

Abstract

Subject matter: Characteristics of French advertising text

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Topicality of the research: Linguistics presents the text as a complex macrostructure, the main function of which is the communicative function, since any text conveys certain information. Therefore, the advertising text is considered as a source of information exchange in the social activities of native speakers, in their speech communication and, accordingly, is one of the most important forms of social and speech environment and a means of reflecting sociocultural reality. A study of the linguistic features and characteristics of the advertising text will allow us to identify and clarify those reserve mechanisms of influence that allow us to talk about the universal advertising of today's society. That is why the real research topic is relevant.

Objectives of the research is the identification and analysis of the lexical and grammatical features of French advertising texts.

Tasks of the research:

- give a definition of the concept of advertising and advertising text;
- represent a general description of advertising texts;
- identify the main components of the advertising text;
- identify and analyze the features of modern French advertising;
- identify and analyze the lexical features of the French advertising text;
- identify and analyze the grammatical features of the French advertising text;
- identify and analyze the stylistic features of the French advertising text.

Theoretical significance of the research results is that an attempt is made to systematize the main linguistic characteristics of the French advertising text, which leads to a deeper understanding of the entire structure of advertising and shows the interaction of its components aimed at achieving the main goal - persuasion and impact on the consumer.

Practical significance of the research lies in the fact that its results can contribute to an in-depth study of the language specificity of advertising texts and the further development of problems of their interpretation. In addition, research materials and conclusions can be used in theoretical courses and in seminars on lexicology and stylistics of the French language. Data from the analysis of syntactic and stylistic structures can be used in practical classes in the French language. The results of the study can find application in the framework of courses on the language of advertising, rhetoric, speech exposure in various communication fields

Results of the research

Advertising in the modern world is a complex social phenomenon that has gone far beyond the scope of the type of labor activity of a person.

The specificity of the advertising text as a special type of text lies in the choice of such language means that determine the effectiveness of the implementation of a common pragmatic attitude - the optimal impact on the addressee. The uniqueness of the advertising text and its main difference from other types of text is due to the fact that it combines the characteristics of all kinds of literature, as well as verbal and non-verbal means of the language

An effective advertising message should be: brief, interesting, reliable, understandable, dynamic, repetitive, figurative, original.

Advertising is a potential text consists of four inherent basic other elements that are incredibly almost the oldest always used in this advertising: summarizes the headline, slogan, the effect of the main intense text, echo phrase.

The title is the first carrier of information about the advertised product. From the point of view of the product information reported in them, the headings are

divided into: heading-question; denial header; demo title paradox header; heading - super approval; heading - solution to a problem; heading - witness testimony; a headline promoting two products at the same time; Header using two languages.

Only an effectively created headline can arouse the recipient's interest in the main content of the advertising text and encourage him to read the entire advertising text.

The main informative part of advertising is the main advertising text, which provides the consumer with comprehensive and reasoned information about the product: what the product is, how it will be useful, where it can be purchased, how much it costs.

Depending on the method of presentation of information, the main advertising text is divided into: informational, logical, figurative, mixed.

Depending on the purpose of the advertising message, the following types of advertising text exist: entertaining, informative, inspiring, persuading.

The main advertising text can be presented as dramatic advertising, narrative advertising, comparative advertising, advertising is a mystery, advertising is an instruction.

Advertising does not have to contain all four components each time. Sometimes an advertising product is limited to the presentation of only one component: slogan, logo, trademark.

To achieve their goals, advertising uses various linguistic means and therefore we can talk about the grammatical, lexical and stylistic features of the advertising text.

A variety of linguistic means is aimed at attracting and supporting the interest of the recipient with the subsequent incentive to purchase the advertised product or service.

At the syntactical level, advertising texts prefer short, simple sentences in headings and slogans, which is due to the requirements of brevity and conciseness, and the main advertising text uses complex sentences with a composing and subordinate connection to convey complete information about the product.

At the morphological level, the features of the use of parts of speech in the advertising text are revealed: the preference for verbs in the imperative mood, nouns and high-quality adjectives, the use of personal and possessive pronouns, etc.

At the lexical level, four main groups of lexical units were identified that are used in the preparation of the advertising text: words of the general literary language, used in the generally accepted meaning in texts of all functional styles; words of the general literary language, used in the meaning adopted by the general literary language, which are usually not used in advertising, but can serve as a means of original advertising argumentation; special terminology; non-verbal part, which includes symbols, schemes, addresses, telephones and other contact information.

In the texts of French advertising, various stylistic techniques are also actively used, such as a hyperbole, metaphor, personification, paronomasia, comparison, allusion.

Recommendations: the results of the research can be recommended to translators and interpreters, to professors of French linguistics working at different types of educational and linguistic programmes.