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The Effectiveness of English Language Tools in Attracting Advertising Attention

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Abstract

The goal of this study is to determine the parallels and divergences between advertising texts by examining how well language tools work to draw readers' attention to contemporary English advertisements. This study's scientific novelty lies in its attempt to compare English advertising texts using linguistic and structural characteristics as a lens. The analysis of lexical tools in advertising text expression is presented in this article. The extralinguistic, functional, and linguistic components of advertising style are recognized through the analysis of lexical units. Using English advertising texts from radio, newspapers, magazines, and television, we examined the impact of language on the creation of advertising slogans. In terms of lexical expressive devices, alliteration, metaphor, and visualization were the most frequently used in both languages. These instruments boost the efficacy of the advertising text by drawing the recipient's attention to the benefits of the promoted product.

Keywords: Advertising Attention; English Language; Social Media.

1. Introduction

English advertising has only gotten better in the last 20 to 25 years, and as a result, it has gained popularity in the press, on radio, and on television. This has made the topic relevant because it has required the use of various effective language tools. The stylistic elements that are present in every independent style are what define advertising style as a phenomenon. There are three distinct characteristics of advertising style: linguistic, functional, and extra-linguistic. By examining the efficiency of language tools in generating expression and drawing attention in contemporary English language advertising, our work seeks to pinpoint the points of convergence and divergence of advertising texts. The following actions should be taken in order to accomplish this goal: first, identify the language's primary expressive devices; then, assess how well they work to make English advertising texts more expressive. To gain an understanding of the topic, this article employs a variety of research techniques, including translation, complete sampling, comparative and comparative analysis, and theoretical literature analysis. The work on comparative linguistics by domestic scientists Crompton (1998) and Jefkins (2008) in Foreign Linguistics - Pirogova & Parshin (2000) provides the theoretical foundation for the investigation of this issue. The content consists of real-world examples of English advertisements from magazines, newspapers, and television.

2. Literature Review

Scholars and researchers were not even close to discussing the creation of a European variation of English in the 1990s. 16 European countries—Belgium, the Channel Islands, Cyprus, Denmark, England, Gibraltar, the Irish Republic, the Isle of Man, Malta, the Netherlands, Northern Ireland, Norway, Scotland, Sweden, Switzerland, and Wales—are listed by McArthur (1996) as having a "significant" amount of English language usage. In a nutshell, people in northwest Europe regard English as either a first or second language. McArthur draws a comparison between these nations and southwest Europe, where the various populations have not been directly impacted by English. With the exception of being categorized as regions where English is increasingly learned as a global lingua franca, central, eastern, and south-eastern

Europe are mainly left out of his discussion (Belokurova, 2007). Nearly a decade later, the 2005 Eurobarometer demonstrates that English is still becoming more and more common. Outside of one's mother tongue, English is the language that people know the most about (34%), followed by German (12%) and French (11%). The conclusion that English is now important throughout southern and eastern Europe is supported by the growing number of studies that concentrate on these regions of the continent (Reichelt, 2006). Without a doubt, English has emerged as "the most widely used language of wider communication in Europe" by the end of the first decade of the twenty-first century (Kirkpatrick, 2007).

Europeans are learning English more and more, and not just to communicate with other English-speaking people but also to connect with other Europeans in general. In Europe, English is the language of choice for business purposes. Its dominance also stretches to other fields, where English is frequently used as a bridge language, including science, education, academic publications, travel, and even interpreting. Seidlhofer has even identified some recurring commonalities in the English spoken by Europeans (2004).

3. Methodology

The study has practical value since it raises awareness in the fields of stylistics and linguistics by analyzing advertising texts for language usage. Additionally, advertisers may find the research's conclusions useful in developing their own advertising messages. These days, advertising is actively used in spoken language and forms broad syntactic relationships with other words. Examples of this include advertisements from other nations, new advertising, and advertising aimed towards children. It also generates new tokens, such as advertising on radio and advertising written on paper. The task of conveying information to the customer is one of the functional attributes. Another is the task of influence, which is the effect on human logic and the emotions of thought through vision and hearing. Although the advertising text itself frequently has little effect on the customer, the image can have a significant effect. A well-considered advertisement fosters aesthetic taste in people, which is the aesthetic problem (Fakhrutdiniva et al., 2022). Grammar and lexical elements. Nominative names that are stylistically neutral are used: frequently used parts of speech: the name of action expresses the provision of services to someone; examples of frequently used thematic groups include names of food, dishes, electrical appliances, household utensils, interior and design items, clothing, shoes, children's toys, and pharmaceutical products (Akatkin & Kopylova, 2005).

4. Results

Lexical devices, also known as tropes, are linguistic devices. Trope (from the Greek "tropos" - figure of speech, turn of speech) is a figure of speech that is based on the use of words to increase speech expression and in a figurative sense, according to Yartseva (2002) (Matveeva, 2003). Metaphors typically consist of personification, hyperbole, similes, and epithets. The advertising text gains distinctiveness and figurativeness as a result of the song usage, as the ropes elicit particular emotions and ideas and take on a distinct emotional hue. We discovered that personification, metaphor, hyperbole, and epithet are the most often used words in English advertisements on TV, radio, newspapers, and magazines. According to Kuznetsov (2000), lexical tools are intended to revitalize the language used in advertising, increase its expression and saturation, and fortify the emotional context. Let's look at some basic lexical expressions that are frequently used in advertising texts. In addition to the use of words and expressions in a figurative sense based on analogy, similarity, and comparison, metaphor is the covert comparison of two objects based on the existence of actual or imagined similarities between them. Based on statistical data, the most commonly employed technique for crafting advertising slogans is metaphor.

Consider the most striking examples of the use of metaphors in advertising slogans

1. Advertising of mineral water «Life WTR».

Slogan: «Thirst inspiration» (Inspired by thirst).

2. Advertising of airlines «Continental Airlines».

Slogan: «We really move our tail for you» (We really think about you).

3. Advertising car brand «FIAT».

Slogan: «Driven by passion» (moving passion).

4. Advertising of ice cream brand «Ben & Jerry's».

Slogan: «Eat away your feelings».

Personification is used in newspaper advertisements written in English. Prices can't melt, as we all know, but that's what advertisers want. The advertiser uses the metaphor "prices are melting" to highlight extremely attractive and low prices, which naturally draw in a lot of customers. The defined word gains a transportable or symbolic meaning from the epithet. This mode of expression is most commonly used in advertising. For instance:

1. Advertising carcasses of the brand «Revlon».

Slogan: «Take your lashes to luxurious lengths» (Increase your eyelashes to incredible volume).

2. Advertising brands of clothing «M&S».

Slogan: «Spend it well» (Spend wisely).

3. Advertising chips «Doritos».

Slogan: «For the bold» (for those who dare).

4. Beer advertising «Bud».

Slogan: «Enjoy responsibly» (Enjoy this right).

5. Advertising of mineral water «Evian».

Slogan: «Live young» (Stay young forever).

6. Advertising of «Mophie» mobile phone.

Slogan: «Stay powerful» (Be fully charged).

7. Hamlet cigarette advertising.

Slogan: «The mild cigar» (soft cigars).

8. British Airways advertising.

Slogan: «The world's favourite airline» (The world's favorite airlines in the world).

9. Advertising brand car Volkswagen.

Slogan: «The original, updated» (Original and improved).

One of poetry's visual devices is the epithet, which is a definition that is added to an object's name to enhance imagery. Hyperbola is another crucial tool for expressiveness. Hyperbola is the creative exaggeration of an object's or phenomenon's true qualities to the point where it is impossible for them to exist. Examine the following instances of exaggeration in commercial slogans.

1. Advertising a cigarette «Marlboro».

Slogan: «More than just a cigarette» (More than a cigarette).

2. Sun Chips promotion.

Slogan: «The tastiest snack you've never tried».

Using hyperbole here helps draw in as many readers as possible because, as the author puts it, this is "the most delicious snack you have never tried," and readers want to be sure of it right away.

Slogan: «In the purse of every grandma» (In each grandmother's handbag).

5. Advertising the camera «Canon».

Slogan: «Live for the story» (Live for the bright stories).

6. Advertising pasta «Kraft Macaroni & Cheese».

Slogan: «It's the cheesiest» (The most cheesy of all).

7. Advertising car brand «Chevrolet».

Slogan: «See the USA in your Chevrolet» (Travel America in your Chevrolet).

8. Advertising brand jeans «Lawman Jeans».

Slogan: «Lawman. Leaves everyone speechless» (Lawman will leave everyone without words).

Although they are relatively uncommon, oxymoron is a common stylistic device used in advertising slogans. This is a combination of two terms whose meanings are diametrically opposed to one another. As a result, the elements of this combination create unusual and unpredictable combinations because the words do not conform to the typical word order. One oxymoron does not prevent a correct perception, so the user sees it as an original but comprehensible combination of two antonymic words. For example, advertisement of cure for cold and flu «NyQuil». Slogan: «Slip into a nice coma for a few hours» (letters. Fall for a few hours in a beautiful coma). This example of an oxymoron combines two seemingly incompatible words, "nice" and "coma," which are pleasant and coma, respectively. Subconsciously, though, the customer realizes that the advertiser is promising "falling into a pleasant coma," implying that this medication will give the patient a more comfortable and improved state of sleep after a few hours of sleep. The stylistic device of comparison involves contrasting one object or phenomenon with another to find the shared element between them. Think about the following instances.

1. Advertising of the TV «Sony Bravia».

Slogan: «Color. Like no other» (No one else has this color).

Advertising the juice «Florida Citrus Commission».

Slogan: «A day without orange juice is like a day without sunshine» (A day without orange juice is like a day without sun). Here the author plays the same color gamut of orange juice and sunlight. If the sun gives a person energy, cheerfulness and charge, then all this can be obtained from a glass of juice «Florida».

3. Advertising deodorant «New lynx dark temptation».

Slogan: «As irresistible as chocolate» (As irresistible as chocolate). The majority of people can't resist chocolate, which is the basis for this slogan. Deodorant and chocolate are therefore a win-win combination, as anyone who enjoys sweets will not object to a deodorant that smells like their preferred chocolate.

4. Advertising car brand «Seat».

Slogan: «As ready as you are» (Ready as you).

5. Advertising car brand «Volkswagen».

Slogan: «If only everything in life was reliable as a Volkswagen» (If in life everything was as available as Volkswagen).

The aforementioned examples demonstrate how comparisons can be used to emphasize the most desirable qualities and attributes of a product, persuading potential buyers to choose it.

5. Discussions

English advertising has adopted the practice of using national toponyms to represent the distinctive features of English culture. The examined data demonstrates how language is an expressive tool that can enliven and modernize advertising copy. The most effective tool for swaying consumers is an advertising slogan that is constructed using a variety of linguistic devices. Thus, we believe that advertisers can find the research's findings interesting and utilize them as useful guidelines when crafting advertising messages. The study sparked a contentious debate about whether to classify English spoken in Europe as a lingua franca or as a variety known as "Euro-English." The discussion is still going on. But today, people are skeptical of earlier claims (Jenkins et al., 2001) that a European variety of English will be codified and standardised. However, research interests are still piqued by the contact phenomenon between European and English languages, according to Griffin (1997). Since the focus of this study is written English in magazine and advertising discourse, a detailed discussion of variety or lingua franca will not be covered in this paper. The English used in print will

therefore most likely attempt to approximate the written norms as much as possible; an intriguing question that still needs to be addressed is whether the British, American, or a combination of both Standard English language norms are being followed (Bogdanova, 2010).

6. Conclusion

We consider the prospects for additional research to be very promising. We would like to focus more on the English portion in the future, specifically the impact of Western advertising on the evolution of the English language and the advertising text. Regarding grammatical characteristics, not every grammatical characteristic that comes with distinct parts of speech is actively employed. In general, nouns are expressed as nominative singular and plural, and verbs can be expressed as imperative mood or as first-person plural. syntax characteristics. Sentences in advertising texts are typically brief and precise because their brevity makes them easier to understand. There is no predicate category in advertising texts that expresses modal and transitory connections. It also makes sense because advertising "lives" for a limited time and is constantly updated as a result.

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