

# ФИЛОЛОГИЧЕСКИЕ НАУКИ

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## LINGUOPRGMATIC ASPECT OF SYNTACTIC STYLISTIC DEVICES USED IN ADVERTISING TEXTS

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## ЛИНГВОПРАГМАТИЧЕСКИЙ АСПЕКТ ИСПОЛЬЗОВАНИЯ СИНТАКСИЧЕСКИХ СТИЛИСТИЧЕСКИХ СРЕДСТВ В РЕКЛАМНЫХ ТЕКСТАХ

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### АННОТАЦИЯ

В статье в сопоставительном аспекте исследуются особенности рекламного языка на материале русско- и англоязычных рекламных текстов. Современный бизнес сосредоточен на рыночных отношениях и реклама, в данном случае занимает ключевую позицию. Язык рекламы представляет специальную область изучения для современной лингвистики. Лингвисты проводят анализ функционально-стилистических особенностей языка рекламы. Широко известен факт, что данного рода тексты стилистически окрашены и носят яркий характер. Данная статья посвящена изучению проблемы лингвопрагматического аспекта синтаксических стилистических средств, применяемых в процессе создания англо- и русскоязычных текстов, в частности, бизнес-тематики. Цель данного исследования описать особенности функционирования данных стилистических приёмов, сравнить их с прагматической точки зрения в английском и русском языках. В работе так же определены наиболее распространённые синтаксические приёмы в текстах деловой рекламы.

### ABSTRACT

The article examines features of advertising language in the comparative aspect on the material of Russian and English advertising texts. Modern business sphere is focused on the system of market relationships and advertising in this case takes a key position in our life. Language of advertising presents a special field of study in modern linguistic studies. Linguists deal with the analysis of functional-stylistic features of advertising language. It is widely known that such texts are stylistically colored and vivid. This article is devoted to the problem of linguopragmatic aspect of syntactic stylistic devices used in the production of advertising texts in English and Russian, especially of business terms. It describes the syntactic devices used in advertising texts. The purpose of this study is to describe the way these devices function in the advertising texts, to compare their pragmatic features from the linguistic point of view in English and Russian languages. The authors also provide the lists of the most powerful syntactic stylistic devices used in Russian and English advertising texts in business sphere.

**Ключевые слова:** язык рекламы, лингвопрагматика, синтаксические стилистические средства, риторические фигуры

**Key words:** language of advertising, linguopragmatics, syntactic stylistic devices, rhetorical figures

### 1 INTRODUCTION

The language of advertising interested and has been interesting many Russian and foreign linguists.

Scientists like D.E.Rozental, N.N.Kokhtev, Bernadskaya J.S., Serdobintseva Y.N., D.Ogilvi, F.Jefkins, D.Dell, T.Linda, A.Goddard, Bove K.L,

Arens U.F. etc. devoted their scientific researches to this matter.

Some researchers understand advertising in business as “a form of marketing communication employed to encourage, persuade, manipulate, or influence an audience (viewers, readers or listeners; occasionally a particular group) to take or continue to take some action” [1]. The others consider advertising as “one of the most obvious “aids” in the study of the language and modern society can be advertising in all its diversity” [2].

In the article by Kuzmina Y.K. devoted to the language modeling of advertising texts in Russian, French and English languages the fact that American advertising is characterized by pragmatic set on selling is stressed [3].

There is an interesting point of view in Süleyman Eroğlu’s article devoted to the study of advertising texts from cultural and linguistic points of view saying that advertisement “leads people voluntarily to a specific opinion”, the information that it provides, draws consumers’ attention to the good, service or an idea and aims at making people adopt some idea or attitude [4]. The importance of the advertisement is also seen in the minimizing the “growing distance between the producer and the consumer of the product”. One of the means of achieving advertisers’ aims is the use of stylistically colored vocabulary in their texts.

Business advertising focuses on specialized product and services, which include industry, trade, specialists and agriculture.

According to F.Jeffkins, there are 2 aims of advertising:

1. “introduce potential clients your firm, product or service”;

2. “persuade people to test the product or service, and after the test buy it once more” [5].

«In linguistics there are different applications that contribute to the implementation of different research that requires analysis of texts» [6].

The focus of this article is on the syntactic features of Russian and English advertising texts and their comparison in the stylistic way.

We also consider that knowledge of advertising language is also one of essential parts of communicative culture which is also formed during foreign language learning.

## 2 METHODS

The materials were advertising texts of Russian and English business journals like Forbes (Russian and English versions), The Economist, Firm Secret. 400 advertising texts were analyzed, including 267 English and 133 Russian ones.

The methods used include the following ones:

- continuous sampling method;
- comparative-typological method;
- descriptive method;
- contextual analysis;
- quantitative analysis;
- valence analysis method.

## 3 RESULTS AND DISCUSSION

From the syntactic point of view advertising texts are characterized by the following features:

- 1) conciseness, information compression;
- 2) vividness, dynamism, quickness;
- 3) expressiveness;
- 4) persistence, imperativeness, motivation;
- 5) actualization, highlighting the most important information in the text [7].

Laconism is one of the key requirements concerning the advertising texts. It is due to the lack of time of the consumer and an expensiveness of the advertising ground. Extralinguistic economy is reached through the compression of the information giving it in short, 1 part, elliptic sentences. For example, *New prime London invest from £695000; Stroit bystro, kachestvenno i navsegda* (Pagano) (*Builds fast, qualitatively and forever*); *Uluchshaem rabochiye usloviya kajdogo sotrudnika* (We improve the working conditions for all employee) (Philips).

Elliptic sentences add dynamism to the advertising texts (in Russian they use – instead of the missing object and make a pause when pronouncing). For example, *V novyi god – besplatnyi raschetnyi schet* (Sberbank) (*There’s a free payment account in a New Year*); *Kazhdomu sotrudniku – «Svoy korporativnyi bezlimit»* (MegaFon) (*For each employee – personal unlimited services*). Due to the use of such constructions the effect of “hurrying speech” is achieved.

Incentive character of the advertising text is also formed due to the use of devices like:

-appeals, playing an important role in establishing contact with the addressee;

-imperative sentences like *Otkryvaite noviyе gorizonty!* (*Discover new horizons!*); *For further information please contact* (Savills);

-question-and-answer forms *Looking to succeed in your next executive role? Find your next programme via The Economist Executive Navigator, the online directory of more than 2,000 courses offered by business schools around the world;*

-segmented structures that are phrases divided in parts. For example: *Audi A8 L. Ideal’naya model’ biznesa* (*Ideal business model*) (Audi A8 L).

During the study it was found out that in English advertising texts of business sphere the mostly used syntactical stylistic devices are anaphora, rhetorical question, parcelling, detached constructions.

**Anaphora** presents a kind of lexical repetition and its pragmatic aspect lies in the strengthening of expressiveness. This syntactic device is widely used both in English and Russian advertising texts. Example: *«It’s time data worked for you and not the other way around. It’s time to transform data from freight into fuel»* (Veritas) [8]; *Tol’ko vam. Tol’ko etoi zimoi!* (*Only for you. Only this winter!*) (Jaguar Care) [9].

**Parallelism** is seen as using elements in sentences or other parts of utterances that are grammatically similar or identical in structure, sound, meaning. [10] Example: *What do investors see as the most pressing areas for reform? What are the most vital infrastructure needs?* [11]; *Eto sovershenno novyi mir, gde innovatsii i mnogofunktional’nost’ reshayut vsyo* (*This is a completely new world, in which innovations and multifunctionality decide everything*). *Mir, gde*

*potryasayuschaya dinamika sochetaytsya s praktichnost'yu i komfortom (Jaguar car) (The world in which splendid dynamics is combined with practicality and comfort).*

**Chiasmus** is a kind of parallelism thus two parallel members of a sentence are in a reversed order, mirror reflection of utterance parts. *We help our clients use analytics to turn data into insight, insight into action and action into tangible results (Accenture Analytics).*

**Rhetorical question** plays an important role in the expressiveness intensifying, makes the text more vivid, helps to make contact with the consumer. Question and answer form attracts the reader's attention to the advertising text, motivates him to self-thinking. Such construction creates an ease of the narration. Example: *How do we pass on our values?* (UBS) [12]; *Have you been everywhere yet?* (Turkish airlines) [12]; *Zvuchit kak mechta? Mazda delayet vashi mechty real'nyimi!* (Mazda) (*Sounds like a dream? Mazda does everything to make your dreams come true!*) [12].

**Exclamatory sentences** make a statement that conveys strong emotion or excitement [<https://examples.yourdictionary.com/exclamatory-sentence-examples.html>]. Example: *With 6 years income!* (SHO REDITCH). They perform signal function, stressing the importance of the advertising information, make the utterance more expressive.

The use of the exclamatory sentences helps to create special emotional attitude, preparing the addressee to act [14].

**Gradation** presents the construction in which each word that follows presents growing emotional tension. Example: *A security breach could cost you your customers, your earnings and even your brand* (CYLANCE); *To shape it into something that's no longer a costly burden, but an always-on, always available source of height* (VERITAS); *Moschnyi. Dinamichnyi. Bezuprechno poslushnyi* (snowmobile Ski-Doo) (*Powerful. Dynamic. Obedient*); *Dinamichnyi oblik, sportivny obves i mnogoye drugoye zastavlyayet govorit' o nyom kak o novom vide sporta. Bol'shogo sporta, i vy v nyom – pobeditel'.* (Volkswagen) (*Dynamic image, sport shape and many others make you speak of it as a new kind of sports. Big sport – and you're the winner*).

**Antithesis** is a device that presents the use of antonyms. Example: *One club... many possibilities* (Ocean Reef Club); *You can't build the business of tomorrow on the network of yesterday* (Comcast Business); *One plan. Five sizes* (Verizon Plan); *Мы не предсказываем будущее, мы создаем его* (BMW 7 серии); *Мы работаем не с диагнозами, а с людьми* (Международный медицинский центр «Покровские ворота»). The function of this figure of speech is stressing the contrast and strengthening the expressiveness, the raising of the memorability of the text.

**Epiphora** is a form of repetition in which the final sounds, words or utterance parts are repeated. Example: *Work hard. Play Hard.* (Ameritrade)

**Parcelling.** In this case the sentence is divided in such way that the main idea is given in two or more phrases, following each other after a short pause. As we have noticed, this syntactic means is used in advertising of brand cars, watches both in English and Russian advertising texts. Example: *Will our money make our children's lives easier? Or too easy?* [14]; *Novyi avtomobil'... Stil'nyi... Dinamichnyi...* (Mazda) (*New car... Stylish... Dynamic...*); *Roskoshno. S umom.* (smart watch Samsung Gear S2) (*Rich. Wise*) [15]. With the help of this means the pragmatic orientation to the colloquial speech is implemented. The information presented in such way becomes more concentrated and brief.

**Polysyndeton** presents the use of several coordinating conjunctions in succession in order to achieve an artistic effect [16]. According to our research, it is widely used in English advertising texts. *And inherit your determination and drive* (UBS); *And keep yourself and your finances in good shape* (UBS); *Our full time MBA is ranked top in the UK and in the global top 20 by The Economist, and can transform you into an interpereneurial, creative and effective leader* (WBS Warwick Business School).

**Repetition** means the repetition of the notional words. There can be lexical, synonymical, morphological repetition. Example: *Don't miss this opportunity to network with colleagues and interact with government officials, civil society, academia and businesspeople from around the globe.* (Seminar, April 13-17, 2016) *Our insights quickly lead to better outcomes for hospitals, doctors, pharmacies, health plans, governments, employers and the millions of lives they touch.* (OPTUM); *Uncover your true potential. Unlock ours; Discover the Salesforce you don't already know: App Cloud is the world's #1 enterprise app platform for **building, optimizing, and conneting** next gen-apps, fast.* Repetitions make the speech vivid, emotional, dynamic. In advertising texts it helps to point out the importance of the quality of the product or its benefits.

**Detached constructions** are presented by the phrases divided in parts. Such means is mostly used in advertising slogans or headlines both in English and Russian advertising texts. Example: *Заправлены драйвом. Технологии BMW и в новом BMW X5 Performance (BMW X5)* [15]; *Zurich insurance. For those who truly love their business* (Zurich business) [14].

In Russian advertisement **exclamatory sentences** are also widely used, but what concerns English ones, it resorts to this means less. They perform signal function, pointing out the importance of the information, making the text look more expressive. Such sentences create special emotional attitude, motivate the addressee to act [17].

Example: *Prisoyedinyaites' k samomu bystrorastu shemu soobschestvu, kotoroye obyedinyayet krupnykh predprinimatelei, znamenitostei i drugikh vlyatel'nykh liudei!* (JetSMART) (*Join the fastest growing community, which unites businessmen, celebrities and other powerful personalities*); *S programмой «Aeroflot» oni mogut prevratit'sya v nastoyashee*

*udovol'stviye!* (With "Aeroflot" program they can turn into a real pleasure!) (Aerflot Bonus) [15]; *Lider legko postavit tochku!* (Leader can easily put a period) (MTS) [18].

«Advertising constructions are somehow unfamiliar and difficult to learn for students, and it is

necessary to define them on the basis of linguistic and cultural features of Russia» [19].

#### 4 SUMMARY

Thus, in English advertising texts of business sphere the most popular syntactic stylistic devices are anaphora, rhetorical questions, parcelling and detached constructions.

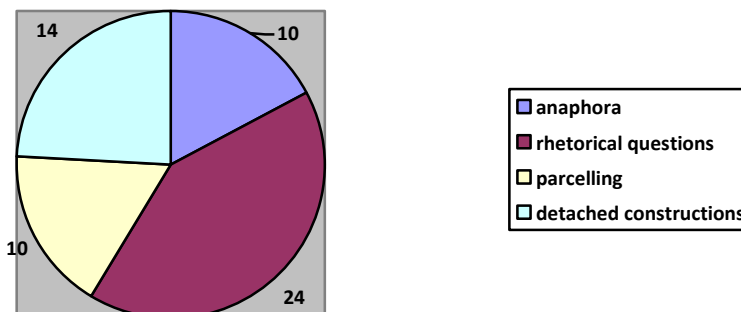


Diagram 1. Syntactic devices of the English advertising texts

Anaphora is an effective means aimed at achieving syntactic vividness of the advertising texts.

Rhetorical questions help to imitate a dialogue with a potential consumer.

Parceled constructions are useful in reproducing of colloquial speech and contribute in accentuation of the most important piece of information.

Detachment is also essential in attracting the potential consumer's attention on key points of the advertisement.

As for Russian advertising texts of business sphere exclamatory sentences, parcelling and detached constructions are the most widely used syntactic means.

Exclamatory sentences are focused on the drawing the reader's attention on the advertised product or service. More than that, they convey the emotional tone of the text and encourage the audience on purchase.

The use of speech figures make advertising texts more vivid, unusual which helps to memorize them easily.

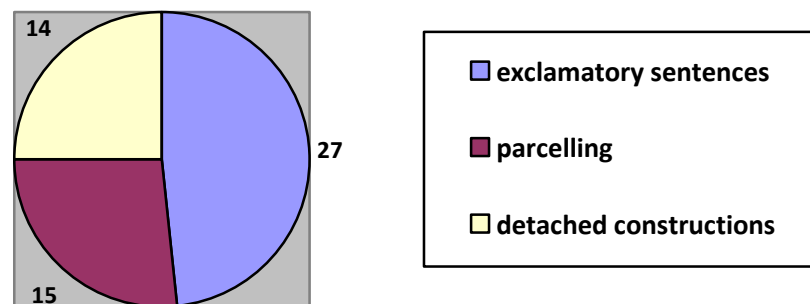


Diagram 2. Syntactic devices of the Russian advertising texts

#### 5 CONCLUSIONS

Thus, pragmatic aspect of an advertising text is marked by the need of motivating the addressee for response actions, expressed via action or changing ones view on the advertised object. The degree of the influence of the advertising on the addressee depends on the effectiveness of communication. The effectiveness of communication, in its turn, consists in the use of manipulative techniques, stylistic devices, graphic techniques etc. The style of the advertising texts under study is marked by business sphere. And commercial advertising has its linguistic specifics, including special terms, structural, graphic features, stylistic color of the texts. In this article we focused on the most popular syntactic stylistic devices used in

Russian and English advertising texts of business sphere.

We came to the conclusion that the authors often resort to the use of such syntactic devices as anaphora, rhetorical questions, parcelling, detached constructions, exclamatory sentences.

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## СМЫСЛОВЫЕ СВЯЗИ ПРИ ОБУЧЕНИИ ЧТЕНИЮ НА АНГЛИЙСКОМ ЯЗЫКЕ

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### АННОТАЦИЯ

В данной статье автор изучает технику постижения логического значения текста. Рассматриваются логические связи и последовательности в тексте. На основе примеров обучают студентов определять логическую структуру текста и понимать. Была выполнена практическая работа со студентами, которая показывает, что учащиеся вполне справляются с заданиями, развивающими логическое мышление.

**Ключевые слова:** чтение, логическая связь, текст, обучение, абзац.

В настоящее время в обучении чтению на английском языке существует два традиционных подхода: первый подход к восприятию отдельного слова (word-centered approach);

Первый подход связан главным образом с выбором слова, а последний направлен на структуру предложения. Сейчас стало ясно, что использование только этих подходов недостаточно для обучения чтению с полным пониманием прочитанного. Один из них поможет обогатить словарный запас учащихся, другой способствует лучшему знанию грамматики, но все логическое знание и культурное содержание теряется в путанице слов и структур.

Студентов редко обучают **навыкам** или

**технике постижения логического значения текста.** Студенты понять **большое** количество изолированных и их грамматические, но они не в определить **значение** этих слов. Чувство **логической** связи настолько слаба у **обучаемых**, что они часто **теряются**, **когда** их просят **ответить** на **вопросы** типа "**Почему?**", "**Как?**", на которые **невозможно** **ответить** прямой **цитатой** из **текста**.

В последние **годы** **возрос** интерес к **тому**, как **погласуются** предложения **между** **собой**, чтобы **создать** **целое** представление о **содержании** **текста**. Считается, что **текст** **связывается** не просто **переницей** **предложений**, **собранных** в **большое** **грамматическое** **единство**. "**О** **тексте** **лучше** **сказать** как о **единстве** **другого** **рода** - о **семантическом**