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«Stylistic specificity of present-day English advertising slogans»

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Introduction

Advertising slogans are an essential component of modern-day marketing strategies, as they are used to attract customers' attention and to promote a particular product or service. The effectiveness of an advertising slogan relies on its ability to capture the target audience's attention, establish a connection with them, and convey the product's benefits in a memorable and persuasive manner. In this context, stylistic specificity plays a crucial role in creating a successful advertising slogan. Stylistic specificity refers to the use of language features, such as catchy rhymes, puns, and wordplay, to create a distinctive and memorable message. Present-day English advertising slogans are known for their creative use of language and their ability to communicate a product's message effectively.

This paper **aims** to explore the stylistic specificity of present-day English advertising slogans by analyzing the linguistic features used to create these slogans and their impact on the target audience. Achieving the set goal requires solving the following tasks:

- 1) to analyze and generalize a set of theoretical issues related to with the study of the advertising slogan;
- 2) to determine stylistic features of English-language advertising slogans and extralinguistic character;

The object of research is English-language advertising slogans.

The subject is them linguistic features and specifics of reproduction in the Englishlanguage. The goal is the tasks of the work led to the use of the following general scientific and linguistic methods: synthesis, comparison, observation, semantic, component, field and typological analysis.

The theoretical value of the paper lies in gaining a deeper understanding of the linguistic techniques employed in advertising slogans. By exploring the distinctive stylistic features, such as wordplay, rhetorical devices, and persuasive

language, researchers can uncover the underlying strategies used to capture attention and influence consumer behavior. This analysis contributes to the broader field of linguistics and advertising studies, enhancing our knowledge of language use in persuasive messaging and its effects on the target audience.

Introduction clarifies the choice of the topic of the study, states the object and the subjects matter of the research, aims and tasks.

The first chapter focuses on advertising as a powerful tool that businesses can use to create a unique brand identity, stimulate demand, and influence the target audience's decision-making process in an increasingly competitive and crowded marketplace.

The second chapter deals with various linguistic features that work together to create effective advertising slogans that capture the attention of the target audience and promote brand recognition.

General Conclusions summarize the obtained research results and suggest theoretically valuable inferences.

CHAPTER ONE.
ADVERTISING SLOGAN AS A PRIMARY STRUCTURAL
ELEMENT OF ENGLISH-LANGUAGE ADVERTISING TEXT

An advertising slogan is a concise and memorable phrase that serves as a primary structural element in English-language advertising texts. It aims to capture the essence of a brand or product, communicate a key message, and leave a lasting impression on the audience. By utilizing persuasive language, wordplay, and rhythmic patterns, slogans enhance brand recognition, build customer loyalty, and differentiate products in the competitive market.

1.1 Advertising as a way of communication and presentation of information

Advertising is a form of communication that is used by businesses to promote their products and services to a wide audience. It involves the use of various media channels, such as television, radio, print, and digital media, to create a message that is designed to persuade the audience to purchase or take action on a product or service. In this essay, we will discuss advertising as a way of communication and presentation of information and its importance in modern-day business.

One of the primary goals of advertising is to communicate information about a product or service to the target audience. This information can include the product's features, benefits, and unique selling proposition. By presenting this information in a compelling and persuasive manner, businesses can create a message that resonates with the audience and persuades them to take action.

Advertising is also an essential tool for businesses to create brand awareness. By creating a message that is memorable and engaging, businesses can build brand recognition and loyalty. Advertising can help businesses to establish a unique brand identity that sets them apart from their competitors.

Another crucial role of advertising is to create demand for a product or service. By creating a message that appeals to the target audience's needs and desires,

businesses can stimulate demand and generate sales. This can be achieved by using emotional language, persuasive language, and by presenting the product or service in a way that is visually appealing and compelling.

The effectiveness of advertising can be measured by its ability to influence the target audience's decision-making process. Advertising can be used to influence the audience's perception of a product or service, their attitudes towards it, and their intention to purchase it. By creating a message that is relevant and compelling to the target audience, businesses can influence the audience's decision-making process and persuade them to take action.

Language plays a crucial role in advertising as it is used to create a message that is engaging and persuasive to the target audience. The language used in advertising can vary depending on the product, the target audience, and the media channel used. One common technique used in advertising is the use of emotional language. Emotional language aims to create a connection with the audience by evoking specific emotions, such as happiness, sadness, fear, or excitement. By creating an emotional connection, businesses can influence the audience's decision-making process and persuade them to take action.

Another technique used in advertising is the use of persuasive language, which aims to convince the audience to take a specific action, such as purchasing a product or service. This can be achieved by using persuasive language features, such as rhetorical questions, imperative verbs, and positive adjectives. In addition to emotional and persuasive language, advertising also uses language to create a specific tone and style. For example, the language used in luxury product advertising is often sophisticated and elegant, whereas the language used in fast-food advertising is often informal and playful (Ковальчук, Т. В. (2014)., с. 75–78)

In conclusion, advertising is a powerful tool that businesses use to communicate information, create brand awareness, stimulate demand, and influence the target audience's decision-making process. By using language effectively and creating a message that resonates with the target audience, businesses can create a successful advertising campaign that generates sales and builds brand recognition and

loyalty. Advertising plays a crucial role in modern-day business, and its importance is likely to continue to grow as businesses seek to connect with their target audience in an increasingly competitive and crowded marketplace.

1.2 Advertising slogan as one of the main structural elements of English-language advertising text

An advertising slogan is a short, catchy phrase that is used to promote a product or service. It is one of the main structural elements of English-language advertising text and plays a crucial role in creating a message that is memorable and engaging to the target audience. In this essay, we will discuss advertising slogans as one of the main structural elements of English-language advertising text and their importance in modern-day advertising.

One of the primary goals of advertising slogans is to create brand recognition and build brand awareness. A well-crafted slogan can help businesses to establish a unique brand identity that sets them apart from their competitors. By creating a message that is memorable and catchy, businesses can build brand recognition and loyalty among the target audience.

Another crucial role of advertising slogans is to create an emotional connection with the target audience. Slogans can be used to evoke specific emotions, such as happiness, excitement, or even humor, to create a message that resonates with the target audience. By creating an emotional connection, businesses can influence the audience's decision-making process and persuade them to take action.

Advertising slogans can also be used to convey a product's features or benefits in a concise and memorable way. By distilling the key features or benefits of a product into a short phrase, businesses can create a message that is easy to remember and understand. This can help to stimulate demand and generate sales for the product or service. (Parker, R. (2016).

The language used in advertising slogans is carefully crafted to create a message that is engaging and persuasive to the target audience. One common technique used in advertising slogans is the use of puns or wordplay. Puns can be

used to create a message that is memorable and catchy, while also conveying a product's features or benefits in a creative way.

Another technique used in advertising slogans is the use of alliteration or repetition. Alliteration can be used to create a message that is easy to remember, while repetition can be used to emphasize a product's features or benefits.

In addition to language, the visual presentation of an advertising slogan is also crucial in creating a message that is engaging and persuasive to the target audience. The font, color, and design of an advertising slogan can all contribute to its effectiveness in conveying a message and building brand recognition.

It is important to note that advertising slogans are not static, and they can evolve over time. As businesses adapt to changes in the market, they may update or even completely change their advertising slogans to better reflect their current brand identity or product offering. This highlights the importance of regularly reviewing and updating advertising slogans to ensure that they remain relevant and effective.

The use of advertising slogans is not limited to traditional advertising mediums such as print or television. In the digital age, advertising slogans are used extensively in online advertising campaigns, including social media, email marketing, and search engine advertising. The use of advertising slogans in digital advertising is particularly important, as businesses have a limited amount of time to capture the audience's attention in a highly competitive and crowded digital environment (Shimp, T. A. (2018).

In recent years, there has been a trend towards the use of more authentic and relatable advertising slogans that resonate with the target audience. This trend reflects the growing importance of building a genuine connection with consumers and promoting values such as authenticity, transparency, and social responsibility. This shift in advertising messaging highlights the need for businesses to stay attuned to changing consumer preferences and adapt their advertising strategies accordingly.

Moreover being an effective tool for promoting products and services, advertising slogans can also have a broader cultural impact. Catchy slogans have the power to become part of the cultural lexicon and can be used in everyday language,

humor, and even politics. For example, the famous Nike slogan "*Just Do It*" has been used in a wide variety of contexts beyond athletic apparel and has become a cultural touchstone for determination and perseverance.

However, there are also potential drawbacks to the use of advertising slogans. Critics argue that the use of catchy slogans can create an overly simplistic or even manipulative message that fails to address the complexities of the products or services being advertised. Additionally, the repetition of slogans in advertising campaigns can lead to a saturation of messaging that can turn off potential customers or even create a backlash against the brand.

Conclusions to Chapter One

1. Advertising slogans are one of the main structural elements of English-language advertising text and play a crucial role in creating a message that is memorable, engaging, and persuasive to the target audience.

2. Slogans create brand recognition and help businesses establish a unique brand identity.

3. Slogans are not static and should be regularly reviewed and updated to remain relevant. Catchy slogans can have broader cultural impacts and become part of everyday language.

4. Language techniques like puns, wordplay, alliteration, and repetition enhance the effectiveness of slogans. Advertising slogans are a powerful tool that businesses can use to create a unique brand identity, stimulate demand, and influence the target audience's decision-making process in an increasingly competitive and crowded marketplace. However, it is important to carefully consider the messaging and potential impact of advertising slogans and to continually adapt and evolve them to remain effective in a rapidly changing market.

CHAPTER TWO. PHONETIC, LEXICAL, MORPHOLOGICAL AND STYLISTIC FEATURES OF SLOGANS IN ADVERTISING

2.1 Stylistic techniques such as phonetic and lexical means

In the world of advertising, the use of stylistic techniques is crucial to creating a successful advertising campaign. Stylistics is the study of how language is used in a specific context, and in advertising, it is used to create a specific effect on the audience. Phonetic and lexical means are two key stylistic techniques used in advertising slogans to create a memorable and impactful message.

Phonetic means refer to the sound and pronunciation of words. In advertising, the use of phonetic means can create a catchy and memorable slogan that resonates with the audience. For example, the slogan for the fast-food chain McDonald's, "I'm Lovin' It," uses a contraction and alliteration to create a memorable and catchy phrase that is easy to remember and repeat.

Alliteration is another phonetic means commonly used in advertising slogans. Alliteration is the repetition of the same sound or letter at the beginning of multiple words in a phrase. For example, the fast-food chain KFC's slogan "*Finger Lickin' Good*" employs alliteration with the repeated "f" sound at the beginning of both words, creating a catchy and memorable phrase.

In addition to phonetic means, lexical means are also commonly used in advertising slogans. Lexical means refer to the use of words and language to create a specific effect on the audience. One lexical means used in advertising is the use of puns. Puns are a play on words that create a double meaning and are often used in advertising to create a witty or humorous message. For example, the slogan used by the chocolate bar brand Snickers: "*You're not you when you're hungry.*" This slogan plays on the word "you" by using it twice, with the second occurrence changing the meaning to refer to being hungry. The pun creates a humorous and memorable message that highlights the brand's promise of satisfying hunger and returning to one's normal self. These are just a few examples of the different stylistic techniques used in advertising slogans to create a memorable and impactful message.

Phonetic:

Kit Kat's slogan "*Have a break, have a Kit Kat*" uses repetition and alliteration to create a catchy and memorable sound.

"*Snap, Crackle, Pop*" - Rice Krispies the repeated "p" sound in the words "*Snap,*" "*Crackle,*" and "*Pop*" creates a rhythmic and memorable effect. The alliteration in "*Snap, Crackle, Pop*" not only adds a playful and catchy quality to the slogan but also helps in capturing attention and making the message more memorable to the audience.

Lexical:

McDonald's slogan "*I'm Lovin' It*" uses informal language to create a relatable and engaging message.

Puns:

KFC's slogan "*Finger Lickin' Good*" uses a pun on the phrase "licking your fingers" to promote the tasty and enjoyable nature of their food.

Subway: "*Eat Fresh.*" The pun here lies in the double meaning of the word "*fresh.*" It not only refers to the quality of the ingredients but also suggests the idea of a refreshing and healthy food choice.

Repetition:

Kit Kat: "*Give me a break, give me a break, break me off a piece of that Kit Kat bar.*" Kit Kat's jingle incorporates repetition by repeating the phrase "give me a break" multiple times. The repetition reinforces the idea of taking a break and enjoying a Kit Kat chocolate bar.

However, it is important to note that the use of stylistic techniques in advertising slogans can also have potential drawbacks. Overuse of these techniques can lead to a message that is overly simplistic or even manipulative, and can turn off potential customers. Additionally, stylistic techniques can sometimes overshadow the actual product or service being advertised, which can ultimately harm the effectiveness of the campaign.

Furthermore, stylistic techniques must also be adapted to the cultural and linguistic context in which the slogan will be used. What works in one language or culture may not work in another, and the meaning and impact of certain stylistic

techniques can vary depending on the audience. For example, a pun that works in English may not work in another language, or may have a completely different meaning.

In conclusion, the use of stylistic techniques such as phonetic and lexical means is crucial in creating a successful advertising slogan. By using these techniques, businesses can create a memorable and impactful message that resonates with their target audience. Phonetic means such as alliteration and rhyme create a catchy and memorable sound, while lexical means such as puns and repetition create a specific effect on the audience. The use of these stylistic techniques allows businesses to create a unique brand identity and build brand recognition and loyalty.

2.2 Morphological features of advertising slogans

Morphology is the study of words and their structure. It is a branch of linguistics that deals with the internal structure of words and the way they are formed from smaller units of meaning called morphemes. Morphology is concerned with the rules and principles that govern the formation of words and the way they are combined to create larger units of meaning such as phrases and sentences.

Morphology is important in language because it allows us to understand how words are formed and how they are related to each other. For example, knowing the morphological structure of a word can help us understand its meaning and how it is related to other words in the language. Morphology also helps us understand the grammatical structure of sentences and how words are combined to create meaning.

Advertising slogans play an important role in promoting products and services, and are often the first point of contact between a company and its target audience. One important aspect of creating a successful advertising slogan is the use of morphological features. Morphology refers to the study of the structure and formation of words, and can be used in advertising to create memorable and impactful slogans. In this paper, we will explore some of the morphological features commonly used in advertising slogans, and examine how they contribute to the effectiveness of the message.

Morphological features in advertising slogans would involve the use of word formation processes such as affixation (adding prefixes or suffixes to words), compounding (combining two or more words to create a new word), or conversion (changing the word class without adding affixes). These morphological features are not as prevalent in advertising slogans as other stylistic techniques.

Compounding:

Compounding is the process of combining two or more words to create a new word. In advertising, compound words are often used to create catchy and memorable slogans. For example, the YouTube slogan "Broadcast Yourself." The compound word "Yourself" combines the pronoun "your" and the noun "self" to encourage individuals to express their uniqueness, personality, and creativity through video content on the platform.

Conversion:

Conversion is a process of changing the grammatical category of a word without changing its form. In advertising, conversion is often used to create slogans that are short, catchy, and easy to remember. For example, the Nike slogan "*Just do it*" The verb "do" is used as a noun without any changes in its form. It conveys the message of taking action and pursuing goals, aligning with Nike's brand ethos of determination and motivation.

Affixation:

Affixation is the process of adding prefixes or suffixes to a word to create a new word. In advertising, affixation is often used to create slogans that emphasize the benefits or qualities of a product or service. For example, the slogan L'Oréal: "*Because you're worth it.*" The suffix "-it" is added to the adjective "worth," creating the empowering slogan "Because you're worth it." It emphasizes the value and self-worth of the customers.

Clipping:

Clipping is the process of shortening a word by removing one or more syllables. In advertising, clipping is often used to create slogans that are short, snappy, and easy to remember. For example, the slogan KFC: "Finger Lickin' Good."

The phrase "finger-licking" is clipped to "lickin'," creating a memorable and appetizing slogan for KFC's food.

Reduplication:

Reduplication is the process of repeating a word or part of a word to create a new word. In advertising, reduplication is often used to create slogans that are catchy, memorable, and emphasize the unique qualities of a product or service. For example, "boo-boo," "zig-zag," "chit-chat," "flip-flop," "ping-pong," and "knick-knack." Here are a few examples of reduplication from literature and pop culture. Jo March, the protagonist from *Little Women* (1868) by Louisa May Alcott, summarizes her distaste for all things feminine when she says, "I hate affected, niminy-piminy chits."

So, morphological features play an important role in creating effective advertising slogans. Compounding, conversion, affixation, clipping, and reduplication are all techniques that can be used to create catchy, memorable, and impactful slogans that capture the attention of a target audience. By understanding the principles of morphology and using these techniques strategically, advertisers can create slogans that not only promote a product or service but also create a strong brand identity and customer loyalty. It is important for advertisers to continue to explore and experiment with different morphological features to create slogans that are not only effective but also innovative and creative.

Overall, morphology is an important aspect of language and plays a crucial role in understanding how words are formed and how they are related to each other. In advertising, morphology is used to create effective and memorable slogans and brand names that capture the attention of a target audience and create a strong brand identity.

2.3 Stylistic aspects of advertising slogans

Advertising slogans are a powerful marketing tool that can capture the attention of potential customers and help to build brand recognition. The stylistic aspects of advertising slogans play a crucial role in their effectiveness. These stylistic features are the language techniques used to make the slogans memorable, catchy,

and persuasive. In this article, we will explore the different stylistic aspects of advertising slogans in more detail.

Repetition is one of the most common stylistic features used in advertising slogans. It involves the repeated use of a word, phrase, or sentence to reinforce the message of the slogan and make it more memorable. Repetition can create a sense of familiarity and comfort for the consumer, which can help to build brand loyalty.

Rhetorical questions are another common stylistic feature used in advertising slogans. These are questions that are not meant to be answered but are used to engage the audience and create a sense of curiosity. Rhetorical questions can help to generate interest in the product or service being advertised and can create a memorable slogan. For example, the slogan "Think different?" by Apple poses a rhetorical question indirectly, challenging the audience to consider alternative perspectives and break away from the norm. It encourages individuality and innovation.

Metaphors and similes are used in advertising slogans to create visual imagery and evoke emotions. A metaphor is a figure of speech that compares two things that are not normally associated with each other. A simile is a comparison using the words "like" or "as." These stylistic features can help to make the slogan more memorable and engaging.

Puns and wordplay are used in advertising slogans to create a play on words and make the slogan more memorable and engaging. Puns and wordplay can be humorous or witty and can help to create a positive association with the brand. For example, the slogan "Melts in your mouth, not in your hands" by M&M's uses wordplay to promote their product as a mess-free candy.

The tone and style of an advertising slogan are also important stylistic features. The tone and style should be consistent with the brand's image and appeal to the target audience. The tone can be serious or humorous, depending on the product or service being advertised. The style can be formal or informal, depending on the brand's personality. Here are some common tones and styles used in advertising slogans:

Playful: Slogans with a playful tone and style often use humor, wit, or wordplay to create an engaging and lighthearted message. For example, Skittles' slogan "Taste the rainbow" combines a playful tone with a colorful and imaginative visual.

Inspirational: Slogans with an inspirational tone and style aim to motivate and uplift the audience. They often use powerful and positive language to convey a sense of empowerment or personal growth. Nike's slogan "Just Do It" is a prime example of an inspirational slogan that encourages individuals to take action and overcome challenges.

Sophisticated: Some advertising slogans adopt a sophisticated tone and style to appeal to a more upscale or luxury audience. These slogans often use refined language, elegant imagery, and subtle persuasion. An example is Chanel's slogan "Elegance is refusal," which conveys a sense of exclusivity and refinement.

Finally, the style and tone of the slogan can also reflect the target audience and the product or service being advertised. For example, a luxury car brand might use a more sophisticated and elegant tone, while a fast-food chain might use a more casual and fun tone. By using language and stylistic features that reflect the target audience and the brand's personality, advertisers can create slogans that are not only effective but also resonate with their audience on a deeper level.

Furthermore, technology and social media have allowed for new forms of advertising slogans, such as hashtags and taglines. Hashtags, which are commonly used on social media platforms like Twitter and Instagram, allow for slogans to be easily shared and spread among online communities. Taglines, on the other hand, are longer slogans that are used in branding campaigns and can be seen across various mediums, such as on TV, billboards, and print advertisements.

Conclusions to Chapter Two

1. In Chapter Two, we examined the phonetic, lexical, morphological, and stylistic features of slogans in advertising.

2. The chapter highlighted how the use of sound devices and memorable words play a crucial role in creating effective advertising slogans.
3. Compounding, conversion, affixation, clipping, and reduplication are morphological techniques used in advertising slogans to create catchy and impactful slogans.
4. Repetition, rhetorical questions, metaphors, similes, puns, and wordplay are stylistic features used in advertising slogans to make them memorable, engaging, and persuasive.
5. The tone and style of an advertising slogan should align with the brand's image and target audience to create a deeper connection and resonate with consumers.

GENERAL CONCLUSIONS

So, the stylistic specificity of present-day English advertising slogans is a crucial aspect of advertising campaigns. Through the use of various stylistic features such as puns, metaphors, repetition, and alliteration, advertisers can create slogans that are not only memorable but also engage and persuade the target audience. The use of language that appeals to the emotions and values of the audience, and the style and tone of the slogan that reflects the brand's personality and the target audience, are also essential in creating a successful advertising campaign.

Moreover, the use of morphological and phonetic features, such as the use of short and concise words and the use of rhythm and rhyme, can make slogans more memorable and easy to recall. The constant evolution of advertising and marketing also requires advertisers to continuously experiment with different stylistic features to keep up with changing consumer behaviors and preferences.

Therefore, the stylistic specificity of present-day English advertising slogans is an essential aspect of successful advertising campaigns. By creating slogans that are engaging, memorable, and persuasive, advertisers can effectively communicate their brand's message to their target audience and influence their purchasing decisions.

However, it is important to note that the effectiveness of advertising slogans is not solely dependent on their stylistic features. Other factors such as the relevance of the slogan to the product or service being advertised, the target audience's needs and preferences, and the overall marketing strategy also play a significant role in the success of advertising campaigns.

Furthermore, while advertising slogans can be powerful marketing tools, they can also be perceived as manipulative or even annoying by some consumers.

Therefore, it is crucial for advertisers to strike a balance between creating effective slogans and respecting the audience's intelligence and autonomy.

РЕЗЮМЕ

Дослідження присвячено стилістичній специфіці сучасних англійських рекламних слоганів. У роботі розкриваються різноманітні фонетичні, лексичні та морфологічні особливості, які роблять рекламні слогани ефективними та такими, що запам'ятовуються, включаючи гру слів, метафори, повторення, алітерацію та римування. Метою є дослідження того, як ці лінгвістичні засоби використовуються для створення потужних і запам'ятовуваних слоганів, що відповідають цільовій аудиторії. Шляхом аналізу цих елементів дослідження спрямоване на висвітлення ролі, яку вони відіграють у формуванні сприйняття споживачів, побудові корпоративної ідентичності та підвищенні ефективності рекламних кампаній. Дослідження робить висновок, що рекламні слогани є вирішальним аспектом успішних рекламних кампаній, а їх стилістичні особливості відіграють суттєву роль у їх ефективності. Однак важливо знайти баланс між створенням ефективних слоганів і повагою до інтелекту та автономії аудиторії.

Ключові слова: стилістичні особливості, рекламні слогани, , реклама.

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