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LANGUAGE MANIPULATION IN ADVERTISING

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Nowadays advertising has flooded everything around. Advertisements are an indispensable part for any media. They are everywhere; it can be seen on TV, heard on radio, read in magazines and even seen on billboards by the roadside. Advertisers manipulate the certain audience with the help of creating visually attractive advertisements to make consumers start thinking about an exact product as a superior to any other product. Advertising has persuasive characteristics. The use of messages in advertising that influence an audience is called persuasion.

Nweke gave such definition to term persuasion as – “it is a methodical and skilful method of creating awareness aimed at changing or strengthening consumer’s considerations, viewpoints, standards, beliefs or values, for a more satisfactory result” [4].

Language plays great role in advertising since this is the way of communication, which is only acquired by human, and it’s used to express ones thoughts, ideas, emotions, hopes and desires. Words, sentences and texts are the main attributes of any language [3]. These characteristics are capable both to change the significance of the report and the frame of advertising messages.

One of the main tools of thought in human’s life is language. To attract consumer’s attention, to establish credence, to stimulate desire and to motivate the consumer to buy certain product there is a variation of linguistic manipulative techniques designed. It is important to take into account all aspects to recognize this technique in any advertisement. There are few examples of language persuasive techniques that are used in modern advertising:

1. Humour. This method is popular and used in many ads. It makes us laugh and feel good. Advertisers are trying to connect those positive emotions to their product and in this way to make us select it. For example, the Lays ad is based on the humour technique: “*See them. Want them*”. In this advertising we can see only one phrase, but it makes us think about this product and want to try it immediately. The commercial of the tablets “Espumizan” also has humour in its basis . Due to swelling, man’s belly

became as an air balloon, but when he took a pill he started feeling himself much better. *“It helps you to save your self-reliance”*.

2. Bribery. Bribery offers you something “extra”. What people can hear in McDonald’s: *“Buy a burger; get free fries”*. However, in reality there is nothing for free, we pay the sum, that covers everything and our mind is pleased with a thought that we have saved money.

3. Magic ingredients. The infusion is that in a miraculous way the product can help you effectively. BAYER Aspirin commercial says that *“In just minutes headaches gone you feel great again, there works wonders”* [1].

4. Exaggeration is promoting false promises about a product. The ad of chocolate ‘Max Fun’ has such words: *“This taste of positive grabs you. Exploding flavour of entertainment will fill your body with energy”*. However everyone knows that chocolate has no useful ingredients. One of the Coca-Cola's slogans would be a good example: *“Open happiness”* [2]. This slogan promises consumers that by drinking Coca-Cola they will be happy what is over-exaggerated. Another good example is the watchword used by URSUS Company: *“Ursus is the king of beer in Romania”*.

So as we can see that the main task of advertisements is to make people believe in something or do something. It persuades us to buy this or that product. Aristotle wrote about language manipulation techniques more than 2000 years ago, and these techniques are still used by writers, politicians, speakers and advertisers.

The ability to make your own decision is important, so we should learn something about persuasive techniques in order not to come under the persuasion that grabs our attention, establishing credibility in our minds and stimulating desire to buy something.

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3. Kenechukwu S., 2012. The psycho-social nature of language in human communication. Review of Behavioural Sciences 3(2): 24-29.
4. Nweke O., 2001. Public relations, practice and concepts. Enugu: Hamson Publishers.

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