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**Multimodal means of modern Ukrainian and American commercial advertising:
a comparative aspect.**

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TABLE OF CONTENTS

Multimodal means of modern Ukrainian and American commercial advertising: a comparative aspect.	2
Introduction.....	4
CHAPTER ONE: Theoretical basis of the study of multimodal means.	4
1.1. Multimodal means of modern commercial advertising.....	4
1.2. Multimodal advertising techniques.....	6
1.3. Discourse of commercial advertising	8
Conclusions to Chapter One	10
CHAPTER TWO. Comparative analysis of Ukrainian and English-based advertisements.....	11
2.1. Multimodal means in Ukrainian advertising	11
2.2. Multimodal techniques in English-based advertisements	13
2.3. Comparative analysis of Multimodal advertising means in Ukrainian and English-based.....	16
Conclusions to Chapter Two	18
GENERAL CONCLUSIONS.....	19
RÉSUMÉ.....	20
LIST OF REFERENCE MATERIALS	20

Introduction

New platforms and technologies are emerging as the marketing sector continues to adapt, enabling advertisers to communicate their ideas in more alluring and powerful ways. One example of this is the Gear Many phenomenon, which combines several media types, including text, audio, and visual. For companies looking to attract customers, especially in the global market, multi-channel advertising and marketing have become increasingly crucial. However, the role that multilingual resources play in persuasion is still largely unclear, especially when these resources are meant to reach multilingual audiences. (Santello, 2016)

This article compares tools used in contemporary English-based and Ukraine commercial advertising. While many of the tools used in those classified ads are of concern, the goal of this examination is contemporary business advertising.

The goal of this research is to examine the parallels and discrepancies between Ukrainian and English-based advertisements. The objectives of the study are (a) to identify the cultural and linguistic factors influencing the usage of the commercial advertising tools, (b) to reveal the strategies used in Ukrainian and American advertising nowadays, (c) to examine the language used in American and Ukrainian commercial advertising and marketing, (d) to compare the tools used in American and Ukrainian advertising while identifying the language and cultural elements that influence their utilization.

The methods of the study include research, analysis, method of stylistic analysis, comparative method, method of text-interpretive analysis of modern multimodal tools in English and Ukrainian advertising.

CHAPTER ONE: Theoretical basis of the study of multimodal means.

1.1. Multimodal means of modern commercial advertising

Modern commercial advertising uses a multimodal strategy that combines text, pictures, sound, and video with other spoken forms of communication to convey

a message. Multimodal advertising, which involves using language, images, and many other conversational modalities to influence the target audience to take a particular action, is a crucial topic of research in linguistics. (Kress, 2010).

Business advertising is a topic that has drawn a lot of interest from linguists recently in the context of comparative studies. The use of language and other forms of communication to communicate ideas and convince audiences may be examined through linguistic analysis of commercial advertising in various cultures and languages.

The examination of linguistic devices is a crucial component of the comparative study of commercial advertising. Additional elements that can be used to convey information include visual images, and numerous other tools. The language, tone, and style of the commercial are all examined together with the cultural and linguistic backdrop of industrial advertising and marketing. (Al-Sughaiyer, 2015)

The language employed is one of the most significant linguistic characteristics in the comparison of marketing and advertising. To appeal to consumers who speak many cultures and languages, advertisers employ a number of linguistic techniques. Advertisers, for instance, could make use of idioms and other linguistic elements that are unique to a certain culture or language. To accommodate language groupings, other languages may even be utilized in the same advertisement. For instance, in a bilingual nation like Canada, advertising may target both linguistic groups by using both English and French.

The use of visual imagery is another linguistic aspect that is crucial in comparative studies of commercial advertising. In advertising, visual pictures play a significant role in communicating ideas that can't be expressed in words alone. In order to appeal to cultural and linguistic norms and ideas, advertisers utilize visual pictures, and these images might change dramatically across various cultural and

linguistic settings. For instance, an advertisement in the United States may feature the Statue of Liberty, whereas an advertisement in Ukraine would use traditional dancing or needlework, both of which are examples of Ukrainian cultural icons.

Tone, style, and speech are additional linguistic elements that are significant in the comparative analysis of commercial advertising. To appeal to various audiences, which might range dramatically across cultures and languages, advertisers adopt various voices. It is also possible to respect cultural and linguistic norms and values through discourse. In contrast to ads in Japan, which may utilize oblique and suggestive language, commercials in the United States may use straightforward and complicated language. (Rundh, 2015)

In conclusion, a significant perspective on how language and other forms of communication are utilized to communicate ideas and convince audiences in various cultural and linguistic settings may be gained through comparative studies of commercial advertising. In order to obtain insight into how advertisers employ these elements to appeal to various audiences, linguistic analysis of commercial advertising requires evaluating a variety of linguistic features, including language, visual imagery, tone, style, and discourse.

1.2. Multimodal advertising techniques

Modern commercial advertising must use multimodal approaches. It is crucial for linguists to consider how these strategies are applied to convince audiences in various cultural and linguistic situations.

The term "multimodal advertising techniques" refers to the use of several forms of communication, such as language, sound, visual imagery, and other sensory inputs, in commercial advertising. As they appeal to a wider range of the audience's

senses and emotions, the combination of these communication methods can produce a message that is more compelling and persuasive.

The use of color in advertising is one instance of a multimodal advertising strategy. Various emotions and values can be expressed through color, and various hues can have various cultural and linguistic connotations. For instance, the color red is frequently connected to passion and excitement in Western culture while being connected to luck and success in various Eastern civilizations. According to research by Jansson and Marell (2016), hues were more frequently employed in advertising the specific kinds of products (Jansson, 2016). For instance, commercials for financial services tended to use blue more frequently than those promoting eco-friendly items, which tended to use green.

The use of sound in advertising is another multimodal marketing strategy. Different genres of music or sound effects can be used to appeal to various cultural and linguistic preferences. Sound can be used to create a particular atmosphere or mood. Chan and Wan (2011) conducted a study on the use of sound in Hong Kong television commercials and discovered that different styles of music were utilized to target different demographics and product categories. For instance, commercials for luxury goods frequently use classical music, but those for food products frequently feature peppy pop music. (Chan, 2011)

Another crucial multimodal advertising strategy is visual advertising. Different types of visual images can appeal to various cultural and linguistic preferences. Advertisers use visual images to create a specific image or identity for their product. In their 2016 study, Fernández-Fernández and Martn-Llaguno examined the usage of visual imagery in print advertising in Spain and discovered that, depending on the product being sold, advertisers utilized various sorts of pictures. For instance, commercials for cosmetics frequently included pictures of ladies with

immaculate skin and makeup, whereas those for cars frequently featured pictures of svelte, potent automobiles. (Fernández-Fernández, 2016)

As a result, multimodal advertising strategies are a crucial component of commercial advertising and may be examined from a linguistic angle to learn more about how marketers employ these strategies to convince consumers in various cultural and linguistic settings. The research by Chan and Wan (2011), Fernández-Fernández and Martn-Llaguno (2016), and Jansson and Marell (2016) shows instances of how multimodal advertising strategies are applied in various cultural and linguistic contexts.

1.3. Discourse of commercial advertising

Linguistic researchers have looked at commercial advertising discourses from a variety of perspectives because it is a complex and multifaceted issue. Advertising is a form of discourse aimed at convincing consumers to buy goods or services. It uses verbal and non-verbal strategies in an attempt to change consumer attitudes and behaviour. (Fairclough, 2001)

(1) *Hyperbole* and other *persuasive* words are frequently used in commercial advertising to emphasize the significance and need of a good or service. Words like "The Best Pizza in Town" and "Unbeatable Price" are used to convey this.

(2) Another crucial language component of commercial advertising is the use of *emotional appeals* like *humor, sadness, fear, and happiness* to connect with the audience and elicit a favorable emotional reaction.

(Fairclough, 2001)

(3) Advertisers can also employ *rhetorical tools* like *metaphors, rhetorical questions, and repetition* to make their messaging more memorable and credible. (Cook, 2001).

(4) To convey information about the product or service being offered, advertising language often makes considerable use of symbols and *visual imagery*, such as *logos, packaging, and display logos* (O'Guinn, 2019)

(5) The language used in advertising is often *straightforward* and succinct. Advertisers typically employ plain language and avoid jargon in order to make their message intelligible to a larger audience. This is crucial in the quick-paced, media-saturated world of today, when customers are bombarded with messages from many sources.

(6) To build familiarity and association with the good or service being advertised, commercial advertising discourse frequently uses *particular genres or formats*, like *jingles, slogans, or celebrity endorsements*. These genres or formats may assist brands establish a rapport with customers and act as mnemonic tools to help people remember their names and products. (Kress G. , 2010)

It is important to note that the language around commercial advertising has changed throughout time in response to shifting cultural and technical developments. For instance, as a result of the growth of social media, new types of advertising have emerged, such as influencer marketing, that rely on using social media platforms and online communities to reach customers.

The qualities of the discourse used in advertising are crucial because they enable advertisers to reach their target audience with their message. Advertisers may develop a compelling and memorable message that connects with customers and inspires them to take action by utilizing persuasive language, emotional appeals, brief and accessible language, and graphic components. (Kress G. , 2010)

Conclusions to Chapter One

Modern advertising requires a variety of instruments, and these technologies help to increase the efficacy of advertising. We may make use of the results of several studies, like those conducted in 2016 by Jansson and Marell, who looked at the use of color in print ads, and Fernández-Fernández and Martn-Llaguno, who looked at the use of visual pictures in printed advertisements. (Jansson, 2016) (Fernández-Fernández, 2016)

The importance of comparative analysis in comprehending marketing and advertising and how this method may be utilized to find commonalities and discrepancies among various tactics employed across countries and languages This can be supported by Chan and Wan's (2011) research, which examined the usage of music in Hong Kong television commercials and contrasted them with commercials from other nations. (Chan, 2011)

The study of commercial advertising benefits from discourse analysis because it offers greater knowledge of how language is used to transmit meaning and make claims to audiences. Based on Kress and van Leeuwen's (2001) research on how social cues are interpreted and applied in the study of a variety of discourses, including commercial advertising, this may be said. (Leeuwen, 2001)

The findings of the first chapter should, in general, emphasize the significance of taking into account multiple instruments, comparative studies, and discourse analysis in the study of contemporary marketing advertising and how such methods can help develop a more thorough understanding of how advertisements are designed and their influence on target audiences.

CHAPTER TWO. Comparative analysis of Ukrainian and English-based advertisements.

2.1. Multimodal means in Ukrainian advertising

In order to develop compelling and effective campaigns, a variety of aspects are frequently employed in Ukrainian advertising. Many types of advertising make use of language, and Ukrainian advertising frequently uses catchphrases, metaphors, and wordplay to entice target audiences. (Davis, 2015)

The use of images is crucial in Ukrainian advertising. Pictures, photos, and videos are used to spread ideas and feelings, build brands, and make a product or service more appealing.

Advertising in Ukraine frequently features *eye-catching designs, vivid colors, and powerful typefaces*. In addition to words and imagery, *music plays* a significant role in many commercials in Ukraine. In order to engage the audience emotionally and increase the message's *effect, music, sound, and speech* are employed. (Kolomiychenko, 2015)

Last but not least, Ukrainian advertising *employ body language* and gestures to communicate with their target. In advertisements, actors or models transmit messages, emotions, and attitudes through their *body language, gestures, and facial expressions*.

Overall, employing a variety of methods in Ukrainian advertising is a successful strategy for developing an engaging and *memorable campaign* for a sizable audience. To spread messages and emotions, create brands, and advertise goods and services, advertisers employ a range of techniques. (Kolomiychenko, 2015)

These are just a few examples of the many ways in which multimodal means are used in Ukrainian advertising to create effective and impactful campaigns.

Language:

a) The slogan for Ukrainian beer brand Lvivske is "Львівське – смачно та просто" (Lvivske - tasty and simple), which uses violation of the maxim of transparency of information to create a catchy and memorable message.

b) Ukrainian telecom company Kyivstar uses the slogan "Київстар – великі можливості" (Kyivstar - big possibilities), which plays on the double meaning of "можливості" (possibilities) and "Можливості" (the Ukrainian word for "opportunities").

Visual elements:

a) Ukrainian chocolate brand Roshen uses bright colors, playful designs, and images of cute animals in their advertisements to create a fun and lighthearted brand image.

b) Ukrainian clothing brand Kasta uses visually stunning videos to showcase their products and create a sense of luxury and sophistication.

Sound:

a) Ukrainian mobile phone brand Vodafone uses catchy music and upbeat sound effects in their advertisements to create a sense of energy and excitement.

b) Ukrainian car brand ZAZ uses a dramatic voiceover and epic music in their commercials to create a sense of power and performance.

Gestures and body language:

a) Ukrainian advertising company of cosmetics brand L'Oreal uses models with confident and assertive body language to convey the message of empowerment and self-confidence.

b) The Ukrainian food delivery company Zakaz.ua uses a humorous approach in their commercials, featuring actors with exaggerated facial expressions and playful

gestures. The actors use their hands to emphasize key points and create a sense of fun and excitement.

To generate interesting and effective campaigns, Ukrainian advertising primarily relies on the usage of several techniques. Advertisers may convey strong, memorable, and emotive messages to audiences via words, images, music, and gestures. Ukrainian advertisers frequently rely on the use of phrases, words that convey a mood, and vibrant colors to grab the target audience's attention. Additionally, body language and gestures are employed to express attitudes and feelings, and acoustic music is used to evoke strong emotional responses from listeners. Finally, a variety of tools are available to help Ukrainian advertisers construct captivating and moving campaigns that connect with their customers and elevate the caliber of their goods and services.

2.2. Multimodal techniques in English-based advertisements

The different methods by which text, pictures, music, and other aspects are integrated to generate a compelling and successful message are referred to as "multimodal techniques" in English-language commercials. (George E. Belch, 2011)

(Kravchenko, 2021) argue that the use of language in advertising slogans is not only a matter of semantics but also of pragmatics and stylistics. They suggest that the effectiveness of an advertising slogan is determined not only by its semantic content but also by its ability to create associations, provoke emotions, and trigger certain actions in the target audience.

Using the Adidas brand slogan "Impossible is nothing" as an example, one can apply a semiotic analysis through the lenses of pragmatics and stylistics. From a pragmatic perspective, the slogan can be seen as an illocutionary act that aims to persuade the audience to believe in the possibility of achieving their goals and

overcoming obstacles. The use of the word "nothing" in the slogan can be interpreted as a challenge to the audience to prove that nothing is impossible.

From a stylistic point of view, the slogan uses various rhetorical devices to make it more memorable and appealing. For example, the use of alliteration in the phrase "impossible is nothing" creates a catchy and memorable rhythm. The use of the word "impossible" as the opening word of the slogan creates emphasis and draws attention to the message. The use of the positive imperative verb "do" in some variations of the slogan (e.g., "Do the impossible") creates a sense of urgency and a call to action.

Overall, the Adidas brand slogan "Impossible is nothing" demonstrates the power of language to create meaning beyond its literal interpretation. The slogan uses pragmatic and stylistic devices to appeal to the audience's emotions, beliefs, and aspirations and to create a strong association between the brand and the values of determination, perseverance, and achievement.

Here are a few illustrations of various typical strategies employed in English-language advertising:

Companies frequently employ *memorable slogans* to communicate their brand messages and values. For instance, Nike's catchphrase, "Just Do It," highlights the company's emphasis on athleticism and accomplishment.

Visuals: To convey a compelling and memorable message, English-language advertising frequently makes use of images, photos, and other visuals. Examples include the classic red-and-white logo of Coca-Cola and the polar bears seen in their holiday advertisements.

Sound: To elicit an emotional reaction from the spectator, English-language ads frequently incorporate music and sound effects. The sound of a soda can being opened, for instance, can arouse sentiments of want and anticipation in a Coca-Cola

Celebrity endorsement: To connect with their target audience, businesses frequently utilize celebrities in their advertising. For instance, George Clooney highlights the brand's glitz and refinement in his Nespresso commercials.

Narrative: To interest viewers and deliver the brand's message, English-language advertising frequently uses narrative tactics. For instance, Apple's "Think Different" campaign discusses creativity and renowned innovators with a focus on brand innovation.

There are plenty of other ways to advertise in English. Here are some other instances:

Humor: Since it may capture the audience's attention and foster a favorable association with the brand, humor can be a powerful marketing technique.

Testimonials: Positive customer reviews or celebrity endorsements may bolster the audience's confidence and trust.

Call-to-action: A call-to-action is an indication that the viewer should do something specific, such as go to a website or buy something.

Visual vocabulary: Visual metaphors, such as an image of a joyful family placed on a decorative object for home encouragement, can be used to relate a product notion or concept in an advertisement.

Hyperbole Exaggerating a product's features or advantages to convey a sense of urgency or excitement is known as "hyperbole." For example, saying that a meal is "the most delicious thing you've ever tasted!"

The employment of a wide range of methods, including spoken word and slogans, pictures, music, celebrity endorsements, and narrative, is what distinguishes English advertising. Words and slogans are memorable, snappy expressions that are connected to the brand. Colors, typography, and pictures are employed as visual components to build brand identification and stir audience emotions. An advertisement's tone and emotional impact may be created and enhanced using sound, including music and sound effects. While storytelling may be utilized to produce a memorable message that engages the audience, celebrity endorsements can be used to link companies to a well-known individual.

In English-speaking nations like the United States, the United Kingdom, and Canada, these advertising components are utilized to develop successful and significant campaigns.

In conclusion, for marketers and advertisers who want to execute effective campaigns in English-speaking areas, understanding the components of English-language advertising is essential. These numerous tools make it possible to produce advertisements that are memorable and appealing to the target market.

2.3.Comparative analysis of Multimodal advertising means in Ukrainian and English-based

Overall, while comparing various advertising tactics in Ukrainian and English-language advertising, it is crucial to take cultural variations and market considerations into account. Advertising professionals may design efficient campaigns that appeal to their target market by being aware of these aspects.

Language: The language employed in Ukrainian and English advertisements clearly differs from one another. While English is similar to German with easy syntax and a more accessible vocabulary, Ukrainian is a Slavic language with a vast vocabulary and complicated grammar. Although the exact mechanisms at play may differ, advertisers in both nations employ language, the use of words, and other linguistic tactics to get the attention of the target audience.

Visuals: Ukrainian and English-language advertising employs visual tools like pictures, photos, and videos to spread messages and form emotional bonds with viewers, although the visual style used and what they explicitly desire might vary. For instance, an English-based advertisement may rely more on simple design and inadequate space than a Ukrainian advertisement, which may employ vibrant colors and bold typefaces to produce an attractive design.

Sound: Ukrainian English-language advertisements frequently use music, sound, and voice overlays; however, the precise genres of music and sound employed might change based on cultural tastes and target audience expectations.

Storytelling: Making emotional connections with audiences via storytelling is a strategy used in both Ukrainian and English-language advertising. However, the precise sorts of stories used might differ based on culture, audience expectations, and narrative choice.

Cultural context: To connect with their target audience, advertisements frequently use cultural context. Advertisements in both Ukrainian and English can draw viewers in by including cultural expressions and symbols.

Comedy: Using comedy effectively in advertising may be difficult. Ukrainian and English-language advertisements may employ humor differently. For instance,

English advertising employs more sarcasm and irony than Ukrainian advertising, which makes extensive use of wordplay and metaphor.

Branding: There may be a difference in how companies are portrayed in Ukrainian and English-language advertisements. For instance, branding in Ukrainian firms places more emphasis on feelings and interpersonal ties than it does in English-based firms.

Socio-cultural norms: These norms can affect how many different advertising tactics are used. Advertising in English-speaking nations may challenge gender stereotypes and promote diversity and inclusion, in contrast to Ukrainian advertising, which frequently uses conventional gender roles and family values. (Zhu, 2016)

Conclusions to Chapter Two

Several conclusions may be drawn from the analysis of the various advertising mediums utilized in Ukrainian and English-language advertising.

First off, Ukrainian English-language advertising uses a wide range of methods to spread ideas and feelings, build brands, and advertise products and services, but there are some variations in how these resources are used.

Language is a key component of many sorts of advertising in Ukrainian, and marketers frequently use catchphrases, analogies, and wordplay to draw in their intended audience. Ukrainian is a language with a wide range of expression, which enables advertisers to experiment with words to produce messages that are memorable and compelling. Bright colors, strong typography, and attention-grabbing imagery are frequently used in Ukrainian advertising. Music, sound effects, and voice are all utilized in multimodal advertising in Ukraine to elicit strong emotional responses from the audience.

In contrast, the most prominent aspect of English-language advertising is its use of images, where advertisers employ a variety of visual techniques like symbolism, metaphors, juxtaposition, and others to build brand identity and communicate messages. Catchy slogans and taglines are also employed to grab the audience's attention.

Additionally, celebrity endorsements are a typical occurrence in English-language advertising when companies utilize well-known individuals to market and promote goods and services to target audiences.

In conclusion, a variety of tools are used in both Ukrainian and English-language advertising to design successful and compelling campaigns. However, there are notable distinctions in how these tactics are employed, such as the prominence of language and sound in Ukrainian advertising as opposed to visual cues and narrative in English advertising. Should product marketers take this into account when creating campaigns for certain target markets? Impact might occur.

GENERAL CONCLUSIONS

I would claim that both nations utilize distinct techniques to generate appealing and successful advertising, but there are some variations in the usage of these numerous tools used in the application based on the comparison of many tools established in current Ukrainian and American advertising.

While English-based advertising does employ clear language and basic messaging, Ukrainian advertisements largely depend on wordplay, metaphors, and catchphrases to gain the attention of the target audience. Bright colors and striking patterns are widely used in Ukrainian advertising.

Overall, a variety of tactics are used in both American and Ukrainian advertising to produce successful and memorable campaigns. However, due to linguistic and cultural variations, the particular tactics may vary.

Advertising campaigns that aim to grab the target audience's attention and build an emotional bond with the company or product being promoted are more likely to employ multimodal tactics. These tactics may be particularly successful in sectors like fashion, cosmetics, and food where aesthetic and sensory appeal are important determinants of customer choice.

RÉSUMÉ

Research on the topic: Multimodal means of modern Ukrainian and American commercial advertising: a comparative aspect" The main objective of the study was to investigate the differences between multimedia advertising in English-speaking countries and Ukraine. To find out how messages, target audiences, and media platforms used in multimodal advertising in English-speaking countries and Ukraine differ.

Briefly about the conclusions of the work: Ukrainian and American advertising use different techniques to create effective ads. Ukrainian ads use wordplay and bold designs, while American advertising are simpler and more subtle. Multimodal strategies are commonly used to capture attention and create emotional connections, especially in industries like fashion, beauty, and food.

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