

E. Brovach

Е. В. Бровач

БрГУ (Брест)

Научный руководитель Н. А. Тарасевич

ONOMATOPOEIA IN MODERN ADVERTISING TEXTS

ОНОМАТОПЕЯ В СОВРЕМЕННЫХ РЕКЛАМНЫХ ТЕКСТАХ

Advertising as a phenomenon is a rapidly developing field giving ground for various linguistic analyses. Modern approach to the understanding of the discourse of advertising is that it is a craft of persuasion. Persuasive strategies typical of advertising are used in order to fulfill its pragmatic purposes. It results in the choice of lexical means, that can be used while creating an effective text of an advertisement. Advertising language can be compared to poetic texts in a way that great amount of various mnemonic devices is used in its texts, especially in slogans. However, using language expressiveness is not about playing with words only, but also with sounds.

The general requirements for an advertising message are brevity, the ability to evoke interest and the ability be easily understood, accuracy, repetition, logic, simplicity and persuasiveness, accessibility for people of every level of intelligence. Interjections and onomatopoeic words quite meet these requirements: possessing special expressiveness they are effective means of influencing the recipient. Moreover, the use of interjections and onomatopoeic words instead of separate parts of speech makes advertising message less formal, accessible for understanding by an average consumer, and also saves the advertiser's money, as the text becomes much briefer.

Onomatopoeia in advertising is used as a powerful mnemonic device, the main aim of which is to get the consumers to remember the product it promotes. This process is quite simple. Firstly, written sounds evoke verbal, visual and sound images. Secondly, they provoke complex processes of associations. This technique is thought to be very powerful in advertising – a potential consumer connects the textual image of a sound with the product it represents. The connection of this kind occurs due to the interaction of the graphical form (written sound), sound form (sound of speech) and a real sound. There is a strong tendency to use onomatopoeic expressions in advertising texts to reveal the sound a product makes and the emotion it is claimed to generate in the user: a car goes “*Vr-o-o-m*”, smell of perfume or gravy evokes “*M-m-m-m-m*.” Moreover, sound symbolism is commonly used in brand names and slogans.

We can look into the ways associations of this kind are formed using concrete examples. It is worth mentioning, that auto advertisements often resort to onomatopoeic elements. Thus, slogan of Jaguar cars' campaign sounds like *"Purr-fect storm"*, that actually doubles the car's perfection implying to the engine, that will simply *purr*. Similarly to this works, Mazda's commercial slogan is as short as *"Zoom-Zoom"*. It provides a vivid image of the sound when the accelerator is being stepped on. There are also some other examples of effective use of onomatopoeia in advertising alongside with car advertising because sound imitation can be connected with any sphere of people's life. For instance, slogan of Kodak company sounds like *"All 3 Kodak disc cameras go bzzt-bzzt, flash-flash. One goes tick-tock, beep-beep. And anyone who gets one for the holidays will go oooooohh!"* And the advertisement of medicine Alka Seltzer says, that it makes a *"plop, plop, fizz, fizz"* noise when dunked in water. The purpose here is still the same as in the texts of auto advertisements – to evoke association with the real sound while looking at the written text.

Advertisements are usually thought to be ubiquitous and quiet often obtrusive. That is why in recent years they have become more sophisticated, on the one hand, and have preserved their simplicity, on the other hand. The most common way to simplify communication without losing effectiveness in advertising is to use non-verbal codes. This non-verbal codes and activation of association in a potential customer are employed for the proper understanding of an advertisement. That is why onomatopoeia becomes an essential part of modern advertising texts drawing attention of linguists for new studies.

К. Veremeychuk

К. Н. Веремейчук

БрГУ им. А. С. Пушкина (Брест)

Научный руководитель Н. А. Тарасевич

STREAM OF CONSCIOUSNESS TECHNIQUE IN MODERN LITERATURE

ПРИЕМ «ПОТОКА СОЗНАНИЯ» В СОВРЕМЕННОЙ ЛИТЕРАТУРЕ

Constantly developing psychology and a new appeared interest in human behavior models had a strong influence on the novel of the twentieth century. Many philosophers (William James, Henri Bergson), writers (Chekhov, Dostoyevsky), psychologists (Sigmund Freud, Carl Jung) were concerned with the peculiarities of inner state of the human's mind. Many writers of the twentieth century moved their interest away from external phenomenon to internal one.