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на тему: Emotion Evoking as an Effective Tool of Advertising

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Chair of Germanic and Finno-Ugrian Philology

Course Paper

Emotion Evoking as an Effective Tool of Advertising

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TABLE OF CONTENTS

INTRODUCTION

In our time, everyone has faced the phenomenon of advertising. Whether people like it or not, it is everywhere - in shops, cinemas, transport and other places. Advertising is necessary for people to learn about the goods and services of producers and become interested in them. Even if one tries to keep oneself away from this phenomenon, it is almost impossible. Experienced psychologists and marketers work on advertisements, using the peculiarities and weaknesses of the human psyche.

The relevance of the topic of the course work can be traced in the realities of modern life, where advertising has a significant impact on people and their actions, appealing to their emotions with various psychological techniques.

Therefore, the course work is devoted to the analysis of various aspects of the study of pragmatic effect of emotional advertising. The urgent problem of modern linguistics is the interaction of language and psyche.

The subject of the research is emotional advertising.

The object of the research is the pragmatic effect of emotional advertising on human consciousness.

The purpose of the study is to identify and characterize the aspects of influence on human consciousness that highlight the relationship between language and consciousness when it comes to understanding, perception and interpretation of text and/or image.

To achieve this goal, it is necessary to fulfil the following tasks:

- define the concept of advertising, its types, types and functions;

- on the basis of the selected and studied literature to reveal the specifics of pragmatic manipulation of human consciousness;

- to reveal the specifics of emotional influence on the example of the analysis of experimental material from the standpoint of various aspects (Qualitative Emotion Analysis).

CHAPTER ONE. EMOTIONAL ADVERTISING: A PRAGMA-DISCURSIVE ACCOUNT

1.1. Advertising: its types, goals and objectives

Advertising is a marketing tool that is widely used by businesses to promote their products and services to their target audience. It can take many forms, such as print, broadcast, online, and outdoor advertising. The main objective of advertising is to create awareness of a product or service and persuade potential customers to make a purchase.

According to Mitchell, there are various types of advertising, including:

1.   Print Advertising:

Print advertising includes advertisements in newspapers, magazines, and other printed materials. This type of advertising is still widely used, although its popularity has declined with the rise of digital advertising.

2   Broadcast Advertising:

Broadcast advertising refers to advertising on television and radio. This type of advertising can reach a large audience, making it an effective way to create brand awareness.

3.   Online Advertising:

Online advertising includes advertising on websites, social media, and search engines. This type of advertising has become increasingly popular in recent years due to the rise of e-commerce.

4.   Outdoor Advertising:

Outdoor advertising includes billboards, posters, and other forms of advertising in public spaces. This type of advertising can be effective in creating brand awareness, especially in areas with high foot traffic (Masrukhi, 2019: 491).

Another important consideration in advertising is the use of storytelling. A well-crafted story can capture the attention and emotions of the target audience and

can be a powerful tool for building brand loyalty. For example, a company may use a narrative that highlights the company's history or values to create a more personal connection with the audience.

The role of emotions in advertising is also important to consider. Emotional ads, whether they evoke happiness, sadness, or other emotions, can be effective in creating a lasting impression on the audience. Emotional advertising can also help to build a stronger emotional connection with the audience, which can lead to increased brand loyalty and advocacy.

The goals of advertising can vary depending on the business and the campaign. Some common goals of advertising include:

1. Brand Awareness:

The primary goal of advertising is to create brand awareness. By exposing potential customers to a brand and its products or services, advertising can increase the likelihood of a customer making a purchase in the future.

2. Increase Sales:

Advertising can also be used to increase sales by promoting specific products or services. By highlighting the benefits of a product or service, advertising can encourage potential customers to make a purchase.

3. Brand Loyalty:

Advertising can also be used to promote brand loyalty. By creating a positive image of a brand and its products or services, advertising can encourage customers to remain loyal to the brand (Kotler, et al., 2016: 87).

Objectives of Advertising:

The objectives of advertising are specific goals that businesses aim to achieve through their advertising campaigns. Some common objectives of advertising include:

1. Inform:

One of the primary objectives of advertising is to inform potential customers about a product or service. This can include providing information about the features, benefits, and pricing of a product or service.

2.   Persuade:

Another objective of advertising is to persuade potential customers to make a purchase. This can be achieved by highlighting the benefits of a product or service and using persuasive language and imagery.

3.   Remind:

Advertising can also be used to remind customers about a brand and its products or services. This can be especially important for businesses with products or services that are purchased infrequently.

4.   Educate:

Advertising can also be used to educate potential customers about a product or service. This can include providing information about how a product or service works, how it can be used, and how it can benefit the customer (Solomon, et al., 2014: 360).

The goals and objectives of advertising have evolved in recent years to include a focus on corporate social responsibility. Many companies are now using advertising as a tool to promote social change and environmental sustainability. By aligning their brand with social and environmental causes, companies can create a more positive brand image and increase customer loyalty.

While advertising can be a powerful tool for businesses, there are some important considerations to keep in mind when creating an advertising campaign.

One of the most important considerations in advertising is the target audience. Different types of advertising and advertising messages will be more effective with different audiences. It is important to understand the demographics,

interests, and behaviors of the target audience in order to create advertising that will resonate with them.

Advertising can have a significant impact on a brand's image. It is important to ensure that advertising messages and imagery are consistent with the brand's values and positioning. Any advertising that is perceived as misleading or unethical can have a negative impact on a brand's reputation.

Advertising can be expensive, especially for businesses with limited resources. It is important to set a realistic advertising budget and to allocate resources in a way that maximizes the impact of the advertising campaign.

There are ethical considerations to keep in mind when creating an advertising campaign. Advertisers have a responsibility to ensure that their messages are truthful, non-discriminatory, and do not exploit vulnerable groups. They must also avoid using tactics that may be considered deceptive or manipulative, such as false advertising or subliminal messages (Rossiter, et al., 2019: 37).

Another critical factor for a successful add is the message itself. The message should be clear, concise, and memorable. It should be relevant to the target audience and communicate the benefits of the product or service being advertised. A well-crafted message can help to create a strong brand image and increase consumer recall of the brand (Shrimp, 2019: 93).

Additionally, the competitive landscape should be considered. Advertisers must understand the competitive environment in which their product or service exists to create a campaign that effectively differentiates their brand from competitors. A strong brand identity can help to create a competitive advantage and increase brand loyalty. Furthermore, it is essential to consider the pragmatic effect of advertising on the audience. Emotional commercials and social advertising can have a pragmatic effect on consumers. Emotional commercials can evoke a range of emotions in the audience, which can lead to a positive association with the brand.

Social advertising can increase brand awareness and promote social change by highlighting social issues and encouraging individuals to take action.

Advertisers must understand the optimal timing for their message to have the most impact. For example, an advertisement for sunscreen would be most effective in the summer months when individuals are spending more time outdoors. Similarly, advertisements for holiday gifts are more effective in the weeks leading up to the holiday season.

The use of technology in advertising has also become increasingly important. Digital advertising, such as display ads, social media advertising, and search engine marketing, can be highly targeted and cost-effective. The use of data analytics can help advertisers track the effectiveness of their campaigns and make adjustments in real-time to improve results.

One important consideration in advertising is the level of creativity and innovation used in the campaign. Creative and innovative ads can stand out from the crowd and create a strong impression on the target audience. For example, a memorable jingle or catchy slogan can help to increase brand recall and awareness. The use of influencers and celebrity endorsements has become increasingly popular in advertising. By partnering with well-known individuals, companies can leverage their credibility and influence to increase brand awareness and promote their products or services.

The cultural context in which the advertising is being created and delivered has to be considered. Different cultures have different norms and values, and what may be considered acceptable in one culture may not be in another. Advertisers must ensure that their messages are culturally appropriate and do not offend or alienate the target audience.

Finally, the effectiveness of advertising can be measured through various metrics, such as reach, frequency, engagement, and conversion rates. By tracking

these metrics, advertisers can determine the success of their campaigns and make adjustments as necessary.

      In conclusion, advertising is a powerful tool for businesses to promote their products and services. The different types of advertising, including print, broadcast, online, and outdoor advertising, provide businesses with a variety of options to reach their target audience. The goals of advertising, such as brand awareness, increased sales, and brand loyalty, is important for businesses to achieve, while the objectives of advertising, such as informing, persuading, reminding, and educating, provide businesses with specific goals to aim for in their advertising campaigns. By understanding the different factors that can affect the effectiveness of a campaign, advertisers can create messages that resonate with their target audience and achieve the desired results.

1.2. Pragmatic effect of emotional commercial and social advertising

Advertising is a key component of marketing communication and is often used to create a positive image of a product or service in the minds of consumers. One of the most powerful advertising strategies is the use of emotional advertising, which aims to create an emotional connection with the audience by using emotions such as joy, sadness, fear, anger, or nostalgia. In recent years, social advertising has also emerged as a new type of advertising that seeks to promote social welfare or change behavior. Both emotional and social advertising have been shown to produce a pragmatic effect that goes beyond a simple purchase or a donation.

Emotional commercial advertising is a marketing strategy that seeks to create an emotional connection with the target audience. The purpose of this advertising is to generate a more profound impact on consumer behavior than rational appeals, such as those based on price, quality, or features. Emotional advertising can elicit positive emotions such as joy, excitement, and love or negative emotions such as sadness, fear, and anger. Such campaigns are often more memorable and impactful than those that use rational appeals because they engage the audience on a more personal and emotional level. This type of advertising can produce a pragmatic effect by creating an emotional connection between the consumer and the brand or product, leading to a more positive perception of the brand or product and ultimately increasing the likelihood of purchase.

There are a variety of instruments that can be used in emotional commercial advertising to evoke specific emotions and create a connection with the audience.

For example:

1.   The use of music is a powerful way to evoke emotions in advertising. The right music can set the tone for an ad and create an emotional connection with

the audience. For example, a soft and gentle melody can create a calming effect, while an upbeat and energetic song can create excitement.

2.   Images are another powerful tool in emotional commercial advertising. Advertisers can use visuals to convey certain emotions or to create associations with specific values or experiences. For example, an image of a family gathered around a holiday table can evoke feelings of warmth and togetherness.

3.   Storytelling is a powerful way to create an emotional connection with an audience. By telling a story that resonates with the viewer, advertisers can create a powerful emotional response. For example, an ad that tells the story of a child overcoming a challenge can evoke feelings of inspiration and hope.

4.   Celebrity endorsements can create an emotional connection with the audience by leveraging the popularity and appeal of a well-known celebrity. Seeing a celebrity, they admire endorse a product can create positive emotions in the viewer (Copley, 2018: 205).

5.   Colors can also be used to evoke specific emotions. For example, red is often associated with excitement and passion, while blue is associated with trust and calmness. Advertisers use colors to create an emotional connection with the audience and to reinforce the message of the commercial.

6.   Social proof is the idea that people are influenced by the actions and opinions of others. Advertisers can use social proof by showcasing positive customer reviews or ratings, or by using endorsements from industry experts to create a sense of credibility and trustworthiness.

Social advertising is a form of advertising that seeks to promote social welfare or change behavior. Social advertising campaigns often address issues such as health, safety, the environment, or social justice. The purpose of social advertising is to create awareness of the issue, motivate behavior change, or promote social responsibility. These campaigns can produce a pragmatic effect by contributing to

changing attitudes and beliefs of the audience. For example, campaigns that promote recycling or safe driving can raise awareness of the issue and motivate behavior change, leading to a more sustainable or safer society.

While emotional commercial and social advertising can have a positive impact on society, it is important for advertisers to consider ethical and social responsibility implications. Emotional advertising can be seen as manipulative, and some critics argue that it can take advantage of vulnerable or susceptible individuals. Social advertising can also be seen as promoting a particular worldview or value system, which may not be universally accepted. It is important for advertisers to consider the potential consequences of their campaigns and ensure that they are not misleading or harmful. Advertisers must also consider the impact of their campaigns on vulnerable populations and ensure that they do not perpetuate negative stereotypes or biases.

In addition to the potential for emotional advertising to be manipulative, there is also the issue of social responsibility. Advertisers must be careful not to perpetuate negative stereotypes or biases in their campaigns. For example, if a social advertising campaign is aimed at reducing drug use among young people, it is important to avoid depicting individuals from certain ethnic or socioeconomic backgrounds as being more susceptible to drug use. Similarly, if a commercial advertising campaign is aimed at promoting a product as a symbol of status, it is important to avoid reinforcing harmful societal hierarchies.

Emotional advertising can create a sense of urgency or need for a product or service, leading consumers to make impulse purchases or to go into debt. It is important for advertisers to consider the long-term impact of their campaigns on consumers and society, as well as the potential for negative consequences. Additionally, social advertising campaigns can promote a particular worldview or value system that may not be universally accepted. Advertisers must be careful not

to impose their values on the audience and respect individual autonomy and diversity.

Emotional commercial and social advertising can also be particularly effective in the realm of cause-related marketing, which involves connecting a brand to a social or environmental cause. By using emotional messaging to highlight the brand's commitment to a cause, advertisers can create a powerful and positive association in the minds of consumers (Brierley, 2018: 179).

However, it is important to note that emotional commercial and social advertising can also backfire if it is not executed carefully. Advertisers must be cautious not to overuse emotions in their messaging or manipulate the emotions of their audience in a negative way.

Another important consideration is the target audience of the emotional commercial or social advertising campaign. Advertisers must understand the specific needs, desires, and attitudes of their target audience in order to create an emotional connection. For example, an ad aimed at teenagers may use humor and music to create a sense of fun and excitement, while an ad aimed at adults may use more serious and sophisticated messaging to create a sense of trust and reliability.

The use of emotional commercial and social advertising is likely to continue to grow as marketers seek to create a more significant impact on consumers and society. Future research may focus on the most effective ways to use emotional and social advertising, as well as the ethical and social responsibility considerations. With the increasing use of social media, advertisers may need to consider the potential for backlash or unintended consequences of their campaigns. In conclusion, emotional commercial and social advertising can have a significant pragmatic effect and contribute to positive societal change when used responsibly and ethically.

CONCLUSION TO CHAPTER ONE

Emotional commercial and social advertising can have a pragmatic effect that goes beyond a simple purchase or a donation, contributing to changing attitudes, values, and beliefs of the audience. Emotional advertising can create an emotional connection between the consumer and the brand or product, leading to a more positive perception of the brand or product and ultimately increasing the likelihood of purchase. Social advertising campaigns can contribute to changing societal norms and values and lead to a more positive societal impact. While emotional and social advertising can have a positive impact, it is essential to consider ethical and social responsibility implications and measure their effectiveness carefully. Overall, emotional commercial and social advertising can be a powerful tool for marketers to create a positive impact on society.

CHAPTER TWO. QUALITATIVE EMOTION ANALYSIS OF EMOTIONAL ADVERTISING

2.1. Emotion manifestation in Modern Advertising discourse

In this chapter, I will conduct a qualitative analysis of emotional advertising and its possible impact on the emotions of the audience (Pinich, 2022). Namely, explore the various emotions that are commonly elicited in emotional advertising and examine how these emotions can influence the behaviour of consumers. To achieve this goal, I have chosen a set of emotional advertising campaigns and analysed them. By analysing the emotional content of these advertisements, I hope to gain a deeper understanding of the ways in which emotional advertising can impact consumers and contribute to the pragmatic effects of advertising. Additionally, I will examine the ethical implications of emotional advertising. This chapter aims to provide insights into the complex relationship between emotions and advertising and contribute to the development of effective and socially responsible advertising practices.

For starters, I have chosen one of the popular promotions of H&M clothing brand ''H&M Conscious: Sustainable fashion through recycled clothes'' published in 2016 (H&M, 2015), with the purpose of promoting H&M's sustainability efforts and encouraging customers to recycle their clothes. This is an example of online advertising, as it is uploaded on H&M's YouTube Channel. The given example of advertising realises 4 objectives: to inform, to persuade, to remind, to educate. The discourse informs the audience about H&M's sustainability efforts and encourages them to recycle their clothes. The discourse persuades the audience to engage in eco-friendly fashion practices by recycling their clothes and supporting H&M's sustainability efforts. The discourse reminds the audience of the importance of sustainable fashion practices and the role they can play in reducing environmental impact. It also reminds them that recycling clothes can help conserve water. The discourse educates the

audience about the positive impact of recycling on water conservation and the potential for creating new clothes from recycled materials.

In this advertisement, H&M uses storytelling to convey its message about sustainability by showing how old clothes can be recycled and transformed into new garments. This helps to create a sense of purpose and meaning around recycling, and highlights the positive impact that recycling can have on the environment.

Emotion display is betrayed in the use of expressive language means such as *"be trashy"*, *"be neat"*, *"be boring",* and *"be liberated"*, which convey different emotions and attitudes towards fashion.

For example, *"trashy"* conveys a negative emotion and attitude towards fashion, suggesting that dressing in a certain way may be considered tacky or low-quality. *"Neat"* conveys a positive emotion and attitude towards fashion, indicating that dressing in a certain way may be considered tidy, well-groomed, and stylish. *"Boring"* conveys a negative emotion and attitude towards fashion, implying that dressing in a certain way may be considered dull or uninteresting. *"Liberated"* conveys a positive emotion and attitude towards fashion, suggesting that dressing in a certain way may be considered free, empowering, and breaking away from societal norms or expectations. These expressive language means are used to create a contrast between different attitudes and emotions associated with fashion, highlighting the diversity and individuality in fashion choices promoted in the ad.

Modifying language means such as *"try too hard", "don't try at all", "stand out",* and *"blend in",* which express degrees of intensity and attitude towards different fashion choices.

For example, *"try too hard"* conveys a negative attitude towards fashion, suggesting that making excessive efforts to dress in a certain way may be viewed negatively or may not be genuine. *"Don't try at all"* conveys a casual or carefree attitude towards fashion, implying that minimal effort or lack of effort in dressing may be

acceptable or even desirable in some contexts. *"Stand out"* conveys a positive attitude towards fashion, indicating that being unique, different, or unconventional in one's fashion choices may be encouraged or admired. *"Blend in"* conveys a more conforming attitude towards fashion, suggesting that fitting in with societal norms or adhering to traditional fashion choices may be preferred or expected.

The ideologically marked vocabulary includes phrases such as *"recycle your clothes", "reuse them or recycle them into new clothes",* and *"recycling one single t-shirt saves 2,100 liters of water"*. For example, *"recycle your clothes"* conveys a positive ethical modality, promoting the rightness of recycling and environmentally responsible behavior. These ideologically marked vocabulary choices are used to convey a positive and responsible attitude towards sustainability and environmental conservation, aligning with the discourse's overall message of promoting eco-friendly fashion practices.

Visually, the ad depicts a variety of people of different ages, genders, races, and styles, wearing different types of clothing that defy conventional fashion rules or norms. It also shows contrasting fashion choices, such as mixing prints or colors that are traditionally considered mismatched, or showing clothing items that are typically considered unconventional, such as socks with sandals.

In the case of H&M's sustainability efforts, the advertisement was released during a time when there is growing concern about the impact of fast fashion on the environment. By releasing the advertisement at this time, H&M is able to capitalize on this growing interest and concern, and position itself as a leader in sustainable fashion, that is why one may assert that the company have chosen the optimal timing for releasing this add.

The next advertisement under consideration is a social advertisement produced by PETA Asia, an animal rights organization, with the aim of raising awareness about animal cruelty in the leather industry (PETA Asia, 2016).

The video starts with scenes of people browsing leather bags in a store, seemingly interested in purchasing them. The use of upbeat, cheerful music and bright lighting creates a sense of normalcy and ease, lulling the viewer into a false sense of security. However, as the video progresses, the tone shifts dramatically, with scenes of people opening the bags and discovering animal organs inside, such as a heart, liver, and lungs. These scenes are shot in close-up, with the organs appearing fresh and bloody, causing a visceral reaction in the viewer.

The use of such graphic imagery is intended to evoke disgust and horror, as it challenges the viewer's perception of leather as a desirable and fashionable product. By showing the reality of the production process, which involves animal cruelty and exploitation, the video seeks to break the illusion that leather is simply a harmless material. The inclusion of the slogan "Behind the Leather" reinforces this message, reminding the viewer that there are real, living beings behind every leather product.

At the same time, the video also seeks to evoke empathy and compassion towards animals. Understanding that animals not only suffer but die for the sake of fashion makes people feel guilty. The aim is to create a connection between the viewer and the animals, highlighting their suffering and vulnerability, and encouraging the viewer to consider the impact of their actions on these animals.

In conclusion, "Behind the Leather" by PETA Asia seeks to evoke a strong emotional response in the viewer, specifically disgust and horror, as well as empathy and compassion towards animals. By challenging the viewer's perceptions of leather and exposing the reality of its production, the video aims to encourage viewers to rethink their consumption habits and consider the ethical implications of their choices.

2.2. Intended perlocutionary effect of modern emotional advertising

To better understand the purpose and impact of modern emotional advertising, it is important to examine the intended perlocutionary effect that advertisers aim to achieve through their campaigns. Perlocutionary effect refers to the response or action that a speaker (in this case, the advertiser) intends to elicit from the listener (the audience) through their speech act (the advertisement). In the context of emotional advertising, the perlocutionary effect can vary widely depending on the desired outcome of the campaign. Let's explore some examples.

The ''Mace® Pepper Gun Commercial'' advertisement is an example of commercial broadcast advertisement, which aims to promote a product for personal safety and self-defence (Mace, 2013). The advertisement uses a storytelling technique by portraying a woman walking alone at night in a dark place, who is approached by men asking her where she's going, and subsequently uses a pepper gun to protect herself. Multiple objectives are incorporated in the video, but the most striking one is to persuade the viewers to purchase the pepper gun as a reliable and effective tool for self-defence. It uses emotive language, reassuring text, and visual cues to evoke a sense of urgency, fear, and relief in the viewer and appeal to their emotions.

Some of the physiological reactions described in the text include her actions of going through her purse to find a pepper spray indicate a sense of fear or concern for her safety. The advertisement suggests a heightened sense of fear or panic in the woman's actions of using the pepper spray and running away, indicating the intensity of the emotion in the face of danger. The viewers may feel a sense of empathy or concern for the woman's safety, as well as a sense of fear or panic that is being portrayed in the advertisement. Description of events and circumstances relevant to an experience, depicting a threatening situation and woman`s efforts to protect herself, may resonate emotionally with the viewer. The dark, isolated setting and the

woman's need to defend herself against potential harm contribute to a sense of danger and vulnerability, further appealing to the viewer's emotions.

The text on the screen describing the pepper gun highlights features such as *"led illumination for accuracy", "shoots 25 feet",* and *"multiple shots",* which aims to evoke a sense of confidence and empowerment in the viewers, appealing to their emotions. The discourse uses some adjectives describing the pepper gun as *"legal", "effective"*, and *"keeping you safe"*, which convey a sense of reassurance and trustworthiness, aimed at assuaging any potential doubts or concerns in viewers about purchasing the product.

The emotional appeal of the advertisement is a key factor in its effectiveness in reaching potential buyers. By evoking emotions such as fear, urgency, and relief, the advertisement seeks to create a strong connection with the viewer, appealing to their desire for personal safety and empowerment. The advertisement also targets specific emotions that are relevant to the product and its benefits, such as the sense of security and control that comes from being able to protect oneself with a reliable self-defence tool.

Potential buyers may be further swayed by the emotional cues in the advertisement, such as the visual representation of the pepper gun's accuracy and range, which may reinforce the sense of security and control that the product promises to provide. The use of emotive language, such as *"powerful", "effective"*, and *"reliable"*, also appeals to the viewer's desire for a trustworthy and dependable product that can provide them with a sense of safety and protection.

The advertisement's use of emotional appeal is a powerful tool in promoting the product and connecting with potential buyers. By tapping into their emotions and desires, the advertisement seeks to create a strong bond with the viewer and persuade them to take action by purchasing the pepper gun product.

Another powerful technique for persuading viewers to buy a product is celebrity endorsements. When a celebrity promotes a product, their influence and popularity can help to create a positive association between the product and the celebrity in the minds of the audience. This can be particularly effective when the celebrity has a strong and loyal fan base, as their endorsement can help to generate interest and excitement around the product. Additionally, many people admire and trust the opinions of celebrities, so their endorsement can help to establish credibility and trust for the product.

For example, it is common for perfume commercials to feature popular women as endorsers or spokespersons for the product. The Gucci Bloom campaign film is a visually stunning and highly emotive advertisement that seeks to evoke a sense of beauty, freedom, and joy in the viewer with Dakota Johnson featured in it (GUCCI, 2017). Johnson is perhaps best known for her work as a model and actress and it often described as the epitome of feminine beauty and tenderness. In the Gucci Bloom campaign film, Johnson is portrayed as confident, joyful, and independent, embodying the themes of beauty, freedom, and self-expression that are central to the advertisement.

The portrayal of the women as confident and independent, walking through the garden with a sense of purpose and self-assurance, may evoke a sense of empowerment and inspiration in the viewer. Johnson's presence in the advertisement is intended to appeal to the target audience's desire to emulate the style and glamour of popular celebrities and fashion icons. Her image and persona may evoke feelings of admiration, envy, or attraction in the viewer, reinforcing the aspirational qualities of the Gucci Bloom product being advertised.

Apart from featuring a celebrity as the face of this advertisement, there are many other promotional techniques used to attract the viewer's attention. Throughout the film, the viewer is treated to a sensory experience of the sights and

sounds of the garden, with close-up shots of the flowers and the women's faces, and a lush, evocative soundtrack that enhances the emotional impact of the advertisement. The use of colour and light is also notable, with vibrant hues and natural lighting creating a sense of warmth and vitality that reinforces the themes of beauty and joy.

The product being advertised, Gucci Bloom perfume, is featured in the film as an accessory that complements the women's beauty and enhances their sense of freedom and self-expression. The perfume bottle is shown several times throughout the film, and its association with the natural beauty of the garden and the confident, independent spirit of the women reinforces its appeal as a product that enhances the wearer's sense of beauty and individuality.

Overall, the Gucci Bloom campaign film seeks to create a strong emotional connection with the viewer through its use of emotive visuals and sound, promoting the product as a desirable and aspirational accessory for the confident and independent woman.

CONCLUSION TO CHAPTER TWO

In conclusion, emotional advertising is a powerful tool used by companies to influence the behavior of consumers by appealing to their emotions. Through the analysis of four different advertisements it is clear that companies use a variety of linguistic and visual means to elicit emotions and create positive associations with their products. These means include expressive language and ideologically marked vocabulary, as well as the use of diverse imagery and storytelling techniques. While emotional advertising can be effective in promoting products and services, it also raises ethical concerns around the use of emotional manipulation and the potential impact on vulnerable audiences. As such, it is important for companies to adopt socially responsible advertising practices that balance the desire to promote products with the need to maintain ethical standards and protect consumers.

The perlocutionary effect of modern emotional advertising is diverse, with the intended response or action varying depending on the desired outcome of the campaign. Emotional advertising can evoke physiological and emotional responses in viewers, such as fear, urgency, empathy, inspiration, admiration, and attraction, and can create a strong bond between the viewer and the product being advertised. Techniques such as storytelling, celebrity endorsements, and sensory experiences are used in emotional advertising to make the advertisement more appealing and persuasive to potential buyers. By using emotional appeal, advertisers can create a memorable and impactful advertisement that can persuade viewers to take action and buy their product.

GENERAL CONCLUSIONS

In conclusion, emotional advertising and social advertising can have a profound impact on consumer behavior and societal norms. Emotional advertising can create a strong emotional connection between the consumer and the brand or product, leading to a more positive perception of the brand or product and ultimately increasing the likelihood of purchase. Additionally, social advertising campaigns can contribute to changing societal norms and values, leading to a more positive societal impact. Both emotional and social advertising can be used to influence attitudes, values, and beliefs of the audience.

However, it is crucial to consider the ethical and social responsibility implications of using emotional advertising and social advertising. While they can have a positive impact, there are concerns around emotional manipulation and the potential impact on vulnerable audiences. Companies must adopt socially responsible advertising practices that balance the desire to promote products with the need to maintain ethical standards and protect consumers.

All in all, emotional advertising can evoke a range of emotions and create a strong bond between the viewer and the product being advertised, using techniques such as storytelling, celebrity endorsements, sensory experiences etc. Social advertising campaigns can contribute to changing societal norms and values, leading to a more positive societal impact. By using emotional appeal, advertisers can create a memorable and impactful advertisement that persuades viewers to take action and buy their product, or contribute to a social cause. Therefore, emotional advertising and social advertising can be powerful tools for marketers to create a positive impact on society, but it is important to use them thoughtfully and responsibly.

RÉSUMÉ

Тема курсової роботи "Емоційний вплив як ефективний інструмент реклами".

Об'єктом дослідження є прагматичний вплив емоційної реклами на свідомість людини.

Предметом дослідження є емоційна реклама.

Мета дослідження – виявити та охарактеризувати аспекти впливу на свідомість людини, які висвітлюють взаємозв'язок між мовою та свідомістю, коли йдеться про розуміння, сприйняття та інтерпретацію тексту та/або зображення.

Для досягнення цієї мети дослідження були поставлені наступні завдання:

- визначити поняття реклами, її види, типи та функції;

- на основі підібраної та опрацьованої літератури розкрити специфіку прагматичного маніпулювання свідомістю людини;

- розкрити специфіку емоційного впливу на прикладі аналізу експериментального матеріалу з точки зору різних аспектів (якісний аналіз емоцій).

В першому розділі було дано визначення основним поняттям (реклама, її види та цілі, прагматичний вплив емоційної реклами). Розділ поділяється на два підрозділи. В першому підрозділі було дано саме визначення реклами, а також описано її види та цілі. В другому підрозділі був описаний прагматичний вплив емоційної реклами на свідомість людини.

Другий розділ складається з практичної частини курсової роботи, а саме якісного аналізу сучасної емоціної реклами. Було досліджено, які саме прийоми (вербальні та невербільні) використовуються в емоційній рекламі. Другий розділ поділяється на два підрозділи. Перший фокусується на

маніфестації емоцій в сучасній рекламі, другий – на спрямованому перлокутивному ефекті в емоційній рекламі.

Для досягнення поставленої мети та вирішення проблем було використано якісний емоційний аналіз обраних реклам.

Дипломна робота складається з 30 сторінок, в роботі було використано 21 джерело.

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