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УДК 81

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ЯЗЫКОВОЙ ИГРЫ
В АНГЛИЙСКОЙ И РУССКОЙ РЕКЛАМЕ

Посвящено изучению коммуникации и языка СМИ. Отмечено, что коммуникация в сфере рекламы полностью влияет на коммуникацию людей в обществе, поддерживает и развивает двустороннюю коммуникацию между производителями и потребителями, промышленными предприятиями и государственными учреждениями, а также лидерами сообщества. Рассматриваются возрастающая роль рекламы как вида продвижения в жизни современного общества, расширение сферы действия и появление новых видов рекламы. Проводится комплексный сравнительный анализ английских и русских рекламных слоганов.

Ключевые слова: языковая игра, реклама, СМИ, коммуникация, лингвистические приемы.

Mohamed Alsadig Hamid Musa

COMPARATIVE ANALYSIS OF LANGUAGE GAMES
IN ENGLISH AND RUSSIAN ADVERTISING

The article is dedicated the study of communication and the language of the media. However communications in the field of advertising fully influence the communication processes of people in the community, support and develop “two-way communication between producers and consumers, industrial enterprises and government agencies, as well as community leaders.” As well as the information about an individual product advertisement which is effective only when the form and content “mobilize”, as you can imagine, caused by the reaction or designers do, this is facilitated by techniques developed by advertising. Thus, my main concern of this study is due to the increasing role of advertising as a type of promotion in the life of modern society, the expansion of the scope of functioning and the emergence of new types of advertising; the need, in connection with the foregoing, a comprehensive comparative analysis of the English and Russian advertising slogans.

Keywords: language game, advertising, media, communication, linguistic techniques.

Introduction

For the first time, the term “language game” was used by Ludwig Wittgenstein, who associated with this phenomenon the use of language in the corresponding sphere of communication, however, the ability to use language means taking into account the function that they perform (communicative, expressive, appellative, etc.) and understanding the speaker’s role as a participant in a communicative act in achieving the goal of communication [11, p. 1291]. In general, a language game should be understood as a deliberate violation of linguistic norms, the rules of speech communication, as well as distortion of speech clichés in order to give the message more expressive power. However, using language games in the sphere of marketing and advertising is also characterized by competition, since this is one of the areas of fierce competition in which victory goes not only to the one whose product is better, but also to the one who can better present it to the public [12, p. 131]. Professionally, creating advertising implies innovative means and it is a free activity [16; 17]. Advertising creates a special festive atmo-

sphere around the product, it plays out the merits of the product in images and words. The advertiser often offers a set of characters and situations as a new play environment for the consumer. Thus, advertising takes the product out of the ordinary use of producing, purchasing and sales.

Statement of the Problem

The increased interest in advertising has caused, in turn, researchers’ interest in the main product of advertising - the advertising text and, accordingly, the language of advertising. The article consists the conduct of comprehensive study of linguistic gaming techniques in Russian and English advertising texts, as a result of which the specificity of mechanisms for the implementation of linguistic gaming techniques within the advertising text was determined [13; 18; 19]. For the first time, a comparative analysis of similar language techniques in Russian and English advertising texts were carried out, during which there were cases of cross-language parallelism in both languages. The author will shed a light on the similarities and peculiarities between the techniques used in the Russian and English advertising texts.

Background

The modern language situation is characterized by the desire of using games and gaming techniques in almost all areas of literature. In advertising, gaming techniques express the utilizing of language game techniques when creating advertising texts to attract consumers' attention. The intensity of the use of language game techniques and their diversity in modern advertising texts indicate an increase in creativity in both the whole language and the advertising language.

The advertising language is not only a system of linguistic and extra-linguistic means of expression, but it's a subject of the rules of mass communication, and the general literary rules, but also a language structure that shapes the perception of certain information by the addressee, taking into account the sociolinguistic, psycholinguistic, and lingo-cultural characteristics of the surrounding environment, in which the given advertisement or slogan exists. In the language of advertising, a violation of the language norm may be allowed, if necessary to enhance the impact.

Purpose and Methodology

The purpose and aim of this study is to focus on language games in English and Russian advertising with respect to comprehend for the purposes of humor and/or for purposes of persuading a customer and to provide the scholars with a comprehensive and integrated overview of academic research 'carried out comparative studies of language games in advertising and its impact on the consumer. By using analytical-empirical method, method of observation and descriptive-comparative method.

Material Sources and Analysis

Authentic, factual and practical materials have been taken from modern Russian and English newspapers and magazines,

advertising catalogs, broadcast on radio and television, published on the Internet and outdoor advertising.

Advertising is a means of marketing communication between the manufacturer, distributor and consumer, it is a dialogue through which the seller expresses his intentions to sell the goods, and the buyer is interested in purchasing it. In a broad sense, the concept of advertising includes:

- The study of consumers, goods or services to be advertised.
- Setting strategic planning in the sense of setting goals, defining the boundaries of the market, ensuring appropriateness and creativity and the use of advertising media.
- Making announcements, including writing text, preparing a layout, decoration, and their production.
- The study of the necessity and feasibility of using advertising in one form or another for specific marketing purposes.
- Production of promotional products and promotional events.
- Analysis of the promotion of advertising through various channels and the study of the specifics of its perception by individual groups of consumers [9; 14].

In the modern world, advertising has become an integral part of our lives. The main objectives of advertising can be grouped as follows: prestigious, which are manifested in the formation of the image of the product and the image of the company; commercial, which include the promotion of sales, the search for profitable partners.

The main goals of advertising:

1. Informative – a generalization about the existence of the product, familiarization with its main properties, parameters, information, where and at what time the product is sold.
2. Psychological – the impact on the sense of self-esteem, prestige, attitudes and preferences of consumers, their aspirations.

3. Stimulating – a reminder, an incentive to purchase, establishing contacts, etc. [10;15].

The slogan should be not only memorable, but also fresh and unbroken. Then it will attract attention, interest the buyer, and highlight the product among competitors. The slogan, such as the headline, is read more often, so it should be unexpected, to impress the reader. Best of all, if it is an original perspective of something familiar [1; 2].

The language of advertising slogans is characterized by a number of specific features. Structurally, the slogan can be distinguished as informative and emotional components. The information presented in the slogan may affect different characteristics of the product. This may be the type of advertising object: Carlsberg – probably the best beer in the world; Distinctive product quality: Satellite and GSM combined. At least you maybe truly mobile; product addressee: Libero – the best friend of your child; use efficiency: You can. Cannon.

The ideal slogan firmly settles in the minds of consumers and arouses direct associations with the advertised product among the target audience. Moreover, these associations will certainly contribute to the purchase of the product. The advertising slogan is designed to solve the most difficult task: to form and stimulate demand. The purpose of advertising communication carried out through the slogan is to translate the quality of goods and services into the language of customer needs and requests, highlight the uniqueness of the proposal and interest the target audience [3; 4].

The slogan may indicate the features of the functional characteristics of the goods («Вы нажимаете на кнопку, все остальное мы делаем сами» – the slogan for advertising Kodak cameras, «“Санорин” – сила эвкалипта против насморка») or the best quality of goods and services in their product may be stated in («Чай “Ахмад”. Удовольствие высшего качества»).

The main benefits for the consumer can be given «Отпусти свою тревогу!» – slogan «Афобазол», a means of eliminating anxiety, «Чтобы двигаться» – shoe advertising.

The slogan may directly reflect the positioning of the product on the demographic, social, professional or other basis of consumers: «Gillette. Лучше для мужчины нет», «MilkyWay – только для детей», «Новое поколение выбирает Pepsi».

As the main motive, high goals and company philosophy can be declared: «Хорошо там, где мы есть» (Samsung), «Разумно и просто» (Phillips slogan).

One of the fashionable approaches is the creation illusion in the slogan of the proximity and contact between the company and the consumer. «Мы заботимся о вас и вашем здоровье» (Johnson & Johnson), Wella. Вы великолепны». In this case, the slogan can even be built as a statement on behalf of the consumer: «Tefal. Ты всегда думаешь о нас», «Макдональдс. Вот, что я люблю». The slogan can convey the features of emotional positioning: «Радость от движения» (BMW slogan) [5; 6].

A pun is when there is harmony, double meaning or rhyme. Examples of slogans:

- Ваш Сіті никогда не спит.
- Вольному – Volvo.
- «Ярпиво». Больше позитива.
- «Миф». Чисто идеально и цена реальна.
- От Парижа до Находки Омса – лучшие колготки.
- Salamander. Каждой паре по паре.

Successful slogans are not only easy to remember and become part of the language environment, but they are also actively changing it.

Examples of the most successful advertising slogans can be:

- “Impossible is nothing” – «Невозможное возможно», компания Adidas.

- “Just do it” – «Просто сделай это», Nike.
- “Nokia. Connecting people” – «Nokia. Соединяя людей».
- «Будущее зависит от тебя», Мегафон.
- “Life’s Good” – «Жизнь хороша», LG.
- “I’m lovin’ it” – «Вот что я люблю», McDonald’s.
- Яндекс. Найдется все; МТС. На шаг впереди.
- Билайн. Живи на яркой стороне!
- Bountu. Райское наслаждение.
- Ikea. Есть идея, есть Икея!

The combination of different language game techniques has become a common occurrence of advertising text, which also contributes to the maximum achievement of advertising goals [7; 8]. One advertising slogan can have several specific features, from the phonetic to the stylistic level. As a rule, the more original and effective the slogan, the greater the demand for the advertised product. Most often, at present, the slogans began to come up with not only advertising food products, clothes or cosmetics, but some kind of slogans and slogans began to appear for stationery, toys, medicines, transport, etc.

Conclusion

The variety of language techniques in the advertising language indicates the formation of special technologies for creating an advertising text. A number of gaming techniques have gained steady use in the language of advertising. The language techniques used in the advertising language are very diverse: from semantic tropes and stylistic figures to graphic selections based on a word, phrase, sentence, or the whole text and precedent phenomena. This language situation indicates the variety of techniques used to create an effective advertising slogan;

The combination of different language techniques has become commonplace for their implementation in the advertising text, which also contributes to the maximum achievement of advertising goals, specifically.

Enhancing the expressiveness and creativity of the advertising text, not only by one, but several language gaming techniques that can be used simultaneously: phonetic, lexical, morphological and graphic; the use of a large number of language gaming techniques for creating interesting and eye-catching advertising is determined by the consumers’ need and desire.

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