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Term Paper

**STYLISTIC DIFFERENCES OF ANGLO-AMERICAN AND
UKRAINIAN ADVERTISING**

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INTRODUCTION

Advertising is an important aspect of modern business that relies heavily on persuasive communication to promote products and services. Despite its ubiquitous presence in our daily lives, advertising is not a simple phenomenon and requires careful analysis to fully understand its complexities (Hillier, 2004, p. 55-67).

One of the key aspects of advertising is its stylistic features, which vary across different cultures and languages. In this study, we aim to investigate the stylistic differences between Anglo-American and Ukrainian advertising.

Anglo-American advertising is characterized by its global reach, as it is often produced in English and exported to various countries around the world. Meanwhile, Ukrainian advertising is heavily influenced by the country's language and cultural heritage. By comparing the stylistic features of advertising in these two cultures, we aim to identify the similarities and differences in their approaches to advertising discourse. This will enable us to gain a deeper understanding of how cultural and linguistic factors affect advertising practices and strategies (Williamson, J., 197, p.198-222)

My research is relevant, because advertising is an integral part of modern business, and understanding the stylistic differences between Anglo-American and Ukrainian advertising can have significant implications for marketing and advertising practices. Also, this study can contribute to the field of linguistics by providing insights into how language and culture influence advertising discourse.

The aim of this research is to explore stylistic features that differentiate English and Ukrainian advertising discourse with regard to the cultural contexts.

The research objectives are the following:

1. To reveal linguistic characteristics of advertising discourse in Anglo-American and Ukrainian cultures, including lexical choice, syntax, and discourse patterns.

2. To examine the sociocultural characteristics of advertising discourse in Anglo-American and Ukrainian cultures, including cultural norms, values, and beliefs, and how they influence advertising communication.

3. To identify shared and divergent attributes of advertising discourse in Anglo-American and Ukrainian cultures, and to provide recommendations for marketers and advertisers on how to tailor their communication strategies to specific cultural and linguistic contexts.

The object of my course paper is advertising discourse in Anglo-American and Ukrainian cultures.

The subject of this research is to examine stylistic aspect of English and Ukrainian advertising discourse within their respective cultural contexts, including language use, visual elements, and cultural references.

The theoretical significance of my work can be explained by the fact that my research reviews and analyzes information about stylistic differences of advertising discourse in Anglo-American and Ukrainian cultures. This will provide valuable insights into the ways that language and culture shape advertising practices and strategies in different contexts. The research methods are semantico-stylistic, contextual and interpretative, as well as elements of contrastive analysis.

Structurally, the paper consists of the following compositional elements.

The **1st chapter** defines the discourse of advertising, it's aspects and characteristics; views advertising as an object of linguistics.

The **2nd chapter** discusses comparative analysis of Anglo-American and Ukrainian advertisements, their characteristics and distinctive features.

General conclusions summarize the main results of the study.

CHAPTER ONE

THE DISCOURSE OF ADVERTISING: ASPECTS OF STUDY

The discourse of advertising encompasses a diverse range of aspects that can be studied to deepen our understanding of its nature and impact. Language and communication play a pivotal role, as advertisers employ persuasive techniques and compelling narratives to capture consumer attention. Visual elements, such as images, symbols, and aesthetics, are also essential in creating memorable and impactful advertisements. Additionally, studying the cultural and social context in which advertising operates sheds light on its relationship with society and its influence on cultural norms and values. (Cook, 2001, 19-33).

The discourse of advertising encompasses several crucial aspects. Language and communication techniques, including persuasive strategies and slogans, play a key role. Visual semiotics, involving images, colors, and design, create impactful advertisements. Consumer psychology helps analyze behavior and decision-making. Cultural and social context examines how advertising reflects or challenges societal norms. Media and technology explore advertising's adaptation to various platforms. Ethical and legal considerations assess truthfulness and consumer protection. Gender and representation analyze stereotypes and equality. Consumer culture and materialism evaluate the impact on society. Globalization studies the challenges and opportunities in international campaigns. Effects and reception assess audience interpretations and long-term effects. (Leiss, Kline, & Jhally, 2017, 89).

1.1. Advertising as an Object of Linguistic Inquiry

The discourse of advertising refers to the language and communication strategies used in advertising. Advertising discourse can take many forms, including print ads, commercials, and online advertisements. It is designed to persuade and influence consumers to purchase products or services, and it often employs a range of linguistic and visual techniques to achieve this goal.

Advertising discourse can be analyzed from various perspectives, including linguistic, sociocultural, and semiotic perspectives. From a linguistic perspective, advertising discourse involves the careful selection of words and phrases to create

persuasive and impactful messages. From a sociocultural perspective, advertising discourse reflects the values, norms, and beliefs of the culture in which it is produced. Finally, from a semiotic perspective, advertising discourse involves the use of visual elements, such as images, logos, and colors, to create meaning and convey messages.

The discourse of advertising is an important area of study in linguistics and communication studies because it provides insights into how language and culture are used to persuade and influence consumers. By examining the stylistic features of advertising discourse in different cultures, researchers can gain a better understanding of how linguistic and cultural factors shape advertising practices and strategies, and how these factors may impact consumer behavior (Belch & Belch, 2018, p. 138).

Advertising as an object of linguistic inquiry refers to the study of advertising discourse from a linguistic perspective. Linguistic inquiry involves the analysis of language use, including the words, phrases, syntax, and grammar used in advertising messages.

The study of advertising as an object of linguistic inquiry can provide insights into the ways that language is used to persuade and influence consumers. For example, linguistic analysis can reveal how advertisers use rhetorical devices, such as metaphor, hyperbole, and irony, to create persuasive messages. It can also reveal how advertisers use language to create a particular tone or mood in their advertising, such as humor, sentimentality, or urgency.

Linguistic inquiry into advertising can also shed light on the cultural and social context in which advertising is produced and consumed. For example, linguistic analysis can reveal the cultural references and allusions used in advertising messages, and how these references are used to appeal to specific target audiences.

The study of advertising as an object of linguistic inquiry is an important area of research in linguistics and communication studies because it helps us to understand how language is used to influence our behavior and attitudes as consumers. It also highlights the importance of language and cultural awareness in

advertising practices and strategies, particularly in today's globalized and multicultural marketplace (Goddard, 1998 p. 27-33).

The linguistic analysis of advertising discourse has a long and rich history, dating back to the early 20th century. However, it was not until the 1960s and 1970s that linguistic analysis of advertising discourse gained significant attention from linguists and communication scholars.

In the 1960s, the emergence of the field of sociolinguistics provided a new framework for the analysis of advertising discourse. Sociolinguists examined the relationship between language and social structure, and analyzed how language use varied across different social groups. This approach helped researchers to understand the social and cultural factors that influenced language use in advertising, and how advertising discourse was shaped by broader social and cultural trends.

In the 1970s, the field of discourse analysis began to gain prominence in linguistics and communication studies. Discourse analysis focused on the study of language use in social contexts, and examined the ways in which language was used to construct social identities and relationships. This approach was particularly useful for analyzing the persuasive and ideological aspects of advertising discourse, and the ways in which advertisers used language to create and reinforce cultural values and beliefs.

In the 1980s and 1990s, linguistic approaches to the analysis of advertising discourse became more diverse, as scholars began to draw on a wide range of theoretical and methodological frameworks. Some scholars focused on the stylistic features of advertising discourse, analyzing the use of rhetorical devices, metaphor, and other figures of speech. Others focused on the role of visual elements, such as images, in creating meaning in advertising discourse. Still others examined the ways in which advertising discourse was shaped by broader economic and political factors, such as globalization and the rise of consumer culture (Eisend, 2018, p. 77).

Today, the linguistic analysis of advertising discourse remains an important area of research in linguistics and communication studies. Advances in digital media and advertising technology have created new opportunities for linguistic analysis, as

scholars explore the ways in which advertising discourse is shaped by new media platforms and emerging communication technologies.

There are several main linguistic approaches to the analysis of advertising discourse, including:

1. Discourse analysis is a linguistic approach that focuses on the analysis of language use in social contexts. It involves the examination of the social, cultural, and ideological factors that influence language use in advertising, as well as the analysis of the linguistic features of advertising discourse, such as vocabulary, syntax, and grammar.

2. Pragmatics is a linguistic approach that studies the use of language in context. It involves the analysis of how meaning is constructed in social interaction, including the role of context, speaker intention, and audience interpretation. In advertising discourse, pragmatics can help us understand how advertisers use language to create meaning and persuade consumers.

3. Stylistics is a linguistic approach that focuses on the study of linguistic style, including the use of rhetorical devices, figurative language, and other stylistic features of language. In advertising discourse, stylistics can help us understand how advertisers use language to create memorable and persuasive messages.

4. Corpus linguistics is a linguistic approach that involves the analysis of large collections of language data. In advertising discourse, corpus linguistics can be used to analyze patterns of language use, such as the frequency of certain words or phrases in advertising messages.

5. Semiotics is an interdisciplinary approach that studies the meaning-making processes of signs and symbols. In advertising discourse, semiotics can help us understand how visual elements, such as images, logos, and colors, are used to create meaning and convey messages (Jones, 1990, p. 6-10).

1.2. Linguistic Characteristics of Advertising Discourse

Advertising discourse is distinct from other types of discourse in several ways: the primary purpose of advertising discourse is to persuade the audience to buy a

product or service, while other types of discourse may have different goals, such as informing, entertaining, or persuading on a different topic.

Advertising discourse is commercial in nature and aims to promote products or services for profit. In contrast, other types of discourse may be non-commercial, such as informative, educational, or political. Advertising discourse is tailored to a specific target audience, usually based on demographic, psychographic, or geographic criteria, whereas other types of discourse may have a broader or more general audience.

Advertising discourse often relies on creativity and imagination to capture the audience's attention and create a memorable impression, while other types of discourse may rely more on logical reasoning or emotional appeal. Advertising discourse often employs a distinctive language and style, characterized by persuasive language, repetition, simplification, metaphors, humor, and cultural references, which sets it apart from other types of discourse that may have different linguistic features and stylistic conventions (Chevron, 2014, p. 15-29).

Advertising discourse is characterized by a unique set of linguistic features that distinguish it from other types of discourse. Some of the main linguistic characteristics of advertising discourse include:

1. **Persuasive language:** Advertising discourse is designed to persuade and influence the audience. As such, it often employs persuasive language, such as emotionally charged words, superlatives, and imperatives.

Feel the difference (Head & Shoulders Shampoo). This slogan employs emotionally charged words to persuade consumers to try the product, implying that using it will result in a noticeable improvement.

The ultimate driving machine (BMW). This slogan uses a superlative to create a persuasive and aspirational image of the product.

2. **Repetition:** Advertising discourse often repeats key messages or slogans to reinforce the desired message and increase brand recognition.

I'm Lovin' It (McDonald's). This slogan has been used by McDonald's for years and has become instantly recognizable, reinforcing the brand's message and increasing brand recognition.

3. Simplified language: Advertising discourse is often written in a simplified language, using short sentences, simple vocabulary, and easy-to-understand syntax. This is done to make the message more accessible and easier to understand for a wider audience.

Got Milk? (California Milk Processor Board). This simple and catchy slogan uses easy-to-understand language to convey a message that promotes the consumption of milk.

4. Metaphors and imagery: Advertising discourse often uses metaphors and imagery to create associations between products and desired outcomes or lifestyles.

Red Bull gives you wings (Red Bull). This slogan uses a metaphor to create an association between the product and increased energy, suggesting that consuming Red Bull will make you feel energized and capable of achieving anything.

5. Brand names and slogans: Advertising discourse often includes brand names and slogans, which are designed to create brand recognition and association in the minds of the audience. (O'Guinn, Allen, & Semenik. (2018), 57, 361).

Just Do It (Nike). This slogan is instantly recognizable and reinforces Nike's brand message of being a company that encourages people to be active and pursue their goals.

6. Humor and entertainment: Advertising discourse often employs humor and entertainment to engage the audience and create a positive image for the brand.

Old Spice commercials. These commercials often use humor and entertainment to engage the audience and create a positive image for the brand.

7. Social and cultural references: Advertising discourse often references social and cultural trends, values, and beliefs to appeal to the audience's sense of identity and belonging (Sedivy & Carlson, 2011 p. 678-699).

The «Like a girl» campaign by Always, which references and challenges societal gender stereotypes to create a positive image for the brand.

Each type of advertising has its own specific characteristics.

1. Political Advertising:

Emotional appeal: *Are you tired of the same old politics? Elect me and I will bring change!* (Obama speech: 'Yes, we can change')

Use of persuasive language to influence voters: *Join our campaign and help us fight for a better future!* (WWF UK)

Use of slogans and jingles: *Make America great again.* (Donald Trump)

References to the opponent or opposition's weakness: *My opponent lacks the experience and leadership skills necessary to lead our country.* (John C. Maxwell)

Promises to solve or address key issues: *As your next senator, I promise to prioritize education and create more jobs in our state.* (Sen. Van Hollen, Rep.)

2. Entertainment Advertising:

Use of catchy phrases and jingles: *Can you hear me now?* (Verizon Wireless)

Depiction of emotions and feelings associated with entertainment: *Escape to a world of non-stop entertainment* (Disney World)

Use of humor to appeal to the audience: *Get in my belly!* - (Austin Powers Goldmember (film) promoting Hardee's Monster Thickburger)

Promises to deliver entertainment and enjoyment: *Come for the games, stay for the experience* (Dave & Buster's)

3. Food Advertising:

Use of descriptive language to emphasize taste and texture: *Juicy, savory, and perfectly seasoned. Our new burger will have you craving for more.* (McDonald's)

Depiction of sensory experiences: *Smooth and creamy with a rich, chocolatey flavor. Treat yourself to a bowl of our premium ice cream.* (Ben & Jerry's)

Use of imagery to evoke hunger and appetite: *Golden-brown and crispy on the outside, fluffy and warm on the inside. Start your day right with our delicious pancakes.* (IHOP)

Claims of health benefits or natural ingredients: *Made with real fruit and no added sugars, our smoothies are a nutritious and delicious option for a midday snack.* (Jamba Juice)

4. Cosmetic Advertising:

Use of superlatives to describe the benefits of the product: *Discover the ultimate anti-aging formula* (Olay)

Use of before-and-after images to show the transformation: *Lash transformation like you've never seen before,* (L'Oreal)

Depiction of beauty standards and ideals: *Unleash your bold and beautiful side,* (Maybelline)

Claims of efficacy and scientific research: *Dermatologist-tested and clinically proven to reduce fine lines and wrinkles,* (Neutrogena)

1.3. Sociocultural Characteristics of Advertising Discourse

Advertising discourse is not only a reflection of the linguistic features of a particular genre, but also of the broader sociocultural context in which it is produced and consumed. The following are some of the sociocultural characteristics of advertising discourse (Hermerén, 1999, p. 77-115)

1. Cultural values and beliefs: Advertising discourse often reflects the cultural values and beliefs of the society in which it is produced. For example, ads in some countries may emphasize family values, while others may prioritize individualism. For example, an ad in the United States that emphasizes the importance of individualism might use language such as *be your own person* or show images of a person standing out from a crowd.

2. Social trends: Advertising discourse often reflects current social trends and movements. For example, ads targeting younger audiences may use slang and references to popular culture, while those targeting older audiences may reference nostalgia and tradition. For example, an ad targeting young people in the United States might use slang and references to social media platforms such as TikTok or Instagram.

3. Gender roles: Advertising discourse often reinforces traditional gender roles and stereotypes, such as the portrayal of women as caregivers and men as providers. However, there has been a recent trend towards more gender-inclusive advertising. An ad for cleaning products might depict a woman doing household chores while a man is depicted as the breadwinner.

4. Consumerism: Advertising discourse reinforces the importance of consumerism in society and encourages the acquisition of goods and services as a means of achieving happiness and fulfillment. For example, an ad for a luxury car might use language that implies that owning the car will make the consumer happier and more successful.

5. Globalization: Advertising discourse is increasingly influenced by globalization, as multinational corporations seek to reach audiences across borders and cultures. This has led to the creation of global advertising campaigns that seek to appeal to universal values and emotions. A global advertising campaign for a soft drink might use images of young people having fun together, with minimal text or voice over, in order to appeal to a wide range of cultures and languages (McStay, 2014, p. 13-20).

Anglo-American advertising often employs persuasive language, repetition, and simplified language to make the message more accessible to a wide audience. The use of rhetorical devices such as metaphors, humor, and cultural references is also common. Anglo-American advertising discourse may use emotionally charged words, superlatives, and imperatives to persuade and influence the audience.

Anglo-American advertising often reflects the values and beliefs of Western society, such as individualism, consumerism, and the pursuit of success and happiness. Gender roles and stereotypes are also commonly reinforced in Anglo-American advertising, although there has been a recent trend towards more gender-inclusive advertising. Anglo-American advertising may reference popular culture and current social trends, and may employ celebrities and influencers to promote products. Anglo-American advertising tends to be highly commercial and focused

on promoting products and services as a means of achieving personal fulfillment and success.

CHAPTER TWO

COMPARATIVE ANALYSIS OF ANGLO-AMERICAN AND UKRAINIAN ADVERTISING

A comparative analysis of Anglo-American and Ukrainian advertising reveals interesting insights into their similarities and differences. Anglo-American advertising often emphasizes individualism, consumer empowerment, and aspirational lifestyles. It tends to employ direct and persuasive communication styles, utilizing humor, storytelling, and celebrity endorsements. In contrast, Ukrainian advertising often incorporates a more emotional and sentimental approach, emphasizing family values, cultural heritage, and patriotism. It may rely on symbolism, metaphors, and local celebrities to connect with the audience. While both share a focus on persuasion and consumer appeal, the cultural context and communication styles diverge, reflecting distinct values and societal norms in each respective advertising culture.

2.1. Characteristics of Anglo-American Advertising

Anglo-American advertising is characterized by several key features, including:

1. **Individualism:** Anglo-American advertising often emphasizes individualism and personal achievement, promoting products as a means of expressing one's unique identity and achieving success.

Because your phone should be as unique as you are – (Motorola ad slogan)

2. **Humor:** Humor is a common feature of Anglo-American advertising, with many ads using comedic elements to engage the audience and create a positive brand image.

I just saved a bunch of money on my car insurance by switching to Geico – (Geico ad slogan)

3. Anglo-American advertising often uses celebrities and well-known personalities to endorse products, with the idea that consumers will associate the product with the celebrity's image and lifestyle.

I don't always drink beer, but when I do, I prefer Dos Equis - Dos Equis ad campaign featuring «The Most Interesting Man in the World».

4. Anglo-American advertising frequently emphasizes competition and the idea of being the best, promoting products as a means of achieving success and outperforming others.

The ultimate driving machine – (BMW ad slogan)

5. Many Anglo-American ads are targeted towards a youthful audience, with a focus on youth culture and trends.

Live in Levi's - Levi's ad campaign targeted towards a youthful audience

6. Anglo-American advertising often emphasizes the latest technology and innovation, promoting products as cutting-edge and on the forefront of industry advancements.

Think Different - Apple ad campaign emphasizing innovation and creativity

7. Anglo-American advertising reinforces the importance of consumerism and encourages the acquisition of goods and services as a means of achieving happiness and fulfillment.

Because you're worth it - L'Oreal ad slogan promoting the acquisition of beauty products

At the linguistic level, Anglo-American advertising often uses persuasive language, superlatives, and emotionally charged words to create a sense of urgency and desire for the product. Short, catchy phrases and slogans are also commonly used, along with repetition to reinforce key messages. Overall, Anglo-American advertising is known for its creativity, boldness, and ability to capture the attention of audiences.

There are several linguistic stylistic devices that are commonly used in Anglo-American advertising. Some of the most common ones include:

1. The use of repeated consonant sounds in close proximity, such as *finger-lickin' good* for KFC.

2. The use of words that have the same ending sound, such as *I'm lovin' it* for McDonald's.

3. The use of words that have multiple meanings or that sound similar, such as *Make it a double* for a coffee shop that offers double shots.
4. The use of figurative language to describe a product or service, such as *Just do it* for Nike.
5. The use of exaggerated language to make a point, such as *The best a man can get* for Gillette.
6. The use of repeated words or phrases to emphasize a point, such as *Melts in your mouth, not in your hands* for M&Ms.
7. The use of questions that are not meant to be answered but instead to emphasize a point, such as *Got milk?* for the dairy industry.

2.2. Distinctive Features of Ukrainian Advertising

Ukrainian advertising, like any other form of advertising, employs various linguistic and stylistic devices with the aim of captivating the attention of the target audience and persuading them to purchase a product or service. Among the most frequently used linguistic and stylistic devices in Ukrainian advertising are metaphors and figurative language, which create the impression of an imaginative and sophisticated concept of the product or service, making it more attractive and memorable (Vestergaard, 1985 p. 19-23).

Allegories are also commonly used to convey specific ideas or messages that are related to the product or service, using symbolic images or characters. Rhetorical questions are used to arouse curiosity and interest among readers, while also allowing for the highlighting of the product's advantages.

The use of epithets and descriptive words creates a more detailed and vivid impression of the product, particularly in terms of its appearance, quality, and utility. The employment of specific vocabulary and terms related to the product or service accurately conveys information about the product and demonstrates the company's expertise.

Furthermore, the use of active verbs that elicit action creates an energetic tone and encourages a call to action. This tactic can be effective in establishing an emotional connection with the target audience

1. Metaphors and figurative thinking:

Hot discounts - flashes of fire in the cold realities of winter (Epicentr K)

Every drop is health, every drop is maximum freshness (Morshynska mineral water)

2. Allegories:

Created for picky people. Like you, we looked for better and found it. Now we are happy because we found each other (Lexus)

3. Rhetorical questions:

Want to be healthy and beautiful? You deserve better, why not try this?

«Biokon»

4. Epithets and descriptive words:

The constant balance of quality and design (Vivo)

5. Specific vocabulary:

For your attention the best assortment of products for the care of your cosmetic products (Watsons)

6. Active verb:

Come and discover a new world of fashion is a marketing slogan or invitation used by various fashion brands,

7. Rhymes and repetitions:

We have created the largest assortment of furniture in Ukraine. The largest selection, the best quality, the lowest prices (Mebel.ua)

Ukrainian advertising has distinctive features that reflect the language, culture, and values of the Ukrainian society. Some of the distinctive features of Ukrainian advertising are:

1. Ukrainian advertising often uses emotional appeals to capture the attention of the audience and create a connection with them. The emotional appeal

can be seen in the use of sentimental music, dramatic narratives, and touching images.

Коли ми разом, ми непереможні (*When we are together, we are invincible*) - a slogan used in a commercial by a Ukrainian telecommunications company, Kyivstar, promoting the importance of staying connected with loved ones.

2. Ukrainian advertising often uses national symbols and traditions to create a sense of patriotism and national identity. For example, ads may feature images of the Ukrainian flag, traditional clothing, and folk music.

3. Importance of family and community: Ukrainian advertising often emphasizes the importance of family and community in Ukrainian society. Ads may depict family gatherings, celebrations, and interactions that highlight the importance of relationships and social connections.

A print ad for a Ukrainian bank, PrivatBank, features a family gathered around a table, with the slogan *Your family is protected with us* emphasizing the importance of family in Ukrainian society.

4. Ukrainian advertising tends to be more subtle and understated compared to Anglo-American advertising. The language used is often more restrained, with a focus on conveying the message in a clear and concise manner.

5. Ukrainian advertising typically uses humor sparingly, with a focus on conveying a serious message. When humor is used, it is often more subtle and understated, and is not the main focus of the ad.

6. Ukrainian advertising may feature religious themes, reflecting the importance of religion in Ukrainian culture. This can be seen in ads that feature images of churches, religious icons, or references to religious holidays and traditions.

A print ad for a Ukrainian jewelry company, Kristall, features a woman wearing a necklace with a cross pendant, with the slogan *Find yourself in a cross* emphasizing the importance of religion in Ukrainian culture.

2.3. Shared and Divergent Attributes

The primary difference between the two advertising discourses is the language used. Anglo-American advertising discourse is primarily in English, while Ukrainian advertising discourse is primarily in Ukrainian. This difference in language use reflects the cultural and linguistic backgrounds of the target audiences.

Anglo-American advertising discourse tends to be more direct and assertive, with a focus on individualism and consumerism. On the other hand, Ukrainian advertising discourse tends to be more emotional and relational, with a focus on collective values and social responsibility (Wells, Burnett, & Moriarty, 2017 p. 243 - 268).

The cultural references used in Anglo-American advertising discourse are often different from those used in Ukrainian advertising discourse. For example, Anglo-American advertising may reference celebrities, popular culture, and historical events that are familiar to their target audience. In contrast, Ukrainian advertising may reference local traditions, holidays, and cultural practices that are specific to their target audience.

Humor is often used in Anglo-American advertising discourse, while it is less common in Ukrainian advertising. This is because humor can be difficult to translate and may not resonate with all target audiences.

Visuals are a key element in advertising discourse. Anglo-American advertising tends to use bright, bold colors and sleek designs to convey a sense of modernity and sophistication. Ukrainian advertising, on the other hand, tends to use more naturalistic and organic visuals to convey a sense of tradition and authenticity.

The ethical standards for advertising are often different in Anglo-American and Ukrainian advertising discourse. Anglo-American advertising is often criticized for promoting unrealistic beauty standards and creating a culture of materialism. In contrast, Ukrainian advertising places a greater emphasis on promoting social responsibility and ethical business practices (Yule, 1996, p.31-44).

There are several linguistic differences between Anglo-American and Ukrainian advertising discourse, including:

1. Anglo-American advertising discourse tends to use a lot of buzzwords and industry jargon that may not be familiar to non-native speakers. For example, words like *disruptive*, *innovative*, and *game-changing* are commonly used in Anglo-American advertising. In contrast, Ukrainian advertising tends to use simpler and more straightforward language.

2. Anglo-American advertising discourse often uses short, punchy sentences that are designed to grab the reader's attention. In contrast, Ukrainian advertising discourse tends to use longer, more complex sentences that are designed to convey a sense of depth and complexity.

3. Anglo-American advertising often uses metaphors and similes to make comparisons and create memorable images. For example, a car might be described as *fast as a cheetah* or a product might be *smooth as silk*. In contrast, Ukrainian advertising tends to use more straightforward language and is less likely to rely on figurative language.

4. Humor is a common feature of Anglo-American advertising discourse, and it is often used to make a product or service seem more relatable or appealing. In contrast, Ukrainian advertising tends to be more serious and may use humor less frequently.

5. The tone of Anglo-American advertising discourse is often more assertive and confident than Ukrainian advertising discourse. Anglo-American advertising tends to use language that is designed to persuade or convince the reader, while Ukrainian advertising is often more informational and descriptive.

The above differences can be summarized in the following table:

Table 1. Differences between Anglo-American and Ukrainian discourse

Feature	Example from Ukrainian advertising	Example from Anglo-American advertising
Language	Купуйте продукти нашої марки (Buy products of our brand)	Get your hands on the latest and greatest products from our brand

Vocabulary	Природні інгредієнти (Natural ingredients)	Revolutionary, disruptive, game-changing
Sentence structure	Наші продукти створені з максимальною увагою до деталей (Our products are created with maximum attention to detail)	Experience the ultimate in luxury and sophistication with our meticulously crafted products
Use of metaphors and similes	Наш шампунь дбайливо очищує волосся, наче ніжний пахучий бриз (Our shampoo gently cleanses hair, like a delicate scented breeze)	Our product is as strong as a lion and as gentle as a lamb
Use of humor	Скажіть прощай проблемній шкірі, і вона не повернеться ніколи (Say goodbye to problem skin, and it will never come back)	Our product will make you look so good, you'll want to take selfies all day long
Tone	Ми пропонуємо високоякісний продукт за доступною ціною (We offer a high-quality product at an affordable price)	Get the best of the best with our premium products, designed to elevate your lifestyle

CONCLUSIONS

The discourse of advertising encompasses a diverse range of aspects that can be studied to deepen our understanding of its nature and impact. This chapter explores the linguistic and sociocultural characteristics of advertising discourse.

From a linguistic perspective, advertising discourse involves the careful selection of words and phrases to create persuasive and impactful messages. Advertisers use persuasive language, repetition, simplified language, metaphors, and cultural references to engage and influence consumers. The linguistic analysis of advertising discourse helps us understand how language is used to shape consumer behavior and attitudes.

Sociocultural characteristics of advertising discourse reflect the values, beliefs, and social trends of the culture in which it is produced. Advertisements often reflect cultural values, social trends, and gender roles. They also contribute to consumerism by promoting the acquisition of goods and services as a means of happiness and fulfillment.

Studying the linguistic and sociocultural characteristics of advertising discourse provides insights into how language and culture are used to persuade and influence consumers. It helps us understand the ways in which advertising reflects and shapes societal norms and values. Additionally, it highlights the importance of language and cultural awareness in advertising practices and strategies, particularly in today's globalized and multicultural marketplace.

Overall, the study of advertising as an object of linguistic inquiry deepens our understanding of how language is used to influence consumer behavior and attitudes. It sheds light on the cultural and social context in which advertising operates and highlights the role of language and culture in shaping advertising practices and strategies.

In conclusion, this study has shown that there are significant stylistic differences between Anglo-American and Ukrainian advertising. While Anglo-American advertising often emphasizes individualism, humor, and innovation, Ukrainian advertising tends to focus on emotional appeals, national symbols and

traditions, and the importance of family and community. These differences reflect the sociocultural values and beliefs of the respective societies in which the advertising is produced. Despite these differences, there are also shared attributes between the two styles of advertising, such as the use of celebrity endorsements and the promotion of consumerism. By comparing and contrasting the linguistic and cultural features of Anglo-American and Ukrainian advertising, this study has provided valuable insights into the discourse of advertising and the ways in which it reflects and reinforces social norms and values.

In my work, I have come to appreciate the complex interplay between linguistic and sociocultural factors that shape advertising discourse. By understanding these differences, advertisers and marketers can better tailor their messages to target audiences and create more effective campaigns.

РЕЗЮМЕ

Курсова робота присвячена аналізу рекламного дискурсу в англійській та українській мовах.

Рекламний дискурс визначено як специфічний тип комунікації, спрямований на стимулювання споживацького попиту та просування товарів чи послуг. Це комунікативна практика, що використовує різні мовні та візуальні стратегії з метою переконати аудиторію та спонукати до певної дії.

Спільними стилістичними рисами англійськомовного і українськомовного рекламного дискурсу є такі: використання метафор та образних засобів для підсилення емоційного впливу, залучення стратегій переконання, зокрема суспільний статус, авторитетність, експертність тощо, для підвищення довіри до продукту чи бренду, вживання повторів та антропоморфізації для створення запам'ятовуваності та ідентифікації аудиторії з продуктом.

Відмінними рисами англійськомовного та українськомовного рекламного дискурсу є передовсім мовні особливості, як от використання фразеологізмів, образних засобів, стилістично маркованих лексичних та граматичних структури, властивих кожної мови.

Різним є й культурний контекст, адже рекламний дискурс відображає культурні норми, цінності та уявлення про естетику кожної країни чи спільноти.

Досліджені рекламні тексти є різними з огляду на соціокультурний контекст, бо різними є реалії, які характеризують англійськомовну та українськомовну аудиторії.

Ключові слова: дискурс реклами, комунікація, стилістичні відмінності, стилістичні подібності, контекст.

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LIST OF ILLUSTRATION MATERIALS

Motorola ad slogan

Geico ad slogan

«The Most Interesting Man in the World».

BMW ad slogan

Apple ad slogan

L'Oreal ad slogan

KFC slogan

McDonald's slogan

Nike slogan

Gillette slogan

M&Ms slogan

Epicentr K slogan

Morshynska mineral water slogan

Lexus slogan

«Biokon» ad slogan

Vivo ad slogan

Mebel.ua ad slogan