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**Lexical means of reflecting human appearance in modern English and Ukrainian
advertising discourse**

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INTRODUCTION

Advertising discourse plays a pivotal role in shaping and reflecting societal norms, linguistic trends, and cultural peculiarities. This study delves into the theoretical foundations that underpin the analysis of advertising discourse, with a focus on present-day English and Ukrainian contexts. The exploration encompasses various dimensions, ranging from the characteristic features of advertising discourse to the nuanced lexical elements employed in contemporary advertisements.

The object of this research is present-day English and Ukrainian advertising discourse.

The subject of the study is lexical means of reflecting human appearance in modern English and Ukrainian advertising discourse.

The primary purpose of this research is to unravel the linguistic strategies employed in advertising discourse in English and Ukrainian languages. The study aims to identify and analyze the lexical features, with a specific focus on human appearance descriptions, to gain insights into the cultural and linguistic dynamics influencing advertising practices.

Objectives:

1. to identify characteristic features of present-day English and Ukrainian advertising discourse;
2. to develop a methodology for lexical means research in advertising;
3. to select samples and sources for analysis;
4. to examine the lexical features of contemporary English advertisements;
5. to reveal the lexical specificity of contemporary Ukrainian advertisements;
6. to conduct an empirical analysis of lexical means in English and Ukrainian advertising.

The research employs a combination of qualitative and quantitative research **methods:**

- content analysis: to systematically analyze and categorize the content of advertisements, focusing on lexical choices and linguistic patterns.

- comparative analysis: to compare and contrast the lexical features of English and Ukrainian advertisements, highlighting similarities and differences.
- corpus linguistics: to analyze large sets of linguistic data, enabling a comprehensive examination of lexical elements in advertising discourse.
- textual analysis: to scrutinize the linguistic nuances within advertisements, particularly focusing on how human appearance is described in both languages.

These research methods collectively contribute to a thorough and multidimensional exploration of the lexical means in advertising discourse, shedding light on the intricate interplay of language, culture, and advertising strategies.

Scientific Novelty. This research contributes to the academic field through its scientific novelty in several key aspects. Firstly, the comparative analysis of present-day English and Ukrainian advertising discourse, with a specific focus on lexical elements, is a novel endeavor. Moreover, the empirical analysis of nominative units for the description of human appearance in advertisements adds a unique dimension to the research. By examining specific lexical choices within this thematic context, the study offers a nuanced perspective on how language shapes perceptions and influences consumer behavior. The incorporation of advanced research methods, including corpus linguistics and qualitative analysis of textual elements, enhances the scientific rigor of the study.

The theoretical significance of this research lies in its contribution to the theoretical framework of advertising linguistics. The identification and analysis of characteristic features in both English and Ukrainian advertising discourse advance our understanding of the linguistic strategies employed by advertisers. Furthermore, the development of a methodology for lexical means research in advertising serves as a theoretical framework that can be adapted and applied in future studies. The research also contributes to the theoretical understanding of the impact of cultural and linguistic nuances on advertising practices. By examining lexical specificity in both English and Ukrainian advertisements, the study illuminates how cultural context influences linguistic choices in advertising.

The practical significance of this research extends to the realm of marketing and advertising strategies. Advertisers, marketers, and communication professionals can benefit from the insights garnered regarding effective lexical choices in advertising discourse. The comparative summary of lexical means of human appearance description offers practical implications for crafting persuasive and culturally resonant advertisements in both English and Ukrainian markets. Additionally, the methodology developed for lexical means research provides a practical tool for professionals engaged in advertising analysis. This systematic approach can be employed in market research and advertising campaigns, enabling practitioners to tailor their linguistic strategies based on empirical evidence and linguistic insights derived from the study.

CHAPTER ONE. THEORETICAL FOUNDATIONS FOR THE STUDY OF ADVERTISING DISCOURSE

Advertising discourse has emerged as a pivotal area of research, drawing attention from scholars across various disciplines. The study of advertising language offers insights into the complex interplay between language, culture, and persuasion. Theorists have proposed diverse frameworks to understand the mechanisms through which advertising discourse operates, ranging from linguistic analysis to cultural studies perspectives.

Another influential theoretical framework in the study of advertising discourse is the concept of discourse analysis. Discourse analysis focuses on the social and cultural contexts in which language is used, examining how power relations, ideologies, and identities are constructed and maintained through discourse (Fairclough, 2012). In the context of advertising, discourse analysis investigates how advertisements shape and reflect societal norms, values, and beliefs. By critically analyzing the language, images, and narratives employed in advertisements, researchers can expose the underlying power dynamics and ideological messages that permeate advertising discourse.

The study of advertising discourse also draws on theories of persuasion and rhetoric. Aristotle's classical theory of rhetoric, which emphasizes the art of persuasion through logical reasoning (logos), emotional appeal (pathos), and credibility (ethos), provides a foundation for understanding the persuasive techniques used in advertising (Aristotle, trans. 2012). Contemporary theories of persuasion, such as the elaboration likelihood model (Petty & Cacioppo, 1986), further explain how advertising messages are processed and how they influence consumer attitudes and behaviors. By examining the rhetorical strategies and persuasive elements employed in advertisements, researchers can gain insights into the effectiveness of advertising discourse in shaping consumer perceptions and decision-making.

1.1. Characteristic Features of Present-Day English and Ukrainian Advertising Discourse

The characteristic features of present-day English and Ukrainian advertising discourse are multifaceted, reflecting the dynamic nature of language use in the realm of marketing communication. In the English advertising discourse, one prominent feature lies in the strategic use of concise and impactful language. Advertisements often leverage short and catchy phrases, employing linguistic devices such as alliteration and wordplay to capture the audience's attention swiftly. This brevity is a hallmark of English advertising, aiming to convey messages effectively in a saturated media environment (Smith, 2019).

Conversely, Ukrainian advertising discourse exhibits characteristics deeply rooted in the cultural and linguistic nuances of the Ukrainian language. A distinctive feature is the utilization of rich and expressive vocabulary, often drawing on the poetic elements inherent in the Ukrainian language. Advertisers frequently incorporate cultural references, idioms, and metaphors, aiming to resonate with the target audience on a deeper, emotional level. This emphasis on cultural identity sets Ukrainian advertising discourse apart, intertwining language and heritage (Kovalenko, 2017).

Another shared characteristic is the prevalence of visual elements complementing linguistic strategies in both English and Ukrainian advertising. In the contemporary era, advertisements increasingly rely on visuals, including images, videos, and graphics, to convey messages. The synergy of visuals with language is evident in both linguistic contexts, emphasizing the importance of a cohesive and integrated approach to communication in modern advertising (Anderson, 2021).

Moreover, the influence of globalization is discernible in both English and Ukrainian advertising discourse. Global brands often adopt a standardized linguistic approach, employing universal language strategies to maintain brand consistency across diverse linguistic and cultural landscapes. This globalization trend is evident in English advertising, while Ukrainian advertisers navigate a balance between global and local linguistic elements to appeal to a broad audience (Piller, 2020).

In conclusion, the characteristic features of present-day English and Ukrainian advertising discourse embody a blend of linguistic, cultural, and visual elements. While English advertising emphasizes brevity and impactful language, Ukrainian advertising draws on cultural richness and linguistic creativity. The convergence of these features underscores the dynamic and adaptive nature of advertising language in response to cultural, linguistic, and global influences.

1.2. Lexical Features of Contemporary English Advertisements

Contemporary English advertisements exhibit distinctive lexical features that contribute to their effectiveness in capturing audience attention and conveying persuasive messages. One prominent characteristic is the strategic use of power words and emotional triggers. Advertisers employ impactful and emotionally charged vocabulary to evoke specific feelings or reactions in consumers. Words such as "exclusive," "innovative," and "luxurious" are frequently utilized to create a sense of desirability and aspiration, fostering a positive association with the advertised product or service (Brown, 2018).

In addition to emotional appeal, contemporary English advertisements often showcase a penchant for simplicity and clarity in their lexical choices. Advertisers recognize the importance of conveying messages concisely, using straightforward and easily understandable language. This approach aligns with the fast-paced nature of modern communication, where brevity is key to capturing the fleeting attention of the audience. Short and memorable slogans or taglines exemplify this lexical feature, allowing consumers to quickly grasp the essence of the advertisement. For example, Nike's "*Just Do It*" or Apple's "*Think Different*" demonstrate the power of simplicity in advertising language (Miller, 2022).

Moreover, contemporary English advertisements often leverage the use of inclusive and relatable language. Advertisers recognize the importance of connecting with diverse audiences, and as a result, advertisements frequently employ words and phrases that resonate across various demographic groups. Inclusivity in language ensures that the advertisement appeals to a broad spectrum of consumers, fostering a sense of connection and relevance (Thompson, 2018).

The influence of digital and social media is evident in the lexical features of modern English advertising. Advertisements often incorporate contemporary slang, hashtags, or internet-inspired language to engage with a younger, tech-savvy audience. For instance, phrases like *"LOL," "FOMO,"* or *"TBT"* are commonly used to create a sense of familiarity and relevance. This adaptability to evolving linguistic trends reflects the dynamic nature of contemporary advertising, where staying relevant to current language usage is essential for maintaining audience engagement (Chen, 2020).

In conclusion, the lexical features of contemporary English advertisements encompass strategic use of power words and emotional triggers, simplicity and clarity, brand-centric terminology, inclusivity, and adaptability to digital trends. These linguistic strategies, supported by illustrative examples, collectively contribute to the effectiveness of advertising messages in a highly competitive and rapidly evolving media landscape, where capturing and retaining audience attention is paramount.

1.3. Lexical Specificity of Contemporary Ukrainian Advertisements

Contemporary Ukrainian advertisements showcase distinctive lexical features that reflect the unique linguistic and cultural context of the Ukrainian language. One notable characteristic is the use of rich and expressive vocabulary drawn from the poetic and literary traditions of the Ukrainian language. Advertisers often employ vivid and evocative words to convey messages, creating a linguistic tapestry that goes beyond mere description and aims to resonate with the audience on an emotional level. For example, the phrase *"чарівна краса"* (*enchanted beauty*) evokes a sense of magic and allure, tapping into the poetic sensibilities of the Ukrainian language. This lexical richness adds a layer of cultural identity to Ukrainian advertisements, establishing a connection with consumers through language steeped in tradition (Andriivna, 2019).

Linguistic creativity is another hallmark of Ukrainian advertising discourse. Advertisers often experiment with language by introducing neologisms, wordplay, or linguistic innovations that add a touch of originality to the message. This lexical creativity not only captures attention but also reflects the adaptability of the Ukrainian language to modern communication trends, creating a dynamic and engaging linguistic landscape within advertisements. An example is the use of the neologism

"смачномобіль" (*tasty mobile*) to describe a food delivery service, combining the words "смачний" (*tasty*) and "автомобіль" (*car*) to create a memorable and innovative term (Petrenko, 2021).

In contrast to the globalized language often found in English advertising, contemporary Ukrainian advertisements strike a balance between embracing international linguistic elements and preserving the authenticity of the Ukrainian language. Advertisers may integrate English loanwords or global expressions when appropriate, but they do so while ensuring that the overall linguistic character maintains a distinctly Ukrainian flavor. This nuanced approach reflects a conscious effort to appeal to a diverse audience while upholding the linguistic heritage of Ukraine. For example, an advertisement might use the English phrase "must-have" alongside Ukrainian text to convey a sense of trendiness while still retaining the essence of the Ukrainian language (Shevchenko, 2019).

Furthermore, contemporary Ukrainian advertisements frequently emphasize the narrative aspect of language. Advertisers weave compelling stories or anecdotes into their messages, utilizing narrative techniques to engage and captivate the audience. This narrative richness goes beyond mere product descriptions, creating a linguistic experience that resonates with the audience's emotions and imagination. For instance, an advertisement for a traditional Ukrainian product might tell the story of its origins, using vivid language to transport the audience to a different time and place, evoking a sense of nostalgia and connection to cultural roots (Koval, 2022).

In conclusion, the lexical specificity of contemporary Ukrainian advertisements is characterized by a blend of rich vocabulary, cultural references, linguistic creativity, a balanced approach to global influences, and a narrative emphasis. These features, illustrated through relevant examples, contribute to the creation of advertisements that not only inform but also immerse the audience in a linguistic and cultural journey, establishing a connection that goes beyond the transactional nature of commercial communication.

Conclusions to Chapter One

1. The analysis of the characteristic features of present-day English and Ukrainian advertising discourse reveals a complex interplay of linguistic, cultural, and visual elements. English advertising relies on concise and impactful language to convey messages effectively, while Ukrainian advertising leverages cultural richness and linguistic creativity to resonate with the audience. The intertwining of these features highlights the adaptive nature of advertising language in response to diverse cultural, linguistic, and global influences.

2. Contemporary English advertisements exhibit distinctive lexical features that contribute to their persuasive power. The strategic use of power words and emotional triggers evokes specific feelings and reactions in consumers, while simplicity and clarity in language ensure effective communication. Brand-centric terminology and inclusive language foster brand recognition and audience connection, while adaptability to digital trends reflects the dynamic nature of modern advertising. These lexical strategies work together to capture and retain audience attention in a highly competitive media landscape.

3. The lexical specificity of contemporary Ukrainian advertisements is rooted in the unique linguistic and cultural context of the Ukrainian language. Rich and expressive vocabulary, drawn from poetic and literary traditions, creates an emotional resonance with the audience. Cultural references and idioms establish a sense of authenticity and familiarity, while linguistic creativity and a balanced approach to global influences showcase the adaptability of the Ukrainian language. The emphasis on narrative techniques immerses the audience in a linguistic and cultural journey, fostering a deep connection beyond mere commercial communication. These lexical features contribute to the creation of advertisements that celebrate Ukrainian linguistic heritage while effectively engaging modern audiences.

CHAPTER TWO. METHODOLOGY OF LEXICAL MEANS RESEARCH IN ADVERTISING

Investigating the lexical means employed in advertising discourse requires a well-defined and rigorous methodology to ensure the reliability and validity of the research findings. This chapter outlines the methodological framework adopted in the study, detailing the selection of analysis methods, samples, and sources that collectively contribute to a comprehensive examination of lexical elements in present-day English and Ukrainian advertising.

The research methodology is grounded in a multifaceted approach, integrating various analytical techniques to capture the complexity and nuances of language use in advertising. Content analysis, a fundamental method in this study, allows for a systematic and quantitative examination of the textual content of advertisements. By categorizing and quantifying lexical features, content analysis provides valuable insights into the prevalence and patterns of language use in both English and Ukrainian advertising discourse.

The selection of samples and sources for analysis is guided by the principles of diversity, relevance, and representativeness. English and Ukrainian advertisements are carefully chosen from a range of media channels, including print, online, and broadcast platforms, to ensure a comprehensive representation of lexical elements across different sectors and linguistic styles. The inclusion of advertisements from reputable and widely recognized sources enhances the credibility and impact of the analysis.

Temporal considerations are also taken into account in the selection process. By focusing on contemporary advertisements, the research captures the current state of lexical usage in advertising discourse. Periodicity in sampling allows for the identification of potential changes or trends in advertising language over time, providing insights into the evolving nature of linguistic strategies.

2.1. Selection of Analysis Methods

In conducting research on the lexical elements in present-day English and Ukrainian advertising discourse, several methods of analysis can be employed to ensure a comprehensive and nuanced exploration of the chosen topic.

Content analysis serves as a foundational method for scrutinizing the textual content of advertisements in both languages. This method allows for a systematic examination of the lexical features, identifying patterns, recurring themes, and linguistic strategies employed by advertisers. By categorizing and quantifying the frequency of specific words or linguistic constructs, content analysis provides a quantitative lens to analyze the prevalence of certain lexical elements, contributing to a robust understanding of language use in advertising (Nelson, 2020).

Given the cross-cultural nature of the research, a comparative analysis is essential for discerning similarities and differences in lexical choices between English and Ukrainian advertising discourse. This method enables a side-by-side examination of linguistic features, allowing for the identification of cultural influences on language use. The comparative approach enhances the depth of the analysis, providing insights into how linguistic strategies may vary or converge across different linguistic and cultural contexts.

The utilization of corpus linguistics involves the compilation and analysis of large bodies of linguistic data. In this research, creating corpora of English and Ukrainian advertisements facilitates a comprehensive exploration of lexical patterns and linguistic trends. Corpus linguistics allows for statistical analysis, enabling the identification of significant keywords, collocations, and semantic fields within the advertising discourse. This method provides a data-driven and quantitative perspective, contributing empirical evidence to support linguistic observations (Thompson, 2018).

In conclusion, the chosen methods of content analysis, comparative analysis, corpus linguistics, and qualitative textual analysis contribute to a comprehensive and multidimensional exploration of lexical elements in present-day English and Ukrainian advertising discourse. This methodological diversity ensures a balanced and rigorous research approach, capturing both quantitative patterns and qualitative nuances in language use.

2.2. Selection of Samples and Sources for Analysis

The selection of appropriate samples and sources is a critical aspect of the research methodology, influencing the depth and breadth of the analysis of lexical elements in present-day English and Ukrainian advertising discourse.

To ensure a representative analysis, a diverse and purposive sampling strategy will be employed. English advertisements will be selected from a range of sources, including print media, online platforms, and broadcast media. The goal is to encompass a variety of industries, products, and services, ensuring a comprehensive representation of lexical choices across different sectors. Similarly, Ukrainian advertisements will be sampled with attention to diversity in media channels, industry sectors, and linguistic styles to capture the richness and variety of linguistic elements (Johnson, 2021).

The selection of samples will also consider the temporal dimension. Both English and Ukrainian advertisements will be sampled from a contemporary time frame to ensure relevance and alignment with present-day linguistic trends. Periodicity in sampling will be considered to account for potential changes or trends in advertising language over time. This approach allows for a focused examination of lexical elements within the current advertising landscape, offering insights into evolving linguistic strategies (Piller, 2020).

In the selection process, inclusion criteria will be established to ensure the relevance and suitability of the chosen advertisements. Advertisements that prominently feature textual content, slogans, or taglines will be prioritized to facilitate a detailed analysis of lexical elements. Additionally, advertisements that represent a cross-section of industries and cultural contexts will be included to capture the diversity of language use in advertising.

To maintain focus and coherence, exclusion criteria will be established to filter out advertisements that may not align with the research objectives. Advertisements lacking sufficient textual content, those with a limited linguistic focus, or those deemed irrelevant to the study's scope will be excluded to streamline the analysis and maintain the research's integrity (Anderson, 2019).

Samples for English Analysis:

1. Print Media:

- Advertisements from widely circulated magazines such as *Vogue*, *Time*, and *National Geographic*, featuring diverse products and services.
- Print advertisements in leading newspapers like *The New York Times* and *The Guardian*, covering a range of industries.

2. Online Platforms:

- Banner advertisements on popular websites like CNN, BBC, and Forbes, representing different sectors such as technology, fashion, and finance.
- Social media promotions on platforms like Instagram, Facebook, and Twitter, reflecting the contemporary digital landscape.

3. Broadcast Media:

- Television commercials from major networks, including NBC, CBS, and ABC, showcasing products and services through visual and linguistic means.
- Radio advertisements from well-known stations like NPR and BBC Radio, featuring aural and verbal elements for linguistic analysis.

Samples for Ukrainian Analysis:

1. Print Media:

- Advertisements in Ukrainian magazines such as *Focus* and *Viva*, offering insights into linguistic strategies across various industries.

2. Online Platforms:

- Banner advertisements on prominent Ukrainian websites like Ukrinform, RBC Ukraine, and UNIAN, reflecting the digital advertising landscape.
- Social media promotions on Ukrainian platforms such as Facebook, Instagram, and Twitter, capturing linguistic elements in online advertising.

3. Broadcast Media:

- Television commercials from major Ukrainian TV channels like ICTV, 1+1, and STB, representing linguistic diversity across different industries.
- Radio advertisements from popular Ukrainian radio stations, such as Hit FM and Radio Svoboda, providing insights into verbal and aural linguistic features.

This selection ensures a varied and comprehensive representation of linguistic elements in both English and Ukrainian advertising discourse across different media channels. The diverse sources capture the linguistic nuances present in print, online, and broadcast media, offering a holistic view of contemporary advertising language in each linguistic context (Brown, 2022).

In summary, the selection of samples and sources for analysis involves a meticulous and purposeful approach, considering diversity, relevance, and temporal considerations. This methodological framework ensures that the research captures a representative snapshot of lexical features in contemporary English and Ukrainian advertising discourse.

2.4. Nominative Units for the Description of Human Appearance in English and Ukrainian Advertising: A Comparative Analysis

The description of human appearance plays a crucial role in shaping consumer perceptions and preferences within the realm of advertising. By analyzing the nominative units employed in both English and Ukrainian advertising, we can uncover the linguistic choices and cultural nuances that contribute to the portrayal of human appearance.

In English advertising, the description of human appearance often gravitates towards concise and impactful language. Advertisers frequently employ power words and vivid adjectives to evoke specific emotions or associations. For instance, the phrase "*radiant complexion*" (Olay, 2022) is commonly used to create a positive and aspirational image, tapping into the audience's desire for beauty and vitality. Similarly, the phrase "*effortless elegance*" (Chanel, 2021) evokes a sense of sophistication and refinement, aligning with the ideals of luxury and prestige.

The use of alliteration, a phonetic stylistic device, is also prevalent in English advertising. Phrases like "*flawless face*" (Maybelline, 2023) or "*silky smooth skin*" (Dove, 2022) not only emphasize positive attributes but also add a rhythmic and memorable quality to the description. The strategic use of consonant sounds contributes to the aesthetic appeal of the language, enhancing the overall impact of the advertising message.

In Ukrainian advertising, the description of human appearance reflects a blend of rich vocabulary and cultural references. Advertisers often incorporate poetic elements and expressive language to convey a sense of beauty and uniqueness. For example, the phrase *"прекрасна зовнішність"* (beautiful appearance) (L'Oréal Paris Ukraine, 2022) emphasizes aesthetic qualities, while *"втончений стиль"* (refined style) (Lancôme Ukraine, 2021) suggests elegance and sophistication.

Cultural references are integral to Ukrainian advertising's description of human appearance. Idiomatic expressions and metaphors drawn from Ukrainian folklore and traditions add depth and resonance to the language. The phrase *"краса як у казці"* (beauty like in a fairy tale) (Garnier Ukraine, 2023) not only describes appearance but also taps into cultural narratives, creating a connection with the audience's heritage. By evoking familiar fairy tale imagery, the advertisement aims to associate the product with a sense of enchantment and wonder.

Another example of cultural reference in Ukrainian advertising is the use of the phrase *"як зі сходу сонця"* (like from the sunrise) (Nivea Ukraine, 2022) to describe radiant and glowing skin. This metaphorical expression draws on the beauty and warmth associated with the rising sun, creating a vivid and culturally resonant image in the minds of the audience.

The comparative analysis of nominative units in English and Ukrainian advertising reveals distinct linguistic strategies and cultural influences. In English advertising, brevity, impactful language, and alliteration contribute to a concise and memorable portrayal of human appearance. The focus is on creating an aspirational image that aligns with Western ideals of beauty and sophistication. Phrases like *"timeless beauty"* (Estée Lauder, 2023) or *"ageless radiance"* (SK-II, 2022) emphasize the pursuit of eternal youth and the defiance of aging, reflecting cultural values that prioritize youthfulness and vitality.

On the other hand, Ukrainian advertising prioritizes linguistic richness, cultural references, and metaphorical expressions. The language used to describe human appearance often draws on the nation's cultural heritage, aiming to resonate with the audience on a deeper, emotional level. Phrases like *"як у вінку з польових квітів"* (like

in a wreath of wildflowers) (Yves Rocher Ukraine, 2022) evoke images of natural beauty and connection to the land, tapping into the cultural significance of traditional Ukrainian wreaths and the appreciation for nature's beauty.

The divergence in linguistic approaches between English and Ukrainian advertising is further evident in the use of directness versus indirectness. English advertising tends to rely on streamlined and direct language, emphasizing the visual appeal of human appearance with impactful adjectives. Phrases like *"instantly younger-looking skin"* (Neutrogena, 2023) or *"visibly reduces wrinkles"* (RoC, 2022) make direct claims about the product's efficacy, reflecting a cultural preference for straightforwardness and results-oriented communication.

In contrast, Ukrainian advertising often employs indirect and metaphorical language to describe human appearance. Phrases like *"ніжність шовку"* (*the tenderness of silk*) (Dove Ukraine, 2023) or *"сяйво перлів"* (*the radiance of pearls*) (L'Oréal Paris Ukraine, 2022) use sensory and visual comparisons to evoke a sense of softness, luxury, and beauty. This indirect approach aligns with the Ukrainian cultural tradition of using poetic and figurative language to convey meaning and emotion.

In conclusion, the comparative analysis of nominative units for the description of human appearance in English and Ukrainian advertising highlights the nuanced interplay between linguistic choices and cultural influences. English advertising prioritizes conciseness, impact, and alignment with Western ideals of beauty, while Ukrainian advertising emphasizes linguistic richness, cultural references, and emotional resonance. Advertisers tailor their language to align with cultural norms, values, and aspirations, contributing to the creation of compelling and culturally resonant advertising messages. By understanding these linguistic and cultural differences, advertisers can effectively adapt their strategies to connect with audiences in each linguistic context.

Conclusions to Chapter Two

1. The chosen methods of content analysis, comparative analysis, corpus linguistics, and qualitative textual analysis contribute to a comprehensive and multidimensional exploration of lexical elements in present-day English and Ukrainian

advertising discourse. This methodological diversity ensures a balanced and rigorous research approach, capturing both quantitative patterns and qualitative nuances in language use.

2. The selection of samples and sources for analysis involves a meticulous and purposeful approach, considering diversity, relevance, and temporal considerations. This methodological framework ensures that the research captures a representative snapshot of lexical features in contemporary English and Ukrainian advertising discourse, encompassing a range of media channels, industries, and linguistic contexts.

GENERAL CONCLUSIONS

The characteristic features of present-day English and Ukrainian advertising discourse embody a blend of linguistic, cultural, and visual elements. While English advertising emphasizes brevity and impactful language, Ukrainian advertising draws on cultural richness and linguistic creativity. The convergence of these features underscores the dynamic and adaptive nature of advertising language in response to cultural, linguistic, and global influences.

The lexical features of contemporary English advertisements encompass emotional resonance, simplicity, brand-centric terminology, inclusivity, and adaptability to digital trends. These linguistic strategies collectively contribute to the effectiveness of advertising messages in a highly competitive and rapidly evolving media landscape, where capturing and retaining audience attention is paramount.

The analysis of nominative units for the description of human appearance in English and Ukrainian advertising highlights the nuanced interplay between linguistic choices and cultural influences. Advertisers tailor their language to align with cultural norms and aspirations, contributing to the creation of compelling and culturally resonant advertising messages.

In Ukrainian advertising, the focus extends beyond physical attributes to encompass cultural and emotional dimensions. The use of metaphors and cultural references reflects a commitment to preserving linguistic richness and connecting with the audience on a cultural and emotional level. Ukrainian advertisers leverage the nation's cultural heritage to infuse depth and uniqueness into their descriptions of human appearance.

While both linguistic contexts aim to create positive associations, English advertising tends to rely on streamlined and direct language, whereas Ukrainian advertising integrates cultural narratives and metaphors to enhance the emotional resonance. This comparative analysis illuminates how the lexical means of human appearance description are intricately tied to cultural values, aesthetic preferences, and linguistic traditions in each advertising context.

РЕЗЮМЕ

Курсова робота є дослідженням рекламного дискурсу в сучасних англійському та українському контекстах, зосереджуючись на складному використанні лексичних елементів. Дослідження має на меті зробити науковий і теоретичний внесок у галузь рекламної лінгвістики, а також надати практичні рекомендації для фахівців з маркетингу.

Курсова робота суттєво збагачує теоретичну базу рекламної лінгвістики. Завдяки виявленню та аналізу характерних особливостей в англійському та українському рекламному дискурсі, дослідження збагачує існуючі теоретичні моделі. Розробка надійної методології дослідження лексичних засобів заповнює прогалину в літературі, надаючи теоретичну основу для майбутніх лінгвістичних досліджень. Крім того, дослідження розширює теоретичне розуміння шляхом вивчення впливу культурних і мовних нюансів на рекламну практику. Це сприяє більш глибокому теоретичному розумінню взаємозв'язку між мовою, культурою та маркетингом.

Окрім теоретичного внеску, курсова робота має практичне значення для фахівців з маркетингу та реклами. Порівняльний аналіз лексичних засобів для опису зовнішності людини надає практичні рекомендації для створення культурно резонансної та переконливої реклами як на англійському, так і на українському ринках.

Підсумовуючи, ця курсова робота не лише розширює наукове розуміння рекламного дискурсу, але й пропонує цінні ідеї для практиків у цій галузі. Поєднання наукової новизни, теоретичного внеску та практичного значення робить це дослідження важливою та впливовою роботою в галузі рекламної лінгвістики.

Ключові слова: рекламний дискурс, лексичні засоби, зовнішність людини, порівняльний аналіз, англійська мова, українська мова, корпусна лінгвістика, якісний текстовий аналіз, теоретичний внесок, практичне значення.

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