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**SPEECH MANIPULATION MODELING
(IN ENGLISH PRINTED ADVERTISEMENTS OF
COSMETICS)**

Abstract: The paper presents the findings of the analysis of three hundred English printed advertisements of cosmetics. Central to the study is the speech manipulation optimization model by A.A. Leontiev. The model was employed to reveal ways to optimize speech manipulation in advertising texts. The empirical data obtained helped the researcher to model speech manipulation effected through printed advertisements of cosmetics.

Key words: modeling; speech manipulation; advertising discourse; printed advertisement.

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Recent years have witnessed various studies of advertising texts. Yet printed advertisements of cosmetics are of special research interest, as they both inform a recipient and manipulate him. Thus, they embed mixed stylistic devices, hybrid genres, different language and expressive means. It is essential to model speech manipulation as featured in printed advertisements of cosmetics.

In order to analyze features of speech manipulation, we relied on the speech manipulation optimization scheme by A.A. Leontiev (Леонтьев 2003: 97-107). A.A. Leontiev speaks about three speech manipulation optimization ways:

1. New meanings input into a recipient's meaning field to amend his behaviour or attitude to reality;

2. Recipient's meaning field structure modification without new elements input to report new facts about well-known things to a recipient. If the data provided are relevant to understand these things and their correlation, new facts are able to influence individual attitude to reality;

3. Meaning field elements input manner alteration in individual activity without new components to change recipient's attitude to reality (Леонтьев 2004: 66-88).

In our analysis we used the symbols to follow: **A** for new meanings input into a recipient's meaning field, **B** for recipient's meaning field structure modification without new elements input, **C** for meaning field elements input manner alteration in individual activity without new components. The analysis was based on 300 printed advertisements of cosmetics.

At the initial stage of the research printed advertisements were classified depending on the way of optimizing speech manipulation employed. For instance, *Creates defined, matte lips in a single application. Provides full coverage while keeping lips hydrated and soft creamy texture. New rounded tip for ease of application* features the first type (**A**) which is revealed through such content elements as description of the product (*soft creamy texture*) and factual information (*defined, matte*). In *L'Oréal Men Expert and our NEW face Lewis Hamilton. Discover Hydra Energetic Anti-fatigue Moisturiser with Oxygen CP to leave skin feeling relaxed and recharged. L'Oréal Men Expert. All The Expertise, None Of The Spin* the second way (**B**) is presented through diverse emphatic, expressive lexical means, mostly these are lexemes with the general meaning of «energy» (*energetic, recharged*). Reasoning is expressed through structures «men expert, the expertise». In other words the advertisement conveys new information about well-known phenomena to modify systematic links in the meaning field of a prospective recipient. We need to carry out an experiment to reveal the third type (**C**) because it's connected with motivation. Text analysis study has little access to this sphere.

However, text analysis helps highlight explicit motives in advertisements. It's also worth mentioning that a potential recipient is not offered to buy an advertising product directly, he is enticed by desirable images of becoming more successful, smarter, of enhancing his social

status or experience new feelings. This third way (C) implies an illusion or a myth. For example, the advertisement *Like the woman that wears it, the strength and uniqueness of Dolce&Gabbana The One fragrance comes from contrast.* appeals to females. The text fragment creates an image of a strong and unique personality.

In the course of the analysis it has been determined that advertising texts may incorporate several speech manipulation optimization ways simultaneously. The advertisement *Defy conventions with Red Musk™ eau de parfum. Spiced musk with hot notes of cinnamon and intense tobacco for a distinctly different fragrance. No flowers – just a bold blend of musk and spice. Contains cruelty-free musk. Lasting eau de parfum.* shows how several ways can be integrated in one text. For instance, the first way is represented by lexical tool describing the product (ingredients: *musk, cinnamon, tobacco*), evaluating and expressive lexemes (*hot notes, distinctly different*). The second way is represented through text elements with the integral meaning of «*defying conventions*». There is also an explicit motive to be unique and seditious which serves as the third way.

The analysis of 300 English printed advertisements of cosmetics became the foundation for constructing a speech manipulation model relevant for advertising texts. The model is built upon the three speech manipulation optimization ways proposed by A.A. Leontiev. We believe it essential to conduct an experimental research to explain speech manipulation features in printed advertisements of cosmetics.

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МОДЕЛИРОВАНИЕ РЕЧЕВОГО ВОЗДЕЙСТВИЯ (НА ПРИМЕРЕ АНГЛОЯЗЫЧНЫХ РЕКЛАМНЫХ ТЕКСТОВ КОСМЕТИЧЕСКИХ СРЕДСТВ)

Аннотация: автор описывает результаты анализа трехсот англоязычных рекламных текстов косметических средств. Анализ был проведен с опорой на трехмерную модель оптимизации речевого

воздействия, разработанную А.А. Леонтьевым. Модель была использована с целью выявить пути оптимизации речевого воздействия в текстах рекламного дискурса. Полученные данные позволили исследователю построить собственную модель речевого воздействия, оказываемого через рекламные тексты косметических средств.

Ключевые слова: моделирование; речевое воздействие; рекламный дискурс; рекламный текст.

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