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Linguapragmatic Means of Expressing Attitudes in Commercial and Political Advertising Slogans

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Annotation. The article is devoted to the development and description of the classification, as well as the identification of the main speech technologies in the creation of advertising slogans in the English-language media at four levels: (1) Substantiation of the procedure for studying the pragmatics of advertising slogans; (2) Factors affecting the effectiveness of the author's attitude and manipulation methods of influence; (3) Linguapragmatic means of expressing attitudes in commercial and political advertising slogans; (4) Linguopragmatic and cultural-semiotic analysis of signs of English language culture in advertising slogans. All the levels indicated in the article are analyzed in detail.

Keywords: advertising slogan, speech, speech technology, pragmatics, semantics, linguapragmatics, cultural-semiotic analysis.

Introduction

The linguopragmatic and cultural ¬semiotic study of the carriers of ethnocultural information in the advertising slogan to establish effective means of verbal influence on the addressee, used in

English-language advertising slogans. The study of political and commercial slogans is carried out according to the analysis procedure described in the previous chapter. At separate stages, three blocks of problems are solved, determining the main vectors of the direction of practical research of the material, in revealing the purpose of the dissertation.

At the initial stage of the analysis, the similarities and differences between political and commercial slogans are established, which are most clearly manifested in the conditions of crisis communications. The material of the practical research in this section is presented by two types of advertising discourse texts, from which slogans were selected for comparative study. In publications that bring together the specified types of advertising, the use of similar terms is noteworthy. In recent years, the study of political texts has become a popular direction, establishing parallels with different forms of marketing and the market, likening political communication to commercial, which affects the convergence of the terms used in these areas, such as political marketing, electoral marketing, segmentation of the political market, political and managerial "product", material incentives for voters, etc. [Grinberg 2012].

At this stage, the task of linguopragmatic and cultural semiotic analysis of the means and rhetorical techniques used at different levels of language and non-verbal means is also set, and an attempt is made to establish the role of elements of native advertising in the types of slogans under study.

At the second stage, the problem of identifying carriers of national cultural meanings and interpreting the cultural connotations of images is addressed. The task is to search for and carefully analyze language keys from linguacultural sources of cultural information that can help to reveal it in the content of the image. In the text of the slogan, such carriers are perceived by the audience within the framework of their culture as signals (that is, signs of cultural codes) that actualize the addressee's memory and make him remember something from his own experience, the experience of a certain group or collective to which he belongs, or the experience of a national-cultural community, which will ultimately cause associations in his mind. Consequently, the functional load of such signals in the slogan is determined by the presence of additional cultural connotations that are not directly derived from the lexical meaning of the units in the slogan being studied, but are capable of catching the recipient's attention. As a result, associations arise based on existing ideas between phenomena by similarity, differences and contrast, correlation in space and time, cause-and-effect relationships and other connections.

Factors influencing the effectiveness of the author's attitude and manipulative methods of influence

It is necessary to precede the analysis of expressive means in slogans with a brief discussion of new features of modern advertising. Researchers have emphasized the effectiveness of using elements of the so-called native advertising since the 19th century, but it was only in 2011 that American businessman Fred Wilson proclaimed the main principle of advertising in the digital age: custom advertising must take into account the fragmentation of the digital economy ("native" - effectively bespoke - to each digital environments and "need to be operating like [they're] in the NASA control room ") and have a number of essential properties: be placed in the focus of consumer attention, not on the periphery (the ad unit must appear within the focus of consumers' attention, not the periphery); its various forms must be built taking into account the natural experience of the consumer in the field of digital services (building unique monetisation systems "native to the experience" of the digital service that consumers are using); advertising must be focused on strengthening values (native placements must be "value enhancing") [Pattison URL].

According to dictionary definitions, native advertising is defined from a popular point of view as emphasizing qualities that are important for a “man on the street”: to attract trustworthy attention to oneself; to fit successfully into a journalistic text and to remove the impression from the reader that he is being manipulated by imposing an advertising product (advertising trying in a desperate

effort to get some credible attention, dress up as journalism. Always found among other pieces of journalism, trying to blend in and make you read it without realizing you're being fed advertising [The Urban Dictionary].

Based on various definitions of native advertising, it can be concluded that its purpose is to overcome fatigue from conventional advertising, get rid of the feeling of an imposed unnecessary thing, and create a sense of one's own choice in decision-making.

Let's consider an example of advertising for dishes from the famous Hidden Valley Ranch brand, posted on the international media portal BuzzFeed with a wide range of topics (from politics to TV series), and the specifics of the slogan.

8 Exotic Foods We'd Try If We Had Some Hidden Valley Ranch

Tasting delicacies from different cultures can seem scary. But experimenting with new cuisines is how you lead a meaningful life! So here are some foods we're looking forward to trying (if, of course, we had some Hidden Valley® For Everything nearby), and click here for chances to win a Team Ranch t-shirt or a $1 OFF Hidden Valley® For Everything coupon (https://www.buzzfeed.com/hiddenvalleyranch/8-exotic-foods-wed-try-if-we-had-some-hidden-vall).

The headline of this advertisement is designed in accordance with the principles of a clickable headline [Gavrikova 2020]: it uses strong baiting attributes, shows the exact number of dishes (8!) to hold the reader's attention until the end of reading, there are elements of provocative influence on the addressee to follow the example indicated in the headline and receive the promised prize: a T-shirt or a discount coupon. This is also facilitated by the modal meaning of confidence that there can be no fear of the unknown (scary - frightening, alarming, terrifying [Collins], since this fear is only ghostly, illusory: can seem (to give the effect of being; to be judged to be [Cambridge]. The slogan " But experimenting with new cuisines is how you lead a meaningful life!" does not contain an open call to buy these dishes, but presents information about them as indicators of an important attribute for an individual, filling life with meaning, which will naturally cause him to become involved in them, especially since this can be easily done with a simple click. The motivation that arises in a person's consciousness turns into a powerful incentive, a driving force (driving force - someone or something that has the power to make things happen [Cambridge], the main factor what causes something to happen [Collins]), since it connects the desire to taste exotic national dishes of different cultures and to make a simple action of purchase, associated with high life aspirations, since the purchased thing is regarded as an approach to achieving a full life. Finally, the final phrase, removing the oppressive effect of the pressure of ordinary advertising on the reader, is perceived positively, since it suggests the possibility of personal choice in making a decision by lightly clicking on the link to go to the site, click here.

Features of native advertising are also found in political slogans, manifested in the use of various means of expression, including their unusual combinations:

a) fakes in humorous packaging that can easily be taken at face value: the slogan "Trump Elected World President" (Trump elected president of the world) instantly spread across the Internet;

b) techniques of stylistic contrast in different types: collisions of elements of different styles of speech; combinations in the statement of the slogan of characteristics of different functional-stylistic affiliation, "Napoleon, Alexander the Great, Donald Trump - we are all cut from the same cloth, and that cloth is very, very large. It's not too big, is it? Nooo" - This slogan uses several techniques of stylistic contrast: comparison of great historical figures with modern politicians, carried out on a very shaky basis to be cut from the same cloth (cut from the same cloth); contrast in the combination of a phraseological unit with the technique of its double actualization, changing the tone of communication and transforming an elevated style into a lowered one (and that cloth

is very, very large); combination of elements of an emotional intimate-personal level with the national idea of uniting everyone, including the addresses, into a circle of their own (we are all); stylistic contrast between the expression of great ideas and the colloquial form of an invitation to a response in the form of a dialogue, using the strong Nooo sign to express emotions and feelings [Urban Dictionary];

c) a technique for creating stylistic contrast through mixing standard grammatical constructions and non-standard grammatical and stylistic errors and mistakes, " Be a pal, vote for this gal", "Never been had so good", "And You're Done", "I'm Lovin' It".

d) a technique for creating stylistic contrast when the author wishes to use a play on words, "Feel the Burn" (Bernie Sanders 2020), " Got.gov?" (Gim Oberweis 2006) is based on the play on words in the commercial slogan " Got milk?".

Often such successful slogans with elements of nativeness give rise to many memes, such as, for example, the slogan of B. Clinton in 1992 in the fight against G. Bush, recognized as the winner in the war of slogans: " It's the economy, stupid!", which served as a model for many memes: " It's the deficit, stupid!", "It's the corporation, stupid!", "It's the math, stupid!", "It's the infrastructure, stupid!" "It's the voters, stupid!"

Discussion

The examples given show that native advertising has a number of significant advantages over traditional advertising, since it removes the "tyranny" of the impact and encourages a positive perception of the content. Such advertising is translated into Uzbek as "natural", since it organically fits into the narrative (storytelling) as an integral part of it. Advertising that fits into the narrative is perceived by the reader as having been found by him himself, and not as having chosen him as a target for manipulation, which, as a rule, discourages reading. This naturalness is also enhanced by the fact that the majority of the readership shows interest and a certain degree of curiosity in events in a certain area, which they turn to more or less regularly. As E.V. rightly believes, Tikhonova, it is important to use understandable stories in storytelling, real facts from the lives of ordinary people, and thus make readers delve into the texts, engage them in discussions, and empathize with the characters [Tikhonova URL]. However, this does not exhaust the effectiveness of the potential of native advertising [Petrik URL]. Of course, the success of the narrative largely depends on the team's ability to create a fresh and vivid narrative text that has the characteristics of a subjective, emotional, personally addressed text. But with all the importance of these qualities, it should be emphasized that the main goal of native advertising, which ensures success, is to create and strengthen a trusting attitude towards it on the part of the addressee, who is always chosen as targeted with specific needs, interests, views, etc.

As was emphasized above, the main task of advertising is to evoke the desired reaction of the recipient to the message. One of the main conditions for fulfilling this task is the use of effective methods of designing the advertiser's installation, which sets the addressee up for the proper perception of the transmitted message.

In psychology, an attitude is a situationally formed direction of action, a state of readiness or predisposition of an individual to a certain program of behavior in a specific situation. A psychological attitude is understood as a behavioral pattern embedded in a person's subconscious. An individual is not aware of this fact or is able to trace the trend only after committing actions. According to the famous psychologist S. L. Rubinstein, an attitude is primarily associated with the concept of the "unconscious" [Rubinstein 2015: 142]. The state is able to represent the psychological and physical organization of a person or his behavior in a certain situation. Needs are dictated to us by society, and copywriters, skillfully exploiting the imposed values, offer their own options for satisfying these needs, appealing to both conscious and unconscious levels of

perception. At this stage, the following points characteristic of a given group of people united by certain parameters should be taken into account: cognitive factor, sensory image or effective component; behavioral component or actions that relate to the object of assessment.

The choice of the author's attitude is determined by the preferred method of psychological influence on the addressee, which can be carried out in the form of explicit or hidden [Sanina 2012]. In the process of analysis, within the framework of the first type of influence, infection and imitation are distinguished, in the second type, that is, implicit influence, persuasion and suggestion prevail [Stepanov, Boldyreva 2012: 182].

Contagion is the simplest method in the field of commercial and political manipulation of consciousness, allowing to exert the desired influence on the recipient of the message. It is often used in places of mass gathering of people, for example, at concerts or stadiums, where the audience is in a certain emotional state and with a reduced threshold of criticality. Contagion spreads quickly; this is especially noticeable in those groups where there is no cohesion. In the process of delivering a message to the target audience, mainly the mood is transmitted. Moreover, it is not so important what is said in the message; much more important is how it is done. Judging by the research materials, contagion is an effective form of influence on an audience that is not distinguished by a high level of intelligence and has a lower level of emotional stability.

Leadership America Deserves. - Bill Weld 2020

Jobs not Mobs - Donald Trump 2020

Imitation is the most common method of implementing the idea of changing the behavior and thoughts of a potential audience. The desire to imitate arises from dissatisfaction with oneself and a large number of complexes. An authoritative or simply famous person, in this case, acts as a guarantor of the result of imitation. It is this fact that explains the widespread exploitation of media personalities when presenting certain content in all spheres of reality.

I like Mike. - Michael Bloomberg 2020

Lincoln for Liberty. - Lincoln Chafee 2020

Persuasion is used in slogans that have an impact aimed at removing barriers and fears in a person. Persuasion helps to eliminate obstacles that may arise in the addressee when perceiving and comprehending the author's attitude. The main goal is to influence the individual by appealing to the deep layers of the psyche and satisfying their needs, in this case, through the advertised object. Persuasion is realized by simulating a conversation with the object of the message. The copywriter, who needs to exert a pragmatic influence on the views of the addressee of the message, initiates the conversation and provides logical arguments.

No Malarkey! - Joe Biden 2020

Let's Save America, Ok? - Ben Gleib 2020

We're all in this together. - Beto O'Rourke's 2020

Suggestion as a method of psychological manipulation is also used to force the audience to change their behavior, thinking, or attitude towards a certain situation. But of all types of influence, it is used less often, as it is considered the most dangerous, but effective, as it affects the deep layers of the psyche. Suggestion can be defined as the verbal introduction of formulas, views, positions, attitudes, and behavior programs into the consciousness of the addressee in order to prevent a reaction of rejection and non-acceptance of the message.

Dream Big, Fight Hard. - Elizabeth Warren 2020

Our best days still lie ahead. - Joe Biden 2020

Suggestion works at full strength only in an emotionally comfortable environment for the recipient of the message, when he or she has a reduced desire to criticize the situation. The audience begins to perceive the artificially created environment as a given and begins to act based on it, that is, in order to suggest something, you must first build a trusting relationship.

Copywriters widely exploit the technique of favor when creating advertising and political slogans. Favor is achieved by listing the positive qualities of the advertised product, external advantages, and other points that will ultimately influence the attitude towards the advertised product or candidate.

Real change for real people. - Jo Jorgensen 2020

A new generation of leadership. - Pete Buttigieg 2020

The main task of all advertising messages is to influence the behavior of the recipient in order to achieve a pragmatic result, and the simplest way of influence is a request. The main thing is to do this unobtrusively and calmly, having previously thought through the elements of atmospheric influence, such as timbre of voice, smile, calm tone of conversation, openness, and sincerity.

Don't Vote McAfee. -John McAfee 2020

Join the Evolution! - Marianne Williamson 2020

An advertising message in the form of self-promotion is more typical for the sphere of nanotechnology and scientific achievements in various fields. The message in this format is open and sometimes deliberately presents itself and its unique achievements, demonstrating professionalism and high qualifications in this field.

MATH - Make America Think Harder. - Andrew Yang 2020

Living Innovation. - Merck KGaA

Coercion and attack are hidden forms of message in advertising messages, which are not common, but work under certain conditions. The main goal of such a technique is to impose one's opinion and force one to act. For coercion, an imitation of temporary deprivation or lack of freedom, hidden, veiled blackmail, or threats are used. Coercion is perceived by the recipient as deprivation of the right to a need and psychological pressure, and it does not matter whether the initiator warns or actually threatens. A person subjected to such tactics is at least unpleasant, and this forces him to perform actions that are not typical for him.

Stand Tall. -John Hickenlooper 2020

Not left. Not right. Forward. - Andrew Yang 2020

A reasoned message in the form of an advertising slogan is used so that the copywriter can convince a potential client of the incorrectness of his thoughts, and also, by arguing for a situational choice, try to influence the adoption of the right decision. The method of argumentation is often used in the advertising sphere.

It's the economy, stupid. - Bill Clinton 1992

Build the Wall and Crime Will Fall. - Donald Trump 2020

Working People First. - Bill de Blasio 2020

Results:

The above-listed techniques for creating an advertising slogan are types of manipulative techniques that have a hidden influence on the behavior of the recipients of the message. Native advertising is used carry out manipulation of consciousness and has not only a psychological impact, but also determines the characteristics and stereotypes of perception of the surrounding reality. This makes speech manipulation within the framework of an advertising message an effective technique, provided that the needs, interests, age, profession, gender, and other characteristics of the potential audience are studied in detail. Methods of manipulative technologies, in other words, we can say the psychological impact of advertising messages on a clearly targeted audience consists in the actualization of special value meanings in advertising slogans, the bearers of which are cultural signs. Linguopragmatic means of expressing attitudes in slogans of commercial and political advertising. The practical research material in this section is presented by two types of advertising texts, from which slogans were selected for comparative

study. We are talking about political and commercial advertising in media communication, in which the features of similarity and differences are established at different levels

Conclusion

In media communication, political slogans have always been given a significant place, which often demonstrates their ability to be used in the form of political appeals and slogans. In addition, political slogans often turn into memes, which easily pass into media communication and, like commercial slogans, are fixed in the mass consciousness. These features show a great similarity in the functioning of media, political, and commercial slogans. According to researchers, both political and commercial media slogans form a significant layer of social advertising vocabulary, which reflects the relationship between the state, business, politics, ideology, and society in the media space.

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