

II.
SECTION II. COMPARATIVE LINGUISTICS

8 . :81'42

DOI: 10.18413/2313-8912-2020-6-4-0-5

E-mail: dondik2006@yandex.ru
ORCID iD: 0000-0001-5955-5017

4 2020 .; 17 2020 .;
30 2020 .

2020. 6, N4.
C. 44-52. DOI: 10.18413/2313-8912-2020-6-4-0-5

Lyudmila Yu. Doudik©

A comparative study of pragmatic characteristics of parallelisms functioning in British and American Internet advertising discourse

Russian State Professional Pedagogical University,
Nizhniy Tagil State Social Pedagogical Institute (branch),
57 Krasnogvardeyskaya St., Nizhniy Tagil, 622000, Russia
E-mail: dondik2006@yandex.ru
ORCID iD: 0000-0001-5955-5017

Received 4 December 2020; accepted 17 December 2020; published 30 December 2020

Abstract. The article is devoted to the comparative study of pragmatic characteristics of parallelisms functioning in British and American Internet advertising discourse. The pertinence of the study stems from the significant interest of modern linguistics in the rapidly developing language of advertising and the mechanisms of language influence in advertising. Many capacious, attention-grabbing and memorable advertising slogans are based on parallelism. Parallelism can be considered as a creative linguistic technique that allows to make up unusual, ambiguous advertising messages that can involve the recipient in a language game, forcing them to think about interpretation options. Linguistic and creative technique is understood as a combination of language game methods, which are used to ensure the pragmatic effects of communication. Parallelism is combined with various types of repetition, gradation, paradox, metaphors, metonymies, antithesis, and parcellation. Parallelism corresponds to all the main characteristics of an advertising slogan: adverts based on parallelism are short, rhythmic, and playful. Parallelisms in English-language advertising acquire a pragmatic meaning, influencing customers through a combination of logical and suggestive parameters. The language game helps to create a certain emotional impression for the recipient. Lexical and grammatical means specially selected for filling parts of a parallel construction are to name the advantages of the advertised product. They give a positive assessment, and arguments to convince the buyer to make a purchase.

Key words: Advertising discourse; Parallelism; Pragmatic function; Language game; Linguistic and creative technique

How to cite: Dondik, L. Yu. (2020). A comparative study of pragmatic characteristics of parallelisms functioning in British and American Internet advertising discourse. *Research Result. Theoretical and Applied Linguistics*, V.6 (4), 44-52, DOI: 10.18413/2313-8912-2020-6-4-0-5

«...» (Eldin, 2017: 166).

«...» (Eldin, 2019).

(Ad b, 2000).

(Eldin, 2012: 104-105).

(Eldin, 2020).

« ... » (... , 2017: 207).
 (Zuhair, 2018).
 « ... »
 (... , 1996).
 « ... »
 []
 2016: 34).
 « ... » (... (... , 2004: 340).

1.

(42).

(16) , (14) ,
(11).

(7) (10).
58

(19) ,
(11).

2.

« -
»

(64 59

(, 2019: 13).

); (32

38

)

-
(4

)

; ()
;

3

-

()

Topshop Shop now. Wear

now. Top now,

«top» «shop».

100

100

(

)

Built to last. Built to love.
Built just for you
Levi's

():

:

«with zero^»

().

«SPEND MORE. Save more. Even on sale»

A NEW
COLLECTION, A NEW AESTHETIC, A NEW
ERA

ASOS.

()

«more»

/ 2020.

iPhone 11 Pro

: Pro camera. Pro display. Pro
performance^

Marriot STAY HEALTHY, STAY
SAFE, STAY POSITIVE

Apple

DIET PEPSI - WITH ZERO SUGAR, WITH
ZERO CALORIES, WITH ZERO CARBS

Thin. Light. Epic

PepsiCo

iPhone SE

nature
Lavera

Mullard,

THE Master Value, THE Master Tube

Master

«THE Master^»

(
).

Nature is everything, and everything is nothing without

- 390 . , : , 2004.
- 390 . : . ? // . 2017. 4. . 163-174.
- Discourse & Communication. // Professional . 1 2. 2019. . 37-49.
- ()// . 2019. 57. . 137-159.
- » // . 2016. . 20. 1. . 33-42.
- Adab B. The translation of advertising: A Set of Guidelines. Amsterdam: Investigating Translation, 2000. 237 p.
- Eldin Tawwab Sharaf A.A. A linguistic study of manipulative advertising strategies of the mobile network operators in Egypt and the United States // *Dialectologia* (24). Barcelona University. 2020. Pp. 221-251.
- Zuhair A. Language use in advertising: Creativity and its dimensions // *Language in India*. Feb 2018. Vol. 18. Issue 2. Pp. 457-472.
- References**
- bramov , V. . (2019) , Word-play linguistics in advertising, *Bulletin of Chelyabinsk State University. Philology Sciences*, 4 (426), 7-13. (In Russian)
- Ayad , Sh. Ahmed (2011), “Lexical and grammatical means of presenting the product in newspaper advertising”, Ph.D. Thesis, Voronezh State University, Voronezh, Russia. (In Russian)
- Astashova, O. V. (2017) Russian sloganistics. Techniques for introducing slogans into linguistic culture, *Popular culture studies*, 2(27), 201-207. (In Russian)
- Vartanov . G. And Volodin . S. (2019) Syntax features of advertising texts,
2019. 4 (426). 116. 7-13.
2011. 179 .
- // / Popular culture studies. 2017. . 27. 2. . 201-207.
2019. . 12. 7. . 238-242.
- // . 2019. . 5, 2. .11-22.
1996. 566 .
- 2012 // . 2012. 29. . 104-105.

Philology sciences. Theory and practice questions, 7(12), 238-242. (In Russian)

Vishnyakova, E. A. (2019), Abbreviation as a linguistic creative activity. *Research Result. Theoretical and Applied Linguistics*, 5 (2), 11-22. (In Russian)

Gridina, T. A. (1996), "Associative potential of a word and its implementation in speech: language game", D. Sc. Thesis, Moscow State Regional University, Moscow, Russia. (In Russian)

Ivanova, Ye. N. (2012), Language. System. Personality: Linguistics of creativity-2012, *Philological class*, 29, 104-105. (In Russian)

Karasik, V. I. (2004), *Yazikovoy krug: lichn ost, kontsepti, diskours* [Language circle: personality, concepts, discourse], Gnosis, Moscow, Russia. (In Russian)

Kim, I. and Silantiev, I. V. (2017), Sphere of communication and discourse: terminological redundancy or the essential difference? *Siberian philology journal*, 4, 163-174. (In Russian)

Korableva, E. and Alioshina, O. I. (2019), Expressive syntactic tools in English advertising texts for audiences of different age groups, *Professional Discourse & Communication*, 2 (1), 37-49. (In Russian)

Petrukhina, E. V. and Dedova, V. (2019), Internet as a Source of Linguistic Information (for Studying the Dynamics of Russian Word Formation), *Tomsk State University Journal of Philology*, 57, 137-159. (In Russian)

Remchukova, E. N., Shevchenko, O. A. (2016), Linguocreative components of the Spanish print media in the communicative aspect of "addresser-addressee", *Russian Journal of Linguistics*, 1 (20), 33-42. (In Russian)

Adab, B. (2000), *The translation of advertising: A Set of Guidelines*, Investigating Translation, Amsterdam, Netherlands.

Eldin Tawwab Sharaf A.A. (2020), A linguistic study of manipulative advertising strategies of the mobile network operators in Egypt and the United States, *Dialectologia*, 24, Barcelona University, Spain.

Zuhair, A. (2018), Language use in advertising: Creativity and its dimensions, *Language in India*, 18 (2), 457-472.

Conflicts of Interest: the author has no conflict of interest to declare.

Dondik Lyudmila Yurievna, Head of the Department of Foreign Languages, Methods and Theory of Teaching, Cand. Sci (Philology), Associate Professor