

*Abstract*

The article is about the linguistic aspects of advertising in English and in American style. In article we showed the example for linguistic aspects.

*Key words:* linguistic aspect, English, communicative tasks, complex constructions.

In the United States and other industrially developed countries, the term “advertising” (s) is also reported by the sponsors to the participants of the campaign, prestigious events, aimed at achieving a benevolent public attitude, - PR or public relations (public relations, PR), as well as a rapidly developing specific area of advertising activity, the essence of which is in direct relations produced Consumer with the consumer - direct marketing (direct-marketing) [1].

In domestic practice, in contrast to Western, the concept of advertising is wider. It includes exhibitions, commercial seminars, packaging, printed products, the distribution of souvenirs and other means of stimulating trade.

From a philological point of view, advertisements represent a special field of practical activity, the product of which is verbal works - advertising texts.

Communication between advertising texts and the potential recipient takes place in special cognitive conditions, characterized by a minimum of attention and concentration, parity of the analysis, fragmental perception and the inadequacy of the reader. Structural and informative construction of the text should be implemented in such a way as to maximally simplify the understanding and remembrance of the information of the advertising text.

A wonderful text has a number of communicative tasks, the most important of which is to create a positive image of the advertised product, a positive attitude to this product. This is impossible without a clear structural organization of advertising text, all parts of which perform their specific functions.

The most striking and interesting technique in advertising is the use of various linguistic means. A well-known text, on the one hand, should appeal to the recipient (potential buyer), look like it would be more harmless, and on the other hand, skillfully mask the true intentions of the advertiser, be attractive, understandable and readable.

In modern advertising texts, various means are used for almost all language levels: graphic, phonetic, lexical, grammatical and syntactic. At the graphic level, as the main manipulative means, there are violations of orthographies, duplication of letters, use of various fonts and elements that replace letters or whole concepts, violation of punctuation [2].

An effective slogan supports, in the minds of the target group of consumers, the motivating idea that was laid out in the brand.

Complex constructions make phrases difficult to understand and remember. A well-defined motto must merge with the consumer's consciousness and evoke bright, emotional associations with the brand in the recipient. He must “communicate” with consumers in the language in which they communicate with each other.

The described verbal units can and should have the following rhetorical characteristics:

- the effect of the hidden dialogue;
- language game;
- rhythmic and phonetic repetitions;
- brightness [3].

Foreign researchers identify two of his important goals:

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ensuring the continuity of advertising campaign;  
the reduction of key advertising information to a short, easily remembered phrase [4].

In one of the comparative studies, 64 slogans were analyzed. It was found that the average length of the slogan is equal to 6.4 words. Slogans consisting of 5 words are especially popular, and the coefficient of variation is 4.19, that is, variability is very low, and there is almost no dispersion - a large part of slogans consist of 5-6, maximum 7 words [5].

Classification of advertising slogans.

You can classify slogans for several reasons:

a) depending on what is advertised, they can be separated into branded and merchandise;

b) according to the duration of use, the slogans are divided into strategic and tactical. The first ones are calculated for a long time or even for the whole time, while there is a brand. The use of the second is associated with the adjustment of positioning, seasonal changes (sales, new collections), etc. According to marketing experts, if the strategic slogan does not change in the order of ten years, it works even without the name of the brand and logo;

can be distinguished slogans with a rational and emotional accent;

the emphasis can be made on the personal qualities of the product, and it is possible to compare with competitors and show differences [6].

Among the authors of advertising texts there is the so-called professional jargon - words and phrases that provoke reaction. These include: new, free, present resent, declare, mystery, secret, magic, mother, economy, guarantee, more, cheap, better, super, now, first, revolution, unreal and more [7].

Of particular importance are those syllables, the essential part of which are not explicitly expressed, but are implied and, therefore, have to be added by the reader. One of the most interesting rhetorical methods of this type is the reception of a conditional replica. The term "conditional replica" implies such a method of constructing a slogan, in which the phrase looks like it is pulled out of the dialogue, sometimes as an answer to some question or replica in the dispute ("I love it!"). Such phrases give advertisements a situational understanding, lead the consumer himself to fill the meaning that is included in them; they immediately immerse the consumer in the current dialogue, in his culminating part [8].

Informative texts should be simple and concise. The reminders are short. Inspiring texts should contain a multiple repetition of the name of the product. Persuasive texts in emotional form focus attention on the merits of the product.

The creation of imaging

Idioms (phraseological units with a completely rethought meaningful of syntactic integrity) help create a pattern that is the central means of influence on the recipient. In the perception of the advertisement text, the main thing is the reaction to the image, which will remain in the memory of the perceiving advertisement. The main purpose of the language of advertising is the ability to make an impression, leaving a vivid emotional trace about the text. Reason is also created at the expense of the semantics of words, from which they are connected with what emotions. The strongest feeling is pages, and at the expense of amplifiers - awfully, terribly a strong impression of phrase is created [11].

The use of verb

The semantic-communicative task of the text of the ad is a call to action, which results in the predominant use of the voice (in the form of an impediment) compared to other parts of speech. Also used is the joint action design - let - Let's do things better (a well-known advertising slogan of Philips)

The study of English advertising texts shows that the most frequently used in the impersonal headlines include the following: Buy, try, ask, get, see, call, feel, taste, watch, smell, find, listen, drive, let, look, drink, do, discover, start, enjoy [12].

For example: your lips a double infusion of color. (Estee Louder).

The use of personal and possessive pronouns.

The convincing tone of advertising (which is also characteristic of Russian advertising texts) is often based on the successive application of the following communication model: “We, our” - to denote the advertiser, “you, your” - to apply, for the promotion of the advertiser, “you, your” - for applying, for the designation of the advertiser, “you, your” - for applying, for the designation of the advertiser, “you, your” - for applying, for the designation of the advertiser, “you, your” - for the treatment of the reader, to designate the advertiser, “you, your” - for the treatment of the reader, to designate the advertiser, “you, your” - for the treatment of the reader, to designate the advertiser, “you, your” to apply, for the adherence for reference to possible competitors, for example: own car. Your own phone. Your own place. Your dad's insurance? (Nationwide Insurance)

Nominative proposals.

Widely distributed in the plan of use in advertising texts are nominative sentences. In terms of its communicative function, the nominative sentence is a statement about the presence of the subject or phenomenon in the sentence. The main task of advertising text is to attract the attention of the audience to a particular product, product, object or event through a relatively short message. Laconism and expressiveness of nominative sentences correspond to the fulfillment of this task, which causes their frequent use in advertising texts [13].

Especially characteristic of advertising texts is the design in the form of nominative naming of a product, company or brand issuing a product. For example: Pasha Cronograph. The Art of Being Unique.

These advertising messages consist of two nominal sentences, the first of which is the name of the advertisement of the watch brand. These advertisements, in spite of their conciseness, are very vivid and memorable thanks to the introduction of the name of the goods into a separate proposal and sufficiently unconventional graphic design.

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