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Term Paper

Verbal means of influence in the texts of English-language advertising of household
goods

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INTRODUCTION

In today's world, where advertising surrounds us from all sides, it is almost impossible to avoid its influence on our consumer behavior. Therefore, the study of verbal means of influence used in English-language advertising of consumer goods becomes a particularly relevant and important task.

Advertising is one of the most powerful means of influencing people, it reflects our needs and desires, shapes our ideas about the world, influences our choices and behavior. One of the main effects of advertising is the creation of a desire to buy, which can be caused by the use of various techniques of verbal and visual influence, for example, the use of images of illusory happiness, the creation of psychological pressure to make a quick purchase decision, and others. Advertising can also influence our perception of a product and brand, shape our perception of product quality and value, and evoke positive or negative emotions and associations.

In general, advertising affects us, even if we do not notice it, sometimes it can distort reality, create illusions, or emphasize minor features of the product, which can lead to disappointment after purchase. Therefore, it is important to be a conscious consumer and be critical of what advertisers offer us.

This paper aims to determine the peculiarities of verbal means of influence in the texts of English-language advertising of household goods.

The purpose of the research determines a number of tasks:

- 1) Define the essence of the concept of advertising text.
- 2) Identify types of advertising texts.
- 3) Determine the features of various types of advertising texts.
- 4) Determine the types of verbal influence in advertising texts.

The object of my research is verbal means of influence in the texts of English-language advertising of household goods.

The subject of my research is the properties of verbal means of influence in the texts of English-language advertising of household goods.

CHAPTER 1. THEORETICAL BASIS OF THE CONCEPT OF ADVERTISING TEXT AND MEANS OF VERBAL INFLUENCE IN IT

1.1. The essence of the concept of advertising text.

Advertising text is a specially created text that aims to attract the attention of the consumer, to convince him to buy a certain product or use the services of a certain company. The main purpose of the advertising text is to attract maximum attention to the offered product or service, describe them and convince them of the need to purchase them.

Features of the advertising text are the use of special techniques and methods that help to achieve the maximum impact on the consumer. Such methods include the use of bright and memorable words, slogans, slogans that are easy to remember, the use of artistic means, such as metaphors, comparisons, allegories, illustrations, which help to show the advantages of the product over competitors.

In addition, the advertising text should be concise, understandable and clear, so that the consumer can quickly familiarize himself with the information about the product and understand exactly what benefits he will receive from its use.

Advertising text can be presented in various formats - from simple ads and banners to complex advertising campaigns in social networks and television spots. However, regardless of the format, the main task of the advertising text is to attract attention and convince the consumer of the need to purchase the offered product.

An advertising text is a specific text that contains a set of extralinguistic components: graphics, images, sounds, etc., the specific set of which depends on the advertising media. The word "text" here (as applied to advertising) is used in its widest sense, including visual artifacts as well as verbal language". (Goddard, 1998)

According to the standard definition of advertising, it covers five main components: a) payment of various forms communication (both personal and mass); b) identification the sponsor paying for the information offered by the advertisement;

c) the desire to acquaint the consumer with the product or service and convince him (make him make the appropriate decision); d) transmission of an advertising message through several different types of mass media (hereinafter referred to as mass media) to attract a larger audience of potential customers; e) lack of personification, because advertising is one of the forms of mass communication (Пазуха, 2006).

The complex phenomenon of advertising is characterized by polyfunctionality. Researchers distinguish several such functions: a) communicative; b) informative; c) persuasive (influence function); d) a reminder function about where you can buy a particular product; e) the function of maintaining customer loyalty to the advertised brand (Великорода, 2011).

The communicative and impressive (appeal) functions of language are basic for the advertising text. Through the linguistic influence of the advertising text, communication is carried out between the copywriter and the addressee. In view of this, the advertising text researchers believe a specific form of communication (Арешенкова, 2014). Communication is not an easy process. Its main goal is to achieve understanding. A significant amount is involved in ensuring communication elements that directly affect the formation, transmission and understanding of the language message. The modern communicative process is a complex sociolinguistic complex.

In order for this process to take place, the following components are needed: a) communicators (addresser and addressee); b) verbal contact; c) verbal code (message taking into account the context); d) communicative strategies and tactics; e) non-verbal codes (Соколова, 2014) . The advertising process is a communicative act, arising between the advertiser and the consumer. The text of the advertising message is an intermediary between the participants of communication (the addresser and the addressee), carrying along with the verbal also non-verbal (figurative, metaphorical) information programmed to influence the addressee (Мацак, 2015).

The advertising text must solve the tasks formulated in the well-known "aida" formula:

1) attention – the text should attract the attention of the potential client;

For example: Toyota - Control the dream.

2) interest – the text should interest the client;

For example: Ford Excursion - Symbol of your superiority

3) desire - to have a desire - the text must contain the motivation for buying the offered product;

For example: Nissan Almera - Pleasure without delay

4) action - the text should ultimately encourage the client to act, offering a plan of action and the necessary information

For example: Lexus - Striving for perfection (Колесникова, 2000).

1.2. Classifications of advertising texts.

Researchers distinguish several **classifications of advertising texts**, which differ according to various criteria. In my opinion, the classification of advertising texts according to the content ratio is the most successful. According to it, advertising texts can be divided into the following types:

1) persuasive or solicitation advertising;

2) actually informative;

3) contact or psychological;

4) expressive and evaluative;

5) associative or advertising motto;

6) riddle advertisement (Колесникова, 2000).

Advertising texts can also be divided into:

1) **informants** that introduce the consumer to a new product, provide information about its availability, etc.: (1) Altman & Co. Fifth Avenue New York New Frocks for Vacation Parties Misses' dresses Third Floor (NY, 1928, Mar. 24). This advertising text informs the consumer about the name of the company, its address, the name of the product category, gender targeting.

2) **argumentative**, which provide accompanying information by a rational assessment of the content: (2) Chevrolet's Body by Fisher integrates safety, spaciousness, durability into a lastingly beautiful design... Why not enjoy two fine cars? At Chevrolet's price you save enough to buy another! (NY, 1949, Aug. 6). The addressee provides the operational characteristics of the car, which serve as arguments in favor of purchasing the product: safety, spaciousness, durability, lastingly beautiful design and rationally justifies the reason for buying a car of this particular brand: at Chevrolet's price you save enough to buy another.

3) **manipulative**, combining information with an emotional assessment of the content: (3) Close friends. Close talk. Close feelings. Just say the word, and the evening doesn't have to end. Say Galliano instead of goodnight (NY, 1980, Nov. 24). The addressee does not provide rational characteristics of the product, but, appealing to the emotions of the addressee, creates a new image of the advertised alcoholic beverage, which gives the joy of communication: Close friends. Close talk. Close feelings.

4) **suggestive**, built like hypnotic texts, which contain three types of structural elements, with the help of which: immersion in a trance state, induction of a trance (suggestion) and exit from a trance (awakening) are carried out: (4) Lungs fill with air made fresh that day. Your pulse slows in time to softly undulating waves. Your eyes open to morning glories. As you listen to the song of a kiskadee miles away. Forget how old you are and remember how young you are. Call your travel agent or 1-800-Bermuda. Make yourself happy (NY, 1997, Aug. 25). The sentences of this suggestive text consist of the same type of constructions that create a monotonous rhythm, which contributes to the immersion of the addressee in a trance state (by

analogy with the speech of a psychotherapist): Lungs fill with air. Your pulse is slow. Your eyes open. You listen to the song. Next, in the suggestion phase, the addressee uses imperative constructions that help to subjugate the addressee's will and influence him: Forget how old you are, remember how young you are, call your travel agent. In the awakening phase, the imperative construction is also used: Make yourself happy.

5) **reminders** aimed at making the consumer remember the image of the product or company. An example is the advertising of large prominent fashion houses: (5) Gucci (NY, 2000, Sep. 18). In such advertising, the text is reduced to a minimum or absent at all. The functions of the main advertising text are assumed by the image, title and logo.

1.3. Verbal means of influence in English advertising texts.

The global strategy of advertising discourse is persuasive, which is based on the communicative intention of the addressee to influence the addressee in order to encourage him to buy the advertised product. The global motivational strategy controls the results of the implementation of speech influence at all stages of the deployment of advertising and is concretized with the help of its **local strategies**. According to my research, I am interested in the manipulative strategy.

The manipulative strategy is based on an irrational perception of the advertising text. It differs from the strategies discussed above in that it has a hidden nature and appeals to the emotional sphere of the addressee. The manipulative strategy is aimed at creating a pleasant emotional state of the addressee, at getting pleasure from buying the advertised product, owning it, as well as from reading the text that describes the pleasure of using the product: CHARMING! Delicate colors in a modernistic soap. ADORABLE GIFT. In this advertising text, the addressee's positive mood is created by using lexical units with positive emotional and evaluative connotations charming, delicate, adorable.

Verbal ones are involved in the implementation of manipulative strategy and non-verbal means. Verbal means are represented by lexemes denoting wealth,

prestige, success (luxury, prestige, success); lexemes or phrases containing an emotional assessment or nominating emotional states (see example 9); foreign vocabulary: (10) le collezioni (NY, 1997, Aug. 25); telescopisms: (11) Yo-Goat – yogurt+goat (NY, 1990, June 4); euphemisms: (12) Canitic Coloring (NY, 1927, Oct. 8); by etiquette formulas: (13) It is with the greatest of pleasure (NY, 1926, Feb. 20); expressions that describe emotional or humorous situations: (14) plenty of women would trade their precious independence for a BONMOUTON (NY, 1946, Sep. 14) and statements of prominent people: (15) No great artist ever sees things as they really are. If he did he would cease to be an artist (NY, 1994, Dec. 5), as well as stylistic techniques, which include: pun: (16) Get away in a big way (NY, 1987, Sep. 28), allusion: (17) Merry Clinique (NY, 1996, Dec. 16), alliteration: (18) Tiffany Sterling Stocking Stuffers (NY, 1965, Nov. 27), rhyme: (19) Come Play a World Away (NY, 2002 , Mar. 4), metaphor: (20) Five Great Whiskeys WEDDED into One! (NY, 1940, Jun. 8), comparison: (21) Shalimar Exotic as an Indian Love Song (NY, 1926, May 29), superlatives: (22) best of all (NY, 1982, Jan. 25).

Non-verbal (visual) means include images of people in positive emotional states, children, animals, historical monuments, natural landscapes, space photography, masterpieces of art, etc.

The analysis of the research material allows us to single out two manipulative tactics that are implemented using labeled syntactic constructions:

- 1) manipulative and dialogical tactics;
- 2) manipulative-imperative tactics.

The modification of the institutional parameters of the advertising discourse is manifested, first of all, in the implementation of manipulative and dialogical tactics, the essence of which is to activate communication and involve the addressee in it, as well as in maintaining contact, simulating conversational speech. We consider the selection of syntactic means that simulate the daily communication of the addressee as a hidden, indirect influence on the addressee, because the purpose of such an organization of advertising texts is to create the illusion of live communication, and therefore to cause the addressee to feel relaxed, which affects the creation of a

positive impression of the message and increases the chances of the addressee using the advertising offer.

"Question-answer" unity is an effective means of engaging the addressee in communication and intimating advertising communication, creating the effect of direct and interested communication with the addressee (Малишенко, 2006), therefore their use at the beginning of the advertising text (in the title or at the beginning of the main text) is fully justified (Ісакова, 2001). The choice of this syntactic structure from among other syntactic options is a powerful factor in stimulating the active perception of advertising. The addressee subconsciously answers the question if he continues to perceive the advertising text, but the answer remains unexpressed. It is important to note that the function of attracting the attention of the addressee can be performed by questions that, in combination with the "answer", are not an option for the implementation of the higher-level syntactic model, that is, they cannot be presented as a complex sentence, and are rhetorical questions.

Interrogative sentences are used in the main text, activating the perception of the addressee, while the question is intended to reflect the thoughts of the addressee, which arise in him when perceiving the text.

The use of "question-answer" units can be characterized by a combination of the functions of engaging in communication and simplifying the presentation of information, as in the following example, where an advertising message begins with a question to the addressee

Segmented constructions in the advertising text are capable of creating communicative tension due to the use of lexical elements with a narrow or broad referential correlation in the first part of the segmented construction. The effect of using such lexical elements is an incomplete understanding by the addressee of the first part of the construction and a mandatory reference to the content of the second part, which, by providing the missing information, relieves communicative tension (Палійчук, 2010). The creation of communicative tension is connected with the modeling of the conversational and everyday nature of speech, in particular, the step-

by-step verbalization of thought, which contributes to the effective retention of the addressee's attention.

By lexical units with a narrow referential correlation, we mean proper names, which in the advertising text are identifiers of authorship and may not be familiar to the addressee. Segmented constructions of this type are constructions with a nominative in the preposition and a postpositive segmented component of interpretation.

Lexical units with broad referential semantics do not provide enough information for a full understanding of the segmented construction and are pronouns. The use of these pronouns violates the rules of pronominalization in the text, because words with broad referential correlation are usually used as secondary nominatives:

nouns of diffuse semantics

nouns that are common names

Postpositive segmented components in constructions with lexical units of broad referential correlation perform the function of interpretation (explanation) or concretization.

The combination of various colloquial syntactic constructions successfully models the colloquial nature of advertising texts. The combination of interrogative sentences, segmentation and parcellation creates the effect of a direct appeal to the addressee

addressee Thus, segmented constructions contribute to modeling the conversational nature of the presentation of information in the advertising text, as well as keeping the attention of the addressee.

Parceled syntactic constructions create the effect of the gradual production of an expression in live communication, which simulates the verbalization of thoughts as they appear in the addressee

Thus, manipulative-dialogical tactics are manifested in the use of "question-answer" units, elliptical sentences, segmented

and parceled syntactic constructions in the title and main text, aimed at simulating conversational speech and live interaction of communicators.

Manipulativeness is manifested in the covertness of the influence, since the addressee may be aware of the purpose of the advertising message, but the design, which is designed to create a feeling of direct communication between the communicators, will be perceived uncritically.

The essence of manipulative-imperative tactics is to motivate the addressee, but the motivation can be indirect, which is the manipulative nature of this tactic. In studies of advertising discourse.

Conclusions to Chapter One

So, having studied the theoretical material, I can generalize that advertising text is a specially created text that aims to attract the attention of the consumer, to convince him to buy a certain product or use the services of a certain company. The main purpose of the advertising text is to attract maximum attention to the offered product or service, describe them and convince them of the need to purchase them. Features of the advertising text are the use of special techniques and methods that help to achieve the maximum impact on the consumer. An advertising text is a specific text that contains a set of extralinguistic components: graphics, images, sounds, etc., the specific set of which depends on the advertising media.

In my opinion, the classification of advertising texts according to the content ratio is the most successful. According to the content ratio, advertising texts can be divided into: persuasive or solicitation advertising; actually informative; contact or psychological; expressive and evaluative; associative or advertising motto; riddle advertisement. And also the can be divided into: informants, argumentative, manipulative, suggestive, reminders.

The manipulative strategy according to advertising text is based on an irrational perception of the advertising text. The analysis of the research material allows us to single out two manipulative tactics that are implemented using labeled syntactic constructions: manipulative and dialogical tactics; manipulative-imperative tactics.

CHAPTER 2. ANALYSIS OF VERBAL MEANS OF INFLUENCE IN ENGLISH ADVERTISING TEXTS OF HOUSEHOLD GOODS

In this part of my research, I have analysed English-language advertising texts based on the two tactics I mentioned earlier in the theoretical part: dialogic and manipulative-imperative. I conducted the analysis on the basis of English-language advertisements for household goods.

2.1. English advertising texts using dialogic tactics.

Before the analysis, I remind you that dialogic tactics are based on dialogue with the viewer. This is a kind of conversation with the viewer, where he is actively involved in advertising, becomes its main character and feels as if the last action is behind him. And essentially, this last action is a choice to buy the product or not.

First, I watched the advertising of the world-famous Swedish retail chain of household goods, furniture, and more — IKEA. (IKEA Malaysia, 2018) Its main goal is to spread an ecological approach to one's life, as well as buying household goods in their stores. The advertisement that I analyzed is dedicated to this idea.

From the first minute to the end of the advertisement, we are shown a kind of interaction between the environment and our everyday objects, such as an armchair, a bed, a chair, etc. Throughout the commercial, a voice-over asks the viewer “What if...?”. And what does this question mean?

This question engages a person in a dialogue. The viewer, looking at pictures of nature, is encouraged to answer questions. He is asked many such questions, and each time it triggers the viewer to give a specific answer. Thus, the brand shows its positioning. Advertising affects a person and forms an image of a brand in his mind, an idea about him. In this way, a potential client of the brand will definitely remember that "If something will happen..." he can rely on IKEA and shopping in the chain's stores will definitely be safe, both for the buyer and for the environment. That is, what do we have as a result? Hearing a question, advertising seems to silently answer it. And in fact, this happens not verbally, but visually. I believe that this is a

very interesting approach and a very good technique in terms of dialogic tactics of verbal influence on the recipient. [Appendix A]

The next ad I suggest you look at is an ad for TIDE laundry detergent (Tide, 2023). Right from the start we are greeted with advertising within advertising. There is an ad on the TV in the room that says “85% more TIDE” and what does that mean for the viewer? Nothing at this stage, but then the ad shows us what horror can happen to you. [Appendix B]

Thus, advertising offers us aggressive marketing, constantly repeating the phrase “You're gonna need more Tide”. In this way, you are convinced: firstly, that the product will help you with stains of any complexity, and also the advertisement will encourage you to definitely buy this product and forget about all the problems. And again, we see here a good game of verbal and visual means. They work together and act on the viewer. The dialogue in this advertisement is manifested by conditional questions that the viewer constantly asks himself. He sees some terrible stains in advertising and immediately thinks how it is even possible to wash it off. The advertisement immediately gives the answer to buy the product and forget about all the troubles of washing. [Appendix C]

The next ad with a dialog component is the Heinz ketchup ad with Ed Sheeran. (Heinz, 19) According to the plot of the advertisement, the artist comes to a luxurious, expensive restaurant and takes ketchup out of his pocket. [Appendix D] It would seem that ketchup is a very banal thing and it is suitable only for home dishes, and do not eat it in expensive restaurants. However, the artist does this and calls on the audience to do so, saying at the end the phrase “That's my idea. Do you wanna do it?”. [Appendix E]

In this way, the advertisement shows that wherever you are, your favorite ketchup can always be with you. This encourages customers not to resist and buy ketchup, and it is also a very clever move, because this advertisement also encourages the owners of large restaurant chains to buy ketchup for their establishments and sell it to people. The verbal manipulation at the end of the video is also interesting.

In conclusion, advertisement texts that employ dialogical tactics have proven to be highly effective in engaging and resonating with the target audience. By adopting a conversational tone and creating a sense of interaction, these advertisements foster a connection between the brand and the consumer, resulting in increased attention, comprehension, and retention of the message.

Dialogical tactics in advertisement texts offer a departure from traditional one-sided communication, where the brand simply broadcasts information to the audience. Instead, they facilitate a two-way conversation or simulate a dialogue, enabling the audience to actively participate in the ad experience. This approach humanizes the brand, making it more relatable and approachable.

One of the key benefits of dialogical tactics in advertisements is their ability to capture attention. By mimicking a conversation, these ads stand out amidst the cluttered advertising landscape, piquing the curiosity of consumers. The conversational format allows for personalized and tailored messaging, appealing to the specific needs and interests of the target audience. This customization enhances relevance and increases the likelihood of the message resonating with the viewer.

Moreover, dialogical tactics foster better comprehension of the advertised product or service. By presenting information in a conversational manner, complex concepts can be simplified and made more accessible to a broader audience. The interactive nature of these ads also encourages active engagement, ensuring that the viewers are more likely to pay attention and retain the information conveyed.

Furthermore, dialogical tactics contribute to building trust and credibility. By adopting a conversational approach, brands can establish a rapport with the audience, making them feel valued and heard. This personal connection can lead to a stronger emotional bond with the brand, enhancing brand loyalty and advocacy.

However, it is important to strike a balance when using dialogical tactics in advertisement texts. The dialogue should be authentic and genuine, avoiding excessive manipulation or overt sales pitches. Consumers are increasingly discerning and can quickly identify insincere attempts to engage them in a conversation.

Therefore, it is crucial for brands to maintain transparency and ensure that the dialogue serves a genuine purpose, such as addressing customer concerns or providing valuable information.

To sum up, advertisement texts employing dialogical tactics have the potential to revolutionize the way brands connect with their target audience. By embracing the power of conversation, these ads create an immersive and engaging experience, fostering attention, comprehension, and trust. As consumer expectations continue to evolve, incorporating dialogical tactics into advertising strategies can be an effective means of staying relevant and building lasting relationships with customers.

2.2. English advertising texts using manipulative-imperative tactics.

I would also include the TIDE advertisement I mentioned earlier as this type of verbal influence, because it also has an imperative component. The advertisement aggressively convinces that the viewer will definitely need the product - "You're gonna need more TIDE". Thus, we alternate between two tactics. At times the question of what to do with the stains sounds, and at times the conviction that we will definitely need the product in the laundry. (Tide, 2023)

Next, I suggest you consider a slightly different advertisement, but just as interesting. In general, if we look at today's advertisements of household appliances by type of electronic gadgets: vacuum cleaners, washing machines, etc. We will see that everything is very minimalistic in these ads. Most often, advertisers don't even do voice-overs. They display the advertising text visually. At the same time, such advertising and such advertising text also work well for the viewer.

One of such advertisements, in which manipulative-imperative tactics are present, is the advertisement for the BOSCH company. It consists in the fact that during the entire advertisement we are assured of the coolness of the company's products. We are visually shown shots of a healthy lifestyle, and then the phrase "Like A BOSCH" sounds. This advertising works very well on the client and in the conditions of the popularity of a healthy lifestyle, as well as an ecological one. Here, the situation is similar to the IKEA advertisement. However, there was a dialogue

with the viewer, and here the advertisement convinces that if you want to be healthy, be cool, be "Like A BOSCH". [Appendix F]

The next ad I analyzed was an ad for home appliances from the LG company. (LG Australia, 2022) We again see shots of a healthy lifestyle in advertising, which visually encourages us to want to live the same way, and of course the company's household appliances will help us with this. The verbal manipulation that sounds here is a kind of verbal permission to buy for the viewer: "Go for it!". That is, if you want to live just as luxuriously and have all these cool home devices, just come to the store or order goods online and there will be no problems. Simple, manipulative and effective in terms of marketing. [Appendix G] Also, throughout the advertisement, a pleasant female voice tells us things that everyone would like to experience or have: "to have a fresh dessert", "evening when everything is perfect", etc. And moreover, small phrases motivate the viewer, even the one who may not have the funds to buy the brand's goods, but can collect this money: "Come on!", "You can!".

Another LG ad I watched was an ad for their ice maker, the Baller. (Digi-Chrome Studios, 2019) This is a device that makes ice in the form of a large layer. In this ad, the phrase "I am a baller" echoes the phrase "I am cooler (than you)". In this way, manipulation takes place, which is reinforced by the visual component of advertising, namely the cool faces of the actors who look at you as if you are worthless until you buy the company's product. At the end, the phrase "Keep it cool" sounds, from which we understand not only the coolness of the drinks, but also the coolness of the client, if he buys the product offered by the advertisement. A very interesting approach in my opinion and a play on words. Good job!

In conclusion, advertising texts that employ manipulative-imperative tactics may achieve short-term gains but pose ethical concerns and long-term consequences for both consumers and brands. These tactics rely on psychological manipulation and coercive language to compel individuals to take desired actions. While they may generate immediate results, they often compromise the principles of transparency, respect, and autonomy.

Manipulative-imperative tactics in advertising texts exploit consumers' vulnerabilities and emotions, aiming to create a sense of urgency, fear, or inadequacy. By employing aggressive language, exaggerated claims, or emotional manipulation, these ads seek to influence consumer behavior without providing a fair and balanced representation of the product or service. This approach undermines the consumers' ability to make informed decisions based on their own needs and preferences.

While such tactics might generate short-term sales or response rates, they can have detrimental effects on brand reputation and consumer trust in the long run. Consumers are increasingly skeptical and demand authenticity, transparency, and respect from brands. When advertising texts utilize manipulative-imperative tactics, they risk alienating and disillusioning their audience, eroding the trust that is essential for building enduring relationships.

Furthermore, these tactics may contribute to societal issues such as materialism, overconsumption, and the perpetuation of unrealistic standards. By manipulating consumers' desires and insecurities, advertising can fuel a culture of constant dissatisfaction and unsustainable consumption patterns. This can have adverse effects on mental well-being, personal finances, and the environment.

It is important for brands to recognize their responsibility to act ethically and prioritize the well-being of their customers. By adopting transparent, informative, and respectful advertising approaches, brands can foster trust, authenticity, and long-term loyalty. Emphasizing the value and benefits of their products or services through honest and compelling narratives allows for a more ethical and sustainable relationship with the audience.

In conclusion, while manipulative-imperative tactics in advertising texts may yield short-term gains, they come at the cost of consumer trust, brand reputation, and ethical considerations. Embracing ethical advertising practices that prioritize transparency, respect, and consumer autonomy is crucial for fostering genuine connections with the audience and building sustainable, long-term relationships. By

prioritizing the well-being and informed decision-making of consumers, brands can contribute to a more responsible and positive advertising landscape.

Conclusions to Chapter Two

Advertisement texts that employ dialogical tactics have proven to be highly effective in engaging and resonating with the target audience. By adopting a conversational tone and creating a sense of interaction, these advertisements foster a connection between the brand and the consumer, resulting in increased attention, comprehension, and retention of the message.

Dialogical tactics in advertisement texts offer a departure from traditional one-sided communication, where the brand simply broadcasts information to the audience. Instead, they facilitate a two-way conversation or simulate a dialogue, enabling the audience to actively participate in the ad experience. This approach humanizes the brand, making it more relatable and approachable.

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GENERAL CONCLUSIONS

On the basis of the theoretical part of my work, we can conclude that advertising text is a specially created text that aims to attract the attention of the consumer, to convince him to buy a certain product or use the services of a certain company. The main purpose of the advertising text is to attract maximum attention to the offered product or service, describe them and convince them of the need to purchase them. Features of the advertising text are the use of special techniques and methods that help to achieve the maximum impact on the consumer. An advertising text is a specific text that contains a set of extralinguistic components: graphics, images, sounds, etc., the specific set of which depends on the advertising media.

In my opinion, the classification of advertising texts according to the content ratio is the most successful. According to the content ratio, advertising texts can be divided into: persuasive or solicitation advertising; actually informative; contact or psychological; expressive and evaluative; associative or advertising motto; riddle advertisement. And also they can be divided into: informants, argumentative, manipulative, suggestive, reminders.

The manipulative strategy according to advertising text is based on an irrational perception of the advertising text. The analysis of the research material allows us to single out two manipulative tactics that are implemented using labeled syntactic constructions: manipulative and dialogical tactics; manipulative-imperative tactics.

On the basis of the practical part of my work, we can conclude that Advertisement texts that employ dialogical tactics have proven to be highly effective in engaging and resonating with the target audience. By adopting a conversational tone and creating a sense of interaction, these advertisements foster a connection between the brand and the consumer, resulting in increased attention, comprehension, and retention of the message.

Dialogical tactics in advertisement texts offer a departure from traditional one-sided communication, where the brand simply broadcasts information to the

audience. Instead, they facilitate a two-way conversation or simulate a dialogue, enabling the audience to actively participate in the ad experience. This approach humanizes the brand, making it more relatable and approachable.

In the same time, manipulative-imperative tactics in advertising texts exploit consumers' vulnerabilities and emotions, aiming to create a sense of urgency, fear, or inadequacy. By employing aggressive language, exaggerated claims, or emotional manipulation, these ads seek to influence consumer behavior without providing a fair and balanced representation of the product or service. This approach undermines the consumers' ability to make informed decisions based on their own needs and preferences.

РЕЗЮМЕ

«Вербальні засоби впливу у текстах англomовної реклами побутових товарів»

Гензель Д.О.

Ключові слова: рекламний текст, вербальні засоби впливу, візуальні засоби впливу, реклама.

Робота досліджує способи, за допомогою яких текстові рекламні повідомлення англomовного середовища впливають на споживачів, щоб залучити їх до придбання побутових товарів. Дослідження аналізує вербальні техніки, такі як маніпуляція емоціями, створення соціального статусу, використання переконливих аргументів та інших мовних засобів, що використовуються в рекламних текстах.

Метою роботи є визначення особливостей вербальних засобів впливу в текстах англomовної реклами побутових товарів.

Мета дослідження визначає ряд завдань:

- 1) Визначте сутність поняття рекламного тексту.
- 2) Визначити типи рекламних текстів.
- 3) Визначити особливості різних видів рекламних текстів.
- 4) Визначте види вербального впливу в рекламних текстах.

Об'єктом дослідження є вербальні засоби впливу в текстах англomовної реклами побутових товарів.

Предметом дослідження є властивості вербальних засобів впливу в текстах англomовної реклами побутових товарів.

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LIST OF ILLUSTRATION MATERIALS

Appendix A



Appendix B



Appendix C



Appendix D



Appendix E



Appendix F



Appendix G

