

CONNOTATIVE POTENTIAL OF VOCABULARY IN ADVERTISING TEXTS OF GLOBAL BRANDS

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Problem Statement. In contemporary global markets, language serves not merely as a tool of communication but as a primary vehicle for constructing brand identity and influencing consumer behaviour. The connotative dimension of vocabulary – the associations, emotional overtones, and cultural resonances that words carry beyond their literal meanings - plays a crucial role in shaping audience perception. Despite the growing body of research in branding discourse, the linguistic mechanisms through which connotative meaning operates in multinational advertising texts remain insufficiently studied. This gap is particularly significant given that global brands must simultaneously appeal to diverse cultural audiences while maintaining a coherent identity.

Objectives. The study aims to identify and analyse the connotative potential of lexical units employed in advertising texts of selected global brands (Apple, Nike, Coca-Cola), to classify the types of connotations deployed, and to examine how these lexical choices contribute to the realisation of overarching communicative strategies.

Methods. The research draws on a corpus of English-language advertising slogans, taglines, and campaign texts collected from official brand sources. The analytical framework combines methods of contextual-semantic analysis, connotative analysis, and elements of critical discourse analysis (CDA). Connotations are classified according to their nature (emotional, evaluative, cultural, and associative) and examined in terms of their pragmatic functions within the broader communicative strategy of each brand.

Results. The analysis reveals that global brands systematically exploit connotative vocabulary to activate specific emotional and cultural

associations in their target audiences. Emotively charged lexical units (e.g., *freedom, dream, inspire, real*) function as key connotative triggers, evoking positive affect and reinforcing brand values. Evaluative connotations are frequently embedded in adjectives and verbs that position the brand as innovative, authentic, or empowering. Cultural connotations, particularly those tied to universal human values, are strategically leveraged to transcend linguistic and geographical boundaries. Moreover, the deployment of connotatively rich vocabulary is shown to be closely aligned with persuasive strategies such as identification, idealisation, and community-building.

Conclusions. The findings demonstrate that connotative lexical choices are not incidental but constitute a deliberate and systematic linguistic strategy in global brand discourse. The connotative potential of vocabulary directly contributes to the persuasive force of advertising texts, enabling brands to construct aspirational identities and foster emotional loyalty among consumers. Future research may extend this analysis to multilingual advertising contexts and explore how connotative meanings are adapted or reshaped in translation and localisation processes.

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