Ways and means of creating expressiveness in English and Russian-language advertisements during COVID-19 pandemic

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Abstract. Covid 19 is a turning point in the development of society and certainly it has an impact on language in general and the language of advertising in particular. This article analyses the complex nexus of multidimensional impacts of the pandemic on the advertising text. The advertising text is oversaturated with linguistic means, with the help of which information is most effectively transmitted, aimed at a potential consumer in order to encourage them to take an action related to the acquisition (use) of goods and services. The special organization of the advertising text (stylistic devices, special syntax, "reinforced" punctuation) betrays the pragmatic aspect of the message. In this article, based on the material of advertising texts during the COVID-19 pandemic, the means of expressiveness in English and Russian-language advertisements are considered and analyzed at the phonetic, syntactic and punctuation levels of the language. The means of strengthening the pragmatic potential of the advertising text include, first of all, expressiveness. Expressiveness is one of the most important potential enhancers of an advertising message. The way expressiveness is one of the key linguistic problems. In this article, we focused on the significance of the linguistic essence of expressiveness, its place and structure in the language system in order to analyze the expressive possibilities of expressive means, the conditions and methods of their use in an advertising text.

1 Introduction

Advertising as a phenomenon has been the object of analysis for a long time by a fairly wide range of scientists in the philological and social sciences. In scientific research, the tasks, goals, types of advertising, sources of their distribution are described in detail. This interest in the advertising message can be explained by the fact that advertising is a powerful tool that affects a huge number of people, their mass consciousness. We have analyzed the advertising discourse during the COVID-19 pandemic in terms of expressiveness at the phonetic, syntactic and punctuation levels of the language in order to trace the multidimensional effects of Coronavirus disease.

Creators of advertising texts consider the following distinctive features. Expressiveness also belongs to the means of enhancing the pragmatic potential of an advertising text. It is

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one of the key linguistic problems. In our opinion, the category of expressiveness is very important for maintaining the pragmatic and communicative existence of an advertising message. Social advertising is characterized by pragmatic text formation, and expressiveness appears in our article as an important characteristic of an advertising slogan.

Fig. 1. Distinctive features of advertisement.

The possibilities of expressiveness as an essential characteristic of an advertising message against the background of the coronavirus pandemic are laid down, first of all, in its denotative plan. The necessary effect of the advertising text depends, first of all, on the denotative attribution of the advertised object. The message encrypted in the advertising text assumes personal significance for the recipient, regardless of whether or not there are expressive units in the text. With the help of methods and technologies of expressiveness the author of the advertising text ultimately achieves the goal when this expressiveness is consistent with the recipient's apperceptive capabilities. Thus, social advertising during the pandemic is designed for perception and understanding. [2]

In the research we used various methods, in particular, the method of continuous linguistic text analysis, the descriptive-analytical method, the method of quantitative analysis

2 Discussion

The advertising text is perceived through the expressiveness of advertising, which has a direct impact on the dynamics, quality and selectivity of perception, which contributes to an
accelerated, in-depth and expanded understanding of the text. Achieving a pragmatic goal, namely, to change the thought process and behavior of the addressee enhances the expressive plan of the text. During the coronavirus period, the main purpose of the advertising text is encouraging. That is, to induce the recipient to an active reaction, for example, to get vaccinated, stay at home, etc. Personal meaning comes to the fore, and language units only enhance this effect, resulting in expression with the imposition of a potential client's personal meaning-forming load.

To analyze the methods and ways of expressiveness in an advertising text, first of all, we must define the linguistic essence of expressiveness, its structure and place in the language system.

The analysis of scientific and linguo-stylistic literature shows that the issues of the expressive possibilities of language units and the problems of creating the expressiveness of an utterance are associated with such concepts as "expressiveness" or "expression".

Some linguists have drawn attention to the fact that expressiveness is often achieved with the help of emotionality or the logic of speech construction, using the forms of the language at the morphological, syntactic levels, to which we refer the expressive means of the language.

Non-stereotyped, non-standard and imagery can enhance the influencing forces of the statement, and not only due to emotionality and evaluativeness, the expression of the advertising message is achieved. Expressivity can be qualitative, aimed at choosing "a stronger word in a series of synonyms," or quantitative, consisting, for example, "in the repetition of a word that has an emotional connotation." Recognizing the possibility of the category of intensity to manifest itself at different levels of the language, linguistic science has been able to largely explain and characterize the phenomenon of expressiveness as a whole. [3]

All levels of the language include linguistic means of expressiveness. We will dwell on the phonetic, syntactic and punctuation levels in more detail. Phonological and prosodic means of achieving expressiveness include, in particular, sound duration, sound writing and alliteration, accentuation, special rhythmic-intonation constructions, etc. The use of most of these means can be reflected in writing. Amplification, non-union and multi-union, change in word order, parallel syntactic constructions, syntactic repetitions are syntactic means with expressive meaning.

The units of the text structure can also be carriers of expressiveness. This is the choice of narration (impersonal sentences, in the first person, etc.), the parallelism of the structure of different parts of the text, etc.

In addition to linguistic means of creating expressiveness, paralinguistic means are very important: facial expressions and gestures, the volume and tone of the voice in oral speech and iconic means (pictograms, drawings) in written texts.

Expressiveness is characteristic of units of all levels of the language. Each level has both positive and negative connotation, expressed through expressive means.

So, expressiveness is the ability to express the mental state of the speaker. It is closely related to the category of emotional evaluation, in general, to the expression of emotions in a person. Expressiveness is associated with the main components of a speech act: with the speaker, with the expression of his feelings, mood and attitude towards the subject of speech and the addressee; with the addressee - with the impact of the statement on the addressee and the achievement of the so-called "perlocutionary" effect.

It seems to us very important and relevant to consider the signs of advertising discourse during the coronavirus pandemic, to identify the features of advertising texts, taking into account the current social situation. [4]

In our opinion, the transformation in the advertising text is due to the fact that people cannot purchase goods and services the way they used to, since the social situation around
the world has undergone great changes. The result of this was a change in advertising texts. Vocabulary and phraseological units, which until recently were considered neutral and were not intended to convince, inspire or influence, are becoming socially conditioned in the pandemic.

2.1 Phonetic means of expressiveness

The analysis of English and Russian-speaking advertising texts showed that it is phonetic expressive means that play a significant role in writing advertising messages.

The study of advertising material gives grounds to assert that the phenomenon of alliteration - the repetition of consonant sounds at the beginning of closely spaced stressed syllables - is quite typical for advertising texts. This technique helps to create an emotional tone based on the content of the message, and is also an effective means of expression.

Here are some ways to use alliteration:

«Times like these show us who we are. So: This is us. This is us being vulnerable. This is us being fragile. This is us being scared. This is us. Weak. Helpless. This is us. But this is us too in our darkest hours. This is us being vulnerable? Fragile? This is us being scared? This is us weak, helpless?

We stand together. Because we're in this together. We believe times like these make us grow, they make us progress for Humanity.

Hyundai. Expediting one billion dollars of payments to support partner companies
We will not stop, until this is over»
[https://www.youtube.com/watch?v=RRJiYcIxJpY&feature=youtu.be].

It is known that advertising is a creolized text, in which the image often supplements and clarifies the meaning of textual information. Thus, in the advertisement for Budwiser beer, representatives of various professions (nurses, emergency doctors, representatives of the Red Cross, teachers, volunteers) who help others cope with the pandemic are named after great athletes.

«This Bud's for the Blues, the Reds and the warriors.
This Bud's for the magic, the Athletics, the Giants and the Jazz.
This Bud's for the Trailblazers, the Braves, the Yankees and the Angels.
This Bud's for the home team.
This season we're all One Team.
We're shifting our sport’s investments to help our heroes on the font lines.
By using stadiums to host American Red Cross blood drivers during the COVID-19 crisis.Budwiser+ American Red Cross»

[https://www.youtube.com/watch?v=3_t9niMNkdg&feature=youtu.be].

According to the linguists, phonetic significance creates a "vague aura" of associations around the words. The role of alliteration is expressive, alliterative words highlight the most important concepts and focus the reader's attention on them. [5]

The attention of some target audience can be easily attracted by another phonetic expressive means - rhyme. As it turned out, rhyme is a fairly common way of designing English and Russian advertising texts. Even before the coronavirus period, the technique of rhyming lines was actively used in advertising messages, as it contributed to easier pronunciation and memorization.

«Gathering in groups was forbidden to everyone,
But Tele 2 changed this rule too.
Our subscribers, having joined the online group,
Get a discount on your fare.
By personal example, we will show you
how to benefit yourself and your friends.
Connect to Tele 2, join groups and get discounts on your tariffs. Tele 2. Other rules. [TNT]

2.2 Syntactic means of expressiveness

Syntactic means, in particular, inversion, exclamatory sentences, emphatic constructions give advertising texts more expression and emotionality.

After analyzing diverse advertising messages, we came to the conclusion that the peculiarities of the use of syntactic means depend on the length of the text. So, in voluminous texts, the author can afford to include absolutely any number of syntactic constructions. In medium-sized advertising within one text, you can use different types of syntactic means that enhance the level of expression, but they will be inferior to voluminous texts in terms of the frequency of expressive means used. Small-format texts show the least saturation with expressive syntactic means, however, the inclusion of two or three elements in a small-format text that work for expression, including syntactic ones, makes these texts even more expressive. [6] In advertising texts, there are various types of parenthesis. In terms of structure, the following groups are found:

1) one-word parenthesis (finally, naturally, plus, well, clearly, now, so and etc.)
2) word combinations parenthesis (in fact, what’s more, simply put, of course, either way, at last, after all, at least and etc.)

Well, our online wine warehouse is as good a place as any. (Marie Claire)
It's all of our responsibility to slow the spread of the coronavirus. So, follow guidance from authorities where you live and stay home unless absolutely necessary.

As for the position of the parenthesis in the sentence, an author usually places it at the beginning, in the middle or at the end of the sentence:

For a cloth face covering, stay at least six feet away from other people. Try not to touch any surfaces and wash your hands for at least 20 seconds as often as possible.

Beeline Business Be Free organizes remote work for businesses of any size in one day, including access to your office systems and applications right from home. Beeline Business - bright solutions for business. By the way, we also made this video from home.” [NTV].

Often, to create an emotional and evaluative background, parentheses come to the fore and become a powerful tool in the hands of the author of the advertising text. With the help of parenthesis, the author expresses his own opinion, due to which the connection of this syntactic phenomenon with the textual category of modality is manifested, for example:

Amazingly, that’s not all. (Men’s health)

So, the study of Russian and English advertising texts showed that parenthetical insertions are quite common in use. In order to logically and emotionally highlight the necessary information to create a convincing, motivating effect that attracts the attention of the viewer or reader, as well as imitation of colloquial speech, parenthesis is one of the most effective syntactic means in giving expressiveness to the statement.

To emphasize the most important thoughts, to enhance the expressiveness of the advertising message, another type of syntactic means is used - a rhetorical question. The purpose of a rhetorical question is to attract the attention of the viewer or reader. The listener is automatically caught by the rhetorical question with its intonation against the background of declarative clauses. Thus, he or she unconsciously tries to give an answer to the question posed, which creates the effect of surprise and thereby enhances the meaning of the message, and emphasizes the expressiveness of the subsequent text. Often in advertising, a theatrical scene with rhetorical questions is played out; this technique enhances the stylistic status of the text. The viewer is involved in the game, tries to argue, reflect, an atmosphere of easy communication with the addressee is created, which enhances the stimulating effect of the
advertising message. Rhetorical questions imply a certain answer programmed by the author. Thus, a response remark in the subsequent sentence is not excluded, for example:

“Do you want to ride my sports car? Take, go home.
- Did you want to go to the spa? Here it is, I've equipped it at the holiday home.
- Hello, Derevyanko? Will you work for me? What a role! Technogenic!
- Are you all right?"
- Everything is great with me!
- Dim, it's me! Open.
- It's you... open a video link for yourself. It's safer this way, Dima. See you soon!
It's not boring and profitable at home! Enjoy home Internet, TV and communication for a month for free, and then with a 40% discount. MTS be better, every day». [Russia1].

"Your customers won't notice that you switched to home mode. You didn't notice that we work from home, did you? And we work remotely, and everything works for you”.

Exclamatory sentences give the advertising message a unique emotionality. During the coronavirus pandemic most of the exclamatory sentences used in social advertising texts are motivating in their communicative setting, for example:

«K.Kh. - We are asking you to be active.
Ch.Kh. - And you are responding! Thank you for that!
K. Kh – Together with you, we have already helped thousands of people across the country.
Ch.Kh. - But today we have an unusual request for you. We ask you to limit activity outside your home.
K.Kh. – If you personally are not afraid of the coronavirus, then remember that it is dangerous for those who already have poor health, including the elderly.
Ch.Kh. – Please stay at home and help us from home!
KH - I'm at home today!
Ch.Kh.- And I'm at home today!» [Channel 1].

It should be noted that among the exclamatory sentences there is a group of incentive sentences in terms of communicative orientation. This technique, coupled with the voice acting of an advertising message by famous artists, is one of the most effective ways to influence the addressee. [7]

Syntactic repetitions, i.e. repetitions of different words that perform the same functions in a sentence, as well as similar syntactic constructions in the next lines, statements or paragraphs, are found in advertising texts, for example:

«It’s ok to not be ok
Stay home
Stay Calm
Stay connected
Stay Active
We're in this together
Fore more, go to Alone Together.com»
[https://www.youtube.com/watch?v=HHTK0bR0y60&feature=youtu.be].

The position of identical parts among parallel structures is important in the sentences of advertising texts. There is a syntactic anaphora, a syntactic epiphora and a ring repetition. In our example, we can observe the syntactic anaphora, that is, the syntactic identity of the initial parts. This advertising text is characterized by a high degree of expressiveness. Expressiveness, persuasiveness and ease of composition.

In advertising texts, repetition often plays the role of the leading motive, the main idea of the interview, being the key to revealing the content of this speech fragment. In the process of repetition, the leitmotif can vary and form associations, acquiring a special meaningful depth. [8]
All kinds of repetitions have a unique influencing effect in the conditions of an advertising text. The advertising text in the covid era, trying to persuade the addressee - potential buyer to the "necessary" solution, uses multidimensional, actualizing and expressive features of this stylistic device, which in advertising is modified both at the level of structure and at the level of content. Repetition contributes to the expression of complementary semantic and emotional shades of meaning and is an informative and emotionally charged unit that psychologically affects the reader with its expressiveness and intensity effectively and effectively.

Systematic repetition of a key phrase or name contributes to the formation of an opinion or inducement of the addressee to action, glorifying the trace in the consciousness and memory of a potential consumer, we are talking about manipulative reception, word manipulation, lexical repetition:

The whole world shuddered because of the epidemiological situation associated with COVID-19, and misunderstanding how active the new viruses will be. Natalia, tell us about your breakthrough in the field of modern disinfection products - the Ecomed 1.0 installation, how effective is it in the fight against COVID-19?

Ecomed cabins operate on the basis of UV radiation and air-ozone flow. Ecomed cabins are capable of killing viruses and bacteria located on the human body. Thanks to the "Ecomed" technology, ultraviolet light enhances the disinfecting effect of ozone, so the cabin can be useful against absolutely all viruses including COVID-19. Virologists of the Rostov Research Institute of Microbiology emphasize that they have not yet met such an effective disinfectant as Ecomed 1.0 (Expensive Pleasure, April 2021. Rostov-on-Don).

In this advertising interview dedicated to Ecomed booths, the lexical repetition itself serves as an element of accentuation of the concept needed by the advertiser, the name "Ecomed" is constantly repeated and thus the reader's thoughts, feelings, will and behavior are influenced, information is introduced into the subconscious, manipulation technique in action. In addition, the author of the advertising text purposefully draws the consumer's attention to the brand of the product by resorting to unjustified repetition with a change in the denotation of the word. The name "Ecomed" is used either in the meaning of the name of the cabin, or in the meaning of the name of the technology. In this example, the interviewee repeats the words from the previous remark "Ecomed" and "COVID-19". In our opinion, these words are not repeated by chance: this technique allows us to intensify the semantic connections between the elements of the interview, thus increasing expressiveness, and the constant mention of the name leads to involuntary memorization, while the repetition of "COVID-19" enhances the effect of psychological pressure, since Covid today acts as the main "violer" of the basic human value - health.

Thus, repetitions of these words are also used for lexical and grammatical purposes - they serve as supporting elements in the development of thought and as a means of connecting sentences in a dialogue, as well as for expressive and stylistic purposes - they are a way of highlighting, emphasizing the most important, meaningful elements of speech, fixing attention, introducing it into the consumer's consciousness. Also, this advertising text is replete with a wide variety of means of expressing intensity, focused on the implementation of the concept of amplification. The combination and deliberate choice of an intensifying adverb with the evaluative adjective "such an effective decontaminating agent" contributes to overestimating the evaluation of the object with its constant value in order to modify the listener's attitude to the designated object and influence the reader's opinion. [9]

An effective method of fixing the reader's attention is the use of rhetorical figures based on lexical repetition:

Thymogen activates all parts of the immune system. Thymogen enhances the body's antiviral protection against all types of pathogens. Thymogen, due to the activation of
nonspecific immunity, can reduce the risk of influenza, SARS, COVID-19. (Dear Pleasure, September, 2021. Rostov-on-Don).

Anaphoric repetition of the word "timogen" leads to the realization of several functions of this technique simultaneously: the informative function is combined with the nominative and appellative. The author of the advertising text puts repeating segments at the beginning of the semantic segments of the text, deliberately choosing a strong position.

Such an organization of the text significantly enhances the significance of each element introduced against the background of repetition, actualizes these elements, and also contributes to the memorization of the name. By means of lexical and syntactic parallelism, the interviewee develops and justifies his point of view in the direction he needs, bringing new arguments, facts.

### 2.3 Punctuation means of expressiveness

Analysis of the material showed that almost all the main punctuation marks can be found in the advertising text. Thus, we attribute punctuation to another means often used in an advertising message in order to enhance its expressiveness. There are two trends in modern advertising texts: "strengthened" and "weakened" punctuation. If the author's goal is to make the message light, unloaded, dynamic, then he will strive to use "weakened" punctuation, i.e. limited number of punctuation marks. And if a non-standard approach is needed that catches the reader’s attention, most often they use “strengthened” punctuation, for example, information ending in a question with an exclamation mark or a dash in the middle of a sentence will sound more convincing:

"Falling markets are new opportunities, especially if you are protected.

Despite the fact that a full stop is considered a neutral punctuation mark and is traditionally used in declarative sentences that do not carry any expression, in advertising text it can serve to increase the expressiveness of the text. Participating in the division of individual short, often elliptical and nominative sentences:

This is us. This is us being vulnerable. This is us being fragile. This is us being scared. This is us. Weak. Helpless. This is us.

[https://www.youtube.com/watch?v=RRJiYeIxJpY&feature=youtu.be].

### 3 Conclusion

After analyzing a significant array of advertising texts that mention the covid 19 pandemic, a tendency was revealed to address this topic and use it by advertisers as a "dangerous" background on which the advertised product is presented, which will bring "salvation", "relief"" "recovery", etc. This technique not only increases the overall expression of speech, performing a text-forming function, but also increases the suggestive component, serves as a way of emphasizing the most important content elements, focusing the reader's attention on the necessary elements. Under these conditions, the use of expressive language means becomes an even more effective method of influencing the reader - a potential buyer. The advertising discourse in modern communication has acquired a completely new social meaning.

The conducted research convinced us that the advertising text is an example of the most effective use of linguistic and non-linguistic means. The pragmatic aspect of the advertising text is directly manifested in its peculiar organization: in the choice of phonetic units, special syntax and non-standard punctuation.
References