

The Role of Modified Language Units in Advertising

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The development of the traditional mass media and the appearance of new ones, the formation of phatic communication and electronic literature influence system characteristics of a language. Advertising is the part of the mass media discourse. Advertising discourse shows the modern language and culture state of the society; it is remarkable for manipulating, that is the orientation toward purposeful controlling over recipient perception [1]. The advertising language is the same natural language with its all manifold expressive means. Its difference from other discourses (coherent texts with pragmatic, social cultural, psychological factors) consists in the sphere of practical and communicative aims and tasks which are reflected in principles of choice of grammatical and lexical units, stylistic devices; particular syntax, the organization of printed material, the usage of different sign systems elements, structuring, and organizing linguistic means.

The objective of the paper is to analyze language means, mainly precedential phenomena (their types and functions), from the viewpoint of pragmatics in modern advertising discourse.

Advertising is a social product which cannot help reflecting the tendency to globalization that characterizes present-day society. The general characteristic of advertising texts at the language level is using diverse syntactic-stylistic tools of expressiveness: tropes, stylistic figures, phraseological units etc. Figurative language means make the advertising text vivid and modernized. Cultural specific character can be reflected in using precedential phenomena. The term “precedence” actively used in theoretical and applied linguistics may be interpreted as a system of some associations and feelings aroused by this or that collection of cultural values of material or spiritual world in the consciousness of certain linguistic cultural community representatives; this system of associations and feelings impels to use cultural values in communication. Precedential phenomena may be defined as phenomena that are known to the considerable part of representatives of lingual cultural community; relevant in cognitive aspect; currently used in the speech of this community. They make any text expressive because such phenomena are aimed at language playing of various kinds.

There are classifications based on the source where precedential phenomena are taken from [2–4]. We suggest the following classification: 1. Poetry and fiction (including Bible texts, mythology, folklore); 2. Phraseological units (all of them are sure to be of more than one word and reproducible: idioms, proverbs etc.); 3. Feature films and cartoons; 4. Background knowledge from the sphere of culture, science and history: pieces of music, painting, historic events and etc.

Publicity gives preference to modified language units in order to attract and amaze the customers. Successful usage of modified precedential phenomena in publicity texts is due to semantic and evaluative associations generated by their stable images. There are two kinds of transformations: semantic and structural-semantic. The most typical occasional modifications are double actualization (semantic transformation); insert, component substitution, contamination (structural-semantic).

The computer program Statistical Package for the Social Sciences was used for the statistical data processing of the questionnaire including semantic and structural-semantic transformation types of precedential phenomena. According to recipients' answers semantic transformations possess stronger emotional appeal, memorability and stimulation force than structural-semantic ones (Figure).

On the whole, advertising uses a wide range of expressive means at all language levels, transformed precedential phenomena should be high on the list of these means.

Modified language units, namely precedential phenomena, taken by means of the successive selection from the popular Russian and English language newspapers and magazines (2000–2010) were interpreted with the help of descriptive method, contextual and pragmatic

analysis, the usage of comparison, generalization, and classification means. While selecting and analyzing the material, the data of idiom, proverb, quotation and popular expression dictionaries were used.

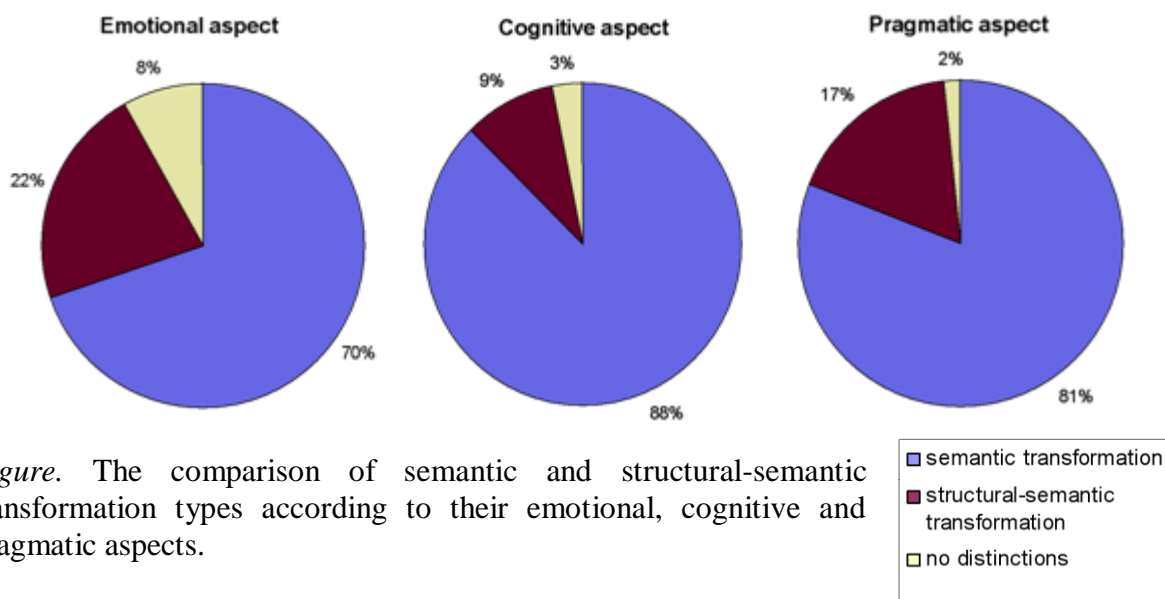


Figure. The comparison of semantic and structural-semantic transformation types according to their emotional, cognitive and pragmatic aspects.

References

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