

REFERENCES:

1. Зорівчак Р. П. Реалія і переклад (на матеріалі англомовних перекладів української прози). Львів: Вид-во при Львів. ун-ті, 1989. 216 с.
2. Корунець І. В. Теорія і практика перекладу (аспектний переклад): підручник. Вінниця: «Нова Книга», 2003. 448 с.
3. Левітін Т. Л. Структурні й семантичні особливості відтворення німецько- та англомовних реалій українською мовою. Вісник КДПУ імені Михайла Остроградського. Кременчук, 2007. Випуск 5. С. 16–19.

Бейгер І.Р.

група АМ-43

Тернопільський національний педагогічний університет ім. В. Гнатюка

Науковий керівник – канд. філол. наук, доцент Гарасим Т.О.

STYLISTIC MEANS IN SPORTS ADVERTISING

Any kind of advertising is a great and most effective way to promote products, services, ideas through mass media, and especially by means of the Internet or social media. The main purpose of advertisements and commercials is to attract the attention of consumers and encourage them to take certain actions, i.e. buying goods or services, and increasing sales.

Advertising could be of different forms, can deal with different themes and include different levels of aggressiveness. It can be a simple ad or a dizzying video of different brands. Advertising campaigns could be targeted at different audiences, depending on the target market and marketing strategies.

Most advertising messages focus on getting people to buy a particular product or service, but there are other forms of advertising that motivate and inspire consumers. B.V. Becker believes that advertising is used to convey messages to consumers, and can also help create a strong image of an individual or even group, which will make consumers more inclined to the advertised product as a whole [1, p. 58].

There are many formulas for creating certain ads. For example, there are research selection criteria based on the simple premise of how advertising works. An intermediate type of response suggests that advertising, consciously or unconsciously, must produce a certain psychological effect before it affects behavior. Everything happens in this approximate order: awareness, memory, attitude toward the brand [2, p. 26].

One of the examples of advertising that not only encourages people to buy a product, but also motivates people is Nike sports advertising. In general, this advertising can be more effective when it not only induces a purchase, but also inspires and motivates consumers to take actions that are consistent with their values and aspirations. For example: *–If you have only one hand, don't just watch football ... play it at the highest level!* Moreover, this type of advertising message stimulates consumers to develop and self-realize. Such messages can inspire people to achieve their dreams, reveal their potential, and stimulate them to learn new things.

In order for the advertisement to make an even greater impression on potential buyers, it uses various stylistic means. In Nike sports advertising, we can clearly identify them and trace their influence on the overall style and impression left by the commercial.

First of all, what attracts our attention in this advertising message is a significant number of conditional sentences (*If people say your dreams are crazy...if they laugh at what they think you can do...well...keep it up.*). The use of conditional sentences prompts the audience to reflect on their own goals and ambitions and encourages them to ignore any negativity or criticism they may encounter.

In addition, there is an imperative mood (*Don't let it stop...*), which in turn gives a command, demand, or instructions directly to an audience. Advertisements also feature elliptical sentences (*Do both*), that can help convey a message faster and more effectively than using complete sentences, and has a great impact on conciseness. Another syntactic expressive means is detachment (*When they talk about the greatest team in the history of the sport, make sure it's your team.*) is used to create an objective tone by presenting facts or observations without expressing a personal opinion.

When watching a Nike ad, we immediately notice a wide range of repetitions – *Don't* is repeated throughout the commercial to emphasize the importance of going beyond what is expected or what others believe is possible. Furthermore, the use of irony (*If you're born a refugee. Don't let it stop you from playing soccer ... for the national team ... at age 16.*) highlights the absurdity of the idea that physical disabilities should limit their potential and encourages the audience to reject any limitations they may face and instead pursue their goals. The metaphor (*... calling a dream crazy is not an insult. It's a compliment*) is used to compare the audience's dreams to something that is admired and respected, rather than something that is foolish or unattainable. Furthermore, we can find here antitheses: *school & world* – where a small community is contrasted to the whole humanity, *something & everything, anybody & somebody*. This device is used to create contrast by placing two opposite ideas or phrases side by side.

Analyzing Nike's sports advertisement, we also came across hyperbole – *the fastest runner, the greatest team, the greatest athlete ever* – that creates an exaggerated sense of ambition and possibility and encourages the audience to strive for the highest level of achievement. In addition, this ad also uses aposiopesis – *If people say your dreams are crazy ...if they laugh at what they think you can do...good. stay that way* – to create tension or emphasize a point by abruptly ending a sentence and give costumers space to think. Allusions are used in the given advertisement – *a girl from Compton, an Ironman* – to refer to a well-known person or place to create a greater impact of meaning and make the advertisement more interesting and attractive to the audience. In a Nike commercial slang is also present – *yeah* – to create an informal tone that will appeal to a young and diverse audience. Besides, an abbreviation – *OBJ* – will make the advertising message more concise and memorable.

Overall, the stylistic devices and expressive means used in a new Nike commercial create a sense of ambition, urgency, and determination. Moreover, the audience is encouraged and motivated to achieve high goals and their dreams, regardless of any obstacles or criticism they may face. Stylistic means have a huge influence on people's perception and consciousness as

well as on their decisions; it is a good commercial move that will help companies to attract consumers and increase sales. When all stylistic devices are effectively used as in the analyzed advertisement, it becomes more memorable, attractive, convincing, credible and relevant.

REFERENCES:

1. Becker B.W. Values in advertising. *A methodological caveat. Journal of Advertising Research* 38(4), 2010. Vol. 38, №4. P. 57-60.
2. Vakratsas D., Ambler T., How Advertising Works: What Do We Really Know?. *Journal of Marketing, January*. 1999. Vol. 63. P. 23-43.

Бих І.О.

група мСОАМ – 12

Тернопільський національний педагогічний університет ім. В. Гнатюка

Науковий керівник – канд. пед. наук, доцент Левчик Н. С.

BASIC PRINCIPLES OF COMMUNICATIVE TEACHING APPROACH

The knowledge of foreign languages becomes one of the crucial abilities for all students of Higher Education Institutions. It is impossible to overestimate the influence of school education as the basis for laying a qualitative foundation for the future of each person. Due to the rapid development of technology, there are new challenges for students, which is why an important component of learning is the development of communication skills and abilities, as well as flexibility in applying the acquired knowledge in appropriate situations. The aim of this thesis is to familiarize the audience with the Communicative Teaching Approach and its principles in teaching a foreign language.

In Cambridge Learner's Dictionary, the Communicative teaching approach is defined as a method of teaching a foreign language that stresses the importance of learning to communicate information and ideas in the language. [1] The communicative Language Teaching Approach was developed due to the urgent need to change the previous teaching methods, which were based mainly on the grammatical aspect of language learning. Due to the spread of English to other continents, there was a need for spontaneous communication between people, which revealed gaps and shortcomings in previous methods. The main goal of learning English was the ability to communicate and maintain a conversation in any situation.

According to Noam Chomsky, who can be considered the first theorist of the Communicative Approach, the goal of language learning is the notion of competence. That means the ability of a person to form in the mind all possible generating structures, which produce an utterance as a product [2, p.3]. However, such an ideal level of language knowledge was criticized by other scientists.

That is why in the late 1960th, North American linguist and anthropologist, Dell Hymes, introduced the notion of "communicative competence", which reflects the key position of using language as the ability to use language appropriately in a given situation, language usage is