THE ROLE OF LEXICAL MEANS TO CREATE EXPRESSIVENESS IN THE LANGUAGE OF ADVERTISING ON THE INTERNET

This article is devoted to the study of lexical means to create expressiveness in the language of advertising on the internet. Researchers express an abiding interest in this topic. However, the emphasis is mainly placed either on certain means of advertising, or on a specific part of speech. The purpose of this study is to consider the ways in which different parts of speech (i.e., nouns, verbs, adjectives, numerals, pronoun and adverbs) are used in internet advertising slogans. The paper takes on the following tasks: addressing the vast empirical data in the area of research and applying it as a basis for our study; determining the functions of different parts of speech in a sentence; identifying how frequently they are used; and establishing the degree of their expressiveness in advertising, which is considered to be of paramount importance when attracting the attention of potential buyers. The material for the present study was selected from Spanish- and English-language websites covering the period from 2012 to 2021. The research methods include comparison, synthesis and analysis of data, as well as comprehensive semantic analysis. General tendencies in the use of specific parts of speech are supported by concrete examples, which totalled several hundred. The results of the study allow us to conclude that different parts of speech are applied to create a vivid and memorable advertisement and fulfil not only a semantic, but also a stylistic and expressive function. Apart from this, with a view to creating greater expressiveness, the considered means are combined with visual images, which enhances their impact on the consumer of advertising.

Keywords: parts of speech in advertising, morphological forms, advertising text, expressive function, pragmatic potential.

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РОЛЬ ЛЕКСИЧЕСКИХ СРЕДСТВ ДЛЯ СОЗДАНИЯ ВЫРАЗИТЕЛЬНОСТИ В ЯЗЫКЕ РЕКЛАМЫ В ИНТЕРНЕТЕ

Статья посвящена изучению лексико- грамматических средств создания выразительности в языке рекламы в интернете. К данной теме существует устойчивый интерес со стороны исследователей, однако акцент в основном делается либо на определённых видах рекламы, либо на какой-либо конкретной части речи. Цель данной работы — изучить, каким образом различные части речи (а именно: существительное, глагол, прилагательное, числительное, местоимение и наречие) используются

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в рекламных интернет-сloganах. В рамках данной цели поставлены следующие задачи: основываясь на обширном эмпирическом материале, выявить функции разных частей речи в предложении, частоту их употребления в рекламе, степень экспрессивности, играющую важную роль для привлечения внимания потенциального покупателя. Материал для настоящего исследования подбирался на испаноязычных и англоязычных сайтах за период с 2012 по 2021 годы. Методы исследования включают в себя сопоставление, синтез и анализ информации, а также метод комплексного семантического анализа. Общие тенденции употребления той или иной части речи подкрепляются конкретными, наиболее показательными примерами, общее количество которых достигает нескольких сотен. Результаты исследования позволяют сделать выводы о том, что разные части речи используются для создания яркой и запоминающейся рекламы и несут в себе не только смысловую, но и стилистическую и экспрессивную функцию. Кроме того, для создания большей выразительности данные средства комбинируются с визуальными образами, что усиливает их влияние на потребителя рекламы.

Ключевые слова: части речи в рекламе, морфологические формы, рекламный текст, экспрессивная функция, прагматический потенциал.

Introduction

Advertising is considered part and parcel of the modern society life. In recent years, scientists have demonstrated a significant interest in various aspects of the analysis of the language of advertising. At the same time, while advertising language as a whole is particularly popular among researchers [Naranjo, 2019], the language of internet advertising remains a little studied area. This article is concerned with the study of the use of parts of speech in the language of advertising, their functions and roles in advertising slogans, and their pragmatic potential.

The relevance of the research is determined by the need for a detailed analysis and comprehension of the features of an advertising text from the morphological, lexical, grammatical and other perspectives, since it is advertising slogans that make it easier for consumers to recognize goods and their manufacturers. In addition, the selected research topic was due to the lack of comprehension of the morphological component of advertising texts, as well as the persuasive function of slogans in online banner advertising.

Internet advertising is characterized by its relative cheapness, instantaneous feedback from the consumer, wide audience coverage and high degree of expressiveness. There are several types of internet advertising, including banner ads, contextual ads, targeted advertising in social media and on search engines, viral ads and so on. The present article deals with
online banner advertising — ads that are placed on the sides or in the lower part of the websites. This type of advertising combines textual and visual components, which makes it possible to attract the attention of potential consumers with the utmost probability.

Regarding the degree of scientific elaboration of the research topic, it is worth noting that researchers demonstrate considerable interest in the analysis of advertising texts, although internet advertising slogans have not been examined in sufficient detail. The works of both Russian [Karamysheva, 2020, Vlasova, 2016, Khrabskova, 2022, Kaspirovich, 2020, Vorobeva, 2021, Murashova, 2019] and foreign researchers [Zakirovich, 2022, Rodríguez del Pino, 2020, Taricco, 2020] provided a theoretical basis for the present article. In addition, the emphasis is mainly placed either on specific types of advertising, for example, on social advertising [Ilduganova, Garaeva, Nurieva, 2018, 881–886] or advertising that targets women [Egorova, 2018, 136–139], or on one particular part of speech [Wang, 2019, 174–178, Hryashchikova, Denisova, 2015, 1–8]. It is noted by many linguists that in modern advertising, there is a tendency to primitivize the terms and expressions, that is, the syntax is simplified and high-frequency and stylistically marked vocabulary is used; in addition, the form of address is becoming less formal — in Russian, the informal “you” (ты) is used instead of its polite form “You” (Вы), [Karasik, Slyshkin, 2022, 14–31]. The conciseness and multidimensionality of the advertising text are another key tendency noted by researchers [Kazlov, 2021].

Research Methods and Material

The methodology of this study includes several stages. First, we employed the method of selection, analysis and synthesis of advertising slogans presented on various websites. Then, using comprehensive semantic analysis, we identified the general characteristics and features of each part of speech, and this was used to form the basis of a corpus of the most representative examples of their use. The material of the study includes texts and slogans from Spanish- and English-language advertising on the internet covering the period from 2012 to 2021. The total sample size of empirical data amounted to more than 200 ads, from which the most representative examples from the pragmatic potential point of view were selected by the method of continuous sampling, clearly demonstrating the role and functions of various parts of speech in advertising slogans. Additionally, a linguistic interpretation of the selected examples was carried out, which allowed us to determine the frequency of use of a given of speech, its lexical and grammatical characteristics and its role in creat-
The present article provides the results of the analysis of such parts of speech as nouns, verbs, adjectives, numerals, pronouns and adverbs.

Results and Discussion

The noun plays the principal role in advertising, since this part of speech defines the object (what is being “sold”) and is considered to be a nominative for a particular service or product designation. Additionally, both concrete and abstract nouns can be used in advertising language. The former simply specify a particular product, they can be proper names — of the manufacturer or of the product itself. And the latter are used to characterize those features or values that a person acquires when buying a product, for instance, success, health, or beauty. It is noteworthy that some researchers consider concrete nouns to be significantly more effective than abstract ones. This position stems from the fact that concrete nouns facilitate the creation of a more accurate image of the advertised product, while the frequent use of abstract nouns in the advertising text makes it less memorable and expressive.

Figure 1 illustrates an advertisement for an Audi car. The only word describing this car is “Jealousy.” The advertisers are relying on the desire of the majority of people to be successful and wealthy, and thus drive a good car. This abstract noun conveying human emotions is a well-chosen one, since it transmits an underlying message that everyone can relate to, supported by a visual image — a woman pouring paint on the car as if taking revenge on its owner.

Figure 2 illustrates an advertisement for Vidacol, a well-known yoghurt drink in Spain. The slogan presented on this advertising banner is composed entirely of nouns and can be translated as “One bottle of Vidacol

Fig. 1. Car advertisement
per day. Your habit to fight cholesterol.” This slogan captures the attention of potential consumers largely due to the absence of verbs that have been deliberately removed, since the verbal tendency is widespread in the Spanish language, that is, the verb is used decidedly more often than, for example, in Russian, which tends towards nouns.

The ad for sun cream in Figure 3 draws the consumer in by emphasizing the essential characteristic of the product. In this case, the advertising slogan is “Perfect protection.” Using the abstract noun in this phrase, the advertisers claim that it is this particular product that will best protect the skin from ultraviolet rays. In the picture, this thesis is supported visually — the sunscreen literally protects the child from ultraviolet radiation.

Adjectives, as a rule, characterize the product defined by the noun, specify its properties. All adjectives used in the language of advertising are divided into relative ones, which name the objective characteristics of the advertised product (material, manufacturer, manufacturing method), and qualitative ones. The latter are evaluative, they draw attention to the product describing its advantages.

Figure 4 depicts a stylized advertisement for Pepsodent toothpaste, in which a qualitative adjective written in large print (“blanco,” i.e., “white”) is the keyword, that is, it determines the benefit that the consumer will obtain using this toothpaste. An exclamation and an imperative mood with the polite address by “You”: “Surprise your friends!” (“Asombre a sus amigos”) are also used in this
advertisement with a view to increasing its expressiveness.

Another noteworthy example of internet advertising is the banner ad for the soft drink “Light” (Figure 5). It is characterized by a single adjective — “extra-refreshing” (“extrarefrescante”), which is expressive and emotive, and therefore, along with the visual image, creates a memorable advertisement.

The verb in the advertising text has significant pragmatic potential. The main categories of the verb are mood, tense and person. Verbs in the imperative mood are known to produce the greatest impact on the consumer, since they perform a motivation function, which is crucial for advertising [Hsieh, 2021, p. 167–168]. Forms in the indicative mood are most often used in the third person singular in the present tense, thus indicating the functions that the product is able to perform. If the verb is in the future tense, the consumer is being informed about the prospects of using the product; and if it is in the past tense, then, on the contrary, the result of the use of a product is highlighted. Sometimes the verb is conjugated in the second person singular in both the indicative and subjunctive mood, which creates a friendly tone and the atmosphere of involvement.

Figure 6 illustrates an advertisement encouraging women to purchase a special line of cosmetics for charity, which implies that part of the money raised during the campaign is to be directed to a fund to help women suffering from breast cancer. Three verbs “to connect, to tell, to defeat” (“Conectar, comunicar, vencer”) are used in the infinitive to enhance the level of expressiveness and sonority of the slogan. This is one of the few cases where the verb is used in the infinitive form.

The banner in Figure 7 illustrates an advertisement for a bookstore. Its slogan reads as follows: “Find your way.” The word “way” is used in a
figurative, metaphorical sense, creating a beautiful image: throughout the years, the person has been looking for books that shaped his or her worldview, and a bookstore helps the reader find the right book. The picture illustrates a kind of a “city” of books, and it can be inferred that there is a wide variety of literature for all tastes, and this is the main criterion by which the consumer is guided when choosing a bookstore. The verb is in the imperative mood, which is typical for advertisements that use verbs.

Figure 8 illustrates an advertisement for a well-known soft drink brand, the slogan says: “Take all the good” (“Toma lo bueno”). Thus, the quality and the beneficial properties of the advertised product are emphasized. The verb is in the imperative mood in the second person singular. Not only does it motivate a person to action, but also promotes trust in the relationship with the consumer.

In the language of advertising, personal, possessive and demonstrative first- and second-person singular or plural pronouns are most frequently used. Thus, one gets the impression that the person the ad is targeting is actually there. Moreover, such advertising is said to be personal. With the help of these pronouns, the advertiser attempts to establish a relationship of trust with the consumer. Several examples of advertising with the use of pronouns are to be considered.

Figure 9 illustrates an advertisement for a well-known Nikon camera with the personal pronoun “I”. The advertisement is created in such a way that it seems as if the new camera model introduces itself and wishes to get to know the consumer. This way an atmosphere of trust is created without the involvement of any “middlemen,” i.e. retailers.

An advertisement for the school of art and design (Figure 10) represents a ballpoint pen that, instead of a logo, bears the following inscription: “It is in your hands.” This slogan can be interpreted in both
a direct and a figurative sense, that is, it implies both a pen and the artist’s talent (a dilogy phenomenon). By attending the art school, one can systematize their abilities and transform them into skills, as well as develop their talent, as the cubist painting of Salvador Dali (which also resembles the abstract works of Joan Miro) clearly demonstrates. Therefore, the illustrated pen appears to be a kind of a feature of what the artist was able to depict before art school, and how he managed to master his skills having attended it.

Demonstrative pronouns are far more common in English-language advertisements than in their Spanish-language counterparts. Thus, for example, the slogan represented in the car advertisement (Figure 11, the slogan is placed in the upper left corner) reads as follows: “For those who can’t fly.”

This way, the reader’s attention is focused on the essential quality of the car — its smooth ride, as if you are floating in the air when driving. The banner depicts an ostrich flying on a motorcycle, another version of the advertisement depicts a penguin — birds that cannot fly flying, but which now have the opportunity thanks to the motorcycle being sold. “Those” is a demonstrative pronoun that indicates plurality, in other words, a certain group of people who would like own a comfortable car with soft suspension, and there are many such people.

The use of adverbs in the language of advertising is intended to characterize the product in terms of its convenience, reliability and other advantages by drawing attention to a special feature of an object or action. This
is another way to directly influence the buyer, suggesting that his or her life will change instantly and completely if they buy the product being advertised. We should mention here that adverbs are not frequently applied in the language of advertising, especially in Spanish-language slogans, due to their heaviness. It is worth noting that most of the internet advertising banners containing adverbs that we managed to find are concerned with alcohol or refreshing soft drinks.

Thus, for example, an advertisement for ice tea (Figure 12) uses the following slogan: “The only tea that will quickly quench your thirst” (“¡El único té que termina rápidamente con tu sed!”). In this case, the heaviness of the adverb formed from the adjective by adding the suffix -mente appears to be its advantage, since the suffix is emphasized in the slogan. The adverb mentioned above is very sonorous and has an expressive tone, thus attracting the attention of the consumer. A large inscription on the banner also inspires the consumer’s confidence, that is, it convinces us that the information is credible.

Numerals in advertising texts are used to state the price, especially when it comes to special offers, sales or discounts. They can also indicate the quantitative characteristics of the product: size, height, volume, etc. From a pragmatic point of view, numerals play a significant role — they create the impression that the information presented in the advertisement is reliable. The most commonly used numerals are “first” and “one,” which are, in fact, perceived by the consumer as “the best.”

It is worth drawing attention to the fact that numerals are often utilized in advertising to specify a discount on a product or special offers. They are not expressively coloured when performing this function,
but still appear to be quite widespread. As a rule, in cases like this, there is a combination of two levels — the lexical and the graphic — since in such situations, numerals are highlighted graphically to provide greater persuasiveness. For instance, Figure 13 illustrates an advertisement for sardines that are sold three for the price of two, which is very attractive to buyers.

**Conclusion**

Based on the analysis of a significant number of examples, some of which are discussed in the article, it can be concluded that the noun is most frequently used part of speech in internet advertising (about 35% of all the examples analyzed), which is explained by its predominance over other parts of speech, as well as wide opportunities for creating expressiveness of the statements. Adjectives, often functioning as epithets, mainly serve to characterize a particular product (about 17% of all the examples analyzed). Having a set of forms, categories, semantic connotations, the verb represents a vivid expressive means in advertising (about 20%). Furthermore, the most common forms used are the imperative and the second person singular, which stimulate to action. The most common pronouns (about 12%) are personal, possessive, and demonstrative. Personal pronouns create a sense of the consumer “presence,” while possessive pronouns encourage confidence in the product among consumers. Adverbs are less commonly applied in advertising slogans, mainly qualitative adverbs are used, which helps create the imagery of the advertised phenomenon, determine its features and properties (about 6%). Numerals are most often used to specify the cost of goods, the amount of discounts, the sales period, etc (about 10% of all the examples analyzed). Thus, any part of speech can become a powerful expressive means in advertising on the internet. The selection of certain lexical and grammatical structures in advertising texts is determined, firstly, by the characteristics of the advertised product itself, as well as by the goals and objectives of the customer, for example, the task to promote a new product or increase demand for an existing one. In this regard, one should distinguish between classical advertising means and specific ones, which are determined by the characteristics of the product itself.

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