

Language deviations in an advertising communications

The role and the place of advertising in the life of society were considered. The admission of advertising to the national culture was established. The main principle laid down in the new advertising was determined. The negative tendency of linguistic mistakes in the language layout of advertising activity was analyzed.

Advertising is a form of communication, the task of which is to translate the qualitative characteristics of goods and services in the language of consumer needs. It means that advertising communication should "tend to buy as much consumers as possible to the product (service), in order to make this product (service) profitable and constantly promote the exclusivity of the goods, which the consumer perceives as directly beneficial to them. The main task of advertising is the impact on the attitude of the consumer towards the product or service or the change in this ratio. To achieve the above-mentioned task is possible by distributing information about a product or service in an interesting, original, characteristic and convincing way that the consumer reacts to such advertising" [14, p. 199].

The current level of social development is not least because of advertising. It is becoming more and more in our lives. Modern market structure has turned advertising into an important component of the efficiency of production activities. Advertising is often perceived as "a form of non-personal representation of goods, the spread of ideas, goods and services paid by a precisely defined customer". Through the prism of such an interpretation of the essence of advertising, its main function is communication [4].

A numerous applied studies of linguistic units focus on the pragmatics of linguistic influence on communication participants. Special scientific interest is equally: in Ukrainian and foreign linguistic developments concerns such issues as manifestation and stereotyping of human activity, manipulation of its consciousness. Modern media tend to influence the addressee of the information provided, embodying its most basic task – to manage. The stereotypes of social behavior are also characteristic of interactive communication, which is reflected in the mass media discourse (including – in the polyphonic sound of the texts of advertisements that are widely distributed in various forms of the current media). Advertising is information used in diverse expressions that relates to a natural or legal person, product or idea addressed to a particular audience and has the task of creating and maintaining an interest in an individual or entity, product, idea, etc. In modern society, advertising gradually enters the national culture, begins to claim the status of a separate branch of knowledge, the benchmark for which serves the mass consumer, as well as influence its ideals, social settings [13, p. 283-284].

The main principle of advertising basing is the creation of a positive real image of the advertised object in order to stimulate the motivation of a potential consumer prior to making a purchase decision. The task facing the advertising text is

the positioning of the advertising object in the light of the maximum expressed, even hypertrophied, positive evaluation, thus signaling its value and social prestige [8, p. 122].

First of all, the advertisement should be "informationally reliable, to provide both the interests of the advertiser and the interests of the consumer. But at the same time one can not forget that the advertising of information pragmatic function depends on how much attention will be drawn to the ad text" [6, p. 170].

At the same time, it's worth remembering the literacy of advertising communications. This applies to both promotional messages and the names of business entities. Such names are the competence of the naming, the sphere of professional activity, the task of which is to select (or think out) the original name, which most (from the point of view of the owner /customer) corresponds to a particular product or brand. The English "brand" derived from the Old Norse verb brand, which was called "the process of animal naming"). The modern financial concept of "brand" is actively used in the field of marketing and advertising, it is a set of generalized representations of consumers about the company, service (product) or person. Accordingly, brand-naming is a science that develops names for brands.

Let's take a look at what we are doing in this area. Owning the name of the travel agency "Поїхал з нами" (Follow us), the owners tried to make it original and with all the rules of brand-naming. However, language rules are not taken into account here. And although they are not in the first place in the brand-naming, the violation of them is justified when the corresponding advertising effect is created (the name is also the advertisement): the Internet-shop "ФасонЧики" (Fason Chiki), a company "ТвояКосметика" (Your Cosmetics), a store-warehouse of "КомпаА.С." (КомпаА.С.), ПП "Термі Нова" (Termi Nova), "Капро-Дніпр" (Капро-Dnibr), НВФ ТОВ "Успіх-Д" (Success-D) etc. In our case, there is a violation of the norm, and there is no effect. Elementary illiteracy is present, but not creative. If the authors wanted to influence potential customers, drag them into the orbit of their services, they would write "Їдьмо/Поїдьмо з нами" "Let's go / Let's go with us". The verb in the form of an ordering method would call for an appropriate action, and so there is a simple statement: "Follow us". That is, there is only a message that someone has gone with them (in the past). The buyer of their services is more interesting to be called with him, they have paid attention to being put in the center of the process ("Let's go / Let's go with us"), and not informed that someone "went with them". Another thing is that in the Russian language the name of this travel agency meets all available norms "Поехали с нами" ("Come with us").

Another example: the name "Горящі тури" (Hot tours, the same applies to the phrase "burning tours"). Correct, at least "hot". In fact, the pseudo (active) adjective "burning" is a distorted Russian "горящие" (from "burning" – "yielding to fire, destroyed by fire").

In information about the type of commercial activity of one of the studios stated: "Пошив чохлів" (Sewing covers). In fact, it was necessary, following the rules of management, to write "sewing covers". But then it would be just information about the performed action (someone ordered, and the performer did). Although the correct option is "Пошиття чохлів" ("Sewing covers")? In the above

cases, grammatical errors was made – that is, those concerning the correct forms of words and the laws of their association in phrases and sentences.

“Тобі йде моє кохання” (“My love goes to you”), – they wrote in the advertising slogan of one brand. Obviously, I had to write “My love goes to you”. However, later made changes and everything became to their places: “Тобі личить моє кохання” / “You love my love” (lick – “to be in harmony with appearance, to be to the face”). Here, under the influence of the Russian language, the word “goes” gave an unusual meaning to him – violated the lexical-semantic norms (those relating to the meaning of the word).

But in the name of the car store “Тормозна колодка” (“Brake shoe”) the error has not been fixed. There are no words “braking” in our language. It is distorted by attempts to provide Ukrainian grammatical design to the Russian word “тормозной” (“brake”). But there is a “гальмівний” “brake” (for example, to brake – to slow down something or stop something (of course with the help of a brake), and the “brake” is a “device for slowing down or stopping transport, etc.”).

And what can be said about the advertising of the bath complex “Царська баня” “Tsar's bath” (Tsar's bath – a banya in royal, rest in royal!)? The dictionary states that the “баня” is the same as the “лазня”, but it immediately adds that this word also means: a) “прочуханку, прочухана” (confirm this and phraseologisms: “to inflict baths” – “strongly to beat someone; to give someone a scourge”, “bloody bath” – “bloodshed, merciless massacre”); b) “a chemistry device for uniform heating of something with hot water, steam, air, etc.”; c) “a convex roof having a hemisphere shape; dome; about a spherical surface or an object of this form”. Well, “a special room where you hover and wash” is a “лазня”. Therefore, the complex should be called “Tsar's bath”. Yes, and the adjective “баня” (banya) here is inappropriate, it should be replaced by “лазня”(laznya).

The conclusions

Along with the other parameters of an advertising message, you should not forget about the linguistic literacy. Going beyond the norm (actually violating it) in order to create an appropriate pragmatic effect, the advertiser discovers a creative, demonstrating the ability to match the needs of the advertising text with its linguistic design. When any part of the advertising material is executed with mistakes, its labeling is marked by opposite impressions, which makes the programmatic influence considerably lower and does not promote successful professional activity.

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