

SECTION 1. PROBLEMS OF THEORY AND METHODS OF TEACHING FOREIGN LANGUAGES IN THE PROFESSIONAL FIELD

1.1 TYPOLOGICAL CHARACTERISTICS OF AN ADVERTISING SLOGAN: CONTENT COMPONENT AND COMMUNICATIVE TASK

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Abstract. The study of speech game in philosophical and linguistic aspects allows us to note that implemented by means of all language levels, speech play presents anomalous phenomena of language functioning, helps to understand the inherent in the language system and reflected in spoken language contradictions and ambiguities of language units. The use of language games in advertising texts, in addition to the actual pragmatic function, due to the intrusiveness of advertising, promotes a fairly rapid penetration of innovations in structure and semantics in everyday communication, replenishing the commercial lexicon of the average person. Accordingly, the importance of the advertising role as a socio-cultural phenomenon is undeniable, with the help of modern mass media it has a formative effect on the mass consciousness, becoming a mandatory component of the modern cultural world. It is necessary to give a typological classification of the advertising slogan, taking into account the definition of the genre, which should be understood as forms of texts characterized by stable features depending on the specifics of the project, type of presentation of the addressee, presence or absence of characteristic compositional features.

1. Introduction

Regarding the fact that the genre is a form that to some extent provides a way to convey certain information in particular conditions, representing a combination of meaningful (a number of generalized ideas about the nature of the author's attitude to reality within a typical idea), stylistic (structural features of the content) and situational components (extralinguistic typicality of the representation), we consider it possible to give such a typological classification of the advertising slogan as a genre-forming type of the text with an emphasis on one or another component.

The typology of advertising slogans taking into account the target tasks for advertising influence and psychological and communicative functions is presented in detail in A.D. Soloshenko's study [8].

The author classifies slogans depending on the functions performed by them at each stage of advertising communication (attention / perception - interest - understanding - memorization - persuasion - action) and taking into account the

main types of suggestion identifies almost fifty types of advertising slogans: protective, applicator, causative, evocative, selective, provocative, affective, attractive, argumentative, perlocutive, fascinative, identifiable, etc.

2. Communicative task

Analysing of existing works on the study of structural features of the advertising slogan [5; 3; 8; 2; 1] showed a sufficient degree of study of this topic and the lack of its difficulty in translation. Considering the multiplicity of existing criteria, we will limit ourselves to the main principles of the structural-syntactic classification, which presents the following types but are quite difficult in translation:

1. Advertising slogan-word:

- *Relax (Rover cars)*

2. Advertising slogan-phrase (syntagma), which includes various phrases (verbs, nouns, prepositions, etc., which, in turn, have their own division):

- *Just for the taste of it (Coca Cola)*

3. Advertising slogan-sentence also covers several types, which are divided into subtypes, such as:

3.1. by the nature of the attitude to reality, which is expressed there (affirmative, negative);

3.2. for the expression purpose (narrative, exclamatory, motivating, interrogative);

3.3. by the content (simple, complex, complex of different types, depending on the contracted sentence);

3.4. by the presence of one or two organizing centres (single (nominative) and double);

3.5. by the presence or absence of minor members (common, uncommon);

3.6. by the presence or partial absence of all the necessary elements of this sentence structure (complete and elliptical, which fall apart into incomplete with the omission of the subject and verbs-connections);

3.7. Advertising slogan consisting of several sentences.

The classification of advertising slogans, which is based on the criteria of the advertising object, includes:

1. *corporate slogans (corporate)*, advertise large companies and organizations that create their image;

2. *"a bill-matter slogans"*, slogans on posters that present the famous personality of the audience;

3. *fictional slogans*, slogans that promote movies and video content;

4. *political slogans*, slogans that promote politicians, political currents and groups.

3. Content component

We consider it possible to give the following classifications, in which the core is the nature of the author's attitude to reality within a typical concept, i. e. the substantive component of the genre concept:

1. Ambitious and aggressive. It attracts with its bright emotional colour and contains a challenge:

- *Give us 22 minutes and we'll give you the world (radio WINS Radio NY)*

2. Banal. It uses stable phrases and expressions:

- *Forever yours (Eastman Kodak Co. cameras)*

3. Entertaining. It uses various stylistic devices, including language play:

- *Eye it - try it - buy it! (Chevrolet cars)*

Based on the strategies of existing advertising schools, slogans can be classified according to belonging to the "School of creating a unique trade offer", "School of trade image", "School of consumer attention".

"School of creating a unique trade offer" Rosser Reeves presents logical conclusions, explanations, just statements about the uniqueness of the product or service, demonstrating the superiority of the advertised product over others, in connection with which the competing product fades against the advertised:

- *Nobody makes better tea than you and Five Roses*

The "School of Trade Image", created by David Ogilvy, strives to create a strong and memorable image and uses bright and visible slogans. Ogilvy names eight ways to create a brand of goods i.e. steps in the formation of the image:

1. Use of personal names:

- *Have you driven a Ford lately? (Ford Vehicles)*

2. Use of geographical names:

- *Ads work harder in the new Granada (Granada advertising agency)*

3. The use of neologisms:

(Name *Kodak*, invented by J. Eastman)

4. Use of initial abbreviations:

- *MGM means great movies (film studio MGM (Metro Goldwyn Mayer))*

5. Transfer of the company name to the product name:

- *Go well, go Shell (Shell motor oil)*

6. Introduction of foreign words that give the reclamation meaning (French words are often used in the name of perfumes and cosmetics, food):

- *Carte Noir. French for coffee (coffee Carte Noir brand)*

7. Name based on the lexical meaning of the selected word, which has positive connotations:

- *If it's got to be clean, it's got to be Tide (Tide washing powder from English tidy - neat).*

"School of consumer attention" uses various means to interest a potential consumer as the ambiguity of words, puns, rhymes, special graphics, play with colour, music, etc.:

- *How do you spell relief? - R-O-L-A-I-D-S (analgesic Roloids)*
- *Grace space ... pace (Jaguar cars),*
- *It beats as it sweeps as it cleans (Hoover Vacuum Cleaners).*

The classification based on the motive in advertising is based on the criteria developed by the American psychologist Abraham Maslow in his positive theory of motivation in the book "Motivation and personality", published in 1954, in which he proposed a classification of human needs and desires, which, in turn, can be seen as a set of factors that contribute to communication, which is advertising (Maslow 1999). Maslow's Pyramid is based on empirical data obtained both clinically and experimentally, and includes five basic needs, between which a clear hierarchy is established i. e. physiological needs, security needs, belonging and love, self-esteem and self-affirmation.

According to A. Maslow, it is necessary to first satisfy the "basic" need, then there will be the next, "higher", which will be a determinant of behaviour as quenching hunger, a person has a need for self-preservation, when self-preservation is provided relevant, a person begins to feel the need in love, then in respect, and finally in self-affirmation.

The hierarchy of needs proposed by A. Maslow is not comprehensive, but allows us to touch on some provisions of motivation, because the very existence of needs is taken into account in the practice of communicative influence [6, p.7].

This model is topical because it contributes to the understanding of many motives, concentrated in the advertising slogan:

- Physiological needs are related to the daily level of human existence and rarely become the subject of rational influence, there are more feelings, emotions, physical sensations. A well-known advertising postulate says: *"Sell not a piece of meat, but the smell of steak, hissing on the pan."* The influence here is directed on physical sensations, the direct sensory experience.

- The need for self-preservation, which is an important motivating force, involves rational and emotional motives i.e. security, reliability, confidence at the personal, domestic, social levels, the desire to be healthy, the motive of comfort and relaxation. Various social institutions use advertising to try to strengthen people's sense of confidence and security. In addition to safety, the need for self-preservation includes the motive of health, and in advertising it affects not only those who are ill, but also those who want to maintain good health.

This motif is also leading in the advertising of food with an emphasis on quality, in the advertising of hygiene products (healthy teeth, healthy hair, healthy skin, etc.), various publications, institutions designed to promote and maintain health, sporting goods, certain types of clothing, tourism. Closely related to the need for health is the need for comfort.

- The motive of comfort and rest is a natural human need, and therefore in the texts of advertising produces a strong influential effect. Advertising of household appliances, household items, furniture, cars and so on is based on this motive.

- The level of need for love includes, on the one hand, the need for commitment and love relationships, and on the other hand, the need for spiritual intimacy, the desire to communicate, care for parents and children, their protection and creating an atmosphere of confidence.

This motive is also key in the texts designed to determine belonging to a certain group, the themes of which are the ownership pride, manner of dress, life values and aspirations and luxurious cars. The need for love is actualized in the texts of advertising with a sexual motive, which implies that when using the advertised product or service, the attractiveness of the recipient for the opposite sex will increase. This motif is widely used in advertising clothing, toiletries, cosmetics, perfumes, jewellery.

The need for self-esteem and self-affirmation, especially in the eyes of others, appear in the advertising of goods of prestigious brands, buying which, the recipient, in addition to gaining visible benefits, increases self-esteem and status in the eyes of others. The motive of self-affirmation is actualized mainly in image advertising, in advertising of brands that represent not essential goods, but premium goods, mainly jewellery, expensive watches, drinks, cars and so on.

4. Survey methodology

The motivational side of advertising communication is the relationship between the motive of the sender of the advertising message, which is to manage the activities of the recipient, and the motive of the recipient, which is to meet the life needs.

According to the leading incentives that underlies the advertising message, slogans can be divided into:

1. Rational, which includes facts, figures, indicators, characteristics that they are easy for translation;
2. Sensitive, evoke feelings, emotions, sensations that are sometimes quite difficult in rendering to the target language.

With regard to advertising slogans, it can be seen that the advertiser is given the opportunity to realize their communicative intention in several ways. Communicative tasks of the slogan, the psychological basis of its impact on the recipient and the peculiarities of the language functioning are in some connection.

The realization of the intention of the addressee in the process of generating the slogan is associated not only with the whole background, which determines its semantic quality, but also with the achievement of the goal, the ultimate effect of which is to establish mutual understanding between communicators, actions that may follow in accordance with the content of the communicative act. According to the differences in the language design of advertising slogans can be divided into several groups:

1. Slogans-advice (disguised as advice-statements);
2. Slogans-judgments;
3. Slogans-presentations.

Slogans in the first and second groups are motivating language acts, but not all of them are characterized by the same degree of motivation.

5. Findings

In the first case, the addressee, encouraging the consumer to take pleasant action, implicitly encourages him/her to make a purchase of goods, i.e. to act in accordance with pragmatic guidelines.

Otherwise, the advertiser avoids an open call. This slogan contains explicit information about the uniqueness of the proposed product in comparison with similar products from other companies. Obviously, such slogans implicitly contain a call, an incentive to buy the product.

The third group of slogans is characterized by a structure when the name of the product is adjacent in the form of opposition to a special kind of explanation, which is often metaphorical. With such a construction, the whole slogan acquires the character of some definition. The synonymic relationship is artificially established between the left and right parts of the slogan.

According to the author's idea and extralinguistic typicality of the idea, slogans can be divided into three categories:

1. company slogan (corporate / institutional) which is translated with the help of literal translation;
2. slogan of the advertising campaign which is translated with the help of literally translation;
3. slogan associated with the offer of a particular product or service which is translated with the help of word-for-word translation.

Each of them has specific characteristics. The company's slogan is in principle not subject to change. It is part of the company image, and its change is a change of image, usually undesirable. The company slogan seems to express its "philosophy" or emphasizes the dignity of the product produced by the company:

- *Think Different.* (Apple)
- *DHL. We Move the World* (DHL delivery service)
- *L'Oreal. Because You're Worth It.* (cosmetic company L'Oreal Paris)

The brand slogan often acts as a company logo, constantly retaining its graphic form, or the logo appears in the form of a company logo, emblem, where the company slogan is often either suits this image, or is next to it and is rendered directly.

The slogan of the advertising campaign and the trade slogan are very close to each other. The difference is that the slogan of the advertising campaign applies to the entire campaign, as if giving it a "title".

A trade slogan is directly related to a specific product or service. These types of slogans are used as the title of the advertisement or the commercial.

According to the duration of use, slogans can be divided into strategic and tactical. The first are designed for the long term or even for as long as the brand exists.

The use of the latter is associated with positioning adjustments, seasonal changes (sales, new collections) and etc. A tactical slogan does not necessarily "cancel" a strategic one. According to marketers, if the strategic slogan does not change for about ten years, it works even without the brand name and logo, continuing to live in everyday language. In such cases, consumers themselves involuntarily "continue" the campaign, becoming a kind of advertising media.

6. Conclusions

Summarizing the above, we can say that the advertising slogan has the following requirements:

- should fit organically into the corporate identity of its owner and contribute to the formation of its image;
- should take into account the peculiarities of the client market of the company, the target audience, be clear and close to it;
- should be original and good to remember;
- should have an intense emotional colour;
- should correspond to the lifestyle, the system of values that have developed at the time of its use.

The slogan is designed to simulate some elementary situation of the denotative sphere, ideally it can become a sign of the situation in the minds of consumers. In this case, it acquires a certain viability, which fully contributes to the intentions of the addressee.

The successful implementation of the pragmatic attitude of the advertiser is greatly facilitated by the use of various rhetorical techniques in advertising slogans.

Thus, despite the conciseness of the form, the advertising slogan is the most important architectural component of the advertising message. It contains expressive and evaluative information, has a powerful emotional impact, is widely used by the advertiser as a means of language influence.

The advertising slogan has the main stylistic features, such as conciseness, clarity, clear rhythmic organization, as well as such extralinguistic characteristics as frequent repetition, seriality, which allows us to conclude that it belongs to the class of verbal texts used in similar communicative contexts and has borders of variability and use, common structure and performed communicative function. The considered types of slogans, combined with subject-content characteristics, form the basis of the advertising slogan genre based on their own structural-compositional and stylistic features, designed to ensure the implementation of communicative and pragmatic functions in the advertising campaign. So rendering advertisement contains some difficulty in expressing the meaning.

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