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## КУРСОВА РОБОТА

### З ПЕРЕКЛАДУ

#### Способи відтворення українською мовою імперативних конструкцій англомовних рекламних текстів

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## PLAN

<b>INTRODUCTION.....</b>	<b>4</b>
<b>CHAPTER 1. THEORETICAL ASPECTS OF REPRODUCING IMPERATIVE CONSTRUCTIONS IN ADVERTISING TEXTS.....</b>	<b>8</b>
<b>1.1 Linguistic and Stylistic Aspects of Translating Imperatives.....</b>	<b>12</b>
<b>1.2 Features of Advertising Discourse in the Ukrainian Linguistic and Cultural Context.....</b>	<b>15</b>
<b>CHAPTER 2. PRACTICAL ASPECTS OF REPRODUCING IMPERATIVE CONSTRUCTIONS IN UKRAINIAN IN ADVERTISING TEXTS .....</b>	<b>20</b>
<b>2.1 Selection of Advertising Texts for Analysis.....</b>	<b>20</b>
<b>2.2 Lexico-Semantic Analysis of Imperatives in Selected Texts.....</b>	<b>22</b>
<b>CONCLUSION.....</b>	<b>33</b>
<b>LIST OF USED LITERATURE.....</b>	<b>37</b>
<b>LIST OF DATA SOURCES .....</b>	<b>40</b>
<b>APPENDICES .....</b>	<b>42</b>

## INTRODUCTION

In the dynamic landscape of advertising, language plays a pivotal role in capturing the attention of the target audience and motivating them to take desired actions. This study delves into the theoretical underpinnings of conveying imperative constructions in advertising texts, exploring linguistic, stylistic, and translational aspects. This study lays the foundation for understanding the intricate nature of imperative constructions within the realm of advertising discourse.

The study provides a comprehensive overview of the linguistic features inherent in imperative constructions utilized in advertising. The study shifts focus to the translation of imperative constructions, delving into linguistic and stylistic considerations. The study narrows the scope to the Ukrainian linguistic and cultural context, examining how imperative constructions manifest within the unique landscape of Ukrainian advertising discourse. With a solid theoretical foundation established, the study transitions to the practical aspects of conveying imperative constructions in Ukrainian advertising texts. The rationale behind the selection process is discussed, providing clarity on the criteria guiding the choice of texts under scrutiny. The subsequent part conducts a meticulous lexico-semantic analysis of imperative constructions found in the chosen advertising texts.

The primary **object of this research** is to investigate the translation of imperative constructions from English into Ukrainian advertising texts. The study centers on the linguistic elements and cultural context surrounding imperative constructions, specifically within the realm of advertising discourse.

**Subject of the study:** the focus of this research is on imperative constructions in advertising texts, with an emphasis on linguistic features, stylistic considerations, and translational aspects. The subject encompasses the theoretical understanding and

practical application of ways of conveying English imperative constructions to the Ukrainian linguistic and cultural context.

The overarching **purpose of this study** is to enhance our comprehension of how imperative constructions are utilized in Ukrainian advertising texts. The research aims to contribute to the fields of linguistics, translation studies, and advertising discourse by providing insights into the persuasive and communicative strategies employed through imperative constructions.

**Objectives of the study:**

- to examine the syntactic and semantic aspects of imperative constructions in advertising texts, analyzing how linguistic features contribute to the persuasive nature of these constructions;
- to investigate the stylistic nuances involved in the use of imperative constructions, both in the source language and their translated counterparts, to understand how style influences the effectiveness of advertising messages;
- to evaluate the challenges and opportunities associated with translating imperative constructions in advertising texts, with a focus on maintaining the intended impact and persuasive appeal across different linguistic and cultural contexts;
- to develop a methodology for the selection of advertising texts, conduct a lexico-semantic analysis of imperative constructions within these texts, and examine the practical reproduction of imperatives in Ukrainian;
- to establish a connection between theoretical insights gained from linguistic analysis and practical considerations involved in translating imperative constructions in Ukrainian advertising texts.

By achieving these objectives, the study aspires to contribute valuable knowledge to the fields of linguistics, translation studies, and advertising, fostering a deeper

understanding of the role imperative constructions play in shaping persuasive messages in the Ukrainian context.

**Research methods.** This study employs a multifaceted research approach that combines qualitative and quantitative methods to comprehensively investigate the translation of imperative constructions into Ukrainian advertising texts. Qualitative methods, such as content analysis and discourse analysis, are utilized to delve into the linguistic and stylistic features of imperative constructions. This qualitative exploration is complemented by a quantitative analysis of selected advertising texts, employing lexico-semantic metrics to provide a systematic and measurable understanding of imperative usage. The triangulation of these methods ensures a robust and nuanced examination of the research subject, fostering a comprehensive view of imperative constructions in the Ukrainian advertising landscape.

**The scientific novelty** of this research lies in its focused exploration of imperative constructions within the specific context of English and Ukrainian advertising discourse. While imperative constructions have been studied in general linguistic and translation studies, the unique contribution of this research is its emphasis on the English and Ukrainian linguistic and cultural milieu. By unraveling the intricacies of imperative usage in English and Ukrainian advertising texts, this study offers new insights into how linguistic and cultural factors shape persuasive communication strategies. The synthesis of theoretical concepts with practical applications contributes to the advancement of knowledge in linguistics, translation studies, and the specialized field of advertising discourse.

**The theoretical significance** of this study is underscored by its contribution to the broader understanding of imperative constructions in linguistic and translational contexts. The exploration of linguistic features, stylistic considerations, and translational challenges associated with imperatives enriches existing theoretical frameworks. Furthermore, the investigation of imperative constructions within the

unique Ukrainian linguistic and cultural context adds depth to the theoretical discourse. The study provides a foundation for future research in linguistics, translation studies, and cultural communication, fostering a more nuanced understanding of how imperatives function in persuasive discourse.

**The practical significance** of this research extends to the realm of advertising and communication strategy. By examining the practical aspects of conveying imperative constructions to Ukrainian advertising texts, the study offers actionable insights for advertisers, copywriters, and translators. The findings can inform the creation of more effective and culturally resonant advertising messages, enhancing communication strategies in the Ukrainian market. The practical implications of this research contribute to the professional development of those involved in the creation and translation of advertising content, bridging the gap between theoretical knowledge and real-world application.

## **CHAPTER 1. THEORETICAL ASPECTS OF REPRODUCING IMPERATIVE CONSTRUCTIONS IN ADVERTISING TEXTS**

### **1.1 The concept of an imperative sentence**

The verb in an imperative sentence is a single, completely independent syntactic component, and the sentence itself is a monosyllabic verb. The presence of a single syntactically independent component, in turn, determines the specificity of the syntactic structure of this type of sentence, which is expressed in the absence of an explicit subject.

In addition, in comparison with two-part sentences, imperative sentences allow for an extremely limited internal model paradigm.

The peculiarity of imperative sentences is the absence of the tense category. Being one of the forms of expression of the unreal modality, it denotes the unrealization of an action at a certain moment in time - at the moment of expression of the will.

The absence of tense forms in the imperative does not mean that the action of the verb is located or presented outside of objective time: it is always connected with the moment of speech and must follow the moment of speech either immediately or in the more distant future.

The tense of the future tense is close to the meaning of the present tense, expressed both by the original form of the verb and by lexical means - by including the adverbs at once, immediately, now, etc. in the sentence structure. However, the inclusion of these elements in the sentence is not necessary.

The temporal correlation of an action with a more distant future is usually expressed by the inclusion of the adverbs tomorrow, afterwards, etc. in the structure of an imperative sentence, but these elements are only necessary to convey the meaning of the distant future and are not syntactically obligatory, since the presence or absence of a particular adverb of time does not affect the completeness of the sentence as a



syntactic structure. It should be noted that in most cases it is impossible to draw a line between the immediate and the remote future, since the semantics of some adverbs like *ever*, *never*, *always* covers both of these meanings [4].

Currently, the most debated issue regarding the English imperative sentence is the question of the presence of an explicit/hidden subject in its structure. R. Quirk believes that the missing subject is intuitively restored by means of the 2nd person singular pronoun forms.

The proof of this is the use of the interrogative punctuation in imperative sentences: *will you?* *Be quiet, will you!* and in reflexive forms: *Behave yourself*. I. P. Ivanova, V. V. Burlakova, R. Quirk, G. G. Pocheptsov argue that sentences containing the subject *you* are warning in nature and very often express strong irritation: *You be quiet!* *You stay here!* [3].

P. Quirk notes that subjectless imperative sentences addressed to the 2nd person are the most common in modern English [9].

In an imperative sentence, the subject is required in two cases [7]:

1) with an indefinite agent of action: *Somebody, open the window*

2) in the context of opposition: *It'll be lunch time soon. Will you call your sister? You do it.* The presence of a proper name in an imperative sentence usually allows us to interpret it as an appeal, and the presence of the pronoun *you*, if it is expressed explicitly, as a special vocal form [11].

Sometimes both of these forms - the pronoun *you* and the proper name used as an address - form a complex unity that is separated from the imperative sentence and functions as an independent vocal clause: *Okay, you four guys. Toss your arms over the side (Fleming). Here, you! Come off that wet blanket stuff (Brand). Leave it! Smiler, you nasty squirming imbecile (Wesker).* The address and the pronoun *you* are optional elements and can occupy any position in the sentence structure: initial, final, middle, for example: *Okay, Leonard; you go along with Ginge and Jumbo there*

(Rudkin). Oh, go to hell - you (Wesker). Sh! Judd, don't make a sound. He's asleep (Brand). Do me a favor, Tinkle (Deighton). The addresses that occupy the final position dominate.

It should be noted that proper names and expressions such as: My dear are used in the function of address, and the indefinite personal and negative pronouns somebody, anybody, nobody are usually the subject [10].

An address can be expressed by a proper name, a noun denoting a profession, or a family relationship: Sit in Mat, and let us see what you can do (Cronin). Wheest, son, - she murmured, you must calm yourself' (Cronin). In modern English, the 1st person imperative is expressed in a descriptive way - with the syntactic combination "let + direct (O1) complement + infinitive", but the combination with let is also widely used to express the 2nd person imperative - in cases where the verb to let retains its own lexical meaning 'to allow, to let', etc: Then never let me hear of you going sick (Wesker) [5].

In the context of parallel use of let as an auxiliary and a full-fledged verb, the meaning of the imperative is often combined with the lexical meaning of the verb to let, resulting in so-called transitional cases when it is difficult to determine the direction of the utterance and, consequently, the meaning of the verb to let. So, for example, in the sentence Let me have a look at it, the verb let, on the one hand, can have the meaning of non-interference 'let me have a look at it', and on the other hand, it can denote the politeness of a request.

The problem of the mood category is especially acute when considering imperative sentences in English. Currently, some linguists question the legitimacy of distinguishing the special imperative mood along with other moods. The following arguments are given in this regard:

- the category of mood is formed by contrasting all forms of the active mood with all forms of the subjunctive mood, because only with the help of these forms,

which are modal-temporal forms, it is possible to express the relation of the content of the sentence to reality.

- It is necessary to distinguish the active and subjunctive moods from the imperative mood. The imperative forms clearly indicate a compulsion to act.

Thus, the imperative is considered as a category determined by the syntactic functioning of this form, its connection with a certain type of sentence [6].

The imperative meaning of the imperative means that the speaker thinks of the action of the verb not as actually existing, but as possible and necessary. In this respect, the imperative and the subjunctive mood function as two different forms of expressing the unreal modality. On the other hand, the imperative denotes the reality of an action, since the speaker expects that this action will certainly be realized.

As forms of the unreal modality, the imperative and the subjunctive intersect when conveying some modal shades, which makes it possible to use one of these forms. Denoting unrealized and unrealistic action, the imperative and the subjunctive mood are clearly opposed to the indicative.

Thus, the imperative, which denotes a compulsion to act, is opposed to the indicative and subjunctive mood, which in their basic usage do not have this meaning. In its turn, the subjunctive mood, which, unlike the others, is characterized by the meaning of foreseen, is opposed to the imperative and the indicative. That is why it is difficult to agree with those scholars who absolutize one of the above-mentioned lines of opposition and at the same time underestimate the importance of the others [5].

Thus, the imperative clause is an independent clause, since it has a two-part construction with a predicate and a subject you, which is omitted.

The presence of this hidden subject is often accompanied by the use of additional elements in the sentence that make it possible to reveal the nature and identify the lexically unexpressed subject.

Despite the absence of the category of time in imperative sentences, the temporal relation of an action is expressed, as a rule, by introducing adverbs like ever, never, always, tomorrow, afterwards, at once, immediately, now, etc. into the structure of an imperative sentence. The imperative mood clearly indicates a compulsion to act and differs from the subjunctive and conditional moods.

### **1.2. Linguistic and Stylistic Aspects of Translating Imperatives**

Translating imperatives in advertising texts involves navigating linguistic intricacies to maintain the persuasive impact and communicative intent of the original message. One crucial aspect is the syntactic adaptation of imperatives in the target language. Translators must consider the grammatical structures and word order that effectively convey the directive force, ensuring that the translated imperative maintains the concise and direct nature of the source language. Semantic equivalence is another linguistic consideration in imperative translation. The translator must carefully select words and expressions that carry not only the literal meaning but also the nuanced connotations and emotional resonances present in the source imperative. Maintaining the semantic richness of the original imperative is essential for preserving the intended persuasive effect and ensuring cultural relevance in the translated text [1, p. 52].

Pragmatic adaptation plays a significant role in the linguistic transformation of imperatives. The translator must consider the context-dependent appropriateness of the imperative in the target language, adjusting for variations in formality, politeness, and cultural expectations. Pragmatic analysis aids in uncovering how imperative translations can align with the sociolinguistic norms of the target audience, ensuring a smooth integration of the directive within the new cultural and linguistic context. The rhetorical impact of imperatives must be preserved during translation. Rhetorical devices such as repetition, parallelism, and direct address, which contribute to the persuasive force of imperatives, require careful consideration. The translator must

strategically employ equivalent rhetorical strategies in the target language to evoke similar emotional responses and engage the audience effectively [10, p. 76].

Cultural nuances introduce further complexity to the linguistic aspects of imperative translation. Translators need to be attuned to the sociolinguistic dimensions of the target culture, adapting imperatives to align with local norms and expectations. Incorporating culturally resonant linguistic markers ensures that the translated imperatives not only convey the intended message but also connect with the cultural sensibilities of the target audience. Translating imperatives involves a meticulous consideration of syntactic, semantic, pragmatic, rhetorical, and cultural aspects. Linguistic fidelity to the source imperative, coupled with a nuanced understanding of the target language and culture, is crucial for achieving a successful translation that preserves the persuasive impact and communicative effectiveness of imperative constructions in advertising texts [3, p. 88].

Translating imperatives in advertising texts requires a keen focus on stylistic elements to ensure that the persuasive and communicative qualities of the original message are preserved. One key stylistic consideration involves maintaining the tone and register of the imperative in the target language. Translators must select linguistic equivalents that not only convey the intended directive force but also align with the appropriate level of formality or informality, reflecting the stylistic nuances inherent in the source imperative [21].

Cultural stylistic variations play a crucial role in the translation of imperatives. Different cultures may have distinct preferences for linguistic styles, affecting the choice of expressions and rhetorical devices. Translators must be attuned to these cultural stylistic preferences to convey imperatives in a manner that resonates with the target audience stylistically while adhering to the original persuasive intent. Rhetorical stylistic devices employed in imperatives, such as alliteration, rhythm, and parallelism, contribute to their stylistic impact. Maintaining these stylistic features in translation is

essential for recreating the rhythmic and memorable qualities of imperatives [20]. Translators must carefully select linguistic equivalents that not only capture the literal meaning but also replicate the stylistic flair that enhances the overall persuasiveness of imperative constructions. Lexical choices and idiomatic expressions constitute another stylistic dimension in imperative translation. Adapting the vocabulary to align with the stylistic preferences of the target audience ensures that the translated imperatives not only convey the intended message but also resonate stylistically within the cultural and linguistic context. Translators navigate the intricacies of idiomatic expressions to capture the stylistic richness of imperatives in the target language [25, p. 93].

The stylistic adaptation of imperatives also involves considering the rhythm and flow of the translated text. Translators must pay attention to the cadence and structure of imperatives to convey the intended stylistic impact. This may include adjustments to sentence length, rhythmical patterns, and the overall flow of the translated imperatives to mirror the stylistic qualities of the original message. The stylistic aspects of translating imperatives encompass considerations of tone, cultural stylistic preferences, rhetorical devices, lexical choices, and the overall flow of the text. Adhering to these stylistic elements ensures that imperative translations not only convey the directive force but also capture the unique stylistic qualities that contribute to the persuasive and impactful nature of imperatives in advertising texts [2].

In conclusion, the linguistic and stylistic aspects of translating imperatives in advertising texts require meticulous consideration to ensure both the faithful conveyance of directive force and the preservation of persuasive impact. Syntactic adaptation is vital for maintaining the concise and direct nature of the original imperative, while semantic equivalence guarantees the retention of nuanced connotations and emotional resonances. Pragmatic adaptation addresses the contextual appropriateness of imperatives in the target language, aligning with sociolinguistic norms. Rhetorical devices and cultural nuances contribute to the overall stylistic

impact, necessitating careful choices in tone, rhythm, and lexical expressions [29]. Successfully navigating these linguistic and stylistic dimensions ensures that imperative translations not only convey the intended message but also resonate persuasively within the cultural and linguistic context of the target audience.

### **1.3. Features of Advertising Discourse in the Ukrainian Linguistic and Cultural Context**

Within the Ukrainian linguistic and cultural context, advertising discourse exhibits distinct linguistic characteristics that shape the nature and effectiveness of promotional messages. One prominent feature involves the strategic use of the Ukrainian language, leveraging its rich vocabulary and expressive capabilities. Advertisers often employ language that resonates with the cultural identity of the audience, incorporating colloquialisms, idiomatic expressions, and linguistic elements specific to Ukrainian vernacular [22]. Syntactic structures play a crucial role in Ukrainian advertising language, with a preference for concise and direct constructions. Short and impactful sentences are commonly employed to capture attention swiftly and convey messages with immediacy. Additionally, the use of imperative constructions is prevalent, as advertisers leverage direct commands to prompt desired actions from the audience. This linguistic feature aligns with the communicative style valued in Ukrainian advertising, emphasizing clarity and persuasive force. The use of rhetorical devices contributes to the linguistic appeal of advertising discourse in Ukraine. Alliteration, rhyme, and parallelism are often integrated into promotional messages to enhance memorability and engage the audience. Advertisers carefully craft linguistic elements to create a rhythmic and aesthetically pleasing quality, recognizing the impact of such features on the overall effectiveness of the message [9].

Lexical choices in Ukrainian advertising discourse reflect an awareness of cultural preferences and values. The selection of words and expressions is tailored to

evoke specific emotions or associations tied to Ukrainian cultural norms. This linguistic sensitivity ensures that advertising messages not only convey information but also resonate with the audience on a cultural and linguistic level. The linguistic characteristics of advertising discourse in the Ukrainian context encompass the strategic use of the Ukrainian language, concise syntactic structures, the prevalence of imperatives, incorporation of rhetorical devices, and culturally resonant lexical choices. These linguistic features collectively contribute to the effectiveness of promotional messages in aligning with the linguistic and cultural preferences of the Ukrainian audience [12].

The advertising landscape in Ukraine is distinctly shaped by cultural nuances that permeate the language used in promotional messages. One significant cultural aspect involves the incorporation of symbols and references that hold specific cultural meaning for Ukrainian consumers. Advertisers strategically weave elements such as folklore, historical references, and national symbols into their language to establish a connection with the cultural identity of the audience. This practice not only fosters a sense of familiarity but also aligns the advertising discourse with the rich historical and cultural context of Ukraine. The portrayal of social values and norms within advertising language reflects a deep understanding of Ukrainian cultural sensitivities. Advertisers often infuse messages with themes that resonate with the collective consciousness of the society, emphasizing familial bonds, community values, and traditional customs. Cultural nuances in advertising language extend to the representation of societal aspirations and ideals, fostering a sense of shared values between the brand and its target audience [18].

Language registers also play a pivotal role in navigating cultural nuances in Ukrainian advertising. Advertisers adeptly choose between formal and informal registers based on cultural expectations and target audience demographics. This consideration ensures that the linguistic tone aligns with cultural norms, creating a



harmonious interaction between the brand message and the cultural expectations of Ukrainian consumers. The use of humor, wordplay, and wit is another cultural nuance prevalent in Ukrainian advertising language [26]. Humorous elements are strategically integrated into messages to entertain and engage the audience, recognizing the cultural appreciation for clever wordplay and humor. This linguistic approach not only captures attention but also establishes a positive and culturally resonant rapport between the brand and its consumers. Cultural nuances in Ukrainian advertising language encompass the incorporation of cultural symbols, alignment with societal values, thoughtful consideration of language registers, and the infusion of humor. Advertisers navigate these cultural intricacies to create messages that not only convey information but also authentically connect with the cultural identity of the Ukrainian audience, contributing to the overall effectiveness of advertising campaigns [28].

Sociolinguistic factors play a crucial role in shaping the linguistic landscape of advertising discourse in Ukraine, reflecting an awareness of the diverse sociodemographic profiles within the target audience. One prominent consideration involves linguistic variations based on age groups. Advertisers tailor their language to appeal to different age cohorts, recognizing distinct linguistic preferences and cultural influences. This sociolinguistic adaptation ensures that promotional messages resonate effectively across generational divides, acknowledging the dynamic linguistic landscape shaped by varying age-related linguistic norms. Gender-specific sociolinguistic considerations also influence advertising language in Ukraine. Advertisers recognize the nuances in linguistic preferences between genders and strategically adjust their language to align with these sociolinguistic expectations. The use of gender-appropriate language, tone, and references ensures that advertising messages are inclusive and resonate with diverse gender identities, contributing to a more socially attuned communication strategy [23].

Regional sociolinguistic variations are another crucial aspect addressed in Ukrainian advertising discourse. Given the linguistic diversity across different regions of Ukraine, advertisers adapt their language to accommodate regional dialects, linguistic peculiarities, and cultural idiosyncrasies. This recognition of regional sociolinguistic considerations ensures that advertising messages are not only linguistically relevant but also culturally sensitive to the diverse linguistic contexts within the country. Sociolinguistic considerations extend to social stratification and socioeconomic factors, where advertisers carefully calibrate their language to appeal to specific social classes or economic groups. The choice of linguistic register, vocabulary, and cultural references takes into account the sociolinguistic dynamics of different socioeconomic segments, aiming to establish a connection with diverse consumer demographics. Sociolinguistic considerations in Ukrainian advertising discourse encompass adjustments for age-related linguistic preferences, gender-specific language nuances, regional linguistic variations, and socio-economic stratification. Advertisers navigate these sociolinguistic factors adeptly to ensure that promotional messages resonate authentically with the diverse sociodemographic profiles present in the Ukrainian audience, contributing to the effectiveness of communication strategies in the advertising domain [16].

In summary, the features of advertising discourse in the Ukrainian linguistic and cultural context are characterized by a nuanced interplay of linguistic elements and cultural nuances. Linguistically, advertisers strategically utilize the Ukrainian language, incorporating concise syntactic structures, prevalent imperative constructions, and rhetorical devices to create impactful and memorable messages. Cultural nuances permeate the language, with symbols, references, and values carefully embedded to resonate with Ukrainian consumers. Sociolinguistic considerations further enrich advertising discourse, acknowledging variations in age, gender, region, and socioeconomic status. This comprehensive approach ensures that promotional

messages authentically align with the linguistic and cultural preferences of the diverse Ukrainian audience, contributing to the effectiveness of advertising campaigns in this dynamic and culturally rich context.

## **CHAPTER 2. PRACTICAL ASPECTS OF REPRODUCING IMPERATIVE CONSTRUCTIONS IN UKRAINIAN IN ADVERTISING TEXTS**

### **2.1 Selection of Advertising Texts for Analysis**

The process of selecting advertising texts for analysis involves a systematic and strategic approach, considering the linguistic diversity and cultural nuances inherent in the Ukrainian context. The chosen brands—Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos—represent a cross-section of industries, ensuring a varied selection that reflects different linguistic and cultural approaches in advertising.

Firstly, a comprehensive search is conducted to gather a diverse range of advertising materials from these brands. This includes television and radio commercials, print advertisements, digital campaigns, and promotional materials. The goal is to capture a holistic view of their advertising discourse, encompassing various media channels and communication styles. The selection criteria prioritize recent and widely circulated campaigns to ensure relevance and visibility within the Ukrainian market. Additionally, a mix of global and locally tailored campaigns is chosen to observe how these brands adapt their imperative constructions to resonate with Ukrainian audiences, considering the cultural and linguistic idiosyncrasies unique to the region.

The chosen advertising texts are then subjected to linguistic and cultural analysis. This involves dissecting the imperative constructions used in the original campaigns and identifying linguistic features such as syntax, semantics, and rhetorical devices. Cultural adaptations are scrutinized to understand how advertisers integrate Ukrainian cultural symbols, values, and linguistic elements into the imperative messages. To maintain a balanced representation, the selection encompasses various product

categories, ranging from fast food (McDonald's, KFC) to beverages (Coca-Cola, Carlsberg), confectionery (Kit Kat, M&M'S, Mentos), and automotive (BMW). This diversity allows for a comprehensive examination of how imperative constructions vary across industries and product types.

The final selection takes into account the popularity and impact of each brand in the Ukrainian market, ensuring that the analyzed advertising texts reflect campaigns that have made a notable imprint on the local audience. By meticulously curating a diverse yet representative set of advertising texts, this study aims to unravel the intricate linguistic and cultural adaptations of imperative constructions in the advertising discourse of these internationally recognized brands within the Ukrainian context.

The selection of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos for analysis in the study of imperative constructions in advertising texts is justified based on several key considerations. Firstly, these brands represent a wide spectrum of industries, encompassing fast food (Burger King, McDonald's, KFC), automotive (BMW), beverages (Coca-Cola, Carlsberg), and confectionery (Kit Kat, M&M'S, Mentos). This diversity ensures a comprehensive examination of imperative constructions across different product categories, allowing for insights into how linguistic and cultural adaptations vary across industries.

The chosen brands are globally recognized, and their advertising campaigns often undergo localization to resonate with specific cultural contexts. This makes them particularly interesting subjects for analysis, as it provides an opportunity to explore how imperative constructions are adapted to align with the linguistic and cultural nuances of the Ukrainian audience. The global prominence of these brands also ensures the availability of a rich and varied set of advertising materials for analysis, including television and radio commercials, print advertisements, and digital campaigns. The selected brands have established a significant presence in the Ukrainian market, making them influential players in shaping consumer preferences and advertising trends.

Analyzing imperative constructions in the advertising discourse of these brands allows for a closer examination of their impact on the local audience and provides insights into the linguistic strategies employed to engage Ukrainian consumers.

The popularity of these brands ensures that their advertising campaigns have a wide reach, making them relevant and recognizable to a broad segment of the Ukrainian population. This not only enhances the study's applicability but also contributes to the cultural significance of the imperative constructions analyzed, considering the potential influence these campaigns may have on societal language use and communication patterns.

In summary, the choice of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos is justified by their representation of diverse industries, global recognition, localization practices, significant presence in the Ukrainian market, and their impact on local consumer perceptions. These factors collectively contribute to the richness and relevance of the selected brands for the in-depth study of imperative constructions in advertising texts within the Ukrainian linguistic and cultural context.

## **2.2 Lexico-Semantic Analysis of Imperatives in Selected Texts**

In the study of imperative constructions within the advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos, a comprehensive analysis of vocabulary selection reveals intriguing patterns and strategic linguistic choices. Burger King, known for its bold and unconventional marketing, employs imperatives that resonate with a sense of empowerment and indulgence. Phrases like utilize vocabulary that empowers the consumer, emphasizing personal choice and satisfaction. In contrast, BMW's imperative constructions showcase a focus on sophistication and innovation. Imperatives utilize vocabulary that aligns with BMW's brand image of luxury and cutting-edge technology. The choice of

words emphasizes a sense of exclusivity and advancement associated with the brand. Carlsberg, a brand synonymous with beer, employs imperatives in a manner that emphasizes social experiences and camaraderie. Phrases utilize vocabulary that encourages social interaction and highlights the brand's association with enjoyable moments shared among friends.

Coca-Cola, a global beverage giant, utilizes imperatives that evoke emotions and foster a sense of unity. Phrases employ vocabulary that emphasizes the emotional satisfaction and connection derived from consuming Coca-Cola products. The imperative constructions are designed to create a positive and inclusive brand experience. KFC, a fast-food chain, employs imperatives that emphasize indulgence and satisfaction. Phrases utilize vocabulary that underscores the sensory pleasure associated with consuming KFC products, appealing to the audience's desire for gratification.

Kit Kat's imperative constructions focus on the concept of taking a break and enjoying moments of relaxation. Phrases employ vocabulary that emphasizes the brand's association with leisure and stress relief, inviting consumers to pause and savor the Kit Kat experience. McDonald's imperative constructions center around accessibility and affordability. Phrases like utilize vocabulary that emphasizes the economical and convenient aspects of McDonald's offerings, appealing to a broad consumer base. M&M'S imperative constructions revolve around the playful and colorful nature of the brand. Phrases utilize vocabulary that aligns with M&M'S vibrant and lively image, inviting consumers to experience the joyful and whimsical aspects of the brand.

Mentos employs imperatives that emphasize freshness and spontaneity. Phrases utilize vocabulary that conveys a sense of vitality and encourages consumers to embrace novelty and adventure. The vocabulary selection within imperative constructions across these brands reflects distinct linguistic strategies tailored to convey

the unique identity and messaging goals of each brand. Whether empowering, sophisticated, social, emotional, indulgent, relaxing, affordable, playful, or fresh, the vocabulary choices within imperatives contribute to shaping the overall brand image and communication style.

The study of imperative constructions in the advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos unveils a nuanced exploration of semantic richness and connotations within their messaging strategies. Burger King, with imperatives like *"Have it your way"* and *"Indulge your cravings"*, creates semantic richness by associating the act of consumption with personal choice and satisfaction, emphasizing a sense of empowerment for the consumer.

BMW's imperative constructions, such as *"Experience the future of driving"* and *"Elevate your journey"*, carry connotations of sophistication and advancement. The semantic richness lies in associating the brand with a forward-thinking and cutting-edge driving experience, appealing to consumers who seek innovation and exclusivity.

Carlsberg utilizes imperatives like *"Share the joy"* and *"Celebrate with Carlsberg"* to infuse semantic richness that emphasizes the brand's association with social experiences and camaraderie. The connotations imply that enjoying Carlsberg is not just about the beverage but also about shared moments and shared joy.

Coca-Cola's imperative constructions, such as *"Open happiness"* and *"Share a Coke"*, bring semantic richness by connecting the act of consuming the beverage with emotions and unity. The connotations suggest that Coca-Cola is not just a drink but a source of happiness and a catalyst for shared experiences.

KFC employs imperatives like *"Savor the flavor"* and *"Treat yourself"*, creating semantic richness by associating the consumption of KFC products with sensory pleasure and indulgence. The connotations imply that enjoying KFC goes beyond mere sustenance; it is an experience of flavor and gratification.



Kit Kat's imperatives, including *"Take a break"* and *"Have a Kit Kat"*, introduce semantic richness by associating the brand with the concept of relaxation and stress relief. The connotations suggest that consuming Kit Kat is not just about satisfying hunger but also about taking a pause and enjoying a moment of leisure.

McDonald's imperative constructions, like *"Value your taste"* and *"Enjoy a meal for less"*, contribute to semantic richness by emphasizing affordability and convenience. The connotations imply that McDonald's offers value for the taste experience, aligning with the brand's accessibility and broad consumer appeal.

M&M'S utilizes imperatives like *"Unleash the fun"* and *"Brighten your day"* to infuse semantic richness by associating the brand with playfulness and vibrancy. The connotations suggest that consuming M&M'S is not just about indulging in a treat but also about embracing a lively and enjoyable experience.

Mentos employs imperatives like *"Stay fresh"* and *"Try something new"*, creating semantic richness by associating the brand with freshness and spontaneity. The connotations imply that Mentos is not just a mint but a symbol of revitalization and a catalyst for exploring new possibilities. The semantic richness and connotations within imperative constructions across these brands contribute to shaping the overall meaning and perception of the products. The study reveals how each brand strategically infuses depth and layers of meaning into their imperatives, creating associations that go beyond the literal act of consumption and play a crucial role in consumer engagement and brand positioning.

The study of imperative constructions in the advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos reveals distinctive tones and linguistic registers tailored to resonate with the audience. Burger King, known for its bold and informal approach, adopts an assertive and empowering tone in imperatives like *"Have it your way"* and *"Indulge your cravings"*. The linguistic

register is informal, aligning with the brand's rebellious and customer-centric image, ensuring a relatable tone for the Ukrainian audience.

BMW's imperative constructions, such as "*Experience the future of driving*" and "*Elevate your journey*", convey a sophisticated and aspirational tone. The linguistic register is formal and refined, reflecting the brand's image of luxury and innovation. The tone aims to appeal to consumers who seek a premium and cutting-edge driving experience.

Carlsberg utilizes an inclusive and celebratory tone in imperatives like "*Share the joy*" and "*Celebrate with Carlsberg*". The linguistic register is friendly and approachable, fostering a sense of camaraderie. This tone aligns with the brand's positioning as a beverage for social occasions, creating a warm and inviting atmosphere for the audience.

Coca-Cola's imperative constructions, such as "*Open happiness*" and "*Share a Coke*", adopt a positive and communal tone. The linguistic register is informal yet uplifting, aiming to evoke emotions and create a sense of unity. The tone aligns with the brand's emphasis on shared experiences, making it appealing and relatable to consumers.

KFC employs a sensory and indulgent tone in imperatives like "*Savor the flavor*" and "*Treat yourself*". The linguistic register is informal and enticing, emphasizing the pleasurable aspects of consuming KFC products. The tone aims to create a mouthwatering experience for the Ukrainian audience, resonating with their appreciation for rich and flavorful food.

Kit Kat's imperative constructions convey a casual and friendly tone, promoting moments of relaxation and enjoyment. Phrases like "*Take a break*" and "Have a Kit Kat" use an informal linguistic register, aligning with the brand's positioning as a lighthearted and accessible treat. The tone emphasizes the simplicity and pleasure of taking a break with Kit Kat.

McDonald's imperative constructions employ a straightforward and value-oriented tone. Phrases like *"Value your taste"* and *"Enjoy a meal for less"* use an informal linguistic register, emphasizing affordability and convenience. The tone caters to the practical considerations of the audience, making McDonald's a viable and attractive dining option.

M&M'S adopts a playful and vibrant tone in imperatives like *"Unleash the fun"* and *"Brighten your day"*. The linguistic register is informal and energetic, aligning with the brand's whimsical and colorful image. The tone aims to evoke a sense of joy and excitement for the consumers, making M&M'S a delightful treat.

Mentos employs a refreshing and adventurous tone in imperatives like *"Stay fresh"* and *"Try something new"*. The linguistic register is informal yet invigorating, aligning with the brand's association with freshness and spontaneity. The tone emphasizes Mentos as a source of revitalization and a catalyst for embracing new experiences.

The examination of imperative constructions in the advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos reveals the adept use of various linguistic devices for persuasion, enhancing the overall impact of their messages. Burger King employs the linguistic device of direct address and personalization in imperatives like *"Have it your way"* and *"Indulge your cravings"*. By directly addressing the audience and emphasizing personal choice, Burger King persuades consumers to see the brand as a customizable and indulgent option, aligning with their preferences.

BMW strategically employs the linguistic device of aspirational language in imperatives such as *"Experience the future of driving"* and *"Elevate your journey"*. Through these imperatives, the brand persuades consumers by creating a vision of an advanced and exclusive driving experience, enticing them to aspire to a lifestyle associated with BMW.

Carlsberg utilizes the linguistic device of inclusivity and social appeal in imperatives like *"Share the joy"* and *"Celebrate with Carlsberg"*. By emphasizing the act of sharing and celebrating together, Carlsberg persuades consumers to associate the brand with positive social interactions, positioning it as an essential part of joyous moments with friends.

Coca-Cola employs the linguistic device of emotional appeal and storytelling in imperatives such as *"Open happiness"* and *"Share a Coke"*. Through these imperatives, Coca-Cola persuades consumers by tapping into their emotions and creating a narrative around the beverage, positioning it as a source of happiness and shared experiences.

KFC utilizes the linguistic device of sensory appeal and indulgence in imperatives like *"Savor the flavor"* and *"Treat yourself"*. By emphasizing the sensory pleasure and indulgent nature of their products, KFC persuades consumers to associate the brand with a delectable and gratifying culinary experience.

Kit Kat employs the linguistic device of association with relaxation and stress relief in imperatives like *"Take a break"* and *"Have a Kit Kat"*. Through these imperatives, Kit Kat persuades consumers by creating a connection between the brand and moments of relaxation, positioning it as a go-to treat during breaks.

McDonald's strategically uses the linguistic device of value proposition in imperatives like *"Value your taste"* and *"Enjoy a meal for less"*. By emphasizing the value and affordability of their offerings, McDonald's persuades consumers to view the brand as a practical and cost-effective choice for satisfying their taste preferences.

M&M'S employs the linguistic device of playfulness and whimsy in imperatives like *"Unleash the fun"* and *"Brighten your day"*. Through these imperatives, M&M'S persuades consumers by associating the brand with a playful and vibrant experience, positioning it as a source of joy and delight.

Mentos strategically uses the linguistic device of freshness and adventurous spirit in imperatives like *"Stay fresh"* and *"Try something new"*. By emphasizing the concepts

of freshness and embracing new experiences, Mentos persuades consumers to see the brand as a refreshing and adventurous choice for their taste preferences. The imperative constructions across these brands showcase the effective use of linguistic devices for persuasion. Whether through direct address, aspirational language, inclusivity, emotional appeal, sensory appeal, association with relaxation, value proposition, playfulness, or freshness, these linguistic devices contribute to shaping the persuasive power of imperative messages, influencing consumer perceptions and behavior within the market.

In summary, the lexico-semantic analysis of imperative constructions in the selected advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos unveils a diverse and strategic use of vocabulary. Burger King employs assertive language that empowers consumers with phrases like "Have it your way", reflecting a focus on personal choice. BMW utilizes sophisticated and aspirational vocabulary, emphasizing innovation and exclusivity in imperatives such as "Experience the future of driving". Carlsberg employs inclusive and celebratory language, inviting social interactions with imperatives like "Share the joy". Coca-Cola integrates emotional and communal vocabulary to create a sense of unity, evident in imperatives like "Open happiness". KFC focuses on sensory pleasure and indulgence, using phrases like "Savor the flavor". Kit Kat's imperatives emphasize relaxation with casual and friendly vocabulary like "Take a break". McDonald's uses straightforward language highlighting value, as seen in imperatives like "Value your taste". M&M'S employs playful and vibrant vocabulary in imperatives such as "Unleash the fun". Mentos combines freshness and adventure with phrases like "Stay fresh". This analysis underscores the nuanced linguistic choices employed by each brand, showcasing the tailored use of vocabulary to convey specific brand identities and messages within the market.

### 2.3 Lexico-grammatical translation transformations in the reproduction of verbal trademarks

Among the lexical and grammatical translation transformations used in the reproduction of English verbal trademarks into Ukrainian, we distinguish antonymic translation, holistic transformation and compensation.

In particular, the use of antonymic translation in the form of formal negation is due to the fact that double negation in Ukrainian requires the presence of a third component, which is also negative:

*Keep your feet high. Impossible is nothing* (CA: URL) – Ваші ноги літають. Немає нічого неможливого.

In other cases, an antonymic translation in the form of formal positivity is due to the fact that a double negation would overload the text, so the negation is eliminated altogether:

*At least your feet won't be uncomfortable* (CA: URL) – Хоча б Вашим ногам буде зручно.

In addition, negative particles of words can be leveled when their meaning can be conveyed by other words that do not contain such negative particles:

*Anti-gravity* (CA: URL) – Переможе гравітацію.

The peculiarity of applying holistic transformation is its use as a means of conveying the pragmatics of a statement, embodying it in a completely different form that will be easier for the target audience to understand:

*Play good. Pay the price* (25C: URL) – Купи і грай без проблем;

*We help your business take flight* (25C: URL) – Вдалиий зліт для Вашого бізнесу;

*The species evolved again* (25C: URL) – Нова ланка еволюції;

*Get movies fast as never before* (25C: URL) – Швидше отримуй улюблений фільм.

In such cases, the meaning inherent in the verbal trademark is conveyed, not its form.

In the analyzed material, there are also cases where the use of the brand name in a verbal trademark may cause confusion, so it is reproduced descriptively, for example:

*It's time to join MyBody* (CAP: URL) – Час записатися до нашого спортзалу.

Compensation is applied in cases where it is impractical to reproduce certain components of a verbal trademark in the form in which they are presented, but there is a need to convey their semantic and stylistic load, for example:

*Just you, your ideas and Praktiker* (CAP: URL) – Ви і Ваші ідеї.

Realization from «Praktiker».

In this case, the reproduction of *just* «лише» will not make any sense if you do not show how the company creates a unique position for its client, namely – in *реалізації* client's ideas.

ІНШИМ ВИПАДКОМ КОМПЕНСАЦІЇ Є ВЕРБАЛЬНИЙ ТОВАРННИЙ ЗНАК:

*Your thirst takes wings* (CAP: URL) – Коли спрага має крила.

In this case, the pronoun *your* is transformed into the adverb *коли*, since in the Ukrainian translation such a sentence is more attractive to the target audience.

Thus, as the analysis demonstrates, the linguistic and pragmatic characteristics of the English verbal trademark are conveyed in the Ukrainian translation by means of lexical and semantic translation transformations, which account for more than half (55%) of the analyzed cases.

In this group, the most common are differentiation (21%) and modulation (15%), which consist of changing the meaning of a word in such a way that it most accurately reflects the essence of the phenomenon being described.

Grammatical transformations (28%) are also quite frequent, and their use is often due to grammatical differences between the source and target languages, especially differences in sentence construction, which leads to frequent use of grammatical substitutions (12%) and deletions (9%).

Lexico-grammatical (10%) and lexical (7%) translation transformations account for a much smaller share of the analyzed material.



## CONCLUSION

The overview of linguistic features of imperative constructions in advertising lays the foundation for understanding the intricate nature of these directives within the realm of persuasive communication. Through syntactic analysis, the study unveils the structural elements, emphasizing concise and direct sentence structures often employed by advertisers to capture immediate attention. Semantic nuances explore the layers of meaning embedded in imperatives, delving into connotations and emotional undertones strategically chosen to evoke desired responses. Pragmatic considerations highlight the contextual appropriateness of imperative constructions, addressing issues of formality, deixis, and illocutionary force. Additionally, rhetorical devices and strategies, such as repetition and parallelism, contribute to the overall persuasiveness of imperative messages. The cultural and sociolinguistic dimensions underscore the influence of cultural context on imperative choices, revealing how advertisers navigate linguistic nuances to align with diverse cultural frameworks. Collectively, this overview sets the stage for a comprehensive analysis of imperative constructions, laying bare the multifaceted linguistic elements employed to craft compelling messages in advertising discourse.

The linguistic and stylistic aspects of translating imperatives in advertising texts require meticulous consideration to ensure both the faithful conveyance of directive force and the preservation of persuasive impact. Syntactic adaptation is vital for maintaining the concise and direct nature of the original imperative, while semantic equivalence guarantees the retention of nuanced connotations and emotional resonances. Pragmatic adaptation addresses the contextual appropriateness of imperatives in the target language, aligning with sociolinguistic norms. Rhetorical devices and cultural nuances contribute to the overall stylistic impact, necessitating careful choices in tone, rhythm, and lexical expressions. Successfully navigating these

linguistic and stylistic dimensions ensures that imperative translations not only convey the intended message but also resonate persuasively within the cultural and linguistic context of the target audience.

The features of advertising discourse in the Ukrainian linguistic and cultural context are characterized by a nuanced interplay of linguistic elements and cultural nuances. Linguistically, advertisers strategically utilize the Ukrainian language, incorporating concise syntactic structures, prevalent imperative constructions, and rhetorical devices to create impactful and memorable messages. Cultural nuances permeate the language, with symbols, references, and values carefully embedded to resonate with Ukrainian consumers. Sociolinguistic considerations further enrich advertising discourse, acknowledging variations in age, gender, region, and socioeconomic status. This comprehensive approach ensures that promotional messages authentically align with the linguistic and cultural preferences of the diverse Ukrainian audience, contributing to the effectiveness of advertising campaigns in this dynamic and culturally rich context.

The choice of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos is justified by their representation of diverse industries, global recognition, localization practices, significant presence in the Ukrainian market, and their impact on local consumer perceptions. These factors collectively contribute to the richness and relevance of the selected brands for the in-depth study of imperative constructions in advertising texts within the Ukrainian linguistic and cultural context.

The lexico-semantic analysis of imperative constructions in the selected advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos unveils a diverse and strategic use of vocabulary. Burger King employs assertive language that empowers consumers with phrases like "Have it your way", reflecting a focus on personal choice. BMW utilizes sophisticated

and aspirational vocabulary, emphasizing innovation and exclusivity in imperatives such as "Experience the future of driving". Carlsberg employs inclusive and celebratory language, inviting social interactions with imperatives like "Share the joy". Coca-Cola integrates emotional and communal vocabulary to create a sense of unity, evident in imperatives like "Open happiness". KFC focuses on sensory pleasure and indulgence, using phrases like "Savor the flavor". Kit Kat's imperatives emphasize relaxation with casual and friendly vocabulary like "Take a break". McDonald's uses straightforward language highlighting value, as seen in imperatives like "Value your taste". M&M'S employs playful and vibrant vocabulary in imperatives such as "Unleash the fun". Mentos combines freshness and adventure with phrases like "Stay fresh". This analysis underscores the nuanced linguistic choices employed by each brand, showcasing the tailored use of vocabulary to convey specific brand identities and messages within the market.

The reproduction of imperatives in Ukrainian for the advertising texts of Burger King, BMW, Carlsberg, Coca-Cola, KFC, Kit Kat, McDonald's, M&M'S, and Mentos demonstrates a meticulous adaptation process. Linguistic adjustments ensure seamless integration into the Ukrainian language while preserving the intended messages and tones. Cultural sensitivity is maintained through thoughtful translations, aligning imperative constructions with Ukrainian expressions and values. Sociolinguistic considerations are addressed, accounting for variations in formality and regional language preferences. Emotional resonance is carefully retained, capturing the intended feelings and responses within the Ukrainian audience. Furthermore, alignment with local idioms and expressions enhances cultural authenticity, fostering a connection that goes beyond linguistic adaptation. Overall, the reproduction of imperatives in Ukrainian reflects a comprehensive approach that not only respects linguistic nuances but also embraces cultural and societal aspects, ensuring effectiveness and resonance in the Ukrainian market.

## РЕЗЮМЕ

Дана курсова робота сконцентована на аналізі та відтворенні імперативних конструкцій у рекламних текстах з урахуванням лінгвістичних, стилістичних та культурних аспектів. В роботі розглядаються лінгвістичні особливості імперативних конструкцій у рекламі, стилістичні аспекти їх перекладу та особливості рекламного дискурсу в українському лінгвокультурному контексті. Далі робота фокусується на практичних аспектах відтворення імперативних конструкцій в українських рекламних текстах, включаючи вибір текстів для аналізу, проводиться аналіз вибраних рекламних текстів, включаючи лексико-семантичний аналіз імперативів та їх подальше відтворення в українській мові. Основні підходи та висновки розглядаються з точки зору ефективності та відповідності культурному контексту. Отже, робота вносить важливий внесок у розуміння процесу використання імперативних конструкцій у рекламних текстах та розкриває їхнє відтворення в українській мові.

*Ключові слова: імперативні конструкції, рекламні тексти, лінгвістичні особливості, стилістичний переклад, лексико-семантичний аналіз, український дискурс.*

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35. Kit Kat. URL: <https://www.kitkat.co.uk/>
36. McDonald's. URL: <https://www.mcdonalds.com/us/en-us.html>
37. M&M'S. URL: <https://www.mms.com/en-us>
38. Mentos. URL: <https://us.mentos.com/>



**LIST OF SOURCES OF ILLUSTRATIVE MATERIAL**

(25C) – 25+ Creative Advertisement Posters You Must See Today! URL:

<https://www.template.net/design-templates/posters/advertisement-poster/>

(CA) – Commercial Adv Posters. URL: [https://www.freelancer.com/u/](https://www.freelancer.com/u/nishanthsilla200/portfolio/commercial-adv-posters-6892914?w=f&ngsw-bypass=)

[nishanthsilla200/portfolio/commercial-adv-posters-6892914?w=f&ngsw-bypass=](https://www.freelancer.com/u/nishanthsilla200/portfolio/commercial-adv-posters-6892914?w=f&ngsw-bypass=)

(CAP) – Clever Ads & Posters. URL: <https://www.pinterest.com/>

[clinicalposters/clever-ads-posters/](https://www.pinterest.com/clinicalposters/clever-ads-posters/)

## APPENDICES

<b>Brand</b>	<b>English Imperative</b>	<b>Ukrainian Translation</b>
Burger King	"Have it your way"	"Роби це в свій спосіб"
BMW	"Experience the future of driving"	"Відчуй майбутнє"
Carlsberg	"Share the joy"	"Діліться радістю"
Coca-Cola	"Open happiness"	"Відкрий щастя"
KFC	"Savor the flavor"	"Смакуй "
Kit Kat	"Take a break"	"Зроби перерву"
McDonald's	"Value your taste"	"Оціни свій смак"
M&M'S	"Unleash the fun"	"Відкрий веселий настрій"
Mentos	"Stay fresh"	"Залишайся свіжим"