

The Verbal Character of Advertisement Discourse and its of Impact Methods

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Abstract

Nowadays, the advertisement discourse has shown increasing appeal and is broadly analyzed by both information facilities and world-wide scientific circles. The advertisement discourse, as a linguistic research phenomena, represents complicated and intertwined sign system which aims to exert certain impact on people. It is represented as a lingual and semiotic unity aimed at the addressee the analysis of which acquired established psycholinguistic form.

Keywords: Discourse, advertisement, psycholinguistic, verbal and non-verbal aspects, text

Introduction

The last decade of the XX century witnessed the advertisement having been converted into integral part of our daily life by communicational and modern technologies. Through direct assistance of discourse methodology the author tries to exert certain influence on target addressee and equip them with certain consciousness related direction.

Another circumstance needs to be considered that modern society is characterized by poignant need for political and informational communication which is caused by establishment of democratic ideology in social and political circles among various states.

Today, various situations and problems are being publicly considered; furthermore, the solutions are directly proportional to the audience, in our case, the target addressee – specifically interpretations and views of country citizens.

Last years, concerning the discourse in general and more specifically advertisement discourse aspects, these are broadly analyzed by both information technologies and among scientific circles. However, when studying aspects of political and advertisement discourse, one notices unsolved problems finding solutions for which, based on their cognitive character, represents a subject of still a nascent science – psycholinguistics.

Hence, the science has not yet established the complex form encompassing all features of political and advertisement discourse.

Advertisement technologies have gone through the broad evolution – from mass function they have grown into influence related means to be exerted on consumer target groups. This strong nucleus of the modern science is modified towards pursuit of the most appropriate addressee groups. The multifaceted form of ad creation and supply caused increasing interest among scientific groups. Today, it is studied by PR tech specialists, sociologists, linguists and other scholars of various fields.

According to vocabulary definition, advertisement (Latin *reclamo* – shouting out) means info dissipation through any means. It is aimed at invoking interest and drawing attention.

According to alternative definition, advertisement is one way paid communication which comprises a sponsor, whereas information itself is of manageable character. In ancient Greece and Rome advertisements already existed. For example, in England printed advertisement was issued in 1473 and in 1611, the first ever advertisement agency was created in London.

Nowadays, advertisement is considered as one of the most important marketing related component. For example, in economics advertisement plays the role of information-propagandistic and appropriate activities related system which springs upon needs of the target population. Advertisement based information is explained as informative one for potential buyers concerning destination and features of certain goods. It provides us with information related to the areas of sales and conditions under which certain goods are sold; besides, gives more info about services offered. Advertisement provides wide info dissemination of the subjects it covers. According to the traditional definition, general principles of advertisement is reasonability and normativity.

From thematic point, foreign scholars differentiate several types of advertisement:

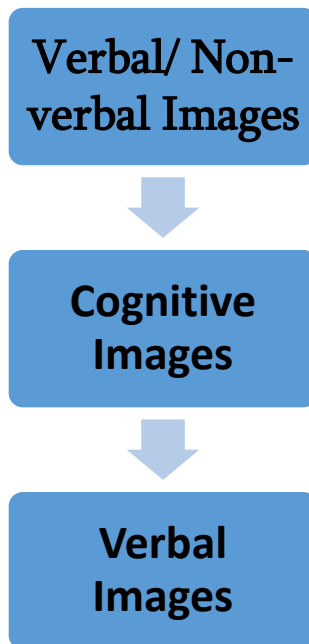
- Branding
- Retail advertisement
- Political advertisement
- Corporate (instructional) advertisement
- Social advertisement
- Interactive advertisement

Despite contextual differences, all kinds of these advertisements use same techniques for goods popularization among which advertisement discourse occupies an important place. According to the Russian poet, philologist A. Kibrik (and his followers), “discourse is far wider a meaning than text; it coincidentally encompasses both process and result, whereas text

itself is none the less but ensuing result”. Beside this definition, there are others in linguistic science who do not imply the mentioned phenomenon strictly in its verbal character, but rather highlight the fact that the art of discourse implies multiple non-verbal methods and techniques to influence the perceptions of target addressees.

To my mind, manipulations met in texts reveal themselves “between the lines”, through the ideas they portray, whereas advertisement aside from built-in suggestions, influences addressees through various spectacular means such as color, sound, gestures and many other semiotic elements. However, one needs to agree that all non-verbal aspects can be converted into verbal ones. Based on this very quality, the advertisement discourse became one of the study aspects of modern linguistics and specifically psycholinguistics.

According to the mentioned above, the advertisement text should be considered as a specific type which, first of all, implies both verbal and non-verbal messages. Verbal side is necessary for advertisement discourse, even in little part. As a text title, it conveys the lead role for the addressee. Non-verbal methods are boiled down first to cognitive and then verbal representations. The processes which go on in addressees’ perception can be presented by the following scheme:



The necessity for slogan existence can be attributed to the specific characterization of advertisement discourse. It urges the addressee towards a certain action. One of the most prevalent slogans of this kind might be considered those often heard in our daily life: “Be the first”, “Call now”, etc. For better analysis of advertisement discourse we can bring up two most powerful advertisements of recent time, more specifically, anti-advertisement for certain actions:

Plastic bags kill



39. If you smoke, statistically your story will end 15% before it should



In case of both photo collages, both verbal and cognitive images messages take lead which highlight the truthfulness and exactitude of information to be ingrained in an addressee’s mind.

Therefore, one should say that advertisement through its multifaceted character is solely based on the art of discourse.

Conclusion

We have tried to see the discourse as a technique oriented at an addressee. Advertisement discourse, as a linguistic phenomenon under study, represents a complex, intertwined system of signs which aims at exerting influence on certain target group. It is presented through the unity of linguistic and semiotic signs appealed to an addressee, the analysis of which through psycholinguistic angle acquires the established form.

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