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ПРАГМАТИЧЕСКИЕ АСПЕКТЫ АНГЛОЯЗЫЧНОГО РЕКЛАМНОГО ДИСКУРСА В СЕТИ ИНТЕРНЕТ

Статья посвящена определению особенностей англоязычного рекламного дискурса баннерной рекламы в сети Интернет и концептуальных основ его построения, выявлению способов реализации прагматической установки данного дискурса и определению взаимосвязи этих аспектов.

Ключевые слова: рекламный дискурс, Интернет-реклама, концепт, когнитивно-дискурсивная парадигма.

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PRAGMATIC FEATURES OF THE ENGLISH- LANGUAGE ADVERTISING DISCOURSE ON THE INTERNET

The main aim of the given paper is to determine key features of the Internet banner advertising, to analyse conceptual foundations of the English-language advertising discourse on the Internet, to observe its overall pragmatic orientation and to explain interconnection between these aspects.

Keywords: advertising discourse, the Internet advertising, concept, discourse analysis

Introduction

The growing social and scholarly interest in advertising communication and the Internet discourse as well as in the issues related to the Internet advertising determines the topicality of the analysis of this discourse perception and its impact on target audience's minds, emotions and behaviour.

This article is aimed to analyse conceptual foundations of the English-language advertising discourse on the Internet, to observe its overall pragmatic orientation and to explain interconnection between these two aspects.

Theoretical background

At first, it should be emphasised that structural, typological, functional and pragmatic features of the Internet advertising discourse are determined, on the one hand, by the characteristics of the advertising discourse and, on the other hand, by the specific nature of information and communication processes on the Internet.

For example, the wide use of directives (speech acts, which according to John R. Searle, are focused on calling the addressee to action [5]) in the Internet advertising discourse is explained by the final objective of advertising in general – to inspire engagement and stimulate addressee's action. Even the well-known banner advertising phrase – “click for more” – is also a directive.

At the same time, the use of implicatures (the term “implicature” refers to what is meant by the utterance but not expressed directly or implied indirectly by the utterance [1]) in Web banners is motivated, in its turn, by the tendency to language means economy in the Internet discourse in general.

It should be also noticed that in the conceptual structure of the English-language advertising the basic concept is the artifact

“product being advertised” represented by a set of conceptual metaphors. The choice of metaphorical model depends on the type of product.

Results and discussion

In practice, the Internet banner advertising is generally aimed not only at increasing sales but also at creating brand image. Features of mental image of the product constructed in recipient’s mind directly depend on the type of goods, services or ideas advertised. Furthermore, the product and its image determine the choice of expressive stylistic devices and persuasive language techniques.

Two types of advertisements – car and cosmetics banners – have been analysed. The analysis has shown that in car banners metaphors are used basically for advertised artifact conceptualisation in order to create memorable image of a product and its basic features. The widely used metaphorical model in this case is the anthropomorphic metaphor, for example: *Sporty character, modern looks and good value (Mazda)* or *Setting new standards in luxury. Intelligent. Sophisticated. Visionary... (Lexus).*

In contrast with a car purchase, the choice of cosmetics attracts buyers’ attention to the effect of the use of the product rather than to the product itself. The most productive metaphors in this case are military metaphors. The turn to the source-area ‘war’ helps to create recognisable images of the product as a weapon, the process of its use as a battle and the reasons for its use (wrinkles, dry hair, etc.) as an enemy. For example, *Be the first to experience cutting edge technology to combat the signs of accelerated aging, created by Dr. Nicholas Perricone* or *Powderflage set. Light-diffusing powder concealer for under eyes & face. For camouflaging dark circles & fine lines, powderflage is fast, light & breezy!*

In the latter example military metaphor is supported by non-verbal means. The background against which one can see the text

is a picture similar to camouflage. Also one can see an image of army dog tag. The idea to make this banner in a form of semiotically heterogeneous polycode text helps to simplify its perception and to increase its persuasive effect.

As it has already been pointed out, the use of directives in banner advertising is motivated first and foremost by the main aim of advertising – to provoke action (generally action is intended to be a purchase but in case of banners we can come across another (more specific) action – to click the link).

The use of other types of speech acts is motivated by communication strategies which can be divided into optimising (which optimise the impact of the text) and positioning (which create the positive attitude to the product) [4].

The analysis has shown that nowadays the addresser is trying to diminish the direct impact which can be perceived aggressively by the addressee. In order to avoid unwanted associations and optimise the text impact, the seller uses other types of speech acts along with directives. Thus, optimising strategies can be realised with the help of representatives (technical characteristics of product) or commissives (explanation of addressee's benefits from the purchase).

Positioning strategies can be reflected in the use of expressives which create positive attitude to the product. Expressives reflect mood or attitude of the sender but usually these emotions are prescribed to the receiver as well. For example, the expressive “mom rocks” used in Jewelry Store “Zales” banner *Mom rocks. Mother's Day is May 10th. Now through May 3rd Save 10% Storewide. Diamond and Black Enamel in Sterling Silver Your Choice Now \$ 134.99* is aimed at showing the sender's emotions which are shared by a wide range of recipients. The use of colloquial expression helps to create the close contact of two communicants which facilitates the advertisement perception.

The manipulatory potential of banner advertising can be increased by the use of implicatures. Implicatures help to achieve

addresser's pragmatic aims such as, for example, to create the vivid mental image of the product.

The tendency to language economy is inherent for the Internet communication. In banner advertising we can come across 3 types of implicatures: conventional, theoretical and communicative [1; 6].

Conventional implicatures in the majority of cases are introduced by personal pronoun "you" and possessive pronoun "your" that help to create the effect that the product has been created namely for the addressee. For example, *Whether you're looking to look amazing or simply start living healthier, we have the right regime for you. Space. NK London. www.spacenk.com.* Sometimes conventional implicatures are created by the use of questions that attract recipient's attentions, i.e. realise the phatic function of language [3].

Theoretical implicatures are based on the main characteristics of the product or positive effect after its use and this information finally leads to the decision to buy it. Very often theoretical implicatures are created by the introduction of expert opinion. For example, *BRAUN Oral-B Toothbrush. Complete Mouth Care. The Brand More Dentists Use Themselves Worldwide.*

Communicative implicatures are created by reconsideration of basic communication principles, for example, the relevance principle, according to which two segments of information in one advertising text should necessarily be connected. In Nivea for Men banner *45% of guys claim that their appearance has helped fast track their career* addressee connects the brand name and the statement that "45% of guys claim that their appearance has helped fast track their career". With the help of the relevance principle he comes to the conclusion essential for the sender – Nivea for Men can help to improve the appearance and can guarantee promotion at work.

The perlocutionary effect of the Internet advertising discourse can be also achieved by the use of socioculturally marked units.

The most distinctive techniques are appeal to national and cultural concepts of the target audience and the use of precedented phenomena together with the reconsideration of addressee's cognitive stereotypes.

The appeal to recipient's language picture of the world and stereotypes helps advertiser to form in addressee's mind the vivid image of a product, created especially for him (or her).

Thus, in US banner advertising we often come across the appeal to concepts 'individualism' and 'independence' crucial for the American culture, as L. H. Kohls underlines in his article "The Values Americans Live By" [7]. For example, in Maybelline New York banner *Don't judge me. Don't hide me. Don't change me. FITME foundation. Flawless that lets the real you come through* the main aim of the addresser is to show the individuality of the addressee. We can pay attention to the opposition "don't judge me", "don't hide me", "don't change me" – "FITME" (which is the brand name of the advertised cosmetics line). As it has been pointed out, in cosmetics banners the main aim is to create the memorable image of the effect of the product ("that lets the real you come through").

The second technique is reconsideration of audience's main cognitive stereotypes. For example, in Ralph Lauren Golf banner *Tee off in style with a master of heritage sportswear* we can notice the new element introduced into the phrasal verb "tee off" which is normally used in the context of golf play and means "to drive the ball from a tee" [8]. With the help of the element "in style" the verb from the semantic field "golf play" receives new connotation (make the first stroke – make the first step to style with Ralph Lauren Golf).

Appeal to precedented phenomena is usually aimed at creating memorable image of advertised product in a particular sociocultural community. In banner advertising we come across precedented names which very often have a high social popularity namely at the moment of advertising placement. For example, in

nail polish Butter London banner *Limited Edition Lacquer. No More Waity, Katie. Snag your prince and make wedding bells ring* preceded name is “Waity Katie”, the nickname which Kate Middleton, Prince William’s girlfriend got from tabloid press. The high expressivity of the text is reached also by reconsideration of a cognitive stereotype. The advertisement has been placed in mid-April 2011, two weeks before the Royal Wedding, the event which reconsidered the cognitive stereotype ‘Waity Katie’.

Conclusions

It should be specially emphasized that these conclusions prove the possibility and necessity to apply the cognitive-pragmatic approach to the analysis of other types of advertising discourse. Future development of the analysis should consider other types of the English-language advertising and compare them with the material of the present paper.

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О СОДЕРЖАНИИ ОБУЧЕНИЯ ДЕЛОВОМУ ОБЩЕНИЮ СТУДЕНТОВ ЛИНГВИСТИЧЕСКОГО ПРОФИЛЯ

В статье рассматриваются некоторые вопросы определения содержания речевой деятельности в процессе делового и профессионального общения на иностранном языке студентов лингвистического профиля обучения, исследуются основы для определения содержания обучения и проблемы теории и практики, требующие более глубоких исследований. К таковым относятся отбор лексики и грамматики и их дифференциация в зависимости от коммуникативных целей обучения; упорядочение наиболее профессионально значимых тем и ситуаций общения; создание системы деловых игр/case study и др. Статья может быть использована при разработке учебно-методических материалов по английскому языку делового и профессионального общения.

Ключевые слова: содержание обучения деловому общению, коммуникация в деловой сфере, отбор основных ситуаций общения.