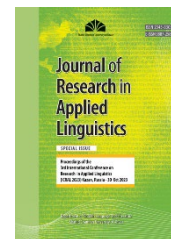




Shahid Chamran University
of Ahvaz



Studying and Classifying the Means of Expression of the Approximation Category as a Separate Linguistic Phenomenon in English Advertising Texts

Diana Vladimirovna Tyabina¹, Elena Pavlovna Khidesheli², Marina Yurievna Getmanskaya³, Elmira Robertovna Khairullina^{4*}, Anastasia Victorovna Fakhruddinova⁵

¹ Department of Foreign Languages in the Field of International Relations, Kazan Federal University, Kazan, Russia; tbdia@mail.ru

² Department of Theoretical Linguistics and Practice of Intercultural Communication, Pyatigorsk State University, Pyatigorsk, Russia; lenehide@mail.ru

³ Department of Theoretical Linguistics and Practice of Intercultural Communication, Pyatigorsk State University, Pyatigorsk, Russia; getmanskaya.marina@gmail.com

⁴ Department of Fashion and Technology, Kazan National Research Technological University, Kazan, Russia; elm.khair@list.ru

⁵ Department of Foreign Languages in the Field of International Relations, Kazan Federal University, Kazan, Russia; avfach@mail.ru

Abstract

The paper addresses the present challenges in researching approximation as a distinct linguistic phenomenon and reveals that the criteria and procedures for evaluating approximatives have not received enough attention in the scientific literature. The article's goal is to examine and categorize the ways that English advertising materials represent the approximation category. The predominant approach in this study is the structural technique, which consists of distributive and transformational analyses for determining structural linkages as well as for transforming and redistributing language units. The linguistic devices that convey the essential ideas behind constructing an approximation of meaning in an English advertisement are the subject of much study. The study's analysis of the semantic-nominative groups of approximation allowed for the conclusion that the group of quantitative approximation is the most prevalent in the English-language advertising text in terms of both constituent count and representativeness, with qualitative approximation coming in second. Within the overall corpus of study, procedural and substantive approximation comprise a substantially smaller segment. The results indicate that the article's resources might be helpful for creating a unique course on the stylistics of English advertising texts and creating a useful manual for planning English advertising campaigns that will maximize their efficacy and optimization.

Keywords: Linguistic Phenomenon; English Language; In English Advertising Texts.

1. Introduction

A systematic approach to the analysis of linguistic phenomena, as well as heightened attention to their functional aspect and nomination problems—which offer numerous opportunities for transferring both precise and imprecise, approximate characteristics of objects and phenomena—are characteristics of the current stage of linguistic science development (Fakhruddinova & Kondrateva, 2016). When a speaker wishes to convey a meaning that is similar to but distinct from the meaning assigned to a linguistic unit, or when they lack precise knowledge about the object of nomination, they must use the category of approximation (Simon-Vandenberg & Aijmer, 2007). This subject is particularly pertinent to English commercial discourse because it emphasizes non-categorization, ambiguity, and the indirect transfer of ideas.

Specific texts, according to Cabre Castelv (1993), contain regular linguistic features at every level of grammar, including morpho-syntactic, graphic-phonologic, and lexicosemantic features. Lexical choice, the presence or absence of concrete units and structures, and the use of various codes are also included. The present tense, verbs in the indicative mode, complex noun groups, adjectives in noun premodifying patterns, foreign words converted into English words, neologisms, borrowings, acronyms, abbreviations, nouns derived from verbs, and short sentences are examples of specific linguistic patterns and units that they typically display. Since "the relatively few special syntactic features do not constitute

an independent grammatical system" in specialized languages, it appears that they rely on general language in terms of syntax (Sager et al., 1980).

2. Literature Review

"Within the entire range of technical literature - including advertising, popular science, and trade journals - almost any of the syntactic devices available in general English might be expected to occur," according to Sager, about the syntax of advertising discourse. When it comes to the application of various codes, certain texts typically contain both verbal and nonverbal codes, such as pictures and the like. In ordinary texts, this combination of codes is uncommon. Furthermore, it might be argued that linguistic communication, which primarily depends on the social and emotive use of language, is challenging, if not impossible, to describe in a non-linguistic code (Sager et al., 1980). Nonetheless, a lot of the images used in advertising English incorporate this emotive and social use of language. Speaking pragmatically, language for specific purposes is defined as having very specific characteristics that are determined by the participants, communicative circumstances, and purpose of the language.

In fact, despite the fact that persuasion has received little attention in ESP varieties, there are reasons to believe that it plays a significant role in the discursive modality that defines ESP. The role of participants in various forms of persuasive discourses has been covered by theories like the Speech Act Theory, the Reception Theory (Hornby et al. 2001), and the Relevance Theory (Dimbleby and Burton 2004). These days, Relevance Theory is regarded as one of the pragmatics field's most influential models. Relevance Theory highlights the distinction between our actual meanings and our words, between the specific interpretations of statements and utterances in context and the abstract semantic representations of sentences, much like Hubbard's (1978) model did. This is why defining covert communication requires an understanding of the difference between informative and communicative intentions. The relevance-theoretic framework underlies the concept of covert communication, and various academics have posited that advertising discourse is a prime example of "covert communication." According to Tanaka, covert communication occurs when a speaker intends to change the hearer's cognitive environment—that is, to make a set of assumptions more apparent to them—without also intending for this goal to be mutually evident (Horn, 2011).

3. Methodology

Identifying and characterizing the language units under study, their qualitative and quantitative characteristics, and the frequency with which they are employed in English advertising texts are the main research methods employed in this article. The structural method, which also includes distributive (syntagmatic) and transformational analyses that reveal structural relationships, transformations, and redistribution of the analyzed language units, is also a key component. Examples of food and drink advertisements from real English-language newspapers and magazines, such as *Easy Food*, *Food & Travel*, *Nourish*, *What's On*, *Food & Wine*, *Healthy Food Guide*, *Fine Cooking*, *Retail & Food*, and online information sources like www.spot-and-go.com and www.magazinelib.com, were used as the research material. The primary criterion for selection is the utilization of language in a way that embodies the concept of "approximateness."

4. Results

An attempt was made to develop the so-called theory of fuzzy sets and fuzzy logic, using an extension of the classical concept of a set, in Zadeh's 1975 article "Fuzzy Sets" in the journal "Information and Control." This was a significant mathematical discovery that marked the beginning of the study of the semantic category of approximation. The binary system (0,1) is used to determine whether an element $|a|$ can (1) or cannot (0) belong to set A, according to classical set theory. The concept of fuzzy sets has led to a new understanding: the element $|a|$ can take any value in the interval (0,1), not just 0 or 1. It is now about the degrees of membership rather than membership alone. Makakova and colleagues, (2019). In the language that represents an approximation linguistic category, processes of determining approximate values with an approximate description of the surrounding reality objects and phenomena also occur. For a variety of reasons, including the absence of direct communication between communicants, the effect of competing English advertising messages on the addressee, other information flows, and the addressee's distrust, inattention, and occasionally plain negative attitude, consideration of the approximation category in English advertising texts and slogans is required.

This helps express thoughts in a non-categorical way, indirectly, i.e., to resort to approximate appraisal. The use of factual knowledge about the product and the ability to provide the necessary information about it, which makes it stand

out among competing brands. We are able to discuss the allocation of several semantic groups in conjunction with approximation because of the range of methods that actualize the category of approximation in English advertising. We categorize the approximatives into the subsequent semantic groups, in line with Bocharova (2001) and the nominative-semantic characteristics of the core words: 4. Substantive; 5. Procedural; 6. Qualitative; 7. Quantitative.

Noteworthy, the value of approximation is most frequently objectified in English advertising texts in terms of the quantity and quality of a specific feature, which accounts for 84% of all implementations of illustrative material in our study (Fig. 1). Only 16% of implementations fall into the substantive and procedural approximation categories (Fig. 1). The value of the approximate quantity serves as a meaningful foundation for the quantitative approximation since, in most cases, quantitative indicators are incorrectly nominated due to ignorance or lack of significance regarding the exact quantity. 368 approximatives (77%) with the value of an approximate estimate of the object's distance from the reference point up or down were found during the examination of the illustrative material (Fig. 1).

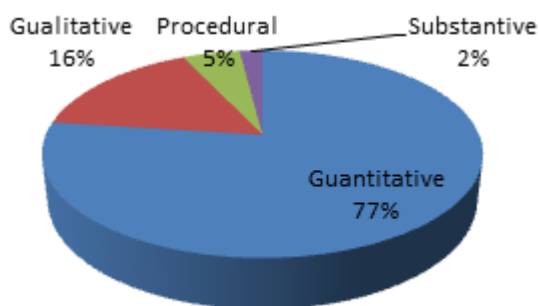


Figure 1. Types of semantic-nominative groups approximation based on English advertising texts and slogans

5. Discussion

We can conclude from the analysis that positive adjectives are typically used to represent the core element of the combination "Appr + Adj" in advertising texts. An adjective's expression is impacted when an approximative is added, which lessens the qualitative feature's manifestation and avoids categoricalness—a common practice for English advertising messages that are subject to English advertising laws. The study by Nikishenkova (2000) appears to be highly thorough and objective on this matter. Approximatives can be combined with verbs of different lexico-semantic categories, according to the author's research on German language material Nikishenkova (2000).

The approximative indicates that the verb does not adequately describe the reflected denotative situation. Procedural approximation makes up a small portion of the study's overall content; 30 examples (5%), expressing approximation in conjunction with verbs, were found during analysis (Fig. 1). In this instance, both lexical and syntactic methods actualize the value of approximate action. In the field of procedural approximation, about (26%), almost (17%), sort of (14%), and hardly (11%), are the most frequently used language tools. Appr + V is the primary model used to express procedural approximation. Here, the indefiniteness of a procedural attribute to the standard assumed by the stem verb is expressed using the approximative. Contractions occupy the central position: to be about + V, about + V. The construction "to be about + Vinf," where Vinf is the verb's infinitive, best embodies the approximate meaning of "to be going to do something, to be ready to do something," which is where approximate is most frequently found in procedural contexts.

Sun Luck Chili Garlic Sause: ... are you about to paint a masterpiece?

Instatea: I'm about to drink #instatea

It is also associated with the modal connotation of the necessity or intention to carry out an action in the near future, in addition to conveying the temporal meaning of the near future. Almost comes after about in terms of how frequently realizations occur in the approximation domain when combined with the verb. Constructions of the almost + verb type with an evaluative, modal, and also metaphorical meaning, regardless of its aspectual characteristics, realize the approximate value as a non-categorical, softened assessment or characteristic of the procedural feature denoted by the verb (relationships, opinions, opportunities, desires) (Lakoff, 2004; Adamovich, 2011).

The approximative expresses the speaker's hesitancy regarding the statement's accuracy. Verbs of sensory perception, emotional state, and mental activity—such as to laugh, to forget, to be envious, to feel, to cry, etc.—often form the foundation of this syntactic model:

Today's Vegetarian Cheesy Broccoli Soup: It will nearly seem as though you are eating nutritious food. In this instance, the approximative indicates that the specified action is not fully implemented, even though its very existence gives the statement the meaning of the implementation of the action's proximity. Procedural approximation in English postulates the approximative's location in the implemented construction in the great majority of cases; over 90% of combinations locate the approximative in preposition to the verb, though some may also locate it in postposition to the word being defined. The "V or anything" model is one illustration:

Briny Sea's Sugar: ... would you think or anything?

Negative approximatives, such as barely, hardly, and scarcely, are also used in the procedural domain, albeit less frequently, to express approximations. Appr + V is a common construction in this situation: Balsamic Vinegar Chocolate: Chocolate tends to be the highlight of February; you won't really want anything else this February. Regarding procedural approximatives' semantics, there are no constraints on how well they work with the word they replace. When there is a difference between the named substance's actual features and the set of features that make up the lexical meaning of the standard or core word, or when some features are expressed insufficiently strongly to allow the speaker to designate this substance as a standard, approximate nomination is used. With 11 implementations (2%) this semantic approximation group is the smallest in our study (Fig. 1).

The syntactic model, Appr + N, which is typified by attributive relations between the core word and the approximative, is the most widely used method of substantive approximation. Any member of the sentence can be represented by this construction, including the subject, the object, the nominative of the compound nominal predicate, and the adverbial modifier:

The noun that an approximative modifies may come before or after it. Our examples show that, when N is a noun (or its equivalents), the most popular ways to express approximation are "sort of N" (37%), "about N" (16%), "almost N" (11%), "kind of N" (9%), and range of N (8%). After the illustrative material was analyzed, it was determined that the majority of nouns in English advertising texts that interact with the approximative are abstract nouns. This is explained by the fact that a concrete noun is not approximate because of the certainty of its constituent features (Wierzbicka, 1986).

6. Conclusion

We were able to draw the following conclusions from the semantic-nominative approximation groups analysis performed on the English advertising texts and slogans: 1. The group of quantitative approximation is the most numerous (77%), both in terms of the number of constituents and speech representativeness. 2. The semantic component of the qualitative approximation indicates a deviation from the reference manifestation of quality to a smaller side (16%). The most common model for updating the value of quantity is the "Appr + Num" model. The "Appr + Adj" model is the primary model used in the illustrative corpus to implement qualitative approximation. 3. The general body of the study only includes a small portion (5%) on procedural approximation. Both lexical and syntactic methods are used to actualize the approximate meaning. Appr + V. 4 is the primary model of the procedural approximation expression. The approximation of particular objects, persons, abstract concepts, events, natural phenomena, etc. is the denotative basis of substantive approximation (2%) and is based on the incomplete correspondence of the denotation to the reference idea. The smallest approximation group is the substantive one. The syntactic model, Appr + N, which is typified by attributive relations between the core word and the approximative, is the most widely used method for approximating the naming of substances.

Acknowledgements

This paper has been supported by the Kazan Federal University Strategic Academic Leadership Program

References

Adamovich, S. V. (2011). The Semantic Category of Approximation and the System of Means of its Expression.— Grodno: GrGU. – 183 s.

- Bocharova, E. S. (2001). Functional-Semantic Field of Approximation in Modern English. - dis. ... kand. filol. nauk: 10.02.04 / Pyatigorsk. – 183 s.
- Cabre Castellvi, M. T. (1993). *La terminologia. Teoria, metodologia aplicaciones*. Barcelona: IULA.
- Dimbleby, R., & Burton, G. (2004). *More than Words: An Introduction to Communication*. New York: Routledge.
- Dubovitskaya, E. Yu. (2011). On the Problem of Using Hedges. *Cognitive Studies of Language*, 8, 111–113.
- Fakhrutdinova, A. V., & Kondrateva, I. G. (2016). Contemporary tendencies of social tutoring in period of multiculturalism: moral characteristic. *Man in India*, 96(3), 853-858.
- Horn, L. R. (2011). Almost forever [Text]. *Pragmatics and Autolexical Grammar*, 3–21.
- Hornby, A. S. et al. (2001). *Oxford Advanced Learner's Dictionary*. The 6 th edition. Oxford: Oxford University Press
- Hubbard, E. H. (1978). *Linguistics/ Guide/*. Pretoria: University of South Africa Press.
- Lakoff, D. (2004). Johnson M. *Metaphors by which we live: Trans. from English*. Ed. and with a preface. A. N. Baranova. - M.: Editorial URSS. - 256 s.
- Maklakova, N. V., Khovanskaya, E. S., & Favictorovna, A. V. (2019). Critical thinking as a fundamental ability of a personality. *Journal of Sociology and Social Anthropology*, 10(4), 142-147.
- Nikishenkova, YU. V. (2000). Expressing the meaning of approximateness in modern German. diss. ... stem. Philol. Ship: Nizhny Novgorod. 170 s.
- Sager, J. C., Dungworth, D., & Mc Donald, P. F. (1980). *English Special Languages: principles and Practice in Science and Technology*. Wiesbadon: Brandsletter.
- Simon-Vandenberg, A., & Aijmer, K. (2007). The semantic field of modal certainty. A corpus-based study of English adverbs. *Topics in English Linguistics*. Mouton de Gruyter, 395.
- Wierzbicka, A. (1986). Precision in Vagueness: The Semantics of English 'Approximatives'. *Journal of Pragmatics*, 10(5), 597–614.
- Zadeh, L. A. (1975). Fuzzy Logic and Approximate Reasoning. *Synthese*, 30(3), 407–428.

