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ADVERTISEMENT AS SOCIO-CULTURAL AND LINGUAL PHENOMENON

This article investigates the socio-cultural and lingual peculiarities of the advertisement. The main object of this article is advertisement, its categories and functions. We also described the approaches by which advertising is defined.

Key words: *advertisement, advertising, language, socio-cultural.*

The aim of the article is to describe functions and categories of advertisement as socio-cultural and lingual phenomenon.

The world of the XXI century lives through the informational boom. The informational space, informational politics, development of new technologies undergo the vivid changes. The specialists of the theory of mass communication emphasize that humanity goes into the era of difficult processes in communicational revolution, informational outbreaks which influence the establishment of new world's orderliness. The global development of mass communication helps such global changes to become. They have great power above mass auditory and affect the public thought, impose politic orientations and change the behavioral strategy.

The term “advertising” comes to us from the medieval Latin verb “advertere” to attract our attention. It is any type or form of publicity advertisement aimed at directing people's attention to the availability, quality or value of specific goods or services. Advertising can be divided into three main categories:

1. *consumer advertising* aimed at promoting a particular product or service to the general public;
2. *commercial advertising* aimed at dealers and professionals through relevant trade publications and media;
3. *public relations campaigns* aimed at the public by citizens or community groups, or politicians, to promote a specific issue related to social issues or the political agenda [8].

Many advertising studies highlight the components of advertising, concentrate on one or more, and ignore others. There are also studies that describe advertising photos without paying attention to language. Describing advertising as a discourse is more complex than any of these approaches. The focus is on consumer advertising aimed at promoting a particular product or service to the general public. However, the study does not aim to exhaust all aspects of this particular discourse or to answer all the problems that arise. Rather, it aims to uncover the basic elements of the most compelling, influential and inevitable discourse of the 21st century – promotional text. It focuses on the interaction of language, image and layout, as well as exploring compelling advertising strategies. It relies on various linguistic (especially pragmatic

psycholinguistic and sociolinguistic) theories. In addition, this study provides analysis of some ads using different interpretations and ends with a discussion of the relationship between culture and advertising discourse.

Advertisement, together with such mass media as propaganda, agitation, public relations are obligatory parts of the communicative process. We cannot imagine today's world without ads. It has definitely come into the lives of modern people, in all our institutions, public activities. It has also affected the people's behavior. The advertisement's researchers claim that "contemporary advertisement has become somehow literary genre, but a little bit concise and now exists not in form of words but in form of viewers' images. Advertisement pretends to be a driving force in cultural process.

As it was claimed in the second part of XX century, advertisement may be compared with such great social institutions as family and education. It is contrasted by the scale of influence, the formation of value representations and landmarks of society. Nowadays this influence is much greater. At the same time we have to say that advertisement, as a kind of social information, does not put any clear social aims and it is not responsible for consequences of its activity.

Advertisement is an organic component of mass communication, which in complex influences the formation of thoughts and believes in society. Taking into account such aims as informing of the auditory about goods and services and also convincing the customer to buy them, we can claim that advertisement discourse coincides with the main task of communicative space. The peculiarity of the advertisement as a kind of mass communication can be viewed as a problem of effectiveness of ad's message for implementation the aims of which the copywriters analyze the psychology of people, their motives, needs and values.

Analyzing the definition of "advertising", it can be divided into two main approaches:

- economic information approach (presented in legislative acts, the writings of economists, compilers of advertising texts);
- cultural and communicative approach (presented in works with psychology, journalism, sociology, the theory of mass communication).

Focusing on the economic-information approach, economists analyze advertising as an element of marketing and define it as the most compelling and the cheapest way to inform potential consumers about the right product or service [2, p. 25]. PR specialists determine advertising as a "printed, handwritten, oral, or graphic message about goods, services or a social movement publicly published by an advertiser and paid for increasing sales, expanding clients, gaining votes or public support". Also, advertising is defined as any paid form of presentation and promotion of specific goods and services of the advertiser. Such an interpretation is relevant to the field marketing, which we believe reflects the main pragmatic goal of advertising.

Using a cultural-communicative approach that allows analyzing advertising as a social phenomenon. This phenomenon can be explained as a set of intentions aimed at attracting the attention of a potential buyer, to present him the real or perceived benefit

of the purchase of the goods [7, p. 57]. The main goals can be attributed to the desire to create an image of a company, a manufacturer you can trust, to shape the need for the product or service. Thus the marketing function is also fulfilled acceleration of turnover and promotion of sales.

Contemporary journalism also considers cultural-communicative position and interprets it as an independent kind of public information, and thus as a “branch of mass communication”. It is believed that the result of such activity is the creation of informative-imaginative, expressive-suggestive texts addressed to groups for the purpose prompting them to the right ones, from the advertiser's point of view, choices and actions. In this case, a positive assessment is implicitly considered, since make you use the product or service featured in advertising, possible only when presenting positive information.

In the definition of advertising in terms of sociology, scientists are of the opinion, that this is a type of information activity, some social information acting on consumer to meet the needs created. This is the interpretation the concept of “advertising” is, in our view, close to linguistic interpretation, because it already sees advertising as a kind of information that is transmitted by lingual and paralingual means.

Within the cultural-communicative approach, the phenomenon of advertising is also analyzed for application communication as the recipient tries to make changes to the addressee's behavior and emphasize that “a person, probably transfers the assessment of the information from the context to message”. This conclusion is made primarily for PR-technology, but undoubtedly it is also necessary for positive perception the addressee of the advertisement because the credibility of the advertisement be sure to check the consciousness (subconscious) of the person being carried out based on experience.

Considering mass culture, advertising is regarded as one of sources of its development, since advertising as a socio-cultural phenomenon is “social technology directed information action, the purpose of which is to provide a specific towards mass or group activity” [5, p. 1; 6]. It is believed that advertising is not only an information phenomenon but also a lingual one based on its cultural, moral, political, gender, economic ideas or other societies and contains information about the state and trends of its development.

In our opinion, these approaches should be taken into account, which allows us linguistically defined advertising. Summarizing the above definitions of the concept of “advertising”, we emphasize that in our scientific work we understand its phenomenon as a communicative activity that conveys a certain socio-cultural information about products or services at the same time. This actually reflects the existing social relationships in a particular society. The purpose of advertising is to influence the consciousness or subconscious of the potential consumer in such a way as to induce the purchase of the advertised product (services).

In order to better understand the status of advertising in today's world, cultural and communicative process needs to highlight its functions, the importance of which is difficult to overestimate. Advertising informs the population about new ones goods

and services, actively influences the formation of a new value-normative system of the population, promotes certain stereotypes of life behavior. As a powerful communication tool, it creates a kind of a mythologized model of the world that actually changes the picture of the surrounding world of reality.

Advertising performs an economic function (promotes process of production and consumption) as well as social and ideological (differentiates needs of certain segments of the population). In addition, advertising communication technologies promote innovation in everyday life. Considering the fact that, although advertising refers to mass communication, at the same time, it is characterized by its specificity. First, advertising is intended for a part of the human community and is necessary for support of life and interpersonal communication of individuals. Second, it is social in nature because the disseminated knowledge, values, moral, legal norms are always related to the interests of a certain social group. Third, advertising is inherently “semiotic” that is, it is the process of transmission and perception of verbal and paraverbal characters [3; 4, p. 121]. Advertising is considered to be an organized communication, which is carried out through different communication channels, the purpose of which is not only informing the audience, but also the realization of psychological and social influence [3, p. 43].

Scientists consider advertising not only as a means of offering goods and services, but also cause of certain processes in society, after all, speaking of strong influence any phenomenon, you should always remember that it can be as positive, and negative.

At the present stage of society, advertising can be considered one of the most “aggressive” forms of communication. Such “aggression” is predetermined the growing role of the paralyzing component in English-language advertising messages and the “power” use of advertising influence on the audience. Despite the fact that public institutions are to some extent monitoring advertising activities, regulate and improve it through the laws, supporting socially useful and limiting destructive tendencies. Recall that with the help of subjective language tools can be “distorted” it is true that public opinion is manipulated. Thus, they arise texts based on suggestion, hypnosis, neurolinguistic programming [1, p. 153]. Therefore, to avoid or limit destructive tendencies in society, advertising, as a product and as a process, must be legislative regulated and must comply with the moral and ethical standards of society.

It can be stated that at the present stage of development advertising has acquired the status of a sociocultural institute that has considerable potential positively influence the individual and society as a whole. We understand the phenomenon of advertising in the combination of economic, informational and cultural communicative approaches in the form of communicative activities that convey certain socio-cultural information about products or services, and that at the same time, it actually reflects the existing social relationships in a certain to society.

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СПОСОБИ ОПРИЯВНЕННЯ НАРАТОРА В СВІТЛІ ТЕОРІЇ ВОЛЬФА ШМІДА

Стаття присвячена дослідженню окремих аспектів наратології, зокрема, проблемі зображення постаті наратора в художньому творі за концепцією відомого німецького літературознавця Вольфа Шміда. Зазначається, що вчений виділяє експліцитний та імпліцитний спосіб нарації. Експліцитне зображення ґрунтується на самопрезентації наратора. Імпліцитне зображення здійснюється за допомогою симптомів, або індіціальних знаків оповідного тексту.

Ключові слова: *наратологія, літературознавство, експліцитний та імпліцитний спосіб нарації, Вольф Шмід*

The article is devoted to the study of certain aspects of narratology, in particular, the problem of depicting the figure of the narrator in a work of art on the concept of the famous German literary critic Wolf Schmid. It is noted that the scientist distinguishes between explicit and implicit methods of narration. The explicit image is based on the narrator's self-presentation. The implicit image is carried out by means of symptoms, or indicative signs of the narrative text.

Key words: *narratology, literary criticism, explicit and implicit way of narration, Wolf Schmid*