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## **VERBAL AND NON-VERBAL MEANS OF ATTRACTING ATTENTION IN ADVERTISING DISCOURSE: PECULIARITIES OF TRANSLATION**

*This study examines how modern English-language advertising texts utilize verbal and non-verbal elements to capture consumer attention. The growing significance of advertising as a distinct linguistic genre is linked to its reflection of national mentalities and cultural specificities. The research emphasizes advertising's pervasiveness in modern life, extending beyond product promotion to influence lifestyles and even worldviews. It underscores the value of analyzing advertising texts to understand their construction principles and the linguistic tools employed to achieve advertising's goals. Given the rise of globalization and increased competition, effectively attracting consumer interest through advertising strategies is paramount. This study focuses on advertising communication, acknowledging the limited research on its manipulative influence. The specific focus is on identifying methods used to grab attention in advertising. Advertising itself is the object of study, situated within the broader field of marketing communication. The main objective is to reveal the unique genre characteristics of advertising texts by analyzing their content and compositional structure, particularly regarding language and stylistic features. The research explores the development of advertising, the concept itself, and its structural and functional components within marketing communication. It acknowledges the persuasive nature of advertising messages and the need for them to meet specific criteria for effectiveness. The study recognizes the ambiguity surrounding the definition of «advertising text» and explores its dual functionality: influencing through language and influencing through mass communication techniques like layout, font variations, color schemes, and visual effects.*

**Key words:** advertising, verbal, non-verbal, means, structural, functional approach.

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## **ВЕРБАЛЬНІ ТА НЕВЕРБАЛЬНІ ЗАСОБИ ПРИВЕРНЕННЯ УВАГИ В РЕКЛАМНОМУ ДИСКУРСІ: ОСОБЛИВОСТІ ПЕРЕКЛАДУ**

*У статті розглядається, як сучасні англомовні рекламні тексти використовують вербальні та невербальні елементи для привернення уваги споживачів. Зростаюче значення реклами як окремого лінгвістичного жанру пов'язане з відображенням у ній національних менталітетів та культурних особливостей. У дослідженні підкреслюється всепроникність реклами в сучасному житті, яка виходить за рамки просування товарів і впливає на спосіб життя і навіть світогляд. Вона підкреслює цінність аналізу рекламних текстів для розуміння принципів їхньої побудови та лінгвістичних засобів, що використовуються для досягнення рекламних цілей. В умовах глобалізації та посилення конкуренції ефективність привернення уваги споживачів за допомогою рекламних стратегій має першорядне значення. Це дослідження зосереджується на рекламній комунікації, визнаючи обмеженість досліджень її маніпулятивного впливу. Особлива увага приділяється визначенню методів, які використовуються для привернення уваги в рекламі. Сама реклама є об'єктом дослідження, що знаходиться в ширшому полі маркетингових комунікацій. Основна мета – виявити унікальні жанрові характеристики рекламних текстів шляхом аналізу їхньої змістової та композиційної структури, зокрема мовних і стилістичних особливостей. Дослідження розглядає розвиток реклами, самої концепції та її структурних і функціональних складових у межах маркетингової комунікації. Визнається переконуюча природа рекламних повідомлень і необхідність їхньої відповідності певним критеріям ефективності. Дослідження визнає неоднозначність визначення поняття «реklamний текст» і досліджує його подвійну функціональність: вплив через мову і вплив через техніку масової комунікації, таку як макет, варіації шрифтів, кольорові схеми і візуальні ефекти.*

**Ключові слова:** реклама, вербальні, невербальні, засоби, структурний, функціональний підхід.

**Problem statement.** The article is devoted to the study of verbal and non-verbal means of attracting attention in modern English-language advertising texts. The specificity of the advertising text as a special linguistic genre is increasingly attracting the attention of linguists, which is primarily due to the fact that advertising is directly related to the national mentality and cultural peculiarity of the language group.

There is no doubt that today's life is unthinkable without advertising, which is one of the leading forms of communicative interaction in the life of a modern person. And the use of such a powerful tool as language in advertising is as necessary as it is difficult.

Despite the fact that advertisers in the process of creating advertising texts aim only to convince recipients of the need to buy goods as efficiently and quickly as possible, advertising often becomes one of the links in the formation of a lifestyle, as some slogans are used in the urban linguistic subculture.

Advertising texts can be used to trace the national mentality, as they often reflect the general level of linguistic culture quite accurately. **The relevance of the study** is determined by the need for a multilevel study of the principles of advertising text construction and the patterns of use of certain linguistic means that ensure the realisation of the goals of advertising influence.

Today, new ideological values are being introduced into society through commercial advertising. In the context of market globalisation, widespread mass production and development of trade exchange, as well as increased competition in the field of sales and marketing of products, the need to attract consumer interest with the help of certain advertising means is becoming more urgent. Moreover, the role of advertising, according to most researchers, is extremely important for shaping lifestyles and worldviews. It also contributes to progress by introducing new knowledge and new ideas about ways to improve one's life into the minds of people.

In society, an advertising message (text, slogan) is an important and integral element of social communication. The stages of influence of an advertising text on the mind of a potential consumer include: attracting attention, generating interest in the advertised product, as well as the desire to buy it, and finally performing the action that the advert is aimed at. (Zaiets, 2010).

Communication plays a huge role in society, performing various functions: from establishing a connection between objects of the material world to determining a communicative attitude with the aim of having a planned impact on a person or group

of people. A special place is currently occupied by advertising communication, which uses a wide range of linguistic and non-linguistic means to achieve the desired effect.

This study focuses on the verbal and non-verbal means of attracting attention in advertising communication.

Aspects of communication, its analysis shows that scientific research in the field of manipulative influence of advertising is insufficiently studied.

**The object of research** is advertising as an integral part of marketing communication.

**The subject of the study** is the formation of verbal and non-verbal means of attracting attention in advertising.

**The aim of the study** is to reveal the genre specificity of linguistic and stylistic aspects of attracting attention in an advertising text by identifying the features of its content and compositional structure.

In accordance with this goal, the following **tasks** were formulated:

- to analyse the development of the institute of advertising as an element of marketing communication;
- to study the essence of the category “advertising”;
- to determine the structural and functional components of advertising in the context of marketing communication.

**The presentation of the main material.** An advertising aims to encourage its recipient to take action in response. To have an impact and to be effective, it must meet certain criteria. In linguistic and psychological research, there are three types of influence on the human psyche: 1) informing; 2) persuasion; 3) suggestion (or perception without criticism). In the process of speech, persuasion and suggestion are inseparable, they complement each other (Areshnikova, 2014).

We have found that the concept of advertising is ambiguous. And in connection with its development, scientists began to study the advertising text and, accordingly, the language of advertising. The language of advertising is the verbal means by which a certain meaning is conveyed. Thus, an advertising text is a combination of content and form. It is the text that reveals the main meaning of an advertising message.

From the functional point of view, advertising texts seem to combine the implementation of two functions of influence: the function of influence as a function of language, implemented with the help of the entire arsenal of linguistic means of expression, and the function of influence as a function of mass communication, denoted in the English-speaking tradition by the stable term “persuasion” or “persuasive

function” (the function of persuasion or influence with the aim of persuasion) and implemented with the use of all the latest technologies of influence available to a particular mass medium.

In addition to verbal content, advertising text includes such methods of persuasion as the special location of the advert on a magazine page, font variations, colour contrasts, and visual effects that accompany the text on television or radio. This statement is confirmed in the work of A. Goddard: “The word “text” here (as applied to advertising) is used in its broadest sense, including visual artifacts as well as verbal language” (Avdieieva, 2021).

The term “text” in this context refers to advertising and is used in its broadest sense, including both visual and verbal components). The choice of linguistic means in advertising is never arbitrary. The chosen means represent an attempt to use language to achieve the intentions of the speaker. The words used in a particular advertisement are the product of a careful and conscious choice. For this purpose, along with other means, a variety of stylistic techniques are used that activate the addressee’s interest and create favourable conditions for consolidating the advertising discourse in the recipient’s mind (Areshnkova, 2014).

Any advertising text is subject to consideration only in the combination of all three of its components: text, sound and video sequences. Meanwhile, according to scholars, it is the verbal component of advertising that is of paramount importance. After all, it is through the text that advertising gets its real embodiment. However, none of the above definitions covers the concept of advertising text in its entirety.

To draw up a complete definition, it is worth considering the functions of the advertising text and

their direct implementation both at the linguistic and extralinguistic levels, because, as mentioned earlier, it is impossible to consider only the verbal component of advertising in isolation from its extralinguistic and pragmatic components.

In order to define the functions of advertising text, we will determine its place among functional styles. An advertising text, like any text, belongs to one of the functional styles. There are many classifications of functional styles based on the criterion of their scope.

Quite popular is the AIDA system proposed by E. Levis (1908), which is an abbreviation where each of the capital letters denotes a stage of message perception: A – attention, I – interest, D – desire, A – action, which includes:

1. Awareness level. That is, the recipient’s perception of the information contained in the advert.
2. The level of evaluation, which consists in comprehending and evaluating the information received and forming an attitude towards it.
3. The level of action. The recipient has a desire to take certain actions (purchase of the advertised product) (Levis, 1908) (Fig. 1).

In the modern world, advertising as a complex, integrated, multifunctional phenomenon based on the interconnection of many economic and social factors has become an integral part of the socio-cultural, political and economic life of society.

The creation of an advertising text is impossible without an appropriate syntactic organisation, which is realised by creating a certain syntactic unity that unites individual phrases. Without a close syntactic connection, it is impossible to update advertising information and, therefore, to successfully promote the advertising idea. Exclamations at the beginning



Fig. 1. The purchase funnel illustrates the relative number of prospective purchasers over time (Levis, 1908)

of the text, question and answer forms, rhetorical questions – all these linguistic means are used to attract the attention of the audience (Zaletz, 2012, p. 13).

The effectiveness of an advertising text often depends on the manifestation of various functions on which the use of expressive means is based. Advertisers use different means of expressive language and they have the following main functions (Avdieieva, 2021).

– Call to action – creating a desire in the target audience to purchase a product.

– Attraction of attention – formation of a sense of interest in the target audience.

In advertising communication, there is a theory of goal setting that forms the goals of advertising in each case based on the desire for a certain effect to be obtained as a result of the entire process of advertising communication. In order to achieve the goal, an advertising text – an informational message for the audience – must be created within the framework of each advertising event.

Considering advertising texts as specific systems, they should be distinguished by their structure (there are much shorter texts that include several nominal sentences, as well as texts that are close to journalistic in content) and the nature of the subjects they are dedicated to. They are also divided into informative, reminding and persuasive texts.

All advertising texts perform the main function of influencing the recipient (the one who perceives the information) to some extent.

To achieve the effect on the recipient to varying degrees, authors of advertising texts use verbal and non-verbal means of attracting attention, which are the main object of our study.

Let's turn to the advertising texts of well-known companies that carry the function of persuasion using various expressive means.

Here is an example of another advertising text by an automotive company. “*Can a midsize car be both luxurious and sporty? See for yourself.* Чи може автомобіль середнього розміру бути одночасно розкішним і спортивним? Переконайся в цьому сам”. This example shows the use of the rhetorical question “*Can a midsize car be both luxurious and sporty?*” and the epithet “*luxurious*”.

Expressive means are an effective method of attracting attention and forming a positive emotional assessment by creating an extraordinary advertising message. The translator has skilfully preserved the expressive means in the translation, and, importantly, used such a transformation as the modulation “*See for yourself – Переконайся в цьому сам*”, which significantly enhances the communicative effectiveness of the advertising message as a whole.

It is well known that one of the main verbal functions of an advertising text is to call for action and influence the audience, hence the frequent use of epithet, hyperbole and one-syllable sentences compared to other means of expression. They carry a huge functional load, as they can influence the recipient to the right extent and encourage them to buy the product. It is a very important task to choose the right expressive means with the most appropriate meaning in order to leave a vivid impression of the message and create motivation to buy the product.

Let's take an example of a non-verbal advertising slogan for the Belgian beer brand Stella Artois: “*Excellence is priceless. Досконалість безцінна = Stella Astroi beer.*”

The adverb “*reassuringly*” in combination with the adjective “*expensive*” carries the meaning of complete confidence in the priceless nature of this product.

With the help of emotionally coloured vocabulary, the manufacturer can name the real positive properties of the product, as well as emotionally influence the consumer, urging him to try the product.

*Once you pop the fun doesn't stop/ Спробувавши раз, є і зараз = чунку Pringles.* There is an emotional component (*pop the fun*) and a simultaneous call to try the product. Or New Pringles...

*Bursting and more flavour/ New Pringles... / Crispy and with more flavour = Хрусткі і з більшим смаком = Чунку Pringles.* In this case, the adjective *bursting* (розривний, вибуховий, що лопається, набуває позитивної), acquires a positive connotation associated with the feeling of a crispy, or rather pleasantly crispy product. And the expression *more flavour* indirectly indicates a new, unique taste, a sensation that should definitely be experienced.

However, according to some researchers, non-verbal emotionally coloured words that denote the uniqueness of a product and its positive properties are much less common in English advertising than in Ukrainian. Most often, advertisers do this through negative constructions. *Nobody does chicken like KFC/ Ніхто не готує курку так, як KFC.*

Often, English-language advertising emphasises the presence of product properties that were not previously present, the improvement of its qualities and cooking technologies. Taking into account the natural curiosity of the recipient, manufacturers often use such expressions as “*novelty*”, “*new*”, etc. *larger-size dinners; larger-size dinners/нові більші обіди; new corn flakes with real bananas/нові кукурудзяні пластівці зі справжніми бананами; new full, richer flavor/новий насичений багатий смак; new carb control/новий контроль за вмістом солей.*

This includes adverbs such as *never before, now, and others*.

The intensity of information is realised in advertising texts by non-verbal means with the help of font emphasis. For example, advertising texts use non-standard fonts, different letter sizes in one word or sentence, use of several colours at the same time, and combine photos and drawings with letters.

Various variations with the size, value, properties, features in the direction of their increase or decrease are possible both at the non-verbal level (increase or decrease of graphic images) and at the verbal level, when authors use grotesque or hyperbole.

**Conclusion.** There is a large number of both verbal and non-verbal means of drawing attention to advertising communication. However, it is very important to remember that any influencing communication, including advertising, in order to be successful, must be clearly targeted at the object of influence in accordance with its interests, needs and motives. Advertising experts carry out segmentation, i.e. the division of the market into consumer groups.

Thus, manipulative influence in a modern advertising text, on the one hand, includes a set of the most effective means of creating the image of the subject of advertising, and on the other hand, optimising coordination of the effect of various means. There are many techniques that can be used

here, but they all have one of two goals: the final goal (purchase of a product/service) or the preliminary goal (overcoming resistance to influence).

The ultimate goal of changing attitudes towards a product/service and stimulating sales is achieved by creating a strong advertising image. The goal of overcoming resistance to influence is to use the possibilities of communicative mimicry.

It should be noted that advertising is a rapidly changing field of activity. The main factors behind the development of advertising are the needs of production, forms of government, trade and finance, as well as the goals of religious denominations, politicians and citizens. In addition, advertising is a part of culture that develops according to its own laws.

Each advertisement is characterised by a set of its own verbal means (headline, slogan, advertising text), which are simultaneously supplemented by non-verbal means (photographs, illustrations, logo, a set of stylised fonts, colour, a certain placement of advertising elements on the plane).

The success of an advertisement depends to a large extent on the successful combination of verbal and non-verbal components. It is this interaction of verbal and non-verbal means that helps to maintain semantic connections in advertising, ensures its adequate perception, and successfully implements the mechanism of influence on the individual.

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