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## VERBAL MEANS OF PERSUASION IN ENGLISH ADVERTISING

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**Abstract.** The article deals with verbal means of persuasion in English advertising. It investigates manipulation tactics and features of persuasion in the English ad. Linguistic and cultural aspects of style formation in English and Ukrainian ads are compared in the article.

**Keywords:** advertisement, manipulation, persuasion, mental peculiarities.

### 1. INTRODUCTION

Advertisement is one of the human activities. It affects the human subconscious. Advertisement is a very important and delicate instrument on our market. It has significant effect on the customer and makes him get promoted goods or services. Many different techniques and methods help to affect the mental structure of a man: at both the conscious and subconscious levels.

The objective of the study is to demonstrate mechanisms of manipulation in English advertising texts by means of using universal promotional manipulation tactics.

The actuality of the study is that the advertisement also plays an important role in the life of people. It has become a part of our life. Advertisement can be seen everywhere: placards, dodgers, freshets, pamphlets, headlight display, sky signs...

The object of the study is: means and features of persuasion in English ads.

The tasks: to study modern ad in English-speaking society; to determine its role and verbal functions, to investigate manipulation tactics in advertising texts, to compare linguistic and cultural aspects of style formation in English and Ukrainian ads.

### 2. DESCRIPTION AND ANALYSIS

Advertisement is not only "the engine of commerce" but a real life. It serves to persuade a consumer to buy more and more and more! In English the advertisement is known as commercial and publicity. The most popular is the ad in mass media (print advertising, newspapers, magazines, flyers, brochures; TV commercials; radio ads, Internet ads). Nowadays there is also a covert advertising, when goods of certain trade market are shown in movies, TV shows, sport events, mobile billboards ads, food packaging ads, sky-writing ads, celebrity ads. Without any doubt, ads influence our life. There are

different situations in our life when people should place an ad, scan ads of other people or respond to an ad.

Here are some idioms connected with ads:

- run an advertisement;
- get much bang for the buck;
- jump on the bandwagon;
- think out of the boxes;
- be the top dog.

There are some advertisement slogans, which are used to describe a product:

- especially high quality;
- unsurpassed;
- innovative;
- leave other candidates in shade;
- rock-bottom or slashed [8].

The main goal of the ad is to promote offer. It's used to persuade people to get this offer. It can be done by:

- rational argument;
- pseudo-rational argument;
- resubmission;
- associative engineering;
- implication;
- misleading;
- suggestion;
- the effect of misleading expectation [2].

Logotype is an advertising message too. It serves as the sign of corporation. It has its form, size and colour. Logotype influences people creating certain pragmatic effect. English slogan is interrelated with brand and logotype. Emoticons are just to strengthen verbal message emotionally and to give the information about the name of the brand [3, p. 77-84].

The functions of logotypes are:

- actual that attracts people's attention to the goods;
- pragmatic that is achieved within remembering its reference;
- expressive that forms emotional image;
- informative that lets people associate the motto of the company with its activity.

All these functions mentioned above are inherent to an advertising language.

On the one side, persuasion is the main method of action. It forms a person's certain abilities and deprives him of others. On the other side, it motivates him to some action.

To persuade others, the advertiser should have a strong belief in what he/she informs. It consists of hypothesis, proof and argument. Hypothesis is an assumption that puts forward to explain the phenomenon of reality. Proof is the thought that is checked and proved. Argument is a set of reasons that shows something is true or untrue.

The effective means of persuasion is suggestion. This method is a psychological influence on a person who accepts everything considering that this is his own decision.

Argumentation can be empirical or theoretical. The difference between them is relative. When we communicate one can notice arguments in which experience, some empirical data and theoretical thinking are connected [4].

Manipulation is the influence on a person in order to induce him to do something. One of the reliable way of manipulation is suggestion. S. Kara-Mursa states, the aim of manipulation is not only to make a person do some action, but do it the way he wants to do it by himself.

Through the aspect of ad communication, its main task is to do some analysis of dynamics of a consumer's needs and to give a customer this ready-made analysis. The customer should believe that everything was done by himself in his interest [6, p. 144-149].

The main point of the advertisement is not only to make a consumer buy something but to make him realize that he needs it and he makes his decision to buy some product by himself.

Advertisers create all favourable conditions to make consumers express their own desire to buy goods [1].

The tactic of advertisement manipulation is “wearing masks”. It means that advertisers eliminate customers from the advertising text. Advertisers are like communicants, advisors, interlocutors, emotional leaders. For example: An hour long UK evening call with BT Together option 1 is now up to 20 times cheaper than call providers [Metro, June 25, 2003]. Addressee enlarges his knowledge getting new facts.

The information is emotional and it influences the addressee, changing his imagination, thoughts and priorities. For example, Firmer smoother contours. Nivea body Firming Cream Q10 plus does more than just care for your skin, it actually improves its natural elasticity and tone. In fact, tests prove that it firms and smoothers skin contours in 2 weeks. Advanced firming care. Nivea body (Marie Claire, July, 2004) [5, p. 146-148].

So all tactics of advertisement manipulation are used to hide the true characteristic of the goods. All these techniques cover up critical attitude of a future buyer to the advertisement text and to the goods.

Ads in Ukraine are just the same as in Great Britain and the USA (booklets, pamphlets, prospectus, freshets, dodgers, handbills, billboards, placards, posters, sky signs, headlight display, transit advertising).

The differences are in linguistic reasons and because of cultural factors. Linguistic aspects are in Morphology of English and Ukrainian. Structural and semantic peculiarities of the English language are less than Ukrainian (the length of the word, its polysemy and sustainability of the form). The desired stylistic effect of advertisement message is made by alliteration, paronomasia and assonance. British and American advertisers play with phonetic form of words: Made to move. // Today. Tomorrow. Toyota. // Dior. Dune – the moment, the memory, the dream. (Vogue). //The Tigra tamed, 100,000 times. (The Wall Street Journal). // You ring we bring! Holiday Cheer, Delicious Beer! Escape to the Cape! (The New Yorker).

In Ukraine we have less alliteration in Ukrainian advertisement texts, except using rhyming lines: *Хочеш гарно час провести, завітай в кафе Орести!* (The best rest is at Oresta's!). *Ви вчите англійську мову, то ж почнете ви розмову, а як ні, то залишайтеся німі!* (If English is spoken, a conversation is possible, if English isn't spoken, any conversation is impossible). *Якщо у наш магазин заходите, то без подарунка не виходите!* (Today is the day we give gifts away!) (Street Ads.).

Cultural factors differ in different countries. Every ethnic community has its own traditions, customs and values. So, export of ads into another culture can be done by two methods: “global” that depends on one slogan in any market in the world – Kodak, Coca-Cola, Levis... The second method is cross-cultural that depends on mental peculiarities of people. Holland psychologist and sociologist Gert Jan Hofstede made a model that has a certain scale of measurement of specific characteristics of different cultures. They are individualism, mettle, manhood and femininity.

In English and American advertising texts we can notice a lot of things that refer to a personality revealing his character, tastes and individuality: “Exceptional woman”, “Exceptional diamond”. These are the societies that direct their attention to professional and material success and to meet their ambitions.

The main values in the Ukrainian society are femininity, harmony, care about relatives and the quality of life.

The image of American ads is straightforward. As for the British ads, they are restrained. In Ukraine the accent is made on humour: *Ви можете дзвонити дешевше, але тільки у двері* - реклама знижок на дзвінки (“The cheapest call is a ring at the doorbell” - discounts on calls). *Зрозуміло і жирафі пити пиво краще з Даффі!* - реклама горішків “Даффі” (“It's clear to everybody – drink beer and eat nuts Duffy!” -the advertisement of nuts “Duffy”). *А нам, як вовкам – зуби!* - стоматологічна реклама (“Wolf's teeth are at the dentist's!” - Dental advertising). *Маленький магазин для любителів великих знижок!* (“Little shop for lovers of great discounts!”).

### 3. CONCLUSIONS

Summing up, we can say that creating ads is not an easy process. Advertisers must be well-educated, creative, artistic, have advertisement skills, have a big work experience and be craftsmen of their affair.

Nowadays it's impossible to buy something without ads. It's a driving force in an economic and cultural progress. If the goods are bought with great popularity it means that ad is successful. Any ad is successful when it is unique, emotional, catching, expressive, informative and colourful.

We have come to the conclusion that ads discourse can be verbal, non-verbal, oral, the written text with pragmatic, social, cultural, psychological and other factors, expressed by means of mass information. To create ads, advertisers have to take into consideration a lot of features noted in the article above, especially the tactics of manipulation and persuasion.

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У статті висвітлено вербальні засоби переконання у англомовній рекламі. Обґрунтовано маніпуляційні тактики та особливості переконання у англійській рекламі, здійснено порівняльний аналіз лінгвістичних та культурних аспектів формування стилю в англійських та українських рекламах.

**Ключові слова:** реклама, маніпуляція, переконання, ментальні особливості.