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### **Средства речевого воздействия в рекламных слоганах**

В статье рассматриваются основные средства речевого воздействия в рекламных слоганах, даются определения данным понятиям, приводятся различные примеры.

### **Means of Linguistic Manipulation in Advertising Slogans**

Advertising as a separate sphere of activity has established in our lives long ago. It permeated into all branches of human life. Every day we come across advertising at every turn. The objects of advertising are clothing, electronics, medical supplies, and other goods, ideas, and a variety of services. Advertising plays an important part in the economic development, is highly responsive to the needs and the mood of society, contributing to the development of the sales market, and, therefore, the need for advertising is growing.

The term "advertising" comes from the Latin word *advertere* (meaning "to direct one's attention to; give heed") [9]. As defined by the American Marketing Association, advertising is "...any form of non-personal presentation and promotion of ideas, goods or services paid by the precise customer" and is used to attract the attention of potential consumers to the object being advertised, using the most effective techniques and methods, with the account of the specific situation" [4].

Advertising by speaking urges a consumer to make a particular action.

Linguistic manipulation is the impact on the person with the help of speech and accompanying non-verbal means, aiming at achieving the goal of the speaker [3].

There exist the following ways of linguistic manipulation: proving, conviction, persuasion, suggestion, request, order, compulsion and others [5].

The components of the advertising text are: a slogan, a headline, a body text, and an echo-phrase [1]. A slogan is one of the crucial elements of all advertisements. Translated from the Gaelic "slogan" means "battle cry". It is created as a phrase that consumers should remember and is used to attract consumers' attention [2]. Typically, a slogan should contain up to 10 words. It does not include unpronounceable words and phrases. It provides an exact, clear and concise formulation of an advertising idea made easy to understand and remember.

The tone of a slogan should not be condescending, dismissive, or arrogant. The main function of a slogan, according to A.A. Skopin, "is to transfer the maximum amount of marketing information using a minimum number of words" [1]. A slogan according to the basic requirements must be brief, constant, original, contain the name of the brand and be easily translated into other languages [2]. In addition, a slogan should even mention the benefits to be received by the consumer when buying the advertised product. The aim of a slogan is to identify consumer concerns and make constructive suggestions for the desired solution.

Slogans are divided into the following types: branding (express the sense of the company's philosophy, brand, product or service) and product (appeal to the unique selling proposition of the product, aimed at the rapid increase in sales) [1].

A slogan can be built as an idiom or a paraphrase and may consist of well-known proverbs, sayings, quotes, and phrases that are on everyone's lips.

We consider the ways of linguistic manipulation in the advertising according to the typology proposed by I.A. Sternin [5]:

### *1. Conviction*

Language means are vocabulary of the advertising texts featuring verbs in the imperative mood. For example: "Hungry? Grab a Snickers" (Snickers) [8]; "Buy it. Sell it. Love it" (Ebay) [6].

### *2. Proving*

Language means are a description of the experiment, proving to the consumer the good qualities of the advertised product, using language clichés, such as: "doctors recommend...", "scientists have proved..." For example, "More Doctors Smoke Camels than any other Cigarette" (Camels); "Doctors Recommend Phillip Morris"; "Just What the Doctor Ordered" (Philip Morris) [6].

### 3. *Infusion*

It urges the interlocutor to take at face value the said words without concern and critical thinking. For example: "No battery is stronger longer" (Duracell) [6].

### 4. *Infection*

It is the desire to cause emotion, strong feeling, or shock from the consumer. The language means belong to the emotionally expressive vocabulary, exclamations. For example, "Impossible is nothing" (Adidas), "Just do it!" (Nike) [7].

### 5. *Persuasion*

It encourages consumers to give up their point of view and to adopt the necessary one. The language means are used to create the necessary associations. For example, "Born to lead" (BMW), "For successful living" (Diesel) [6]. Here appears an associative link of the consumer's well-being from having the car.

The examples mentioned above allow us to make a conclusion that advertising contains at least one of the described methods of linguistic manipulation, possessing a certain set of linguistic resources, which have a particular impact on the consumer. In today's world, new technical possibilities and changing market dynamics force to constantly improve the strategy and tactics of advertising texts.

## **Список литературы:**

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### **Категория «Интернет-маркетинг» в институциональном дискурсе: контент-анализ веб-страниц**

Статья посвящена количественному анализу элементов контекстов употребления концепта «Интернет-маркетинг» в сети Интернет. Автором проведена содержательная интерпретация фрагментов контекстов употребления концепта, определена их частотность, с целью последующего определения институциональной направленности исследуемого дискурса. Основным методом, позволившим провести такое исследование, стал контент-анализ.