Representation of the ecolinguistic paradigm of etiquette formulas in advertising interviews

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Abstract. Advertising discourse has a number of features related to the specific context in which the communication takes place. The addressee is usually sceptical, while the addresser uses the entire arsenal of language to make an impact. In this article, we focus on the use of etiquette formulas in interviews. The representation of the cultural code of the ecolinguistic paradigm is particularly diverse in formulas of speech etiquette. Etiquette (fr. étiquette - label, tag, etiquette) is the rules of behavior that ensure the maintenance of the existing in a given society (community) perceptions of what is appropriate [17]. Speech etiquette reflects the principles of communicative behaviour in a communication situation, considering role models and communication context. Speech etiquette implements ready, standardized, stable speech acts: both situations and applied speech formulas are standard. The article explores the concept of speech etiquette formulas in the system of advertising discourse, in the context of advertising interview, from the perspective of pragmatics and linguoculturology, as part of linguistic ecology.

1 Introduction

Speech etiquette formulas in advertising discourse reflect the very purpose of advertising - establishing communication with the addressee, direct contact with the recipient [2]. The advertising interview, in turn, creates a prototype of a life situation in which the etiquette formulas generate greater realism, increasing the communicative effectiveness of the message.

The material for the article was continuous sampling data of advertising interview texts from magazines "Dorogoye udovol'stiye", "Kto glavnyy", "Sobaka.ru", in which speech etiquette formulas are analysed. In total we analysed 200 texts of advertising interviews.

In the discourse of an advertising interview, the most common etiquette formulas are greetings, addresses, compliments and thanks.

2 Discussion

Greeting is an essential, most frequent formula of speech etiquette and being the basis of any communication, it will have a special effect in an advertising interview. In an advertising
interview, the greeting does not only have the function of attracting the interlocutor's attention and establishing contact with him or her. These are rather secondary functions. The main function of a greeting is informative and influential. This is due to the construction of the greeting in an advertising interview: the journalist addresses the greeting to both the reader and the interviewee at the same time. When addressing the reader, the potential consumer, the journalist accompanies the speech formula of the greeting with information about the personality of the interviewee. Usually it is a qualified expert, a person with a positive reputation, an authoritative expert, etc.

- Today we welcome Nadezhda Pilipenko, head doctor of the "Avtorskaya Dentistry" clinic, "doctor-expert", the number one doctor in Russia for the correction of dental bite by mouth guards! Good afternoon, Nadezhda Vladimirovna! [12, p. 32]

- Let's welcome our guest, head of the cosmetology department of the Olvia Centre for Plastic and Aesthetic Surgery, beauty doctor Maria Byakova! Hello, Maria Nikolaevna! [6, c. 102]

In an advertising interview, the journalist often uses a greeting form, accompanying it not only with the name of the addressee, but also with all the regalia of the interviewee. Thus, the author incorporates an effective psychological technique into the speech etiquette formula of greeting - an appeal to authority. "Advertising in the form of an authoritative testimonial succeeds in stirring up a whole range of emotions in the 'mass soul' of the audience - enthusiasm, admiration, love and other feelings." [1, p.394] As researchers note, readers feel a state of confidence, convenience and tranquillity, "emotional comfort" and a greater degree of trust when they receive information from a qualified specialist, an expert, a well-known personality.

- Purposeful, temperamental, a cosmetologist, sensitive nature who participates in charity, "doctor-love", Evgeniya Govorunova, welcome! [7, p. 43]

- Christina Kotova, English teacher and founder of Express Lingua language centre, hello! [9, p. 76]

Having analyzed more than two hundred advertising interviews, we noticed that the construction "regalia + addressee's name + greeting" occurs more often than the constructions "addressee's name + greeting" or "greeting + addressee's name" (Fig.1).When performing the communicative act, the communicators are pursuing pragmatic goals, in other words, hyper-speech actions are decisive in the choice of speech formulas by the communicators.

Fig. 1. Statistical data on the ratio of the constructions "addressee name + greeting" and "greeting + addressee name" in the speech formula of greeting. Total number of samples 200.

In the process of creating an advertising interview, the advertiser recreates the situation of real communication. Therefore, a salutation is a unit of addressing, an attribute of
successful communication, performing a contact-establishing function, integrating the internal and external circumstances in which the communication occurs in a single communicative act, subordinating the purpose of psychological impact on the audience, potential buyers, and achieving a certain perlocutionary effect. Salutation is an obligatory component of any interview, including advertising interviews, and is an integral part of communication. However, in an advertising interview, an addressing is subordinated not only to a phatic and appellative function, but also to a pragmatic one.

In the text of an interview, a salutation opens up a new semantic block and allows the journalist to characterise the interviewee, to express his attitude towards him and to outline aspects of the object advertised, which the expert interviewee will develop in the response of the dialogue:

- Samir, you (in a respectful way) started your business in the production of fire-fighting translucent structures from scratch. What was it like? [5, p. 43]

The journalist addresses the interviewee by his/her first name in “you” (in a respectful way). The choice of this linguistic formula is not accidental. This emphasises the polite form of salutation, the formal business-like yet but confidential atmosphere and, most importantly, the seriousness of the topic to be discussed: fire-fighting structures.

- Catherine, you (in a respectful way) graduated from the Ferrandi School of Culinary Arts in Paris, completed an internship at Michelin-starred restaurants took courses at the ENSP French confectionery school. How long have you been hatching a plan to open your own confectionery "Sweet Shop"? [4, p. 52]

In this example, the journalist begins the question by addressing the expert, personifying all those achievements that the interviewer then lists, thus demonstrating those sides of the expert, who by default is the advertised object, which distinguish him most favorably by applying certain strategies of communicative influence.

In the following example, the salutation precedes the direct transmission of information. The author creates the communicative conditions for analysis, detailed description and positive evaluation of the advertised object:

-Natalia, tell us about your breakthrough in the field of modern disinfectants - the Ecomed 1.0 machine. What is it? [8, p. 13]

To create an atmosphere of trust, a friendly, informal conversation, the journalist allows for the use of the form of salutation “to you”. At the same time, the author lists the regalia of the expert, resorting to the testimonial method and naming the object of the advertisement:

-Masha, I'm thrilled to be starting a new column on aesthetic surgery with you, the head of the Plastica Centre for Plastic Surgery and Cosmetology. If you take part, the project will be a success... [3, p. 81]

This method has a particular power of persuasian. It is a kind of method of adding psychological value to a product or service, because it is a story told by a competent person about the object advertised, an expert to whom the publicist trusts. The interviewer does not remain impassive, which adds a special intensity of sincerity. It should be noted, that forms of address "you" in an advertising text interview are much less common (Fig.2), even though the atmosphere of trust created leads to a positive attitude, a welcoming attitude neutralises the immunity of skepticism. If the communicator has a high credit of trust, the more the audience will be persuaded.
Fig. 2. Statistical data on the ratio of "You" (in a respectful way) and "You" in the speech formula of salutation. The total number of samples is 200.

The predominant, integral etiquette of an advertising interview is a compliment. All the analysed texts from advertising interviews contained compliments, both in the journalist's remarks and in the interviewee's response. This can be explained by the nature of a compliment - "kind, pleasant words" - as well as by the fact that the communicative intentions of the interviewer and the interviewee coincide: to influence the reader.

The main functions of a compliment in an advertising interview are phatic and pragmatic, as a compliment not only helps to establish contact, trust and sympathy between the addressee, but also has a manipulative effect on both the addressee and the reader, the potential buyer, as he is the main object of influence. The explanatory dictionary defines a compliment as "A flattering judgement on someone, a kindly review" [10, p.488]. Within the communicative situation of an advertising interview, the etiquette formula of a compliment is characterised by intentionality and purposefulness. As a structural element of the advertising interview genre, the compliment has a purposeful, intentional speech action: creating conditions of emotional and psychological comfort, forming an atmosphere characterized by mutual trust and respect, open and benevolent communication.

A compliment supports the overall strategy of creating the necessary situation in general, the mood, and determines the direction of development and organisation of influence in order to achieve the goal of communication.

In order to enhance the suggestive effect of the compliment, a variety of means of artistic expression are used, which give brightness to the speech. Epithets, metaphors conceptualise the compliment, increasing its emotional effectiveness. In this way, the speaker attracts the interlocutor's attention, influences his mood, expresses his emotional attitude to the interlocutor's statement and sets the tone for the dialogue as a whole.

- Katerina, every sweet you (in a respectful way) make is a masterpiece! How do you (in a respectful way) do it? What are the "three pillars" - the principles on which the Sweet Shop is based?

- Everything is based on the following tenets: the highest quality of raw materials... (... ) novelty and advanced product preparation techniques so that the appearance is unusual, beautiful and excellent... a carefully thought-out design of each product so that it is unique... [4, p. 52-53]

The interviewer starts the dialogue by complimenting, "Every sweet you make is a masterpiece!", giving a positive assessment and setting the tone for the entire conversation. Then, by formulating a question, the journalist gives the interviewee an opportunity to continue and expand the emotional and expressive information outlined by the interviewer in his reply, supplementing it by listing the positive features of the advertised product: "the highest quality", "advanced cooking techniques", "thoughtful design", etc. Compliments
perform the function of content incrementation, saturating the lines with evaluative and argumentative meanings.

By using epithets, the journalist seeks to emphasise the special properties of the object, its exclusivity, appealing to both the reader's emotions and his or her mind:

- Christina, what is the secret to the success and originality of your interiors? (...)
- Everyone knows that you (in a respectful way) are an incredibly sought-after designer with a large pool of clients! How do you do it? [13, p. 18]

Linguistic expressive means influence the very process of perception and understanding of the text by the reader and act as a regulator of the reader's activity. They mobilise and focus attention on the advantageous properties of the advertised product. The speaker's deliberate choice of a more positive adjective in evaluative terms contributes to an overestimation of the object while its value remains unchanged. When the speaker's exaggerated assessment of an object is perceived by the listener as corresponding to its value, it misleads the listener as to the true value of the object. It is a matter of influencing the reader's opinion, to form a certain attitude towards the object being denoted.

The following types of compliments were identified in the advertising interviews:

1) "compliment to the object of the advertisement or service", usually accompanied by a request for detailed information about the service or object of the advertisement, e.g.

- Anastasia Vladimirovna, your LINLINE clinic has an exclusive RocoSMA procedure, which is recognised as the best procedure for natural skin repair and tightening, tell us more. [11, p. 43]

The complimentary epithet emphasises the uniqueness of the procedure "exclusive", "the best". At the same time, the compliment acts in this example as a special modal means of expressing a subjective-objective attitude to the quality of the object. The correspondent does not express its own emotional attitude towards the object, it is an appeal to the opinion of others, disinterested people, as evidenced by the verb form - "recognised". All of this contributes to a special effect. The author is influencing the emotional-intellectual sphere of the psyche, i.e. there are allusions, appealing to someone else's authoritative opinion.

2) "a compliment to the person doing the service":

- Ekaterina, you (in a respectful way) are skilled in all types of eye surgery and are the most sought-after operating doctor, tell us more about your work [8, p. 71].

Compliment to the person initiates an appeal in the interviewee's response to talk about the person, the activity, namely the range of services that the respondent provides. In other words, the "compliment to the person" is an introductory part of the advertising message itself and represents a meaningfully complicated communication in which the understanding of the statement includes meanings not contained in the statement itself, but understood by the respondent, as the interviewer and the interviewee in the advertising interview are united by a common communicative intention - to influence the addressee of the advertising message.

The article also analyses the speech etiquette formulas of gratitude and wishes in an advertising interview. Gratitude is "a feeling of appreciation to someone for the rendered kindness, attention, service", as well as "words expressing these feelings" [10: 49]. The speech act of gratitude is committed in order to express a positive reaction and give a positive assessment of a person's behaviour or actions. An advertising interview, as already mentioned, reproduces live speech and this is one of the reasons for the abundance of gratitude speech formulas, with the gratitude speech etiquette formula being addressed to:

- to the interviewee and, in response, to the interviewer and the readership,
- the object of advertising (product) itself,
- to the consumer because he or she chooses this product or service.
- Thank you, Mitya, for coming to our studio and sharing your joy, telling us about laughter therapy and showing us how to share happiness and "laugh" properly!

- Thank you (in a respectful way) also, Anna, for letting me talk about BOVACENTRE, about the guys I am very grateful to, who do so much for the world. I am very happy that the team of the centre transmit such values to the world. Come and meet them! [14, p. 41]

In this example, the gratitude addressee tries to confirm the harmonious relationship with the addressee formed during the interview, creating a favourable atmosphere and an opportunity to mention the object of the advertisement once again. The respondent, in turn, thanks both the interviewer (Anna) and the object of advertising ("BOVACENTRE").

- Vladislav, tell us about your newly-minted dream!

- For about a year I had nurtured the idea of opening my own café-bakery. I had experience in public catering ... but I didn't know the nuances of running a business ... and I am very grateful to the centre «Moy biznes», whose specialists helped me with legal issues and issues of document flow, prepared documents for registering a sole proprietorship, helped me choose the OKVED codes, recommended the best taxation system, and assisted me in submitting documents through the MPSC. ... Thanks to such prompt work, I managed to open my own cafe-bakery already in February of this year". [16, p. 78]

This example vividly demonstrates how the speech etiquette formula of gratitude creates the ideal conditions for presenting the services advertised, creating an atmosphere of trust, relieving tension and mistrust, while presenting not just one service, but a list of services.

Also in advertising interviews over and over again encounters wishes for happiness, well-being, prosperity and success, i.e. the speech formulas "well-wishes". It means "wishes" in their positive meaning.

- The name of the restaurant "The Cherry Orchard" itself reminds us of the time of Anton Pavlovich. (…) As a creative person, what inspires you to create in this atmosphere?

- It inspires me to create original compositions in dishes which are reminiscent of both France and Russia: Pike Dumplings, Beef Cheeks with Mashed Potatoes... Priyatnogo appetita! Bon appétit! Discover traditions of two countries! Experience new tastes! [15, p. 18-19]

In this example, the wish is directly linked to the subject of the advertisement, the Cherry Orchard restaurant, whose brand chef wishes "Bon appétit" by using several well-wishes in a row: " Priyatnogo appetita! or Bon appétit! "

The use of well-wishes is usually aimed at bringing the communicants closer and establishing a relationship of trust between them. The introduction of well-wishes in the text of an advertising interview pursues a similar goal: to create a favourable emotional background and to increase loyalty to the product or service.

In an advertising interview, the speech formula of well-wishes is often intertwined with the formula of gratitude and farewell, when the interviewer ends the interview by once again mentioning the advertised object, thanking for the interview and wishing prosperity:

- Thank you (in a respectful way) Maya for telling us about the floral trends, thank you for creating incredible beauty in your Granpri boutiques and sharing it with the world. We wish you (in a respectful way) success and endless inspiration, let your favourite flowers continue to transform people's relationships! [7, p. 62]

Thus, well-wishes play an important role in the implementation of communicative tasks, as well as pragmatic and phatic functions, and also reflect the features of national culture, mentality.

### 3 Conclusion

As a result of the analysis the following conclusions were made: the etiquette speech formulas, performing phatic, appellative and pragmatic functions, are an integral part of the
advertising interview. It should be emphasized that, when implemented in this particular form of advertising discourse, the speech etiquette formulas acquire special features: the greeting is accompanied not only by the name, but is also "amplified" by all the regalia of the interviewee. Salutation opens up a new semantic block, allowing the interviewer to characterize the interviewee, to express his positive attitude to him and to outline aspects of the advertised object, creating a convincing incentive to continue the dialogue. Compliment in an advertising interview is used to express appreciation, it belongs to the broad field of value judgments, expressing approval and admiration. Compliment in an advertising interview is used to express appreciation and belongs to the broad field of value judgments, expressing approval and admiration.

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