

S. Shumska, Bachelor student
O. Hylyarska, research advisor
O. Hylyarska, language advisor
Berdychiv Pedagogical College

LINGUISTIC MEANS OF PERSUASION IN THE INTERNET-ADVERTISEMENT

The central issue in the article is linguistic means of persuasion. The development of Internet technologies has led to the base of our researching. The paper focused on slogan classification according to different features in linguistic meaning. In addition to this, research includes many slogan examples for proving the hypothesis of this article. The results of researching show us that modern Internet- advertisement is a great tool of manipulation of human mind.

We cannot imagine the modern world without advertising. It is everywhere: it “shouts” to us from title pages of newspapers and magazines, from banners and store signs. It is like a virus absorbing radio, TV, and Internet.

Internet-advertisement is becoming so popular nowadays. First of all, it may be related to a furious pace of development of innovative technologies. Furthermore, companies’ costs on Internet-advertisement are the much smaller than costs to other means of advertising dissemination.

The “rising” of Internet-advertisement is linguistic means of persuasion. That is why, the purpose of our research is the learning of linguistic means of persuasion in the modern Internet-advertisement. The novelty of our researching is identical with issue of that one.

One of the most promising tasks of the paper is researching and analyzing slogans of modern English Internet-advertisement and defining the structure and functions of advertisement text.

In recent years, researchers have become increasingly interested in that issue. Among them there were Dridze T. M., Bulygina T. V., Vereshchagin E. M., Stepanov S. Yu., Alekseeva I. S., Medvedev E. V., Koptev N. N., Cohen D., and many other scientists [1].

We may divide the advertising text into structure parts as the title, the slogan, the main text and the phrase-echo. The slogan is a short phrase, which reflects the main idea of the advertising text. Slogan must take us fresh information, shortly and briefly describe it using a few words [1].

Let us characterize slogans like a heart of every advertisement. If we characterize slogans for separate spheres of people’s life, we will see many common traits. Slogans about fashion tell us that their production exactly underlines your beauty, makes you more perfection and confident at yourself [2, p. 308].

For example:

- *Maybe she’s born with it. Maybe it’s Maybelline. (Maybelline)*
- *For successful living. (Diesel)*
- *Just do it. (Nike)*
- *Because you’re worth it. (Loreal)*

The companies that sell food production as usual try to emphasize on the taste and fresh of that one:

- *Eat Fresh! (Subway)*
- *Probably the best beer in the world! (Carlsberg)*
- *Good to the last drop. (Maxwell House Coffee).*

The further investigation is needed to characterize the advertisement from the side of Morphology. The combination of nouns with adjectives like fresh, successful, favourite, best, and others makes it more melodious and underline the quality of that production.

- *Pure Life. (Nestle)*
- *America's Favorite Pizza. (Pizza Hut)*
- *The world's favourite airline. (British Airways)*

The adjectives of reinforce assess the function of slogans. That is why, we often can see the adjectives of Superlative degree.

- *The happiest place on Earth. (Disneyland)*
- *Something special in the air. (AA)*

Using the Pronoun “I” and “WE” create the specific conditional link between the addressee and the sender. That allows us to feel ourselves unique or the uniqueness of this production. The attention paid to everyone individually has always interested users.

- *I swear by Shell. (Shell)*
- *We're number two. We try harder.(Avis)*
- *We keep your promises. (DHL)*

The texts of advertisings can use different linguistic means such as metaphors, alliterations, the epithets, tautologies, or even oxymoron.

- *Skittles..taste the rainbow. (Skittles)*
- *Nicorette, nicorette, you can beat the cigarette! (Nicorette)*
- *A taste of paradise. (Bounty)*
- *I am what I am. (Reebok)*
- *Impossible is nothing. (Adidas)*

Sometimes slogans are used like proverbs or sayings.

- *Good Thing Come To Those Who Wait. (Guinness)*
- *Keep Walking. (Johnnie Walker)*

Many slogans are created by the principle of simplicity, like these:

- *Just do it! (NIKE)*
- *What else? (Nespresso)*
- *I'm lovin' it. (McDonald's)*

Moreover, modern slogans are too original and creative. It is wordplay.

- *WASSSSSUP?! (Budweiser)*
- *Schhh! You know who? (Schweppes)*
- *The Uncola. (7up)*
- *Live on the coke side of life. (Coca Cola)*
- *Have a Pepsi Day! (Pepsi)*
- *Hungry? Grab a Snickers. (Snickers)*

To sum it up, we have concluded that modern Internet- advertisement is the tool of manipulation of human mind. However, it is a convenient and effective way of

disseminating information. That is why, we must be careful and be ready to see a real quality of the product behind advertising.

REFERENCES

1. Ковальчук Н. Лінгвокультурні особливості мови англomовної реклами [Електронний ресурс]: стаття - Режим доступу:

<http://naub.oa.edu.ua/2012/linhvokulturni-osoblyvosti-movy-anhlomovnoji-reklamy/>

2. Медіаосвіта та медіа грамотність: [підруч. для студ. пед. спеціальн.] /Ред.-упор. В.Ф.Іванов, О.В.Волошенюк, В.В.Різун. – К.: Центр вільної преси, 2012. – 352с. – Бібліогр. В прим. В кінці розд. – ISBN 978-966-2123-39-5.