

MEANS OF VERBAL INFLUENCE IN ADVERTISING DISCOURSE

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Annotation: *Currently, an increasing number of researchers and advertising creators are paying attention not only to the non-verbal characteristics of advertising, such as its colorfulness, size, etc., but also to the verbal characteristics, i.e. the linguistic means used in advertising, the features of constructing advertising texts, etc. The aim of this thesis is to identify the ways of lexical influence most commonly used in English-language outdoor advertising discourse.*

Keywords: *lexical means, linguistic play, allusion, epithets, affiliation.*

For the language-specific means of verbal influence, it cannot be denied that advertising texts are intended to have a direct emotional and psychological impact on the audience, often appealing to the individual's system of values, for which various language means are used one of which is lexical. Lexical means of language used in advertising discourse often differs in emotional coloring and evaluative nature. Words with high "advertising value" form the image of the advertised object. Playing with linguistic ambiguity is a fairly common technique used by advertising creators. The ways to achieve this effect are quite diverse. Let's point out the most frequent lexical means:

1. Linguistic play, representing an effective way of playing with the form and meaning of words, is used in 23% of outdoor advertising texts. According to Y.V. Taratukhina, the main point in using the technique of linguistic play is the discovery of several meanings of the same word by the recipient. For example, in an advertisement for the airline company "US Airways": Fly with US (www.usairways.com). In this advertisement of the company "US Airways," two meanings of the English word US are played upon. Firstly, this advertising slogan can be translated as "Fly with us," where the Russian word "нами" corresponds to the English "us." Secondly, US can be considered as an abbreviation for "The United States," and then this advertising slogan can be translated as "Fly with the United States," i.e., fly on

American airlines, more precisely on "US Airways," the slogan of which is this advertisement.

It should also be noted that in order to understand an advertising text where creators have used linguistic play, the recipient sometimes has to make a lot of effort to discover several meanings of the same word. On the other hand, guessing the meaning of the advertising text is able to give the recipient a certain intellectual pleasure. The intellectual and aesthetic pleasure obtained by the recipient from the advertisement, their approving assessment of the inventiveness of the creators of this advertisement, extends to the advertised object itself.

2. Allusion, in which fragments of culture known to the target audience of the advertisement are used. These can be the titles of movies, works of art, lines from popular songs, poems, jokes, aphorisms, geographical names, even proverbs and sayings. Since allusion usually contains a reference to well-known facts, it creates a certain degree of trust in the advertised product for the consumer. Various allusions were found in 21% of advertising texts, for example, an allusion in a beer advertisement to the famous proverb: "Good things come to those who wait" (www.dailyrecord.co.uk).

3. Epithets, which can emphasize the characteristic properties of the advertised products and are used in various types of advertisements, ranging from cosmetics to alcoholic beverages. Epithets are used in 15% of outdoor advertising texts, for example, in a beer advertisement: "Reassuringly expensive" (advertising.about.com). Essentially, the entire advertising slogan is an epithet, which makes the advertisement so bright and memorable. The conciseness of the form and the depth of the content are successfully combined in this epithet, creating an effect of noble restraint and laconic aristocracy.

Personification, which consists of attributing human qualities to an inanimate object, is found in 13% of English-language outdoor advertising texts, for example: "I love what you do for me – X [car name]!" (www.chroniclesmagazine.org). In this case, the advertised object is a car. It becomes personified. The happy owner of this car expresses gratitude to it, as if the car is a person who has done something good: "I love what you do for me, ...!"

4. Affiliation is used in 2% of outdoor advertising texts. As a means of speech influence, affiliation consists of associating with a specific social group with a higher social status. Often, images of famous people who use the advertised item are used. In this situation, as advertising specialists believe, the consumer fulfills their desire to be associated with well-known

people. The consumer believes that owning the advertised item will bring success, for example, a cosmetics advertisement: Because you're worth it! (<http://www.lorealparisusa.com>). This is not only a statement, but also a kind of call to action. The advertisement seems to say: "You deserve the very best, so buy our cosmetics." Women using this company's cosmetics subconsciously associate themselves with a social group of high social status and increase their self-esteem and self-confidence.

Thus, among the analyzed lexical means, the most common in the discourse of outdoor advertising are wordplay and allusion. The high frequency of use of these lexical means is, in our opinion, the use of wordplay has an aesthetic character.

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