
CREATION OF IMAGERY AND GIVING EMOTIONAL EXPRESSIVENESS

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În contextul creației publicitare se presupun atât componente verbale, cât și non-verbale, unde cunoștințele legate de lingvistică sunt absolut necesare. Este imposibil să supraestimăm rolul componentei de vorbire, deoarece aceasta include cele mai eficiente metode de influențare a fondului emoțional și a proceselor cognitive ale societății – un subiect relevant pentru cercetare.

In the context of advertising creation, assuming both verbal and non-verbal components, where the knowledge related to linguistics is absolutely necessary. It is impossible to overestimate the role of the speech component, because this is what includes the most semantically capacious and effective ways of influencing the emotional background and cognitive processes of society.

The dynamism of the text is directly related to the number of verbs used, since this part of speech denotes an action, has dynamics hidden in it, movement. Verbs for the most part are concrete and figurative, and have a much greater motivating power than the nominal parts of speech. Well-chosen energetic verbs are best at creating a "picture" in the reader's imagination. In comparison with abstract words, concrete ones are much easier to perceive and remember. The more specific words in the text, the more convenient and pleasant it is for the reader. The optimal ratio is when about two out of ten words have an abstract meaning. Abstract words usually denote abstract concepts or concepts that cannot be perceived with the help of a person's senses. These are all sorts of generalizing and collective lexemes denoting a class, type, group of objects or phenomena ("reliability", "quality", etc.). Specific words denote objects or phenomena of the real world that can be seen, touched, tasted and etc. Specific words easily "come to life" in the mind of a person, appear before him in the form of a specific image that evokes certain emotions. To make the text more expressive, advertising actively uses tropes: *epithets, metaphors, comparison,*

personification. Very often, other elements of the verbal component can be found in advertising texts. In particular, such stylistic forms as *exclamation, question, lexical repetitions, etc.* The use of each word in the text must be justified. It is necessary to select only truly meaningful and emotional words.

The verbal text is able to reveal the entire semantic potential of the advertising message inherent in it by the author. At the same time, in order for the advertising message to be effective, the first thing that must be observed from the criteria for constructing an advertising text is the *structure*. To date, advertising texts already have their own relatively stable construction rules and certain components. E.V. Medvedeva and Kh. Kaftandzhiev refer to the linguistic or verbal means used in advertising four main components: slogan, headline, main advertising text, echo phrase [1, p. 25]. Below will be separately and in detail considered the structural components of the advertising text:

The headline is a very important part of the advertisement, containing the essence of the advertising message and the main argument. It is used for attracting the attention of the consumer, arousing interest, segmenting the target group, identifying the product (service) and, ultimately, selling the product (service). To attract attention, the headline should:

- be original and contain information that is relevant and appeals to the specific type of consumer;
- be expediently brief;
- use quotes, in this case, its effectiveness increases to 30%;
- contain at the same time an indication of the advantage of a product or service, and news,
- arouse curiosity;
- create conditions for memorizing the name of the product when scrolling through the pages of the advertising carrier;
- be a continuation of the visual image of the advertised product;
- include numbers, especially if they are related to price;
- attract, using the style of news, talking about new methods of using old products, or with the words: "New", "For the first time".

- not be slanted, split into parts by spaces, and long headings must not be wrapped from the middle of the sentence.

The main advertising text (MAT) should provide the consumer with all the necessary information about the properties of the product, the benefits, and in some cases about the price and where it can be bought. An advertisement in which the main idea is clearly formulated at the beginning or at the end of MAT is especially well remembered. The use of amplification gives a positive effect - when at the beginning of the text, in other words, the thought made in the heading is repeated. This enhances the expressiveness of the advertisement and increases its memorability.

MAT should be: - accurate; - clear; - convincing; - encourage the buyer to make a purchase.

An echo phrase is an expression at the end of a text advertising appeal, repeating (verbatim or by meaning) the title or the main motive of the appeal. The echo phrase plays a significant role in advertising, since the consumer most often reads the beginning (headline) and end (echo phrase) of the advertisement. That is why an echo phrase that reproduces the main idea of MAT can increase the effectiveness of an advertising message as a whole. Not all advertisements make sense to use all four components. It depends on the specifics of the advertised product or service and the features of the construction of each individual advertising message.

Slogan is a short original phrase that expresses the main idea of all messages within the advertising campaign. The concept of "slogan" is translated as "battle cry", first it must win the attention, and then the preferences of the consumer. There are certain requirements for the slogan:

- match the general advertising theme;
- be highly readable and memorable;
- be brief;
- be precise and expressive;
- contain a unique selling proposition (USP).

The slogan, together with the brand name and logo, is the basic constant of the advertising campaign (its constant connecting element)

and is included in every advertising message. It is usually located at the end of the advertising message next to the brand name. The slogan can exist in isolation and be recognized in combination with the logo and brand name. In addition, a slogan can act as an echo phrase.

Thus, the L'oreal Paris commercial video combines 3 structural components: the title "*Collection Exclusive Pure Reds by Color Riche*"; the main ad text is "*Just for us. For custom-made. designer for every skin tone. Freshest. A Rogue for every woman. For us. You need. One Rogue – one woman. A definitive huge collection collects your exclusive units*"; echo phrase = slogan - "*We worth it*" [2].

According to a similar scheme, an advertising poster for the Adidas sports shoes brand was compiled: the headline is "*ULTRA BOOST*", the main advertising text is "*A light luxuriously cushioned running shoe for any pace and any distance*", the slogan is "*IMPOSSIBLE OR NOTHING. ADIDAS*" [3].

Thus, with the help of verbal and non-verbal means in advertising, a complex impact is exerted on the consumer in order to stimulate him to buy. The analyzed means of advertising influence realize their effect at various levels, which enhances the effect of the advertising message.

References:

1. МЕДВЕДЕВА Е. *Основы рекламирования*. Москва: РИП-холдинг, 2003. 127 с.
2. "L'Oreal Paris Collection Exclusive Pure Reds Colour Riche" ad video (URL: <https://youtu.be/UmeAImOvSUE>)
3. "Adidas sports shoes" advertising poster (URL: <https://www.fiverr.com/jetugdm/design-stunning-social-media-banner-headers-ads-cover-poster>)

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