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Term Paper

Stylistic functions of abstract nouns in English advertisements

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INTRODUCTION

In today's competitive marketplace, advertising plays a crucial role in shaping consumer's behaviour. Advertisers strive to craft messages that not only inform, but also persuade and influence audiences towards a desired action. Language serves as the foundation for these persuasive messages, and within this language, abstract nouns hold a unique power.

Abstract nouns, unlike their concrete counterparts, do not represent tangible objects, but rather concepts, ideas, and qualities. This very characteristic allows them to tap into a deeper well of meaning, evoking emotions, conveying information, and ultimately, influencing purchasing decisions. This research paper focuses on abstract nouns in English advertisements, exploring different stylistic functions they perform.

The object of research is the abstract nouns in English advertisements. This includes analyzing how abstract nouns are utilized to evoke emotions, convey abstract concepts, and influence consumer behaviour in advertising texts. **The subject of research** is the stylistic functions of abstract nouns in English advertisements.

The aim of this research is to identify the typology of the stylistic functions of abstract nouns in English advertisements.

Tasks:

- to define and describe the main terms;
- to identify and categorize the stylistic functions of abstract nouns in English advertisements;
- to provide specific examples of advertisements to illustrate the stylistic functions of abstract nouns;
- to evaluate the effectiveness of linguistic means used in advertisements.

The methods that are used for accomplishing the tasks are the following: semantic analysis, method of linguistic analysis and contextual analysis.

The novelty of the research: This research contributes to the field of linguistics and advertising studies by providing a detailed analysis of how abstract nouns function stylistically in advertising discourse. It offers insights into the linguistic strategies used by advertisers to create compelling and persuasive messages.

The practical value: The findings of this research will have practical implications for advertisers, copywriters, and marketing professionals. By understanding the stylistic functions of abstract nouns, practitioners can enhance the effectiveness of their advertising campaigns and better engage with target audiences.

CHAPTER I

THEORETICAL BACKGROUND OF ABSTRACT NOUNS STUDYING IN ADVERTISING TEXTS

1.1. Advertising text: definition and characteristics

Advertising text represents a critical aspect of modern communication, influencing consumer behaviour, shaping brand identities, and conveying persuasive messages to target audiences. This chapter delves into the definition and characteristics of advertising text, exploring its linguistic features, structural elements, and persuasive strategies.

The term "advertising" derives from the Latin word "reclamare," meaning "to scream," "to protest," or "to announce," emphasizing its role in attracting attention to products or services through advice, calls, suggestions, and instructions.

Advertising text refers to written or spoken content specifically crafted to promote products, services, ideas, or brands to a target audience. It is designed to capture attention, generate interest, create desire, and ultimately prompt action, such as making a purchase or engaging with the advertised offering. Advertising texts can take various forms, including print ads, TV and radio commercials, online banners, social media posts, billboards, and more.

One of the defining characteristics of advertising text is its persuasive language. Advertisers use persuasive techniques such as emotional appeals, persuasive language, testimonials, endorsements, and calls to action to influence consumer behaviour and encourage a favourable response.

A call to action (CTA) is the second crucial characteristic of advertising text, it prompts the audience to take a specific action, such as visiting a website, making a purchase, signing up for a newsletter, or contacting the company, thereby converting interest into action. (Bakayevna, 2024, p.1028)

Thirdly, effective advertising texts are tailored to specific target audiences. They consider demographic factors like age, gender, income level, lifestyle, interests, and purchasing behaviour to create messages that resonate with the intended audience and address their needs and desires.

Successful advertising texts often exhibit creativity and innovation in their content and presentation. They use catchy slogans, memorable visuals, storytelling techniques, humour, irony, and other creative elements to capture attention and leave a lasting impression on consumers.

The AIDA model (Attention, Interest, Desire, Action), introduced in 1896 by American advertiser Elmer Lewis, encapsulates the key objectives of advertising: capturing attention, generating interest, arousing desire, and prompting action towards a specific purchase. This underscores the strategic and persuasive nature of advertising language in achieving desired outcomes. (Skorupa, 2015, p.110)

In crafting an ideal advertising text, several stylistic accents and styles can be employed to effectively convey the concept. This includes structuring the content into paragraphs, choosing words and sentences strategically, and ensuring a fluent and visually appealing presentation for easy readability and reception by the audience. Clarity is essential in advertising text to ensure that the intended message is conveyed accurately and comprehensively. Clear communication involves using simple language, avoiding jargon or complex terminology, and presenting information in a way that is easy for the audience to understand. Advertising texts reflect the brand's values, personality, tone of voice, and visual identity, reinforcing brand recognition and loyalty among consumers.

Advertising language is connected to the symbiotic relationship between "thought" and "speech." Initially, the idea takes shape, leading to the creation of an approximate text. However, the challenge of selecting the right language resources or "tools" arises during the editing phase of the original text. This process

underscores the importance of language tools in shaping the success of an advertisement campaign, ranging from auditory elements to textual material.

As a consequence of the above observations, the careful selection and arrangement of various linguistic elements are paramount to their effectiveness in engaging and persuading consumers. Among them, abstract nouns serve as powerful tools in advertising by appealing directly to consumers' emotions and aspirations.

1.2. Abstract nouns: concept and classification

Abstract nouns are linguistic units that represent concepts, ideas, emotions, qualities, states, or conditions that are intangible and cannot be perceived through the senses (touch, sight, hearing, smell and taste). Unlike concrete nouns that refer to physical objects, abstract nouns deal with aspects of thought, feeling, perception, or abstraction.

According to "A Comprehensive Grammar of the English Language," abstract nouns are "typically non-observable and nonmeasurable." But, as James Hurford explains, the distinction between abstract nouns and other common nouns "is relatively unimportant, as far as grammar is concerned."

According to P. M. Roget's classification, abstract lexicon can be divided into denoting:

- mental states (*happiness, sadness, anger, excitement*);
- situations (*success, failure, conflict*);
- relationships (*friendship, love, trust, betrayal*);
- ethical and aesthetic concepts (*justice, beauty, honour*);
- nouns-category of the surrounding world (*society, environment, culture*);
- hyperonyms (*existence, concept, notion*). (Roget, 1978, p.712)

Abstract nouns can be classified based on the semantic categories they represent. Some common semantic categories include:

- Emotions and feelings: *love, happiness, sadness, anger, fear.*
- Qualities and attributes: *beauty, intelligence, honesty, bravery, kindness.*
- States and conditions: *peace, chaos, freedom, slavery, success, failure.*
- Actions and processes: *learning, growth, development, evolution, transformation.*
- Concepts and ideals: *justice, democracy, liberty, equality, truth, beauty.*

Grammatical classification:

Another way to classify abstract nouns is based on their grammatical properties:

- Countable abstract nouns: these can be quantified and pluralized, such as ideas, beliefs, experiences.
- Uncountable abstract nouns: they refer to non-quantifiable concepts, like information, wisdom, knowledge.
- Collective abstract nouns: representing a collection or group, like team spirit, community, society.

This distinction has implications for their usage in sentences and their syntactic behaviour. (Bhatia, 2019, p. 435)

In conclusion, abstract nouns play a vital role in language by representing abstract concepts, emotions, and qualities. Their classification based on semantics and grammar helps us understand their usage patterns and linguistic significance in communication. Studying abstract nouns enriches our understanding of language structure, expression, and meaning. Abstract nouns serve several important functions in language and communication, into which we will delve in the following section.

1.3. The notion of stylistic function

Stylistics, like other branches of linguistics, examines the lexical, grammatical, phonetic, and phraseological aspects of language. However, it stands apart from other linguistic fields in a significant way. Unlike phonetics, lexicology, or syntax, stylistics does not focus on analyzing individual linguistic elements like phonemes, words, or clauses in isolation. Instead, it deals with their expressive potential in the context - their stylistic function. The stylistic function is defined as the expressive potential of the interaction of language means in a text, which ensures the transmission of expressive, emotional, evaluative and aesthetic information along with the subject and logical content of the text.

Stylistics is particularly concerned with exploring how linguistic units such as words, phrases, and sentences function expressively and interact within a text to convey specific ideas and emotions. One of the primary areas of interest in stylistics is the examination of the tension or contrast between a word's contextual meaning and its literal, denotative meaning. Consequently, stylistics primarily focuses on studying connotative meanings, which go beyond the literal definition and are influenced by situational factors and the participants involved in communication. (Bhatia, 2009, p.194)

To delve deeper into the semantic structure of a word, it is essential to understand its grammatical meaning (such as noun, verb, adjective) and its lexical meaning. The lexical meaning can be further divided into denotative, which is tied to the word's logical or dictionary definition, and connotative meanings, which are shaped by external circumstances like the communication context and the individuals involved. The emotional, expressive and evaluative connotations of linguistic units play an important role in the implementation of the stylistic function.

The peculiarity of the stylistic function is that, since the stylistic function can rely on connotations, associations and implications of words and forms, it can take place both in textual implication and in subtext.

Emotive connotations in words convey feelings or emotions, distinguishing between transient emotions like joy or anger and more enduring feelings like love or hatred. Emotive connotations can be occasional, arising in specific contexts, or inherent and adherent, deeply embedded in the word's meaning. The evaluative component of meaning imbues words with negative, positive, ironic, or other evaluative connotations, reflecting the speaker's attitude towards the subject. This evaluative aspect often blends with the denotative meaning, becoming prominent in specific contexts.

To understand the stylistic function from the aesthetic and philosophical point of view, let us recall that style is not a set of techniques, but a reflection of the perception of the surrounding reality, imaginative vision of the world and imaginative thinking in the message, inseparable from emotional evaluation.

Conclusions to Chapter I

Based on the discussion, we can conclude that advertising texts, with the strategic use of abstract nouns, serve as a powerful tool to evoke emotions, create vivid imaginary and convey persuasive messages to the target audiences. In this chapter we defined the notion of advertising text as written or spoken content crafted to promote products, services, ideas, or brands. We have provided a theoretical background of stylistic functions, as well as the concept and classification of abstract nouns. Their diverse semantic categories and grammatical features enrich advertising language and communication. By tapping into consumers' emotions and aspirations, these linguistic devices contribute to the stylistic function of advertising texts, ultimately shaping consumer behaviour.

CHAPTER II

TYPOLOGY OF STYLISTIC FUNCTIONS IN ADVERTISING TEXTS

2.1. Emotive function of abstract nouns in advertising texts

Abstract nouns play a crucial role in advertising by conveying emotive functions that appeal to consumers' emotions, aspirations, and desires. Advertising thrives on the power of language to influence consumer behaviour. The emotive function refers to the ability of language to evoke emotions in the reader. Abstract nouns, unlike concrete nouns that represent tangible objects, deal with concepts, ideas, and qualities. (Rush, 1998, p.155)

Here are some examples of how abstract nouns are used for emotive impact in advertising:

1. "Happiness" in Coca-Cola advertisement "Open Happiness" - is an abstract noun representing a positive emotional state, it elicits joy, contentment, and well-being. By associating its product with the concept of happiness, Coca-Cola seeks to create an emotional connection with consumers.



Picture 2.1 Coca-Cola advertisement: Open a Coke, Open Happiness

2. In the Olay slogan "Happiness is beautiful" we also can see an abstract noun "happiness". However, the phrase implies a deeper connection between happiness and beauty, emphasizing the importance of a positive mindset for enhancing physical attractiveness and confidence.



Picture 2.2 Olay advertisement: Happiness is beautiful

3. "Beautyin Dove" - "Real beauty". By emphasizing "real beauty," Dove seeks to challenge conventional standards of beauty and promote a more inclusive and empowering definition of attractiveness.



Picture 2.3 Dove advertisement: Real beauty

4. The Lexus slogan "The Relentless Pursuit of Perfection" serves to inspire, impress, and instil confidence in consumers, positioning Lexus as a benchmark of automotive excellence. The word "perfection" conveys a sense of ultimate achievement, flawless execution, and unparalleled quality.



Picture 2.4 Lexus slogan: The Relentless Pursuit of Perfection

5. “Excellence” in Rolex - "Perpetual excellence." The abstract noun "excellence" conveys a sense of superiority, mastery, and perfection. By associating their brand with excellence, Rolex aims to evoke feelings of admiration, trust, and aspiration in their audience.
6. “Difference” in slogans of Patagonia - "Feel the Difference" and TurboTax - "Experience the Difference". In both slogans, "difference" suggests that the products or services stand out from competitors, offering something unique and valuable to consumers.
7. In the Microsoft slogan "Your potential. Our passion" the abstract noun "potential" plays a crucial role in conveying the brand's commitment to empowering individuals and unlocking their capabilities.



Picture 2.5 Microsoft slogan: Your potential. Our passion

8. Subaru - "Confidence in Motion". The word "confidence" emphasizes the company's commitment to producing vehicles that inspire trust and security in their drivers.



Picture 2.6 Subaru slogan: Confidence in Motion

9. Thrivent Financial - "Humanity. Prosperity. Faith." This slogan employs three abstract nouns "humanity," "prosperity," and "faith." Humanity conveys compassion and community focus, prosperity represents success and financial well-being and faith evokes trust and alignment with values.



Picture 2.7 Thrivent Financial slogan - Humanity. Prosperity. Faith.

10. In the Verizon slogan "Imagine the Possibilities," the abstract noun "imagination" encourages individuals to envision new opportunities and solutions, inspiring them to think creatively and explore the possibilities offered by Verizon's products and services.

By strategically using abstract nouns, advertisers leverage the power of emotion to influence consumer perception and behavior. These words create a connection beyond the product's functionality, tapping into desires, aspirations, and anxieties that ultimately motivate purchase decisions. Understanding the emotive function of abstract nouns empowers advertisers to craft more compelling messages and consumers to become more aware of the persuasive techniques employed in advertising.

2.2. Persuasive function of abstract nouns in advertising texts

While emotions play a significant role in influencing consumer behaviour, the ultimate goal of advertising is often to persuade the audience towards a specific action, like making a purchase. This is where the persuasive function of abstract nouns comes into play. (Stern, 1996, p. 62)

Abstract nouns, by their very nature, deal with concepts, ideas, and qualities that are not readily tangible. This allows them to paint a picture of the desired outcome or benefit associated with the advertised product or service. Here's how abstract nouns serve a persuasive function in advertising:

1. Moo - "Make a Great Impression": the abstract noun "impression" persuades potential customers by implying that using Moo's printed materials will help them leave a positive and memorable impression on others.
2. Bombas - "Make A Purchase, Make A Difference": literally encourages consumers to make a positive purchase, highlighting the difference it will have on their lives.
3. Coca-Cola - "Taste the Feeling": this slogan encourages consumers to experience the emotional pleasure and satisfaction of drinking, appealing to their desire for sensory enjoyment and emotional fulfillment.
4. Philips: "Bring Harmony to Life" - The abstract noun "harmony" persuades consumers by promising that Philips' products can bring balance and unity to their lives. It appeals to individuals who seek inner peace and tranquillity through their products.
5. Honest - "Find Your Calm": The abstract noun "calm" persuades consumers by suggesting that Honest's products can help them find inner peace and tranquillity. It appeals to individuals seeking relaxation and stress relief, convincing them that Honest's products are essential for achieving a sense of calm and well-being.



Picture 2.8 Honest product package: Find Your Calm

Abstract nouns offer advertisers a powerful tool for persuasion. By carefully crafting messages around concepts, ideas, and qualities, they can paint a picture of a more desirable future or a solution to a problem. This persuasive language ultimately aims to convince consumers that the advertised product or service is the key to achieving their desired outcome. (Sacristán, 2006, p.70)

By understanding the persuasive function of abstract nouns, consumers become more aware of the techniques used in advertising. This awareness allows them to make more informed decisions about their purchases.

2.3. Aesthetic function of abstract nouns in advertising texts

The aesthetic function can be considered as one of the most significant characteristics of the advertising text. It is an effective means of attracting the customer's attention to the product: appeal to the beautiful, through the construction of a positive image of the object, which appeals directly to consumers' emotions and creates an aesthetic motive of the consumer to purchase the product.

The function of visual representation in advertising communication is the fact the image that was instrumentalized for a purpose can be effective with the right wording. In visual representation, which takes place in two stages, form and content, content needs form. Designing everything there is to be conveyed within a certain

meaning system creates the language of visual representation. As for the form, it is inevitable to resort to an esthetic language.

By incorporating aesthetic elements into advertisements, such as visually pleasing images or emotionally resonant language, advertisers seek to create a positive psychological impact that enhances the perception of their products.

Abstract nouns add depth and sophistication to advertising texts, elevating their aesthetic appeal and making them more memorable to consumers. By incorporating abstract concepts such as beauty, freedom, or authenticity, advertisers can convey a sense of uniqueness and value associated with their products or services.

Let's see how aesthetic function works with abstract nouns in real-world advertising:

1. "Confidence" in Old Spice "The smell of confidence". The word "confidence" carries connotations of self-assurance, empowerment, and charisma. By associating their product with confidence, Old Spice aims to evoke feelings of self-assuredness and assertiveness in their target audience.



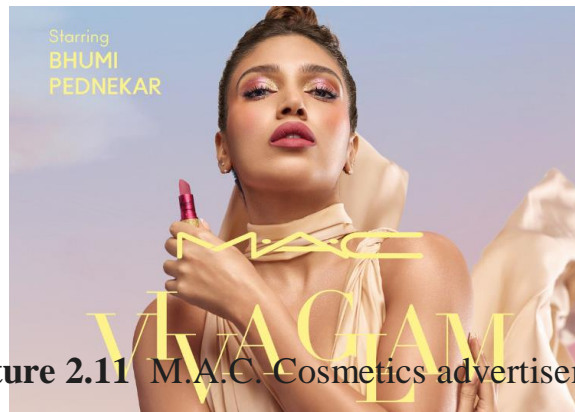
Picture 2.9 Old Spice advertisement: The smell of confidence

2. Honda - "The Power of Dreams": In this slogan, the abstract noun "dreams" evokes aspirations, imagination, and possibilities. Additionally, the abstract noun "power" adds another layer of meaning, connoting strength, influence, and capability.



Picture 2.10 Honda slogan: The Power of Dreams

3. "Makeup is Art, Color is Power" - M.A.C. Cosmetics: the abstract nouns "art" and "power" evoke creativity, expression, and confidence. This appeals to consumers who view makeup as a form of artistic expression and a means of empowerment, enhancing the aesthetic appeal of M.A.C. Cosmetics' products.



Picture 2.11 M.A.C. Cosmetics advertisement

4. Adobe - "Designed for a Life in Motion": The word "designed" suggests intentionality and craftsmanship, implying that Adobe's products are carefully crafted to meet the needs of individuals leading active lifestyles. Paired with the abstract noun "motion," this slogan conveys a sense of purposeful design that accommodates dynamic movement.
5. Lululemon - "Designed for Movement": Similarly, the word "designed" in this

slogan emphasizes the company's commitment to creating high-quality activewear that supports and enhances physical activity. Lululemon's advertisement appeals to consumers seeking stylish and effective clothing.

Conclusions to Chapter II

In this chapter, we explored the stylistic functions of emotive, persuasive, and aesthetic aspects in advertising texts through various examples.

Firstly, let's delve into the emotive function. Our findings showed that abstract nouns are strategically employed in advertising to evoke specific emotions and sentiments in consumers. For instance, in the Coca-Cola slogan "Open Happiness," the abstract noun "happiness" is used to create a positive emotional association with the brand, enticing consumers to associate joy and contentment with drinking Coca-Cola.

Next, through the persuasive function, abstract nouns are strategically used in advertising to highlight the benefits of a product or service, effectively influencing consumers' perceptions and decisions. For example, in the Bombas slogan "Make A Purchase, Make A Difference," the abstract noun "difference" persuades consumers by emphasizing the positive impact of their purchase, urging them to take action with the promise of making a meaningful difference.

Finally, we explored the aesthetic function of abstract nouns in advertising texts. We concluded, that abstract nouns contribute to the aesthetic appeal of advertising by adding depth, sophistication, and visual imagery. Similarly, in the M.A.C. Cosmetics slogan "Makeup is Art, Color is Power," the abstract nouns "art" and "power" evoked creativity, expression, enhancing the aesthetic appeal of the brand's products.

GENERAL CONCLUSIONS

Abstract nouns play a vital role in shaping the stylistic functions of English advertisements. Through this exploration, we have gained insights into the theoretical background, typology of functions, and practical applications of abstract nouns in advertising discourse.

Advertising texts are characterized by their persuasive and promotional nature, aiming to engage and persuade target audiences. Abstract nouns, as linguistic elements, contribute significantly to the richness and depth of language in advertising, allowing for nuanced expression and conveying complex ideas or emotions. Abstract nouns serve an emotive function by evoking emotions and creating emotional connections with the audience. They play a crucial role in shaping the tone, mood, and atmosphere of advertisements.

Abstract nouns are strategically used to persuade and influence consumer perceptions, attitudes, and behaviours. They contribute to building brand identity, creating associations, and eliciting desired responses from consumers.

The strategic use of abstract nouns enhances the overall effectiveness of advertising campaigns by creating memorable and impactful messages. Emotive abstract nouns can evoke strong emotional responses, leading to increased engagement and brand recall among consumers. Persuasive abstract nouns help in shaping consumer perceptions, building trust, and driving desired actions such as purchasing decisions or brand loyalty. The aesthetic function stands also as a crucial aspect of advertising texts, offering an effective strategy for capturing the customer's attention and enhancing the appeal of the product.

Examples and case studies from real advertising campaigns illustrate how abstract nouns are used to convey specific messages, create brand identity, and differentiate products or services in the market.

The study of stylistic functions of abstract nouns in advertising opens avenues for further research and exploration in the field of advertising linguistics. Marketers and advertisers can benefit from a deeper understanding of how abstract nouns influence consumer perceptions and behaviours, leading to more impactful and successful advertising strategies.

In conclusion, the stylistic functions of abstract nouns in English advertisements contribute significantly to the overall effectiveness, persuasiveness, and impact of advertising messages. Understanding and utilizing abstract nouns strategically can enhance brand communication, engage audiences, and drive desired consumer actions in the competitive advertising landscape.

RÉSUMÉ / РЕЗЮМЕ

Дослідження на тему «**Стилістичні функції абстрактних іменників в англійських рекламних текстах**» присвячене аналізу використання абстрактних іменників в рекламних текстах. Метою роботи було визначити та описати основні стилістичні функції абстрактних іменників, та ефективність їхнього використання у рекламних текстах. Протягом дослідження використовувалася такі методи: семантичний аналіз, метод лінгвістичного аналізу та контекстуальний аналіз. Це дослідження робить внесок у галузь лінгвістики та рекламознавства, надаючи детальний аналіз того, як абстрактні іменники стилістично функціонують у рекламному дискурсі

Курсова робота складається зі вступу, двох розділів, загальних висновків, списку використаної літератури.

Перший розділ «**Theoretical background of abstract nouns studying in advertising texts**» («Теоретичні засади дослідження абстрактних іменників у рекламних текстах») – теоретичний. У ньому розглядаються основні поняття рекламного тексту, абстрактних іменників та їх стилістичних функцій.

Другий розділ «**Typology of stylistic functions in advertising texts**» («Типологія стилістичних функцій у рекламних текстах») являє собою практичне дослідження. У ньому представлено аналіз різноманітних рекламних текстів та вплив емотивної, переконливої та естетичної функції.

Ключові слова: стилістичні функції, абстрактні іменники, рекламний текст, емотивна функція, переконлива функція, естетична функція.

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