

Communicative aspect of social advertisement text

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The article considers communicative aspect of social advertisement texts. Moreover, the article contains the description of the structure of social advertisement texts.

Мазкур мақолада ижтимоий реклама матнининг коммуникатив аспектлари тақдим этилган. Шунингдек, ижтимоий рекламанинг структураси кўриб чиқилган.

В статье рассматривается коммуникативный аспект рекламных текстов. Кроме того, описываются структурные особенности организации социального рекламного текста.

Advertisement is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Гольдман И.А. Добробабенко Н.С. , 1991, С. 1-33). The present article will be investigating social advertisement as a variation of discourse.

Some researches attempt to define advertisement in a wider aspect, that is, from the point of view of its “generic features”. B.S. Razumovskiy concludes that advertisement is a type of informative activity and he defines it as the form of social information which is presented by different communicative means in order to influence the consumer with the aim of forming and realizing the already appeared demands (Разумовский Б.С., 1992. - С. 9.).

On the other hand, modern linguistic researches concerning advertisement consider that the most relevant is the understanding of advertising as communication. It has stopped being an economic notion only and is becoming an element of mass culture. It gives the information not only about products, wares, services, markets, etc., but also about public, politic, and other types of

relationships in the society including the interrelationship between men and women (Грошев И.В., 2000. -P.172) .

According to their functions and communicative aim we can distinguish several types of advertisements such as economic, politic, private, cultural and ethical (in our terminology “social”). The analysis of the works concerning advertisement has shown that social type of advertisement discourse hasn’t been the object of linguistic investigations until recent times. Some researches only noted that a new tendency had appeared in the advertisement activity, which is, addressing to a social thematic.

All the advertisement texts (AT) in the frame of marketing communication are divided into two big groups: primitive – AT (terminology suggested by Wiezhbitska & Saxarniy) and descriptive – AT (term by Guseynova).

Primitive AT possesses one part structure: it consists of an advertisement slogan only and typically advertises products of everyday use (food, clothes, etc.) which are of popular brands or trademarks. For example, *Hugo Boss*, *Chanel*, *Swatch* and others.

Descriptive advertisement texts present the products of intellectual work (ideas, technologies, “know how’s”, complicated electrical devices, etc.) (Гусейнова И.А., 1999). Thus, descriptive AT possesses the holistic structure connected by one general idea. The terms “macrostructure” and “superstructure” help to reflect the essence of descriptive AT more adequately.

“Macrostructure” is understood as an organization of more global topics in the text (Дейк Т.А., 1989. - С. 41) . It reflects the diverse and multifaceted phenomenon, and the relationship of objective reality; macrostructure is a generalization of the objective content of the text (Дейк Т.А., *ibid*). T.van Dijk, a scholar in the field of text linguistics and discourse analysis, in his work “Macrostructures. An Interdisciplinary Study of Global Structures in Discourse, Interaction, and Cognition” mentions that “macrostructures may be organized in macro facts in which the various semantic roles of participants in global events can be specified” (Гусейнова, 1999, *ibid*) . Accordingly we can outline the

macrostructure of social AT: unemployment, payment of taxes, elderly people caring, single mothers problem, gender roles, family planning, drug and alcohol abuse, refugees, ecology, etc.

“Superstructure” is the notion which describes the structure of the text. Superstructure is the overall shape of the text and can be explicated in terms of particular text categories that are specific to a given type of text. The analysis of the structure of AT shows that the vast majority of AT is based on the following generic superstructure (scheme): 1) the slogan, 2) the basic information unit, and 3) the data for feedback (phone, fax, account, address, etc.). Social advertisement discourse is a set of particular ATs are specific for their macrostructures devoted to social problems such as poverty, unemployment, homelessness and etc. The data of this advert text is considered as descriptive since it holds multielemented structure and advertises particular object – human behavior bringing to the solution of social problem (Городникова М.Д., 1991. - С.23).

Most often, social AT correlates with goal oriented communication and their illocutionary aim is to encourage the addressee to take an action which may be positively evaluated from the point of view of morality, and which is aimed to help people around.

Let’s look at the example of such a social advertising: **A vending machine isn’t shockproof. Just like woman** (Advertising Agency: Hungry Boys/Advertiser A. Stefanet).

This is the slogan of a social advertisement which compares a woman and a vending machine. Once a vending machine does not work, the approaching men began to hit it. The author of the advertisement A. Stefanet wants to draw your attention to a problem when men permit themselves to become aggressive in public because of some trifles and we can imagine what can happen in their homes. It seems bizarre to compare a woman with a machine. Until you see the behavior of some men (video: men hitting the machine). Hitting the machine will eventually relieve the stuck snacks that he has purchased, but their behavior make all surrounding people very scared.

Then the ad is continued with the following series of sentences:

Every seventh murder in our planet occurs within families.

And in most cases it's all men's fault.

How hard is it to drive a man mad?

Well, not hard at all.

Lost control over a trifle?

Keep your hands to yourself and keep yourself well in hand (Advertising Agency: Hungry Boys. Advertiser A. Stefanet)

Let's consider what communicative aim this advertisement fulfills. This example is referred to descriptive ads. It has the structure that almost all social ATs have. As it was mentioned before a descriptive AT's macrostructure is bound with some general idea: psychological support or direct financial support for the deprived (children in asylum, refugees, single mothers). In particular, the macrostructure of this text refers to psychological appeal to addressee to fight against violence. The communicative intention of the text is to motivate the addressee, to reconsider gender roles.

In order to see what superstructure this ad has, we are to determine the constituents of this text. As our analysis of the structure of ads show, AT is based on the generic superstructure: 1) the slogan, 2) the basic information unit, and 3) the data for feedback (phone, fax, account, address, etc.). This, the following superstructure is specific for AT.

The first move (term by Swales): a slogan which states the problem;

The second move: the basic information unit;

The third move: conclusion (what actions are awaited from the addressee)

Let's analyze each move separately. The first move which presents a slogan "A vending machine isn't shockproof. Just like woman" is represented by a metaphorical comparison. The author uses a metaphor and compares the helpless machine and the helpless women across the globe. This comparison is supposed to have a definite influence on the addressee. The usage of stylistic devices and especially metaphor, serves the aim of emotional impact. Firstly, it activates

knowledge structures of the recipients about the function of the vending machine (supplying snack) and accordingly the stereotyped knowledge about the responsibilities of women in modern society (house holding, bringing up and educating children, looking after husband, creating comfort and etc.). Both of the compared subjects seem to be dealt with trifles, while men consider themselves to combat global issues. Secondly, putting the machine and woman in one row, the author stressed the idea which would seem logical to men that is a woman and a machine are the things made for man and they have such characteristics like “waterproof”, “made of metal” and etc. And among these major characteristics there should be “shockproof” as well.

The second move “the basic information unit” is constructed with a set of sentences in the form of questions and answers to these questions. This way of presenting information is also influential. It controls the thinking process of the addressee giving them no chance to misinterpret information. So, this type of presenting information is manipulative and serves the aim to accept the point of view expressed in the text:

How hard is it to drive a man mad?

Well, not hard at all.

Lost control over a trifle?

The third move is the conclusive point where the author dictates the action which should be followed: **Keep your hands to yourself and keep yourself well in hand.**

The advertisers draw parallels comparing a machine with a woman, the stereotype realized within the ad is that a woman does not need to think, to do any intellectual work, the only due that she has to fulfill is to work under her husband’s supervision. Thus, the following gender stereotypes are realized within this ad: 1) men always dominate over women; 2) the place of a women in a society is already known.

Commercials are the vast source of gender stereotyping, because they are adapted to the specific, either male or female target, and are “the reflection of the

recipient”. Women are more often presented in commercials, because they are seen as responsible for making everyday purchases. Men generally advertise cars, cigarettes, business products or investments, whereas women are shown rather in the commercials with cosmetics and domestic products. They are also more likely portrayed in the home environment, unlike men, who are shown outdoors. Another important distinction is the face-ism phenomenon in the commercials, which consists in showing the entire figure in case of women and close-up shots in case of men (Matthews, J. L. 2007). The first method lowers the receiver’s estimation of the intelligence of the person on the photo. The second one more often evokes positive associations.

Another example is a proof to the earlier assumption. The advertisement starts with the statement which can be considered as the first move.

The first move: Today, in 2014, there are more high-profile inspirational women than ever.

Then the video ad presents examples for the statement which is followed by the question “**But how much has truly changed?**” This question may also be included in the introductory part of the advertisement text.

The second move which is assumed to present basic information is reflected in the following sentences and quotes in the video:

“CNN’s Steubenville Coverage Focuses on Effect rape Trial will have on Rapists, not Victim”. (Newspaper headline is shown)

“Keep calm and knife her”

“Keep calm and rape her”

“Keep calm and hit her” (slogans on T-shirts)

Then appears another question:

“Only in America... right?”

“80 % of Australian women believe men and women are not treated equally in this country. Then there was Julia Gillard”. Some extract from the interview with J.Gillard is shown after which the following statement appears: “80 % of

Australian women who consider a career in politics say Julia Gillard's experience has put them off".

The third move: "Don't give up. Don't shut up. Don't cal down."

"Stand up. Speak louder. Demand better."

To sum up, commercials are the powerful tool used for creating and shaping people's opinions. Advertisement text contains dominant and well known characteristics of the reality. Therefore stereotypes are very often used in the commercials as one of the most popular techniques of persuasion. However, they describe specific groups in relation to the whole regardless of individual differences. Communicative function of ads lies in the fact that illocutionary aim of them is to encourage the addressee to take an action, to make him change and to help people around him.

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