

професійного саморозвитку: тематичний збірник праць семінару-тренінгу соціальних педагогів закладів освіти / упоряд. А. А. Волосюк; за заг. ред. Т. В. Абрамович. Рівне: РОІППО, 2014. 20 с.

7. Ігнатюк О.А. Компетентнісний підхід в організації підготовки здобувачів освітньо-наукового рівня «доктор філософії» усіх спеціальностей технічного університету до педагогічної діяльності. *Компетентнісний підхід в освіті та професійній діяльності*: Всеукраїнська наук.-прак. конф.: 14-20 квітня 2018 р.: матеріали. - Харків: ХНУ ім.В.Н.Каразіна, 2018. С. 74-76.

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Linguistic features of english advertising texts and slogans

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In the simplest sense, the word advertising means «to attract attention», notifying or informing the potential buyers. If you want to tell people a lot of about something, you need to advertise with a public announcement. It is certain that the language of advertising affects people and their behavior. Advertising should attract the attention of readers and impress them in a very limited time and space. Therefore, the language of advertising should be attractive and easy to remember. The language of advertising is characterized by the function of attracting attention so that buyers buy a product or service. But this is not the only function. The language of advertising can also entertain, inform, misinform, excite or warn [3, p. 17]. Appealing to recipients and persuading them to buy is often hidden or accompanied by other functions, such as descriptive, narrative, expressive or poetic, and aesthetic functions of language.

The descriptive function of advertising texts is performed only in a few cases. Narrative elements are fundamental to so-called advertisements, where pseudo-users report their experiences of using the product. The language of advertising acquires an

expressive function when the sender of the message, for example the company that advertises its products or services, makes statements about its history, philosophy and vision. A fully written advertisement consists of five parts: the title, the main text, the slogan, the trademark and the illustration, the first three of which are oral and the other two are non-verbal. Among the linguistic and stylistic features of advertising text that distinguishes it from other functional language styles, we can highlight:

- expressiveness of language as a means of attracting the reader's attention;
- high degree of standardization of language means used;
- use of phraseology and idiomatic vocabulary (as well as: word games, puns, proverbs and sayings);
- use of other stylistic means, techniques and figures of speech (figurative comparison, hyperbole, metaphor, metonymy, allegory, etc.).

Since these language features mainly determine the specifics of the translation of advertising text, the translator must be familiar with them before starting to work on the translation of the text. There are four main features of successful advertising [1, p. 22]:

1. *Attracting attention.* Advertising should attract attention and arouse interest. At the linguistic level, this can be achieved by using incorrect spelling, neologisms, puns, rhymes, semantic deviations and placing the language in an inappropriate or unorthodox context. An example is the slogan of Carlsberg, which is quite loud and clearly arouses the interest of potential buyers: ***Probably the best beer in the world.***

2. *Readability.* As soon as advertising has been able to attract the reader's attention, this interest must be maintained, always keeping in mind that the reader is looking for quick and easy information. Therefore, the style of advertising is mostly colloquial, using simple and familiar vocabulary. Moreover, phrasal verbs, idioms and abbreviations are characteristic features of advertising language, which indicates its strong degree of colloquialism. An example of a simple and clear advertising appeal is the slogan of the McDonalds fast food chain: ***I'm lovin it.***

3. *Ease of memorization.* The message of the ad must be remembered by the recipient. Repetition is one of the most common techniques used in advertising to achieve this. Moreover, the constant repetition of slogans, brands and product names equally helps to remember the product and related advertising messages. For example, here is the advertising slogan of the sportswear and footwear brand Nike: ***Just do it.***

4. *Truthfulness and accuracy.* Advertising must not contain inaccurate or misleading statements, illustrations, hidden statements about the product or service. An example of such advertising text is the slogan of the M&M's brand: ***Melts in your mouth not in your hands.***

The language of advertising often contains techniques similar to techniques in poetic texts, such as rhyme, rhythm, alliteration and assonance. This ensures that the recipient of the ad remembers the text better and remembers it at the right time. An example of the use of rhyme is the slogan of the company-manufacturer of animal feed Eukanuba: ***Eukanuba gives their teeth the strength they need.*** Alliteration is a literary technique in which consecutive words, more precisely stressed syllables, begin with the same consonant sound or letter. An example of the use of alliteration is the slogan of the watch brand: ***Performance. Prestige. Passion for Innovation.***

Thus, advertising text is a type of text that has its own pragmatic attitude, which is to influence the consumer in order to change or enhance a positive attitude towards the goods or services being advertised. Means of linguistic imagery, such as rhyme, rhythm, alliteration and assonance, as well as various means of persuasion help to positively influence the buyer [2, p. 122]. Advertising is not just an announcement, message, acquaintance, reminder, but also a means of attracting attention, creating image and popularity. The advertising process is aimed mainly at the formation and consolidation in the minds of the addressee of stable stereotypes of life, thinking, which is an integral part of the formation of social consciousness. The language of advertising can be considered as a separate, independent style, it should be borne in mind that it consists of elements of different styles.

General communicative tasks and private pragmatic attitudes determine the functional and stylistic status of the advertising text and the specifics of its semantic organization. Thus, despite the creativity of advertising language, it adheres to a rather narrow scheme of linguistic features that make advertising easily recognizable.

References

1. Cf. Geoffrey Leech. English in Advertising, London, Longman, 1966, p. 23.
2. Hughes, G. Words in time, London, Blackwell, 1987, p. 159.
3. Gieszinger, S. The History of Advertising Language, Frankfurt / Main, Lang, 2001, p. 232.
4. <http://www.eukanuba-eu.com/>
5. http://www.clevelandjewishnews.com/pdf/MANN_Jewelers.pdf

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Навчання через дослідження як ресурс міжкультурної комунікації:

Україна і КНР

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Г.С. Сковороди, Харків

Міжкультурна комунікація має вирішальне значення для створення спільного дослідницького простору відповідно до рекомендацій і конструктивних практик Еразмус+ [2].

У Харківському національному педагогічному університеті імені Г.С. Сковороди в останнє десятиріччя прогресують практики обміну культурним і педагогічним досвідом з КНР. З 2016 року успішно функціонує Китайський культурний центр [4]. Завдяки ініціативам адмінів університету налагоджено науково-педагогічну комунікацію, створено умови для навчання здобувачів з КНР на усіх рівнях вищої педагогічної освіти.