word "taste" is very often used and interpreted in advertisement: "light and delicate taste" (TV advertisement of cheese Almette); "refreshing taste" (TV advertisement of mineral water Aqua Minerale).

3. Word formation level. Often the indication of nomenclature units coincides with the symbols of other common objects. Nomenclature unit "zhiguli" is a homonym of the name of the mountains on the banks of the River Volga; nomenclature unit "Gazelle" is a homonym of the name of the animal. There are also the following methods of word formation in advertisement:

- 1) morphemes are united with words including terms and foreign words: *frugurt (fruktovyi + yogurt); Smfoniya (SIM + foniya); smeshariki (smeshnye shariki);*
- 2) the artificial division of words: *yar - marka;*
- 3) compound proper names: *Vamin (Vagiz Mingazov, factories of milk production);*
- 4) changes in the names of known objects: *Tortugaliya (analogue of Portugaliya (Portugal), factories of cakes).*

Foreign words, morphemes both assimilated (Koka-Kola (Coca-Cola), Fanta) and based on the Latin alphabet (*Jacobs, Bosch, Blend-a-Med, Nokia, Colgate, Tefal*) are used very actively.

4. Phonetic level. Here we deal with conscious phonetic distortion of words:

«*Komu-to nuzhna pomoika, a komu-to postiraika*» (“Somebody needs to be washed”, - advertisement of the shop of home appliances)

5. A graphic level. On this level there are also deliberate distortions and mixtures of Latin alphabet and Cyrillic alphabet.

Leto bez kleschei I komarOFF (“Summer is without insects”, - advertisement of mosquito repellent «Off», newspaper “Argument and Facts”, No. 22, the 27th of May, 2018); *EuroInter'er* (the name of the of furniture in Naberezhnye Chelny); *Budush* (the name of the beauty salon in Naberezhnye Chelny).

6. Phraseological level. This level involves different types of phraseological units, aphorisms.

«*Darit tebe svezhii vzglyad na lyubuyu situatsiyu*» (“It presents you a fresh look at any situation”, - TV commercial of shampoo «Head and Shoulders»); «*Belaya vorona*» (“A White Crown”, - design company in Nizhnii Novgorod)

7. Syntactic level. Complex sentences in advertising texts are absent. Single incomplete sentences are present: *Obshivaem balcony. Akkuranto. Deshevo. Garantiya.* (We trim balconies. Neatly. Cheap. Warranty) t. 35-33-79; *Slomalsya kholodilnik?* (Is your refrigerator broken?) *Zvonite!* (Call!) t. 72-00-91, 8-904-673-92-50; *Vyazhem. Deshevo.* (Knit. Cheaply), t. 54-15-44 (“Delovoi courier” No. 21, May the 27th, 2017).

A characteristic feature of advertising works is the use of slogans: *Pedigree-a is a sign of care and love* (TV commercial, 2017); *Tefal, you always think of us!* (TV commercial, 2017); *Your puss would buy Whiskas! Kids inspire - Pampers creates* (TV commercial, 2017).

The use of jargon and foreign words is one more characteristic feature of advertising texts.

Mennen speed stick: apply and relax! (TV commercial of speed stick for men); *Frustyle – mix along your life!* (TV commercial of a drink).

Often different stylistic tropes are used in advertisement. Here we find metaphor, synecdoche, metonymy, hyperbole, simile.

Your protection is stronger when you really need it (TV commercial of razor «Gillette»); *Hair is clean like an ice* (TV commercial of shampoo «Clear Vita ABE»).

4. Summary

Like any other language for special purposes advertising language has language and functional (speech) features (Piskaryeva, 2014). However, there is a point of view according to which the language of advertising is not a language for special purposes, but it’s an advertising style like a kind of journalistic style. In this case as any journalistic style the advertising language realizes only informational and affecting functions. One more characteristic feature of advertising style is the so-

called conflict of rules when the rules of language are repressed by the stylistic norms of the advertising language because of the specific challenges of verbal communication.

When we discuss advertising we can't discuss only stylistic characteristics. The analysis of the advertising texts and TV commercials proves that advertising language is a functional language. It has its own specific features at different linguistic levels: lexical, graphic, syntactic, phraseological, phonetic.

5. Conclusions

When we carry out the translation from one language to another, it is necessary to take into account these and other features. In this case not only the translation is important, the transposition plays a significant role. "Foreign recipients have to understand not only the basic message of the translating work, but all its shades, also possible semantic and stylistic peculiarities which are rather difficult or even impossible for translation of the original text because of linguistic and extra-linguistic causes" (Medvedeva, 2002).

But we have to keep in mind that the language of advertising is based on a specific ethnic language and the language of advertising existing within the Russian language or English has several traits that are difficult to translate into other ethnic languages. And, as the creation of advertising product, the translation of advertising text includes many different aspects. We mean here peculiarities of ethnic culture, mentality of audience because advertising is also a form of intercultural communication when we broadcast an advertisement to representatives of any other culture.

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