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STRUCTURE OF ADVERTISEMENT AND ITS PECULARITIES

***Анотація:** У статті досліджено особливості сучасної англomовної реклами. Висвітлено основні частини рекламного тексту, їх функції. Розкрито специфіку реклами як засобу впливу на людську свідомість. Виділено основні види каналів сприйняття інформації та обґрунтовано їх роль у створенні ефективної реклами.*

***Ключові слова:** реклама, гіпноз, рекламний текст, канали сприйняття інформації.*

***Аннотация:** В статье исследованы особенности современной англоязычной рекламы. Освещены основные части рекламного текста, их функции. Раскрыта специфика рекламы как средства воздействия на человеческое сознание. Выделены виды каналов восприятия информации и охарактеризована их ключевая роль в создании эффективной рекламы.*

***Ключевые слова:** реклама, гипноз, рекламный текст, каналы восприятия информации.*

***Annotation:** This article deals with the peculiarities of English-language advertisement. Attention is given to the main parts of advertisement text, its functions. Particularity of advertisement as a mean of influencing the human consciousness has been outlined. Three channels of perception have been identified and their role in creating an effective advertisement has been described.*

***Key words:** advertisement, hypnosis, advertisement text, channels of information perception.*

Advertising, the most visible service industry in the last one hundred years, is one of the most complex and challenging phenomena [1, p. 2]. Also it is a form of marketing communication used to promote or sell something, usually a business's product or service. The aim of advertising is to draw our attention and make us more flexible in order to buy an advertised product.

Advertisement is a special mean of human communication. There is no doubt that advert plays really important role in our society; we can see it in all spheres of our life: on TV, on radio, in newspapers, in the street, on buildings etc. Sometimes people perceive advertisements unconditionally and it locates

unconsciously in our mind. For this reason learning of structure, peculiarities of advertisements are the most actual problems in modern linguistics.

«There's no second chance at making a good first impression» [2]. This quote has been attributed to poet, playwright and novelist Oscar Wilde and to American humorist Will Rogers, Mark Twain. I absolutely agree with this quote. First impression is always very important. Moreover, it is an essential rule for a effective advertisement. If adverts don't catch our attention within seconds they are considered to be unsuccessful.

Philosophers, psychologists, linguists always pay a great attention to this interesting theme. Especially linguists are very interested in this area. They are William F. Arens, Cortland L. Beauvais, Y. B. Korneva, N. L. Kovalenko, T. M. Livshyts, O. I. Zelinska, V. V. Zirka. These scientists pay their attention to structural and functional characteristics of advertisements.

The purpose of article is to analyze the structure and the peculiarities of adverts as a psychological tool, which influences people.

Advertisement text is a unique object of research, which is vital in different linguistic schools all over the world and it has a great impact on people. It should provide reliability, durability, and effectiveness in the communication process. Advertisement – is a process, which has a purpose to overspread information through mass media and sell goods and services. This definition helps us to realize functions, targets and ways of creating advert. In addition, advertisement – is a special type of communication. It is formed in order to influence human subconscious.

In order to understand how advertisers achieve their goal we should take a look at the components of written advertisements. Bovée&Arens (1992 : 291) consider that the key elements of a written advertisement are the following: the headline, the visual, subheads, body copy, slogans, logos, signature [1, c. 4].

Many advertisers consider the headline the most important element in a print advertisement. The words that will be read first or that are positioned to draw the most attention. Therefore, headlines are usually set in larger type than other portions of the advertisement. The role of the headline is to attract attention to the advertisement and to select the reader – that is it tells whether the advertisement's subject matter interests the reader. Bovée&Arens (1992 : 295) classify the advertising headlines into five basic categories: benefit, provocative, news/information, question and command [1, p. 5].

Cortland L. Beauvais, William F. Arens consider that there are six functions of headline: attract attention, introduce the information, in which readers are interested in, express the main ideas, enter reader to the main advertisement text, persuade them that this product will be useful for them and show the modernity of the product [3, p. 152].

Subheads are little headlines which purpose is to reinforce the headline and advertisement theme. The body copy or the basic advertisement text is set in smaller type than headlines or subheads and it is their logical continuation. It is

«text under title or under subtitle, which reveal main sense expressed in the title» [4, p. 288]. Its main purpose is to persuade people to buy products.

Basic advertisement text should consist of three parts: a introduction, a part of giving arguments and a conclusion. The text should explain how the product or service will be useful for the consumer and it may concentrate on one or several benefits of the product. Slogans are successful headlines, which become standard statements not only in advertising but also in everyday life. Bovée&Arens (1992 : 308) consider that slogans gave two basic functions: «to provide continuity for a campaign» and «to reduce a key theme or idea to a brief, memorable positioning statement» [1, p. 8]. O. Feofanov divided slogans into three categories: company slogan, slogan of advertising campaign and slogan which is related to some goods or services [5, p. 384].

Effective slogans are short, simple, easy to repeat by consumers and they should help them to differentiate advertised product from another. Here are some famous slogans: «If anyone can, Canon can» (Canon Cameras), «Think different» (Apple Computers), «Just do it» (Nike), «Because you're worth it...» (L'Oréal).

The logotypes (logos) and signature cuts are the other elements of a written advertisement. They appear in all company advertisements and are like trademarks because they give the product individuality and provide quick recognition.

There is no doubt that the main feature of an advert is the accuracy of the information. For this reason it is a major mistake to use unchecked information which really does not correspond to reality.

Advertising text has specific structure. It usually consists of such parts: 1) title; 2) slogan; 3) basic advertising text; 4) echo-phrase. The most important part of the advert is a title. It should be eye-catching, colorful, noticeable and it should urge people to read advertisement from the beginning up to the very end.

Cortland L. Beauvais, William F. Arens consider that there are six functions of title: attract attention, introduce the information, in which readers are interested in, express the main ideas, enter reader to the main advertisement text, persuade them that this product will be useful for them and show the modernity of the product [6, p. 152]. Of course, except the structure of advert there are a lot of other features, related to the functions of advertisement. On the one hand, advert is the source, which helps advertising agencies and companies to earn a lot of money. On the other hand at the same time it is a great tool of manipulation. Groups of people in advertising agencies combine their forces in order to return simple advert to advert with psychological peculiarities.

They usually use for example hypnosis and suggestion. Hypnosis is a state of human consciousness involving focused attention and reduced peripheral awareness and an enhanced capacity for response to suggestion [7]. Suggestion is the psychological process by which one person guides the thoughts, feelings, or behavior of another [8]. Sometimes it is really hard to understand how advertisement can influence our mind.

Russian researcher M.O. Manuilov consider that «purpose of advertising is to influence on mind of men, reveal their interest and urge them to buy a product» [9, p. 7]. Other functions of text of mass media – informative, actual and aesthetic – help to realize the main purpose of advertisement [10, p. 112].

Sometimes it is very hard to create a noticeable advert. There are some very useful points in order to create an advert. 1. Come up with a catchy, snappy slogan; 2. Avoid the same old; 3. Use a persuasive technique; 4. Know the customer; 5. Find a way to connect the desires of consumers to what you're advertising; 6. Try to make sure your advertisement will age well; 7. Make sure all the relevant information is included; 8. Decide where and when to advertise.

There is no doubt, that it is very hard to create a very powerful advert. We know three channels through which we perceive information. They are visual, auditory and kinesthetic. Visual learners have a preference for seeing; auditory learners best learn through listening and tactile/kinesthetic learners prefer to learn via experience. For this reason it is popular to use in the advert some visual marks or signs. Also colors of the advertisement are very important. A colored advert can attract attention very quickly. These tips really simplify a process of perceiving information from the advert.

A. N. Lebedev-Lyubimov considers that the most effective advertisement should give the opportunity for the customers to be an advertising agent and use the product in order to attract attention [10, p. 30]. So, customer plays an important role in the process of advertising communication.

To sum up, it must be said, that advertising – is the special type of text of mass communication and it is hard to imagine our modern life without it. Advertising texts usually depend on extra lingual features such as: peculiarities of target audience, purpose of advert and their functions, type of goods and services etc. Advertisements have a purpose to overspread information through mass media and urge people to buy a product. There are seven key elements of a written advertisement. They are headline, the visual, subheads, body copy, slogans, logos, signature.

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