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**“LEXICAL, SEMANTIC AND PRAGMATIC FEATURES OF ENGLISH-
LANGUAGE ADVERTISING”**

(based on the material of social advertisements)

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INTRODUCTION

Relevance of research. In the digital age, human has become a part of the system with continuous flow of information, a gradual increase of desires and needs. Consequently, our existence is impossible without information. However, despite the fact that now we have access to all resources, we may not know about global problems that are happening in the world. There are many problems we need to pay our attention to. And social advertising can help to solve some of them. This is especially important in terms of environmental issues. Unfortunately, every year the ecology of our planet is deteriorating and if this continues further, terrible disasters cannot be avoided. We believe that it is necessary to discuss the topic of the environment and to motivate people to do something to save our planet.

Since the main communicative and pragmatic goal of advertising is to evoke a desire to do something, it is necessary to understand which advertising strategies work and can help to achieve this goal as effectively as possible. English-language advertising texts are currently under-researched, especially by Ukrainian scholars. In the framework of this work, we will explore the linguistic, stylistic and pragmatic features of advertising which make any advertisement effective and successful.

The aim of the research is to identify lexical, semantic and pragmatic features of English-language social advertising texts.

The aim of the research is to solve the following ***objectives***:

- to find out the essence of the concept of “advertising”;
- to systematize the functions performed by the advertising text;
- to classify advertising texts;
- to identify strategies of creating successful advertisements;
- to study lexical, syntactic features of English-language social advertising;
- to find out which stylistic devices should be used to realize the communication-pragmatic goal of advertising text;

– to explore the role of the headline.

The object of the study is English-language social advertising texts aimed at protecting the environment.

The subject of the study is lexical, semantic and pragmatic features of English-language social advertisements that contribute to its main goal.

The research material is 60 social advertisements, the main topic of which is ecology. The material is selected from English-language Internet sources.

The methods used in the course of study include: method of theoretical analysis, analysis of educational and scientific publications, method of classification, method of lexical analysis and method of quantitative analysis.

The novelty of the work is our lexical, semantic, pragmatic analysis of modern English-language social advertising.

The practical importance of the work lies in the possibility of using the results of the study in teaching English courses in stylistics and lexicology, and the results of our research can be used to create effective social advertising.

Structure of work. The work consists of an introduction, two chapters, conclusions, references and supporting materials.

I. ADVERTISING AS A MEANS OF COMMUNICATION

1.1. Advertising as a phenomenon

Today our life is closely connected with information. We receive information from everywhere: university, school, television, internet, etc. As soon as we get out of the house, billboards with advertisements, various announcements are waiting for us. Perhaps a few years ago we received such a quantity of information as it is now, because not being informed about everything that is happening in the world means being an inactive member of society. Since advertising is one of those sources of information that everyone faces and, in fact, it is impossible to protect yourself from it. Wherever we are, we will still meet with ads, either on the Internet, on the streets, or in print.

The subject of our study is social advertising, which is now also found quite often in various sources. We have an intention to pay our attention to social advertising dedicated to ecology and environmental problems. The main reason why we want to concentrate on social advertising and to study it deeper is because during the last years our society became consumer society. We consume, we want more and more, we produce more, but we don't think about what happens on the other side of our world: is our nature safe? Will we be able to breathe our air in a few years? We consider that, first of all, it is necessary to understand what are an advertisement and advertising in general. After that it is possible to move to social advertising.

There are a lot of definitions of the term "advertising". The most suitable, in our opinion, are the following definitions.

So the marketer F. Kotler notes in his work that "advertising is a non-personal form of communication carried out using paid means of distribution with a clearly indicated source of financing" [61, p. 429]. According to K. L. Vove, advertising is "a non-personalized transmission of information, usually paid, which, as a rule, has the character of a belief about products, services or ideas by well-known advertisers through various

media” [53, p. 5]. As noted by Yu. A. Sulyagin, advertising is a special type of paid social information, the purpose of which is the formation of the structure of people's needs and desires in the interests of the advertiser [74, p. 11]. It is known that the main purpose of advertising is a suggestion in order to force a person to purchase a certain product. Therefore, the definition of V. N. Sagatovsky, in which advertising is defined as a communicative process, designed to convince that it is carried out by a certain effect on the listener or viewer [65, p. 92], can be considered a “starting point” for the study and understanding of the essence and functions of advertising.

As for the functions of advertising, the main functions are:

– Economic function. The nature of the economic function of advertising is, first of all, to stimulate sales and to increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates a need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economic wellbeing of society [61].

– Social function. Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also helps to form ideological values of the society and at the end has an effect on the character of social relations and causes consumer instincts, encouraging people to improve their financial state improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best [61].

– Marketing function. Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, and its final aim is the full satisfaction of customer needs concerning goods and services [61].

– Informational / communicative function. As advertising has always been used primarily as a means of communication between the advertiser and the target audience, the purpose of advertising has always been to inform the society. Typical information conveyed to the consumer is the working hours and location of a company, sometimes –

details about a product or service. The communicative function is also typical of social advertising, which does not inform the audience about a particular brand, but accentuates certain social issues, causes, or the necessity to donate and participate in charities.

– Educational function. This function is rendered when customers get new knowledge not about advertised product, but also about similar ones, think whether the advertised product is worth buying or if it is better to find alternatives. Also educational function is implemented when customers begin to analyze the information they get, find pros and cons, look for additional information to be sure the product has appropriate quality and isn't dangerous for health, environment, etc. [31, p. 10].

– Entertainment / Cultural transmission. First of all, the content of the advertisement may be entertaining. If the advertising text includes some information which shows cultural features of the target audience, then cultural transmission is present too [31, p. 10].

– Function of persuasion. This is a main function of every advertising as when a person is highly motivated and ready to buy the advertised product, the goal of ads creation will be achieved [31, p. 10].

– Function of reminding. Helps to keep the product in the minds of customers. Even if a brand is famous, it needs advertising to keep its market position [31, p. 10].

The main function of advertising is to influence the recipient in the direction necessary for the addressee, and the main task of the advertising text is to communicate new reliable data (cognitive data) to the recipient, to ensure their maximum assimilation by affecting his memory and emotions (emotional information), enhancing the result with pleasure, received from the text (aesthetic information) and the incitement to certain actions (operational information) [72, p. 298]. In addition, aesthetic and sociocultural functions are important. The essence of the aesthetic function is better defined by O. Yu. Olenin, who defines advertising as “a synthetic form of art based on its various forms” [65, p. 92]. After all, the creation of advertisement can be compared to writing an art / literary / musical work, which involves different types of art: cinematography,

literature, music, architecture, decorative and applied art. The cultural and historical function of advertising is that it conceals “instantaneous and eternal ideals, subconscious aspirations and conscious desires” [65, p. 92] representatives of certain social strata.

One more important fact we should point out is that the process of advertising and advertisements themselves have not always been the same like now.

The first mentions about advertising had its root in Ancient Empires. These are Egypt, Rome, Pompeii. In Egypt they used papyrus to promote slaves' sales, in Rome was made the first touristic advertisement of a tavern, in Rome was found a stone with the words “Traveler, if you go from here to the twelfth tower, there Sarinus has a tavern, with this we invite you to come in, bye” [27, p. 3–4]. One more means of advertising in ancient times was a libellus. The libellus was a poster, an advertisement about sales, announcements about different events. It was made of papyrus [27, p. 3–4].

The next period, where something similar to modern ads was found, is the Middle Ages. These were labels identifying who made a product to distinguish different goods, like wine. That time was also the beginning of the era of mass communication a starting point was Gutenberg's printing press (1438). He printed the first English newspaper in 1622 and the first ad appeared in 1625. That first newspaper was the “Weekly News”, by Nicholas Brown and Thomas Archer. There are some other examples of newspapers of that time: “the Mercurius Britannicus” (1665), “La Gazzette” from Paris by Théophraste Renaudot (1630). The newspaper we mentioned above are considered to be the first advertisements which were similar to modern ones [27, p. 4].

In the second half of the seventeenth century, line advertisements were very popular in England. They were a place to announce about the publication of a new book, or the opening of a new play. In 1666 was a rise of advertising as because of the Great Fire of London people used newspapers to write about their new addresses, to advertise lost and founds. These advertisements were on the first lines and gave a lot of information about advertised things (main information, description). Nearly this time appeared the first law, which controlled ads. That happened because in the seventeenth century appeared false

and so-called “quack” advertisements. In the USA, “The Gazette” by Benjamin Franklin appears in 1729, which is considered the true beginning of advertising in that country. It included ads of ships, books, tobacco, chocolate, etc. [27, p. 5].

In the late 19th century began active development of advertising. Those years was founded the advertising agency of N.W. Ayer & Son. They offered to plan, create, and execute complete advertising campaigns for its customers. Ayer & Son made it quite popular and, as a result, advertising became a profession. Advertisements were considered to be a part of art, something creative, interesting, developing the idea of the esthetic function of ads [27, p. 7].

In the twentieth century advertising became a full-fledged industry and agencies developed. In the period of World War I advertising became a tool of direct social interaction and became utilized to arouse the public regarding battle-related problems and the sale of battle bonds. The strength to steer through this digital mass medium was realized. Following the battle, the roaring 20th were prosperous. The Victorian age turned into over and the fantastic social experiment within the joys of consumption began. Modesty gave way to sexuality and the love of the modern. Advertising advocated the client to experience existence and intake changed into not most effective respectable, but expected. The citizen became the customer and advertising advised him a way to be modern and keep away from the pitfalls of this new age (for example, Listerine mouthwash taught customers approximately – halitosis and Lifebuoy cleaning soap told approximately avoiding body odor) [27, p. 8–9].

Radio had been a dominant advertising means until the 1950s. That time was the beginning of selling advertisement time to different sponsors. This practice had been firstly done in the early 1950s by the DuMont Television Network. Nowadays markets don't have borders, they are cross national and international advertising is commonplace. Their advertising has been used by some corporations to create truly global brands (Coca-Cola, McDonald's, Sony) [27, p. 11–12].

During the 1970s – 1980s a fragmentation occurred within the economy. Advertisers began to divide markets into different categories, depending on demographics and users of products. Television, which had had only 3 networks before, split into hundreds of channels. That's why magazines began to be published taking into account interests. As for newspapers, they had special freestanding inserts and readers could choose what to read [27, p. 13].

The starting of “Merger mania” began in the early 1980s saw most primary US agencies merge with one another as well as foreign companies getting into the United States market. The effect on the creative turned into that of departmentalizing accounts (to keep clients that may be in the equal product category, places of work were particular as handling one or the other but never both so as now not to compromise the safety of the client's work) and including an international interest to the creativity [27, p. 13].

Nowadays the ad-supported television programming has lost its positions and there is a necessity to fix this process to be able to reach audience in new ways. Also were the concept of power in the distribution channel with mega retailers such as Wal-Mart gaining power away from the manufacturers. A recent advertising innovation is “guerrilla marketing”, which involves unusual strategies that include staged encounters in public places, giveaways of products inclusive of cars that are blanketed with emblem messages, and interactive advertising wherein the viewer can reply to become part of the advertising message. Guerrilla advertising becomes more and more popular among lots of companies. This kind of advertising is unpredictable and innovative and makes customers buy advertised products. It explains an increasing popularity of interactive and "embedded" ads (via product placement), having clients vote through textual content messages, and different innovations using social community offerings which includes Facebook [27, p. 13–15].

On the other hand, not all linguists agree that advertising can be learnt in such early times. For example, Myers considers that advertising made its first steps at the end of the

19th century. He highlights three periods in advertising development: 1) the 1890s; 2) the 1920s; 3) the 1960s to the present.

1) The 1890s: making brands and getting attention. The most common ways to create an advertising text were to use repetition, rhymes, parallelism, scientific and literary language. The advertisers tried to get their positions in newspapers and magazines.

2) The 1920s: creating an image for consumption. The most popular means of advertising were radio and comics. Metaphors and associative language were used a lot.

3) The 1960s to the present: addressing the jaded consumer. Advertising text are contained many ironies, parodies, puns, ads on ads, and juxtaposition of competing discourse in the text and the images. Sponsorship of sports and the arts was one more media after television.

1.2. Classification of advertisements

Having found out what advertising is, which its main functions are, we consider it is necessary to move further to classifications of the advertising text. This will contribute to a deeper understanding of what advertising can be how different researchers classify it and will help us to identify the point of view that we are inclined to.

The concept of classification of advertising texts is not clearly defined because every scientist may interpret the term “advertising”, “advertising text” in their own way, and depending on whether their vision of types of advertising text may differ from others or coincide with already known and generally accepted classifications. Each classification divides advertising texts into different categories, based on different criteria, considering advertising from a different angle. Someone takes the functions that an advertisement performs as a basis, someone – its structure, language means, target audience.

So advertising texts can be classified in many ways, but there are criteria for classifying advertising texts that most scholars operate on. Among the most traditional classifications that scientists offer are these:

- on the basis of advertising object;
- on the basis of target audience;
- on the basis of advertising media.

Therefore, an advertising object that defines the conceptual structure of advertising depends on the class of the advertised subject. For example, advertising of the car, cosmetics, food, etc. The target audience of modern advertising is quite wide: children, old people, youth, representatives of different professions. In accordance with the type of media advertising media, advertising can be divided into print (in magazines, newspapers), radio or television advertising, advertising on the Internet.

Today, advertisement is a regular guest, we can confidently say a resident of most of the Internet pages, television channels, magazines, newspapers, etc. The presence of advertising texts can be traced in any field because now advertising is an integral part of the functioning of all companies and enterprises; advertising is used in publications, there is advertising of law firms, different equipment to ensure the production of products. Therefore, starting from the sphere in which advertising is carried out, the following types of advertising texts are distinguished:

- economics;
- religion;
- politics;
- science and ecology;
- charity,
- jurisprudence;
- science and ecology;
- intellectual services;
- interpersonal relationships [68, p. 8].

Again, Pankratov notes, depending on the purpose, it may be:

- image advertising;
- stimulating advertising;

- advertising of stability [68, p. 8].

The process of creating advertising involves thinking about what impact it will have on the audience. Indeed, some advertising texts have the goal of simply giving some information, while others are aimed at influencing the reader in such a way that they must think “Oh, I really need it. I should get it, it’s a necessity”. Therefore, in accordance with the psychological influence of F. G. Pankratov indicates that advertising texts may be:

- informative;
- suggestive;
- reminding;
- persuasive [68, p. 66].

Yu. A. Sulyagin and V.V. Petrov divide advertising into:

- commercial;
- non-commercial.

They, in turn, distinguish several subtypes in each of them. So commercial advertising is:

- industrial (wholesale)
- trading (retail),
- social (non-commercial)
- political (non-commercial) [74, p. 13].

Among the classifications of Ukrainian and Russian scientists that we examined, we found this feature: all classifications are concentrated on the subject of advertising, its affiliation with a particular field or activity, the image / purpose of influencing the audience. While European and American researchers pay more attention to who the advertising text is addressed to, the form and methods of its implementation..

We noticed a classification that considers advertising as a seller’s dialogue with a potential customer and identifies several types of advertising depending on who the advertising text is addressed to:

- advertising addressed to the supplier;

- advertising addressed exclusively to a certain circle of consumers (for example, advertising of drugs aimed only at doctors)
- advertising addressed to a social group (for example, advertising for children, advertising for pensioners) [79, p. 24].

Very relevant for our time is the separation of advertising on its online and offline form. For example, Emilia G. Evtimiia believes that there is a traditional or offline advertising (for example, commercials on television, advertising leaflets or brochures) and more modern – online advertising. Online advertising, in fact, the researcher calls “modern online advertising”, for the promotion of these are created websites and are used domain name. This type of advertising is implemented exclusively on the Internet worldwide and may take the form of banners, pop-ups or commercials, text links and even commercial mailings [79, p. 24].

An interesting classification is the separation of all advertising texts into informative and persuasive ads. The classification is based on a different approaches to informing. The first type provides the audience information about the properties and benefits of the products. At the same time, a good price-quality ratio is noted. The second type is a kind of appeal to the emotional background of a potential buyer and his desire to occupy a high social position. Such advertising is implemented by emphasizing that buying a product will give its owners prestige, a sense of luxury, increase their self-esteem and help them to improve their social status. That is, according to this classification, all advertisements appeal either to ratio or to emotion [79, p. 25].

The following classification is more like a psychological technique, because its supporters believe that there are two ways to advertise a product:

- emphasizing the positive aspects of the product itself;
- comparing one product to another.

This means that in order to achieve the goal (ensuring maximum profit as a result of the sale of goods or services) it is necessary to highlight all the good qualities of the product that can prove potential buyers that it is definitely worth buying, or to use some

tricks, advertising not your product. But also the products of the competitors (by comparing our product and competitor to show that one of them is better than the other). In fact, using this method of creating advertising, psychological pressure is applied to the buyer in terms of “buy a product, because it is so wonderful and unsurpassed”. And at the same time, there is a struggle with competitors in order to weaken the position they occupy in the market or, ideally, to remove them from the market in general [79, p. 26].

If we categorize ads on the basis of how they are implemented, we can distinguish advertising:

- direct;
- indirect (hidden) [79, p. 25].

We are well aware of these types of advertising, because we see logos and company names every day. For example, when watching a television program – this is a hidden advertising, because in this case no one calls for a product or service. But nevertheless, browsing logos helps to embed in our brains this information which works in the right direction when we see a product with such a logo on the shelves of stores. In terms of direct advertising, these are regular commercials, banners, and so on.

If classify advertisements by types of media, these may be such channels of their exposure:

- television commercials;
- radio commercials;
- newspaper advertisements;
- magazine ads;
- direct mail;
- out-door advertising [31, p. 11].

It’s also possible to classify advertisements according to location of the target audience. Especially now, in the era of globalization, “erasing” of borders, when we became citizens of the world, not only of our country. So classification by geographical area is the next:

- international advertisement (target audience is not limited by only one country and is aimed at citizens of other countries);
- national ads (are created for people from some certain country);
- regional ads (target audience is one region/state, etc.);
- local advertisements (relate to residents of a certain city, town, village) [31, p.11].

We believe that all of the above classifications are correct, but in our research we tend to agree with the classification mentioned in the work of Dimitris Limirtos and Desillas Nikolaos, which most fully outlines types of advertisements. According to their classification, there are the following advertising texts (they define twelve in total):

- emotional: designed to awake feelings (love, social recognition, comfort, security), such as ads of gifts give rise to feelings of love, and advertisements of collectibles (such as stamps, coins or antiques) – a sense of ownership;
- aggressive sales: competitive and compelling, incentive-driven texts (with a discount or coupon), usually with an address or phone number to call;
- documentary and educational: it is an aggressive type of advertising too, but more informative in nature (for example, advertisement of a new model car of some brand);
- narrative (informative): such advertising is more like a regular text or story and can often be found on the front pages of financial newspapers;
- prestigious: somewhat similar to a narrative but used for public relations and characterized by fact and argument;
- with a photograph and a caption, where there are often such photographs that would serve as instructions for the use of the advertised product;
- in the form of mono- or dialogue. In such cases, often fantastic, the characters tell about the merits of the product;
- with tricky reception: such marketing reception requires active brain work and concentration of the reader, so it is more common not in newspapers, but in magazines, because they are read longer and more carefully;
- written in the style of “article”;

– similar to an eyewitness statement or monologue that says something in support of this product (usually, this ad contains the phrases “I've never seen anything better”, “the most delicious thing in my life”, etc.);

– with snippets of phrases, quotes from books that are relevant to the topic of advertising;

– focused on components and composition: such advertising texts offer buyers to buy goods, indicating their components, for example, ads of windows, doors, different tools [80, p. 58–59].

We are truly convinced that the last classification is the most successful, because it is complex and covers the categorization both by type of text, by mode of influence, and by visual design and style of writing.

1.3. Means of influence in advertising text

As we have already mentioned, the main aim of any advertisement is to influence somebody and make someone buy or do something. To achieve this goal some means of influence are usually used. Among them we can distinguish linguistic and non-linguistic (psychological, visual) means. The most commonly used linguistic ones are:

– methods of reification and personification, when, depending on the purpose of the message responsibility for any action is attributed to an inanimate or animate object;

– the use of terminology, as it increases the ad's text credibility and gives the opportunity to convey its connotative meaning that causes a positive or negative reaction of the audience to the described event;

– the use of euphemisms, which help to avoid the use of rude, tactless words and expressions in texts;

– metaphorization, when a capacious and an expressive image is created because of some associations and a necessary reaction of the audience will be a result of this “method”;

- the repetition, gives statements additional weight and makes the audience focus on the most important for the manipulator moments.

- the use of impersonal and indefinitely personal constructions, which help the private opinion of the author to be recognized as universally recognized truth;

- simplification, allows to express the main thought in “a short, energetic and impressive

- form [55, p.2–4].

Among other pieces of advice on how to create effective advertisements we found tips connected with the visual part. Here they are:

- headlines must be noticeable and big enough to stand out not to be lost among other ads;

- the main illustration should be large and eye-catching as it is the first element of the advertisement we pay attention to;

- logo is one more eye-catcher, it not only attracts our attention but promotes product sales as well-known and recognizable brands are favored over unknown companies;

- it’s highly recommended to include into ad some specific elements which distinguish it from others [31, p. 74].

To achieve the main goal of advertising, it’s necessary to pay attention not only to the lexical components but also to the psychological factor. There are certain psychological techniques that you should follow:

- Creating a favorable background for the further transmission of information through the use of a “lateral programming mechanism”. That is, the presence of the text of certain verbal means (formulations) in the advertising that does not require any evidence and create a positive background for the goods that are advertised. An example is the phrase “Studies have shown that ...”.

- The audience must trust the communicator (the advertiser), that is, he or she should seem to be highly educated and skilled.

– The message (the advertising text), should be mass and accessible to all. American psychologists have confirmed, based on the results of research that the masses believe the information that is most familiar to them is true.

– In order for the ad to be effective, it must be emotional and the behavior of the video ad participants must be one that either helps to get rid of negative emotions (magnifier shampoo advertising) or helps to keep the positive ones (chewing gum advertising as a prerequisite for a kiss). So the principle of “persuasion of the mind by heart” is present here [64, p. 49–51].

Therefore, advertising text should be presented in an accessible form and arouse the confidence of potential customers, positive emotions and desire to buy the product. But before moving to the application of such principles in practice, the idea (that is, what will be presented in advertising) must be born and then go through several stages before its implementation.

We would like to emphasize that the advertising text combines two communication strategies: influence and information. And for the successful implementation of the communicative and pragmatic goal of advertising, its text must combine the following features:

– absence of veiled constructions and incomprehensible phrases, because a good text = a simple text that will be understandable and accessible to anyone who sees it;

– placing on the billboard (brochure, etc.) words that emphasize the time limit of the promotion, the uniqueness of the sentence. For example, “only with us ...”, “only until March 15”, “limited number”, “have time to buy the last two ...”. Thus, when a potential buyer realizes that a promotion is taking place and he may lose the chance to buy something for a reasonably good price, then he has a subconscious urge to buy it immediately.

We are sure that before making the decision which strategy would bring success, it's necessary to analyze the purpose of advertising, ways of achieving its goal. These steps are:

– Product concept: clear understanding of the product concept influences the results of the advertising campaign. If we are aware of its concept, we can create effective advertisement that can be positively accepted by the target audience.

– Target audience selection: one of the basic principles of successful advertising is the right audience. The explanation of this is the fact that if a person needs some products and he / she will meet the ad with them, she will definitely buy it. Conversely, if I do not need this product, no matter how good the advertisement is, the probability that I will not buy it is high enough. So choosing the target audience, it is necessary to take into account their consumer habits, interests, needs, desire and geographical features.

– Media selection: depends on the target audience, aim of advertising, location);

– Message selection: the most important and crucial part, determines the direction the ad will move. When the target audience's buying behavior is learnt, we know what and how they'd prefer, it's a high time to create the most appropriate advertising text to convey to them the idea (if it is a social ad) or to evoke a desire to purchase the product (in case it's a commercial) [31, p. 20–21].

Known around the world, the father of advertising, an advertiser, a copywriter, believed that there were certain rules for creating successful advertising. And, if we adhere to its algorithm, then advertising will catch up with success.

– Find a big idea that will attract customers: something new, innovative, unlike others;

– Boring = failed: nobody should be bored, only excited (at least, it's better to avoid impersonal and cold sentences);

– Segmentation of the target audience: decide whom the advertisement is for, because it determines which advertising strategies to apply:

– Avoid irrelevant celebrities who will distract from the ad: sometimes real people are better as they inspire confidence and motivate:

– The headline is the main seller: if the headline does not attract, no one will read the ad.

– Pictures tell more than words: use of photographs brings more positive results than drawings / artworks, because photos give the readers the opportunity to imagine themselves on that place and then they will more likely purchase the advertised product (with social advertisements it works too as such strategy evokes emotions and feelings and the desire to act appears).

– Before and After: the most motivating way to be followed [34].

There is also an AIDA principle in the advertising industry. And if you adhere to it when creating your ad, it will be effective and successful. “AIDA” stands for “attention, interest, desire, action”. That is, for a person to decide to buy an advertised product, one must attract its attention to the text, arouse its interest in the advertised product and the desire to have it and, as a result, make him/her buy this product. The presence of the words “you”, that is, reaching potential buyers, helps to ensure the success of advertising [45, p. 81–91]. However, not just the words “you” can help to promote the advertised product. There is a group of words that, as numerous studies have shown, actually sell the product. Yes, it has been found that the words “Benefit” or “Save ...” is an effective bait for shoppers because people like to make profitable purchases, then to calculate how much they have managed to save. The words “because”, “so”, “as” are also included in the words-sellers, as explaining to potential buyers why it is profitable to buy this product is considered to be an effective advertising technique. The leader of this list is the word “free”. This is explained by the fact that the opportunity to get something not paying for it is an attractive proposition that is unlikely to leave anyone indifferent. Of course, this does not mean that the advertised product will be received for free. For example, you can get a small gift when you buy it (such as a pen, magnet). Some more effective words are: “new”, “limited edition”, “best”.

As for general principles that will lead to the success of advertising, they can be summarized as follows:

- to attract attention;
- to give customers an interesting and understandable message;

- to arouse his trust, overcoming fears and doubts of a potential buyer;
- to be remembered;
- to stimulate the consumer to take action and then to capture him [51, p. 169].

Above, we described the general rules for creating effective and successful advertising text, which are based on the characteristics of human psychology. But how will it all look like on an advertising banner, for example? Of course, we need to pay attention to such moments as the correct arrangement of illustrations, the logical sequence of the constituent elements of advertising, a beautiful design and, most importantly, a passerby will draw attention to it. In this case, we consider it is necessary to indicate what exactly can attract the reader's attention:

- unexpected images and pictures;
- large sizes of modules;
- vibrant colors that contrast with text and design;
- the presence of empty space;
- other various elements which could catch your eye [51, p. 170].

If the advertisement is created correctly, according to the rules of placing text messages and images, with a semantic emphasis on the right words, a correct combination of light/shadows, the right choice of words, then the advertisement will be effective.

In our opinion, one more important element of any advertising text is its headline. A well-chosen headline is a way to success because it may interest, engage the reader and make him/her want to get acquainted with the product or service in more detail. The basis of a successful headline is clarity; words should be short, readable and easy to remember [40, p. 16, 32].

In order for the headline to be effective, it must contain at least one of the following elements:

- word game;
- omitting certain words (ellipsis);
- noun phrases;

- emotionally colored words;
- correctly selected vocabulary [40, p. 22].

Questions of a rhetorical nature may also increase readers' interest, as it seems that the question itself already has an answer and the reader wants to read the advertising text to see if it is true.

There are some general secrets of winning headlines. Following them will make any advertising text successful. Here are the most commonly used of them:

- Clear understanding of who the target audience. It is necessary to include in headline some promises or rewards.

- Use of the words “your” and “you” as it create contacts between the author and readers. If the text contains these words, the reader feels that there is a direct reference to him/her and doesn't want to leave the ad without attention.

- Headline should strike quickly at the self-interest of the reader. Readers should understand the topic of the ad from the first glance. Otherwise, nobody will read the advertising text further not to waste time.

- Use of questions. Moreover, these questions can't be answered “Yes / No”, they need an “open” answer, generating some ideas. These may also be provocative questions.

- Headlines-commands.

- The “how / how to” question. The next lines of the advertising text explains “why” [29, p.30–38].

So following the steps we described above can help to create one effective headline, and its main functions will be fulfilled. These are general rules of advertisement writing. As for social advertisements, some specific tools help to implement goals of social ads. But during writing a title we should also take into account those points that may lead to the creation of a vulgar title: unnecessary words, vulgar phrases, colorless words (that is, emotionally uncolored vocabulary), terms that are unfamiliar to the average reader, if used without any explanation [46, p. 103].

1.4. Social advertising

Any advertising is created to affect desires and actions of a person. Most advertising is aimed at selling product or service, but there is advertising, the main purpose of which is to influence behavior and thinking. Such advertising is called social. Social advertising, or as it is called in the USA – public service advertising or public service announcement (PSA), is created with the aim of influencing society and changing its attitude to a particular problem, and in the future – to create new social values [75, p. 11]. Such messages inform about something that is a problem for citizens of the country (city, state), not only for one person and they are usually offered by non-profit or governmental organizations are broadcasted/placed for free [37, p.67]. Social advertising aims to change people's behavior, attitude to some problem through the information, meanwhile, commercial advertising creates “product images” and evoke a desire to buy something [22, p. 1030].

Nowadays this type of advertising is often used, now it is necessity to use different media and inform people about important concerns. If we compare the amount of social advertising a few years ago and now, then, of course, the difference is enormous. On the one hand, before there was no access to the Internet, we did not have some gadgets, and on the other hand, some problems were not so big. For example, the environment is getting worse every year and now we not only need to tell people about it, but to scream from all sides, otherwise the consequences will be deplorable. In addition, some problems were simply hushed up; it was not accepted to talk about them and to bring them to public discussion. For example, a common theme in today's social advertising is domestic violence. Previously, girls were afraid of talking about it, because hardly anyone would protect them, but now much has changed in the world and it is already fearless to talk about such problems, as they will be heard. However, despite this, the first social advertisements appeared long enough. For example, in the United States during the period of World War I there were leaflets with the text “Write him cheerful letters”, with the help

of which they tried to involve citizens to write letters to soldiers who are fighting on the battlefield [47].

As we have already mentioned, ads can be seen everywhere. Moreover, regarding the areas that are affected, the most common are:

- road safety, driving culture;
- environmental pollution;
- illiteracy;
- orphanhood;
- lack of family values;
- disease;
- disability;
- harmful alcohol;
- drugs;
- smoking [71, p. 39–42].

There are another classifications of social advertisements. For example, I. V. Krupnov divide social ads into three broad groups according to social focus:

- advertising a specific lifestyle and behavior (for healthy lifestyle, family values, ecology, against bad habits);
- state advertising (advertising of government agencies, their ideas and decisions, patriotic advertising);
- advertising the social responsibility of business [62, p. 16].

In addition, social advertising can be classified by direction. If commercial advertising aims to induce a potential buyer to purchase a product, to show how good and necessary is a product, then social advertising either encourages taking certain actions, or, conversely, asks not to do something. Accordingly, there are two directions of social advertising:

- for: a healthy lifestyle (sports, healthy eating);

– against: the main harmful habits (smoking, alcohol, drug addiction), domestic violence, child and animal abuse) [71, p. 43–64].

In addition, sometimes social advertising is aimed at actions of a person that will benefit him-/ herself or other people, and in other cases it is necessary to act to help nature, for example. That is, in the first version, the result will be clearly noticeable, because the problem will be local, and in the second – the global problem and the result will probably not be noticeable to humans, but will benefit the whole world.

In general, the aims of social advertising are to affect people’s emotions, to influence attitude and behavior. Looking at the main topics of social advertising, we can distinguish such aims:

- to encourage the population to lead a healthy lifestyle;
- to develop certain values among society;
- to inform about socially important concerns;
- to promote harmonious relationships in the family;
- to reflect the problems that arise inside and outside of society [49, p. 21].

Social advertising has significant differences from commercials. First of all, commercial advertising is considered to be effective in case of increased sales of goods, then the effectiveness of social advertising cannot be determined, for example, by analyzing the percentage of sales growth. But in order to understand whether this or that social advertising will be effective and whether it makes sense to show it to people, several points must be taken into account:

- advertising should not provoke a conflict (gender, religious, etc.);
- the target audience must be clearly defined;
- a call to abandon some habits and habitual actions in order to avoid negative consequences for a person, air, nature, etc.;
- advertising should develop good habits;
- the effect of advertising should be long-term [66, p.13].

Due to the fact that commercial advertising should be sold, and social advertising should be directed in the right direction, that is, changed to show and tell how to behave in relation to some problems, the ways of realizing their main goals are different. Social advertising should influence a person so that he does exactly what the advertisement asks. To do this, you need to use emotions and make the advertisement able to evoke positive or negative emotions, fear, joy, inspiration, confusion. As a person does not feel the real benefits of the actions from social advertisement (unlike commercials), it is not easy to get a person to do the right thing. For this, such methods are used: intimidation, neutral informing (with the expectation that a person will rethink their views), moral support, humor, showing the experience of famous people [67, p.73].

There are also two basic principles of effective advertising, following which the appeal of the ad will be heard and accepted. They are both related to what information is indicated in the advertising text, because even if the advertisement consists of an attractive image and the text is missing or does not correspond to the image, the main purpose of the advertisement will not be achieved. These are two principles:

- Usefulness of the information: if the information is not useful, then no one will listen to what is written in it. People are creatures who do what is beneficial and profitable, and if there is no obvious meaning in the actions, then nobody would do it. And also the benefit of the work that is done serves as a kind of motivation, which contributes to the quick, successful and high-quality completion of the task.

- Understandability of the information: if the information is not understood, it cannot be realized. Here, “understandability” of information means understanding of why to do it, what it will give and what will be the outcome, as well as “understandability” means clear instructions on what to do and what not [30, p.3].

But these principles can be taken into account in case of “nowillingness to use the information” [30, p.3]. This fact once again proves that in order for social advertising to be as effective as possible, it needs a certain target audience. So it will be highly likely that the information will be heard and received positively, not rejected.

Following these rules for creating social advertising, its idea will be correctly understood and adequately received. But you need to clearly understand how to bring commercial advertising to success, and what means are better suited for social advertising. Then the main goal of this advertising will be realized.

Conclusions to chapter I

Concluding this part of our research, an advertising text is a message that is intended to encourage the recipient to action can perform such functions: persuasion, reminding, entertainment / cultural transmission, educational, informational / communicative, marketing, social functions. We found out that there are different classifications, by different criteria (by advertising object, target audience, media, purpose, psychological influence, addressee, channels of their exposure, location of the target audience, etc.). This topic has been studied by researchers from different countries. Classifications of Ukrainian and Russian scholars focus on the subject of advertising, its affiliation with a specific field or activity, method / purpose of influence on the audience. While foreign researchers pay more attention to whom the advertising text is addressed, the form and methods of its implementation.

Advertising can be commercial and non-commercial. The second type includes social advertising, which addresses important issues (ecology, social/gender/racial inequality, alcoholism, etc.).

Achieving the main goal of advertising is possible only in case of correct use of different means of influence. They can be divided into linguistic and non-linguistic. Among non-linguistic means of influenced the most common are: use of euphemisms terminology, metaphorization, repetition, use of impersonal and indefinitely personal constructions, simplification. Non-linguistic (visual) means of influence are: noticeable and big headlines, attractive main illustration, eye-catching logo, some specific elements which distinguishes this advertisement from others.

Therefore, advertising text should be presented in an accessible form and arouse the confidence of potential customers, positive emotions and desire to buy the product. And for the successful implementation of the communicative and pragmatic goal of advertising, its text must combine the following features: absence of veiled constructions and incomprehensible phrases; placing on the billboard (brochure, etc.) words that emphasize the time limit of the promotion and the uniqueness of the sentence. We also determined that the audience is attracted to such things: unexpected images and pictures, large sizes of modules, vibrant colors that contrast with text and design, the presence of empty space, other various elements that could catch your eye.

We are sure that before making the decision which strategy would bring success, it's necessary to analyze the purpose of advertising, ways of achieving its goal. These steps are: product concept, target audience selection, media selection, message selection. As for general principles that will lead to the success of advertising, they can be summarized as follows:

- to attract attention;
- to give customers an interesting and understandable message;
- to arouse his trust, overcoming fears and doubts of a potential buyer;
- to be remembered;
- to stimulate the consumer to take actions.

We determined what social advertising is, how it differs from other types of advertising. Advertising with the main purpose to influence behavior and thinking is called social advertising. We have outlined a number of topics that can be covered in social advertising. We found that in addition to dividing social ads into categories according to topics, they can also be divided according to social focus, position and function. According to social focus, social advertisements may be divided into two broad groups:

- for: a healthy lifestyle (sports, healthy eating);

– against: the main harmful habits (smoking, alcohol, drug addiction), domestic violence, child and animal abuse).

We identified such goals of social advertising: to encourage the population to lead a healthy lifestyle, to develop certain values among society, to inform about socially important concerns, to promote harmonious relationships in the family, to reflect the problems that arise inside and outside of society.

II. SOCIAL ADVERTISING: VERBAL MEANS OF INFLUENCE

2.1. Classification of social advertisements.

The topic of our research is English-language social advertisements. Nowadays it is a necessity to do something to save our planet and prevent environmental catastrophe. To achieve this goal different organizations and governments create “Save the planet” campaigns and inform the population about acute environmental problems. This field of study is quite wide and all social ads can be divided into several groups. First of all, every advertising text has its goal: to inform about something, to remind about the problem, to give instruction how to act, etc. But to implement these intentions, different genres may be used. Among social advertisements are usually used such tactics as a request, an advice, a demand and they have different levels of influence and pressure:

- request: *“I want to be a bench. Recycle me”* (2013);
- advice: *“Those who help nature end up helping themselves”* (2011);
- demand: *“Stop climate change before it changes you”* (2008).

According to communicative purposes advertisements can be divided into:

- Informative: inform about some problem, give explanations about it.

For example, *“Planet or plastic?”*

*9 million tons of plastic of the plastic waste
ends up in the ocean every year”* (2019).

The main accent here is on the presence of the problem. This ad contains information about ocean pollution and shows the amount of annual plastic waste in the ocean.

- Persuasive: when the problem is not a secret anymore and everyone knows about it, it’s time to call for action. This type of social ad includes an order or request to behave in some way to save our environment.

For example, “*Say NO to plastic!*” (2009). Clearly, concisely, without any excessive information. It says not to use plastic. We don’t need further explanation, we understand this problem, we know about its existence.

– Mnemonic: such advertisements have a goal to remind about the existing problem and to keep attention on it [24, p. 365].

For example, “*Planet Earth deserves a few more rounds*” (2019). There is no order here, no explanations, only a reminder to think about our planet and not to harm it.

The next classification we want to offer is our own classification created on the basis of emotional perception. Every text we read evokes certain emotions. They differ depending on its goal, the stylistic devices and words used in it. In general, advertisements can evoke such emotions and feelings as joy, sadness, happiness, fear, anxiety, excitement, love, etc. The emotions evoked by advertisements differ depending on the type of advertised product: food, service, sporting goods, request for help, call for action, etc. Our field of research is social advertising. Here we distinguish the following types of advertising texts according to the emotion they evoke:

– “Concern-makers” advertisement: “*Don’t suck the life from our oceans*” (2018). We see a bird choking with a plastic straw, read the words “Don’t suck the life from our oceans” and, as a result, become concerned about plastic influence on the ocean and try to do something to make the situation better. It has features of a hidden order or manipulation, which is an integral feature of advertising.

– Frightening advertisement: “*We hope this ad never appears in print*” (2007). In the picture is shown a cut down forest. Together image + words evoke fear, fear for our future. It causes the effect “I don’t want to have such a future, I’ll better prevent it”.

– Encouraging advertisement: “*Reduce air pollution – try ridesharing with others*” (2015). It looks like a request to do something to save our planet and ecology. In other words, soft order but without pressure

– Advertisement-warning: *“Before it is too late”* (2013). There are no orders, no threats, only warning what can happen if we don’t stop environmental pollution. It usually is an appeal to our conscience.

– Advertisement-comparison: *“Horriifying. More horriifying”* (2010). Here we have a shark in the ocean and that is horriifying. On the contrary, this ocean without shark and that is even more horriifying. We may not feel what can happen in the nearest future, but when we see comparison “is – will be / was – is” we feel this difference and our attitude to plastic, for example, changes. That is how advertisements work: it makes us change our point of view and act as ads tell.

– Advertisement-order: *“Say NO to plastic”* (2009). When an advertising text includes an order, it may be the most effective way to influence receivers. This type of advertising text should be used when the advertised situation is critical and instant actions must be taken. It sounds a little rude and aggressive and sometimes has a reverse effect if the audience does not accept non-polite appeal.

– Informing advertisement: *“Every 60 seconds a species dies out”* (2011). Such advertisements give information about some event / process / problem.

– Suggestive advertisement: *“Please crush ALL cans for the safety of our animal friends”* (2018). We realize that we are responsible for animals. Unlike ads-orders suggestive ones they are not so strict, though they do encourage action. After understanding that we are responsible for our little friend, we begin feeling eager to crush all cans.

Any advertising text is written to get some visible results. As we choose social advertisements about ecological problems, those are supposed to change people’s attitude to certain actions and change behavior to make the situation with the environment on our planet better. A human is a person who acts only when he/she wants to act, in case a human is told to do this or that, it is necessary to understand why, to see which benefits these actions can bring. If there are no important reasons and it will not bring any

appreciable results, then there is an urgent need to do it. There are a few theories showing when advertising can influence behavior:

– Social Cognitive Theory: a person must feel that he or she can cope with suggested actions and is able to do it, and he or she should understand that it will bring more advantages than disadvantages. So the advertisements must include texts with requests / orders which can be implemented and will not bring negative consequences.

For example, *“This bulb could save up to £60*

And help stop my ice caps receding” (2008).

This advertising text is a bright example of how the ad may be useful for both the Earth and humans. It informs encourages people to save the planet and to save some money while doing it. Of course, reading such advertising text a person realizes that it is achievable and will have only pros.

– Health Belief Model: in order to get the desired behavior, a person must be aware that if he/she does not do what is written in the advertising text, there will be negative consequences for him/her.

For example, *“What goes in the ocean*

goes in you.

Recent studies estimate that fish off the West Coast ingest over 12000 tons of plastic a year” (2013).

This advertising text encourages us not to throw plastic away in the ocean if we do not want to eat “spoiled” fish and to have health problems in the future. Nobody wants to get such outcomes and such advertising will work.

– Theory of reasoned action: the desired behavior may be obtained if there is a strong motivation.

For example, *“Every drop is important for life.*

Save water. Save life” (2017).

To save ocean habitats, fish, just saving water is enough. Visual component strength motivation and effect of advertising and it works [6, p.154].

The field of our research was social advertising connected with ecology, environmental problem, pollution. We realize that nowadays our environment need urgent help and it is important to understand how to rescue it. We think that today one of the most tools of influence is advertising and we conducted a survey [35] to find out which social advertisement can be affective and which ads can bring positive results. In our survey participated 60 people from different countries. This survey contain questions in English according effectiveness, attractiveness and inefficiency of social advertisements. The biggest amount of participant was from the United States of America (22), Ukraine (16), the Russian Federation (8), the United Kingdom (5).

We have already mentioned before, which topics may be the central ones in the social advertising. But, as we learnt from our survey, the most interesting and important topics of social ads are (first, those who received the most votes, further – descending) [Fig. 2.1]:

- plastic / waste recycling;
- health;
- human rights;
- water pollution;
- air pollution;
- traffic fumes, water abuse, soil regeneration [35].

2.2. Verbal means of influence of social ads. Phonetic level

Every text has some structure, which depends on its aim, amount of speakers, situations where it may be used; even some cultural peculiarities influence text structure. Of course, the way the text looks like affects the way it is perceived. Types of sentences, stylistic figures, rhetorical devices form the text as a whole. The level, which concerns itself with the smallest units of language, is phonetics [17, p. 1]. Phonetics studies the phonetic structure of the language, i.e. syllabic structure, speech sounds, intonation, word

stress. And to be effective the sound side of the advertising text must stand out and attract attention. Of course, a lot depends on the intonation, changes and contrasts of pitch, gaps in pronunciation, pauses, duration of pronunciation, the pace of speech, volume, acceleration and slowdowns, arrangement of more or less strong semantic and emphatic stresses. But all these aspects can be reviewed in case we study audio or video advertisements. When the base of our research is written, printed ads, we consider it is logical not to study these phonetic stylistic means because when recoding a text from written form into verbal some differences in the interpretation of its sound are possible, which, of course, change semantic interpretation [50, p. 275–276].

In addition, D. E. Rosenthal emphasizes that elements that perform nominative-informative, expressive and graphic-highlighting functions must be present in the advertising text [60, p. 205]. So text on the billboard or brochure should both familiarize us with the product, to evoke some emotions, and stand out due to the bright design or unusual combination of words. In this case, alliteration and assonance can satisfy all these requirements.

According to the Oxford Dictionary of Literary Terms, alliteration is “the rhetorical device of commencing adjacent or closely connected words with the same sound or syllable” [3]. In other words, it is a repetition of consonants or vowels at the beginning of closely spaced stressed syllables. Alliteration is also called the repetition of the initial letters. Alliteration has a special function in any text. If, for example, in verses alliteration is one means of enhancing poetry, pleasant harmony of sounds attracts readers, takes them into the imaginary world and they become spectators of action that take place in verses and words become a source of aesthetic pleasure and reflect the element of language [73, p. 248]. In the advertising text, alliteration performs a slightly different function. Of course, it creates figurative and emotional shades of artistic speech, but, above all, alliteration is a great way to emphasize the most important words and to make the ad more memorable. In other words, alliteration realizes the most important goal of social advertisements: to be memorized, understood, done.

“Refuse, reduce, reuse, recycle and rot” (2017): Here is an example of alliteration. Every word begins with the letter “r”. Such beginning of each word here is a possibility to highlight necessary words. All the social ads we study during our research work are connected with eco-problems. To solve them it is necessary to refuse the use of plastic bags / bottles / straws, to reduce environmental pollution, to reuse different things, to recycle everything we can to save our nature, to rot means to materials which can be rotten. In this example alliteration really attracts our attention and it is easy to remember.

Assonance is called repetition of stressed vowels within a line or phrase or on the end of it in the form of an incomplete rhyme [50, p. 284]. Assonance, close sounding and repetition of vowels that are part of the words directly transform sentences into harmonious, emotional and musical passages [69, p. 440]. Its function is similar to the function of assimilation: to make the text more expressive. Taking into account the fact that we work with advertising texts now (social advertising), these texts can’t be written only to be written, to exist, they have a clear mission: to be seen and heard. In order to make this true, such tools as alliteration and assonance are used.

“Water Pollution – A global concern” (2018):

In this example the sound /o/ repeats in every word. First of all, it sounds interesting, with some musicality, we want to read and to reread it a few times and correspondingly the message will be received by receivers. Secondly, thanks to the repetition of the sound /o/, the rhythmic-intonation and euphonic function are updated. The essence of the latter is to give a sound and melody to the sentence [59, p. 130]. In addition, the assonance provides specific expressions [54, p. 95]. All these functions are felt when reading the advertising text example.

“Save Paper – Save Planet” (2017):

Here repeats a vowel /a/. As we know, “a” is the first letter of the alphabet, it is the first letter we learn at the beginning, the sound we scream when something happens (as a sigh of fear or excitement). Here assonance associates with scream, request for help: save nature, it’s dying, it’s crying. It is a powerful weapon as when we hear someone

screaming, we pay our attention to this person, we always try to help him/her. And this repetition of vowels also attract our attention and we can't just pass by, not trying to think about the problem.

One more important device is consonance. Consonance is the repetition of identical or similar consonant sounds anywhere within words whose vowel sounds are different, not just at the beginning [2].

“When kids recycle

Animals are saved” (2012):

Here the sounds /s/ and /z/ are repeated many times. Function of expression is fulfilled quite well.

Rhythm is the perceptual pattern produced in speech or poetry by the occurrence at regular intervals of prominent elements. These elements may be stresses (as in English), syllables (as in Spanish), heavy syllables (as in Ancient Greek) or moras (as in Japanese) [44, p. 311]. English is a stress-timed language, so it has roughly equal intervals between stresses. Syllables in English words vary in length but stressed ones occur regularly [43, p.153]. The rhythm of English language depends on two types of stress. It may be syllable or word stress. When we want to emphasize a syllable – it's a syllable stress, when a word – a word stress.

Working on our research, we made a conclusion that social advertisements have word stresses. We are sure that's because such type of stress is a good way to focus on the most meaningful and important words. If we would pronounce unstressed words without weakening, we couldn't emphasize necessary words and sentences would lose meaning. For example, *“Choose the **planet**. Take Your **Pledge**”* (2019) and *“Take **action**. Say **no to single-use plastic**”* (2019). In the first example more stressed parts of words are more stressed, while in the second advertisement the whole words are stressed. However, in both examples stressed words or their parts implement the function of emphasizing the most important information.

The correspondence of two or more words with similar-sounding final syllables that are placed in the way to echo one another is rhyme [11]. We also call rhyme sound repetition at the end of the corresponding rhythmic groups, which plays a connecting role in the stanza composition of the poem [57, p. 246]. It mostly performs a compositional function. Also it gives:

- emphasis (the words that rhyme are emphasized while reading, we pay more attention to these words as they are stressed);
- memorability (it's easier to memorize words which are similar and can be associated with something);
- intensifying the meaning (we understand that rhymed words are the most important and while analyzing what is the meaning of the message, first of all, we try to find connection between rhymed words as they may be give answer);
- enjoyment (it's much more pleasant to read well written message, with play of words, rhyme, etc. It gives aesthetic pleasure and enjoyment) [4, p. 172].

*“...Please crush ALL cans
for the safety of our animal **friends**”* (2018):

Here rhyme makes the lines more euphonious and makes a semantic accent on the words “cans” and “friends”. So that, after reading this advertisement we can make some conclusions and decide whether we want to throw away uncrushed cans or we would better save our animal friends.

*“Staring **contest**?
Meet me in the **forest**”* (2018):

Rhyme can be a kind of manipulation, because if we read two lines that rhyme with each other, they get tangled. Thus, rhyme is a catalyst for the process of memorizing promotional text, which is why advertising is created. So the pragmatic function of social advertising is implemented.

We found out that the most impactful and meaningful verbal means of influence of social advertisements on the phonetic level are alliteration, assonance, consonance,

rhyme. All of them affect our perception of the advertising and our next actions. If we pay attention to the emphasized words, there is a high probability that we will remember the advertising text. If the advertising text is remembered, then, seeing somewhere an object from an advertisement or hearing / reading the words that were in the advertising text, we will recall this particular advertisement. This means that we will follow the order or the request from this advertisement. In addition, easy-to-remember messages can be exchanged with other people and, thus, the main message of the advertisement will be heard, and subsequently executed, by bigger number of people.

2.3. Lexical peculiarities

It is well known that words are a very powerful weapon. Words can hurt, but also heal. That is why the right choice of words plays a really important role when creating a slogan or the text of any advertising. It is important to use the language the recipients will understand. We are sure that the easier the language used in ads, the better the advertisement will be understood. Because if in some advertisements vague and unsuitable words are used, then the message can be misunderstood. As the main aim of every ad is to make people do or understand something, incorrect perception will destroy all the efforts to make advertising successful.

E. A. Antonova in the article “Language of the advertising text” claims that “of all parts of speech in advertising texts that are used more often are nouns, as advertising requires names of many objects and phenomena. Nouns perform the most important informative function. Frequently we can also see verbs because they call for action, make the text dynamic. Important role in the syntagmatic drawing of advertising texts are attributive collocations. Since one of the most important components of advertising text is a description of the advertised product or service, attributive phrases, which include adverbs and adjectives, have high functional load. Authors of advertising texts refer to adjectives as well as to the adverbs formed from them with the purpose to give expression

to the language of advertising expression. Adjectives and adverbs are used for descriptions of the most diverse properties of the advertised product – forms, size, quality, sensations that the product causes. It's better to use such definitions that characterize the color, taste, smell, shape of the goods, which the reader can clearly imagine”.

Our research has shown that social advertisements often use verbs in the Present Simple. So the aspect of the verb is simple because there are no temporary restrictions, actions are repetitive and happen always (or from time to time). Here it is necessary to pay attention to the term “concrete-process type” when use of verbal forms of imperfective aspect reflects such a semantic element as processivity – the action is presented in the process of its implementation [77, p. 4]. For example, “*Balloons pollute and kill*” (2019). We clearly see that balls pollute the environment and kill us. The exact time is not indicated when this happens, the verbs are used in the Present Simple Tense, which means that the balloons do it all the time, every day, every minute, etc. Of course, such words give us real understanding of the situation as some people don't know (or don't think) how balloons, used for entertainment, can the exact time is not indicated when this happens, the verbs are used in the ordinary present tense, which means that the balls do it all the time. Moreover, verbs can't be used in Past Tenses in text of social advertising because which is aimed at future action.

Another peculiarity of social advertising is the use of imperative verbs in order to motivate the addressee. Ads refer to the future, not to the present. For example, “*STOP sucking SAY NO to straws*” (2018). Here we've got two verbs “stop” and “say no”, both of them are imperative and call us not to use straws. At first glance, we can understand the main aim of this advertisement not as it was supposed to be, but after looking at the whole ad it becomes clear that after we stop sucking and say no to straws we will save ocean inhabitants and that is a “super” goal. Imperative verbs more than any other type of verb can reach out to people and affect their habits.

Sometimes the author of an advertising text addresses the audience without direct reference, without mentioning anybody: “*Unfortunately, the beach doesn't clean*

itself” (2007). Of course, this phrase means that there is a problem with beach pollution, tons of garbage in the sand and it shouldn't be like that. There are no pronouns here, no orders, no direct appeals to people, but thanks to the skillful selection of words, we can discern here the appeal to our conscience and a hidden call-to-action disguised as a simple statement of fact (the fact of the beach pollution).

So verbs in advertising texts have a function to inform, to ask, to order and are expected to be followed then. The following semantic groups of verbs are the most common: contacts making, psychophysiological state, creating, movement.

The first group is contact verbs. They denote actions to learn something, to set contacts and to get to know something (*learn, try, join*). For example, “**Learn** how we are taking steps...”: here is the verb “learn” which means to find out how they are taking steps, it's kind of setting contacts and getting knowledge. “**Try** ridesharing with others” (2015) also contains a contact verb “try” as it encourages to trying something new, getting new experience.

The verb with the meaning of the psychophysiological state is also quite commonly used in advertising texts (*imagine, feel, look*). They are connected with feelings, emotional and inner state. For example, “**Imagine** this is yours” (2012): it appeals to the process of imagining and comparing this with yours. When we imagine something, we always feel something: fear, joy, etc. “*Just because you can't see it, doesn't mean it isn't there*” (2011) wakes up our ability to imagine text we read, we become worried about the invisible problem and want to find ways of its solving.

Using verbs with the meaning of creation, it is easy to impose a necessary point of view (*make, do*). For example, “**Make** the World a better place to Stay” (2015): the verb “make” pushes us to real actions, we want to make the world better, because it's not hard for people to follow what we are told to do. “**Do** something historic” (2013) marks the beginning of something new, meaningful and the phrase itself is very motivating, since it is assumed that our actions will be very important not only for us, but, possibly, for all of humanity.

The verbs that are often used are those with the meaning of movement, control, calling for action (*toss, keep, choose*). For example, “**Toss** it my way, not the highway” (2013): the goal of the verb to throw litter into the right place. “**Keep** the sea clean”(2008): call to control the process of NOT throwing garbage into the sea.

Verbs with the meaning of prevention (*let’s stop, verbs with not*). For example, “**Let’s stop** this invisible killer” (2018), “**Don’t let** garbage **replace** wildlife” (2017). Such verbs should help to stop some actions and prevent possible problems / catastrophes.

Verbs with the meaning of consumption (*use, drink*). For example, “**Use less** paper” (2016). The verb “use” should evoke a desire to consume and to waste less paper.

Nouns are as important as verbs and the frequency of their use is almost at the same level. The peculiarity of the language of advertising was substantivity, that is, the higher proportion of nouns, their predominant use in the nominative case. The main and the most important functions of nouns is naming function, the ability to carry information independently. And also nouns are used more than some other parts of language because firstly readers pay their attention only to some words of the advertising text. For example, “**Plastic bags** kill” (2014). Here our eyes catch the word “bag” and we realize that the main problem is connected with bags.

Most nouns we met in our advertising texts had the function to attract the audience. And among them the most commonly used were such nouns: planet, Earth, planet Earth, plastic, ocean, cans, animals, straws, nature, environment, water, trees, air. Although all nouns have the function of attractiveness, we divided them into a few groups, depending on which words implement this function:

– Reason, problem (plastic, cans, straws, waste) – nouns which show what this advertisement is about. It usually helps to identify quickly the topic of the ad and to devote a few seconds to reading of the ad. For example, “**Say NO to single-use plastic**” (2019). Here we pay attention to the noun “plastic”, realize the problem, its possible consequences and in collaboration with the visual part the goal is achieved.

– Victim (ocean, animals, nature, environment, water, trees, air, planet, Earth, planet Earth) – noun which affect the emotional receptors and cause fear, compassion, concern for the problem, a desire to act to save these victims. For example, “*Don’t suck the life from our oceans*” (2018). Here it is clearly shown that the ocean is in danger and the situation is getting worse. At first we feel fear, then we are driven by the desire to save it.

– Result (pollution) – nouns that warn us about the consequences of our activity and inactivity. For example, “*Water pollution – a global concern*” (2018). After such words we start thinking about pollution and the planet's future, and don’t want to damage it anymore. Again, a goal to decrease the level of pollution is going to be completed after changes in thinking.

Each ad text is an appeal to the reader. That is why a huge amount of advertising texts contain the pronoun “you”. Second-person reference or addressing others directly means including them in the ongoing communication and expecting their participation [48, p. 3]. This is often used when the main aim of any advertisement is to sell something or to motivate consumers to buy some products, but social advertising also uses this way of writing to make a contact with the audience and make the ideas of the ad come true.

For example, “*Everything you throw away comes back*” (2009). Here is evident a second-person reference which makes each of us read carefully, think about what we read, draw certain conclusions. We consider this is quite an effective way to influence someone’s point of view.

We discovered that some parts of language are used more often than others.

No advertising texts can be without the extension of meaning of nouns by adjectives that detail, refine, bring emotionality [58, p. 27].

“*The planet pays a high price for every tree that is cut*” (2017). A high price is an example of how an adjective makes the whole sentence more expressive and screaming. This adjective is supposed to encourage some actions, our planet is crying, it needs help and people will pay a high price in case we don’t stop. During the study we revealed a

significant number of constructs in which adjectives are used in higher and highest degrees of simile.

“Switch off for cleaner air” (2017). This advertising text informs people that leaving engines running when you’re parked creates too much pollution and these pollutants are harmful to health and the environment. This adjective is the idea behind this advertisement. The use of the adjective “high” in the highest degree of simile allows us to see what the consequences of the actions called for by the text might be.

One more phenomenon is accumulation of adjectives:

*“Smarter Plastic
Greener Earth”*

We are sure that this method is used to induce actions as the result of awakening receptors responsible for perception of the world. First of all, we realize that plastic is an existing problem, then we find out how to solve the problem. During the first glance at the ad, we catch the main words. Thanks to the accumulation of adjectives “Smart. Green” we start to think that smart actions lead to greener Earth, so smart makes something green and vice versa green is a result of smart.

The use of numerals is also an often phenomenon when talking about social advertisements. The most common reason why numerals are used in this case is to show that time for something is limited or to show the frequency with which some events occur. For example, *“Every 60 second a species dies out”* (2011). Here, the number 60 is used to frighten people and show true numbers without hiding the truth and it helps to focus on the problem of animal extinction.

Adverbs used in advertising texts specify their meaning, reinforce the names of the signs, and increase the expressiveness. Graphically highlighted adverbs can play a text-organizing role and attract attention [58, p. 28].

The adverb “late” in the advertising text *“Before it is too late”* (2014) makes it more expressive, emotionally-colored and it engages our imagination, because after such words we draw in our head a picture “what can happen when it is too late?” and it automatically

gives us a thought “what to do not to make it happen?”. Accordingly, then social advertising successfully fulfills its main function – drawing public attention to the actual social issue and change of the behavioral model of society.

We also noticed that there are words that are more often used than others in the advertising text. We learned that Caples (an advertising executive) has already conducted the research where the results showed that among the most used words were the following:

- you, your;
- how, who, why;
- want;
- now;
- people [1, p.4].

Such results of his research confirm that the most important thing in the advertising text is the presence of an appeal to the recipient or an emphasis on the fact that this advertisement concerns you, includes useful information for you, etc. Our own analysis of the most used words showed such results:

- pollution, plastic, straw, bag;
- water, air, nature, environment;
- pollute, kill;
- planet, Earth;
- stop, refuse, reduce, recycle, say [no];
- clean, use, save;
- no.

From this, we can conclude that most often advertisers in the advertising text of social advertisements use words that:

- name / cause of the problem;
- victim;
- what is done with the victim;
- place where it is happening;

- actions to reduce negative impact;
- actions to increase positive impact;
- forbiddance.

We realized that all the words that are used in texts of social advertisements have a different semantic load. We conducted a deeper analysis of the advertising texts we selected and identified the following lexical groups (based on analyzing of the whole advertising texts, not only on a few most commonly used words):

- Invocations (*save, help [nature], stop, put an end, recycle, reuse, reduce, make, switch off, take action, be idle-free, please crush*): asking for help, call for action, encouragement to act. For example, “*I want to be a bench. **Recycle me***” (2013); “***Help** recycle plastic bags, **help** save our ocean*” (2019).

- Persuasions (*important for you, can, could, use – save, help [yourself], smarter – greener*): a call to take action, as this will help you and benefit yourself. As people are creatures who are trying to find profit and benefit for themselves everywhere, the fact that we respond positively to such proposals with useful and positive outcome is understandable. If we feel good about it, then it is better to do so. If we feel good about it, then it is better to do so. For example, “***Smarter plastic – greener Earth***” (2015).

- Orders (*stop, say no, don't pack, don't let [this happen], don't mess*): order which may be with the features of the prohibition. In some cases, such kind of lexical units may implement the pragmatic function in the most effective way as for some people (we have mentioned below which target audience, according to our survey [35], perceives orders and follows them) For example, “***Don't pack the blue planet polythene***” (2009); “***Don't mess with Texas***” (2013).

- Intimidations, warnings (*deaths, can be deadly, kill, bottlefish, more...than, attack, don't get sucked, imagine, horrifying, invisible killer*): message of facts that will arouse and thus inspire action, through such manipulation of feelings the super purpose of advertising is realized. For example, “***Horrifying***” (2010); “*Do you know, in 2050, there will be **more** plastic in water **than** fish?*” (2018).

While working on our research, we conducted a survey [35] to find out which advertising is the most effective and efficient. To prevent global catastrophe because of awful air and water pollution, enormous amounts of used plastic, we should know how to influence people and which words can reach us. The first thing we need to notice is the fact that the answers of representatives of different nationalities are not the same. Nearly 37% of respondents were from the United States of America, 27%—from Ukraine, 13%—from the Russian Federation, 8%—from the United Kingdom, 15%—Germany, Egypt, the Philippines, Portugal, Spain. According to the results of our survey [35], the answers of Slavs (Ukrainians and Russians) from the post–Soviet space and the Americans are dramatically different. We compare the answers of these two categories of respondents as their number is almost equal and they are the most appropriate to the topic of our research.

The main difference is the most attractive and effective language units used in advertising. Slavs give preference to orders, that is, to negative parts “no” and to verbs of the order. Americans, on the contrary, do not accept orders, they prefer sentences of philosophical content that appeal to consciousness and conscience. Accordingly, the opinion of Americans has shown that advertising should include, numerals (nouns) and nouns and verbs that clearly indicate the result to be effective.

Leaders among answers of Americans are:

– *“Planet or Plastic? 9 million tons of plastic waste ends up in the ocean every year”* (2019);

– *“What goes around comes around. Keep the sea clean”* (2013);

– *“Every 60 seconds a species dies out!”* (2011).

Leaders of answers of Ukrainians and Russians are:

– *“Say NO to plastic!”* (2009);

– *“No plastic bags!”* (2015);

– *“NO pollution!”* (2010).

As a conclusion, we want to say that for Americans, for example, advertising containing numbers and nouns denoting the problem that is mentioned in advertising is

more effective. This can be explained by the fact that when we see the numbers, we realize the magnitude of the problem and begin to worry about it, this is how the main goal of social advertising is achieved. For Ukrainians and Russians, the desired effect is achieved, when there is a ban in the advertising text, that is, a word “no”, as well as nouns, indicating the problem.

2.4. Stylistic devices in social advertising texts

A constant source of language enrichment of advertising is a well-used figurative means. A figurative text is a text, which includes different literary devices – epithets, comparisons, metaphor, personification, metonymy, hyperbole, and lethality [78, p. 102]. They have an emotional impact on the reader, enhancing the perception of the written. We also believe that stylishly colored words, various techniques and unusual verbal combinations is a good way to make any ad brighter, more original and even more impactful.

All the literary devices can be classified in different ways, and this is confirmed by a quotation from the work of N. G. Khodakovska entitled “Lexical-stylistic means of poetic speech by German symbolist poets”, where the researcher states: “There have been different classifications and definitions of stylistic figures since the emergence of literature and their number reached hundreds ” [76, p. 108]. For example, the division into figures of language and tropes is common. The figures include alliteration, assonance, graduation, etc., and the tropes include epithet, metaphor, hyperbole, allegory, and more. I. V. Arnold distinguishes the visual (imagery / tropes) and expressive means of speech (figures of speech) [50]. In our research, we use both classifications. Furthermore, we confess to the fact that the figures refer to the level of syntax and the paths to phonetics.

Consequently, the imaginative means of language include such types of figurative use of words as comparison, metaphor, metonymy, epithet, etc., and expressive means,

according to I. V. Arnold, include specific syntactic structures such as inversion, rhetorical question, parallel constructions, repetition, contrast [50, p. 108].

Among the texts we analyzed, we identified many stylistically colored lexical elements. The most common of them were epithets. According to a literary reference book, the epithet is a poetic speech trope intended to emphasize the characteristic feature, the defining quality of a particular object or phenomenon, and entering into a new semantic field, enriching this field with a new emotional or semantic nuance [8]. In other words, epithet is an adjective or other descriptive word expressing a quality or attribute, esp. used with or as a name [36]. The following types of epithets were identified among the analyzed advertising texts:

- Tautological epithets (semantically agreed epithet emphasizing some basic property of the defined, i.e. repeating in its composition this, denoting an integral property): “**Healthy lungs breathing, invisible killer**” (2018). We can breathe only with our lungs: breathing = lungs’ use... and killers are in most cases invisible, nobody sees them before being killed.

- Explanatory epithets (point to some important feature of a definable, not necessarily inherent in the entire class of objects to which it belongs, i.e. truly characterizing it): *plastic bags, clean air*.

- Metaphorical epithets (two-dimensionality is obligatory, an indication of similarities and dissimilarities, semantic mismatch, violation of markedness). Here we can distinguish animistic metaphorical epithets (when an inanimate object is attributed the property of a living being): *an idle-free city* and anthropomorphic metaphorical epithet (attributing human properties and actions to an animal or subject): *horrifying* [emptiness] [50, p. 133].

According to another classification by I. R. Galperin, epithets can be divided into two groups:

- associated, those that highlight one of the signs of the phenomenon, sometimes insignificant, secondary, but they determine this phenomenon: *solar power, plastic bag*;

– unassociated, those that endow the described phenomenon with some sort of trait, attribute, unusual for this phenomenon: *minimal waste*, *invisible killer* [56, p. 142].

Metaphors are a common means of artistic expression (in the category of visual). Metaphor is a figure of speech in which one thing is compared with another by saying that one is the other [28, p. 10]. On the other hand, as the Encyclopedia Britannica puts it: “metaphor [is a] figure of speech that implies comparison between two unlike entities, as distinguished from simile, an explicit simile signaled by the words “like” or “as” [11]. Quite often, the concepts of "metaphor" and "simile" are identical. However, the difference between them is that the metaphor expresses similarity, and in simile – the similarity of the two objects [8, p. 109]. Metaphors may be classified into structural, semantic and functional. Another classification is:

– nominative metaphor: also called a lexical metaphor and is presented by adjectives which replaces one figurative meaning to another;

– figurative metaphor: appeals to feelings, has two components (meaning and image of the subsidiary subject);

– linguistic metaphor: ready metaphors we can find in dictionaries, appeared a long time ago as a result of social experience;

– artistic metaphor: an individual, author’s metaphor as a way to describe the situation, feelings with unusual use of language;

– poetic metaphor: a large semantic structure in which the metaphor is represented by approximation of very distant clauses [38, p. 130].

In social advertising text more often is used metonymy (a figure of speech where the name of an attribute of the whole is used in place of the entity itself [8, p. 303]. As social advertising is aimed at reaching human’s emotions, it is necessary to compare such thing and give them “new” to evoke some emotions and to reach consciousness. For example, “*Don’t suck the life from our oceans*” (2018), where the word “life” all living organisms that inhabit the ocean. But as “life” is an important word for everyone and to

kill or to lose life is very scary and a person is ready to do everything for his/her own salvation, then this technique is very effective.

We have found that social ads often use personification, which can make text of the advertising more expressive. Personification is an ontological metaphor involving a cross-domain mapping where an object or entity “is further specified as being a person” [16, p.33]. For example, words “*Childhood asthma attacks straight from the source*” (2017), where asthma is shown as something terrible, it is equated to death, which is able to kill children. Moreover, in this a red baby carriage faces a awful problem: a child can’t breath fresh air because of its pollution. If in this text we had something like “Asthma is dangerous”, it wouldn’t be effective and maybe it wouldn’t even get any attention from the audience. The difference between these two sentences is huge: the first sentence with personification covers the problem, shows a real situation that can have terrible consequences, it makes us afraid of asthma. In the second sentence we can just see some information about asthma, it only informs us about this disease, nothing more. Therefore, personification helps to perceive asthma as a killer, where asthma is a real problem and it makes us do something, at least we start to realize its seriousness. Another example is: “*Each year plastic pollution kills more than 100.00 marine creatures*” (2011). Here, plastic pollution is humanized, it turned into some kind of monster-killer. This technique has a very good effect on emotional receptors; it scares and contributes to the fact that readers will simply be afraid to pollute the oceans.

We also consider that quite popular among different stylistic devices of advertising texts are similes (the trope, which explains one object through another, similar to it, by means of a comparative bond, that is, connecting connectors: as if, as, like, etc. [64, p. 546]. However, social advertising is more likely to contain hyperbolas than similes. It can be explained by the fact that social ads are created to push people to do (or not) some actions and to assure us to act in some ways. It is more effective to use some exaggerations as they are supposed to show consequences of our action and wake up our consciousness, not only to compare us with someone / something. Hyperbolas is a kind of

trope that involves an exaggeration of the characteristic properties or features of a particular object, phenomenon or action for the purpose of expressing an artistic image or expressing an emotionally-aesthetic attitude to it [64, p. 158]. Burgers define hyperbole as “An expression that is more extreme than justified given its ontological referent” [18, p.166]. Among the most often encountered are phrases like “*The final straw*” (2018), “*The last straw*” (2018). As we know, nowadays there is a popular campaign against plastic straws. Cafeterias, coffee houses, cafes are trying to replace plastic straws with paper ones because of their danger especially for water inhabitants.

These were imaginative means of language, which are the most common. Now we move to expressive means.

Syntactic stylistic figures (which, according to the classification of I. V. Arnold, are called expressive means of speech) are special linguistic constructions characterized by the unusual use of linguistic references or phrases to express the text. In advertising texts, syntactic stylistic figures have the task of highlighting what is written, emphasizing the right part of the text and making advertising more effective.

During the analysis of the advertising texts, we met quite a large number of repetitions and identified among them the most commonly used stylistic figures: amplification, anaphora, epiphora.

Amplification is a stylistic technique in the literature for enhancing the characteristic, complementing and enriching of thought through the accumulation of homogeneous linguistic means – synonyms, epithets, similes, antonymic oppositions, etc. [64, p. 32]

The amplification function is to make text more expressive. This stylistic figure also emphasizes the benefits of the advertising product (in our case – to impress us and to help us to realize that we should act) and has a positive effect on the impression of it.

“*Smarter Plastic
Greener Earth*” (2015).

Here we have accumulation of adjectives. We are sure that this method is used to induce actions as the result of awakening receptors responsible for perception of the world. First of all, we realize that plastic is an existing problem, then we find out how to solve the problem. During the first glance at the ad, we catch the main words. Thanks to the accumulation of adjectives “Smart. Green” we start to think that smart actions lead to greener Earth, so being smart makes something green and vice versa green is a result of being smart.

Anaphora – a literary or rhetorical device involving the repetition of a word or phrase at the beginning of several sentences or clauses [11].

“Say no to single use

Say yes to reusable bags” (2017).

In the example the anaphor plays a double role. First, there is an emphasis on the content of advertising, the focus is on emphasizing what is being advertised. Secondly, it calls for using reusable bags, affecting the subconscious of the recipient, whose brain contains information about the need to use reusable bags instead of single use.

The epiphora is a stylistic figure, the opposite to anaphora. The epiphora is a stylistic figure, the repetition of the same words, sounds, phrases at the end of verse lines, stanzas in great poetic works (in a novel in poems), phrases – in prose or drama [64, p. 239]:

“Horriifying.

More horriifying.” (2010)

Here the epiphora has special meaning because of its ability to enhance content.

Next, we analyze such stylistic figures as inversion, contrast and rhetorical questions.

Inversion, also called anastrophe, is the syntactic reversal of the normal order of the words and phrases in a sentence, as, in English, the placing of an adjective after the noun it modifies, a verb before its subject, or a noun preceding its preposition [11].

Depending on the functional features, the inversion can be divided into grammatical and stylistic (also called reinforcing) [70, p. 200].

Grammar inversion is used to create new grammatical forms. For example, putting certain words in the first place in the question, the structure of negative sentences is different from the narrative.

Stylistic inversion enhances emotionality and highlights a certain element in a sentence. In this case, an atypical element is brought to the beginning of the sentence. The most common is the occurrence of a place or time in the starting position. This type of inversion can be found among social advertising: “*Every 60 seconds a species dies out*” (2011). Such a position of time-marker put an emphasis on frequency. And, of course, facilitates the realization of semantic function.

Social advertising texts often contain rhetorical questions. Rhetorical question is a question used as a challenging statement to convey the addresser's commitment to its implicit answer, in order to induce the addressee's mental recognition of its obviousness and the acceptance, verbalized or non-verbalized, of its validity.” [9, p.128]. They are not asked in order to get an answer, but instead serve the purpose of providing information [10, p.102]. For example, “*Planet or plastic?*” (2019): it is obvious that there is no need to answer this question and the main aim of asking it is to appeal to the conscience of people to reduce use of plastic and save our planet. “*Bottlefish – a new species?*” (2018) doesn't require any answer too. And to get the desired effect, this advertising text should scare, then cause a feeling of regret and a feeling of guilt, and then motivate to take actions to prevent its appearance in a reality.

That is, each stylistic figure is filled with a special meaning and is a kind of message to the reader of the advertising, fulfilling a certain role:

- emphasis on some fact;
- emphasizing content, enhancing expressiveness;
- drawing attention to a text element, etc.

In addition to stylistic figures, during the study of this topic, attention should be paid to the syntax of the sentences from which the English-language social advertising texts are formed. Because identifying certain patterns of sentence construction in advertising will help you identify which sentences are best able to accomplish the main task of advertising – to influence the reader in order to encourage him to do something to protect the environment.

2.5. Syntactic features of social ads

Every advertisement has a focal point, in other words, an element of attraction, a dominant element. Depending on the type, target audience and the main object of advertising, they may differ. In some cases, the role of the focal point plays the headline, sometimes the illustration. Social advertising is, above all, an attempt to influence the views and behavior of people. The most effective method is to engage feelings and emotions. That is, either to call fear and to show what actions / inaction can lead to, or to motivate by showing how a few simple steps can change the world for the better and this will give us a bright future. To reach out to emotions, we need to find the “key”, which will act as a bridge between the “message” and the “recipient”. Based on the social advertisements we chose for our research on the following topics: environmental pollution (air, water), global eco-problems and their consequences, we determined which elements of the ad may be focal points of English-language social advertisements.

We developed our classification based on the results of our survey [35]. We believe that since the focus point is the most attractive element, it is necessary to take into account the points of view and preferences of those to whom this advertisement is intended. After analyzing the results of our survey [Fig. 2.5], we identified such focal points [31, p. 75]:

- Word repeated several times in the headline: “*Save water. Save energy. Save environment*” (2019).
- Orders: “*Say NO to plastic!*” (2009)

- Negations / warnings: “*Don't get sucked into plastic straw use*” (2018).
- Numbers: “*Every 60 seconds a species dies out!*” (2011).

Syntax is the arrangement of words and phrases to create well-formed sentences in a language [36]. Syntax is a basic component in the relationship between a sequence of sounds and a meaning, and this relationship is mediated by grammar. The arrangement of words plays a very important role when we describe some utterance. It determines whether we will be understood and whether something will be described correctly. So that, syntax is the set of principles or rules that manage how words are put together to form, well formed sequences of words or phrases [25, p.1].

Our work is dedicated to advertisement. We chose social advertisements in a written form, they are persuasive, intended to catch our attention and promote some kind of actions. That’s why we consider that we need to classify sentences in our advertising texts functionally and structurally.

The structural classification is the determination of sentence types based on the grammatical construction of sentences that is, in terms of their forms, formation, constituents’ combination or clausal relationship. The functional classification is based on their grammatical functions: terms of the uses of sentences or what they are used for, what the sentences do or what they are used to do [15, p.24]:

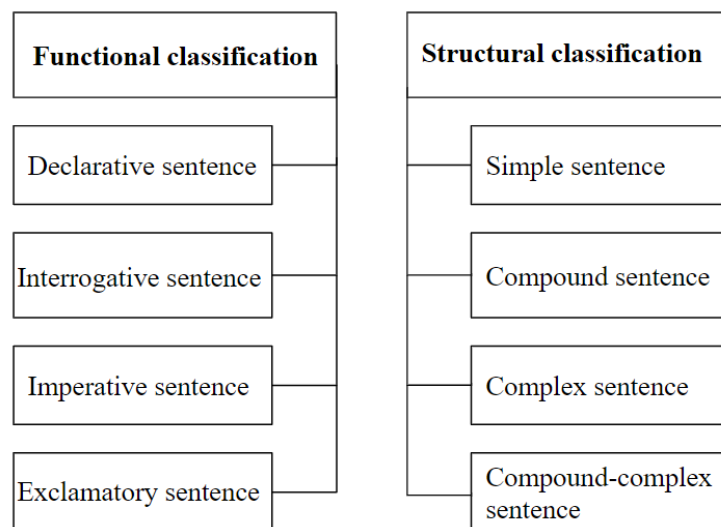


Figure 2.1. Classification of sentences

A simple sentence is a sentence that has just a single major clause (a main clause), independent or super ordinate clause, which have one subject and predicate with or without a complement, an object or adjunct. Even if sentences are simple according to structural classification, their function may differ. So we distinguish declarative, simple interrogative, imperative, exclamatory simple sentences.

– Declarative simple sentences. They are in the form of statements that give information, start with a capital letter and end with a full stop: “*Childhood asthma attacks*”, “*10000 marine animals are killed annually*” (2018).

– Interrogative simple sentences. They ask for information, start with capital letters, end with question marks and can start with “wh-question words”: “*Planet or plastic?*” (2011).

– Imperative simple sentences. They are used to command, direct or instruct hence, usually start with capital letters and end with full stops or exclamation marks, can also be called instructive simple sentences: “*Keep the sea clean*” (2008).

– Exclamatory simple sentences. They express strong feelings of surprise, shock, pain, joy or excitement, starting with a capital letter but end with an exclamation mark. We can distinguish the basic (introduced by “what” and ”how”) and the non-basic (express strong feelings, end with exclamation marks, do not start with “what” or ”how”) exclamatory simple-sentence advertisement messages. The basic sentences are introduced by “what” and “how” as in “what a wonderful goal that was” and “How beautiful she is now”: “*Let’s save the world together!*” (2018).

Compound sentences contain a few simple sentences (two or more) connected with conjunctions (and, but, or) depending on the relationship between simple sentences. They also may be divided into a few groups according to their functions: declarative compound sentences, interrogative compound sentences, imperative compound sentences, exclamatory compound sentences:

– Declarative compound sentences. Their clauses make statements and are joined by a comma and a conjunction: “*Plastic straws may be small but are a big concern*” (2019).

– Interrogative compound sentences. They ask questions and end with a question mark. There is one peculiarity of interrogative compound sentences. These are questions, which usually make a statement before asking the question, not like the “wh”, ‘yes or no’ questions/interrogative sentences: “*Planet Earth deserves a few more rounds, doesn’t it?*” (2019).

– Imperative compound sentences. Here imperative clauses give commands and are joined in one sentence: “*Stop sucking, say no to straws*” (2019).

– Exclamatory compound sentences. They usually end with an exclamation mark and their clauses are properly linked: “*Each minute counts, each donation helps!*”(2011).

Complex sentences have a main clause (called the major, super ordinate, independent clause) and two or more subordinate (dependent) clauses. Subordinate clauses can’t express a complete idea and are connected with main clauses with the help of subordinators because/if/until/unless/although. We haven’t found a lot of complex sentences among social advertising texts we chose for this work, just a few of them: “*If you don’t need a straw, choose no straw*” (2019); “*Those who help nature end up helping themselves*” (2011). The sentences from the examples show that complex sentences have independent and dependent parts but complete ideas are expressed only by the main clause.

Compound-complex sentences have features of both the compound and complex sentences. We haven’t seen any examples of compound-complex sentences among the advertising text we have used. We consider that it may be because compound-complex sentences are usually very long and as our field of study are social advertisements it is more efficient to write in short but clear sentences, not giving too much text which can distract from really important information.

A lot of advertising texts we have explored include one-member sentences. One-member sentences are simple sentences with only one member (neither the subject nor the predicate). Sentences may be one-member or two-member if they are simple. This is a classification according to the structure. In contradistinction one-member sentences two-member sentences have two members – a subject and a predicate and such sentences can be complete and incomplete. Both two-member and one-member simple sentences can be unextended (have the subject and one or more secondary parts) and extended (have only primary or principal parts) [2, p.1762].

There are two types of one-member sentences are:

– Nominal sentences. They state the existence of the things expressed by them and their principal part is expressed by a noun: “*No pollution! Planet or plastic?*” (2011).

– Verbal sentences. They describe different emotional perceptions of reality and a non-finite form of the verb (an infinitive or a gerund) expresses their principal part: Infinitive and gerundial one-member sentences are mostly used to describe different emotional perceptions of reality: “*Save or don’t save? Think green*” [52, p. 8].

We think that use of one-member sentences is a great way to implement the main aim of social advertisement as such sentences are:

– Short: we don’t spend a lot of time to read it, so more people will do it;

– Clear: they are not supposed to contain a lot of stylistic devices and will not be overloaded;

– Efficient: they give only the main information or call for some actions without unnecessary details.

2.6. Structure of social advertisements

Every text has its structure and must be built according to some principles. Advertising texts have some structure too. Certainly, the structure of the text depends on

its size, purpose, style, etc. As our field is social advertisement, they also are built based on certain rules.

The most universal is the structure of the advertisement with the following components [Fig 2.3]:

- **Headline:** eye-catcher, a small announcement, should include not more than seven words. This is what we encounter when we first look at advertising. If these words do not cause us any emotions, advertising will not be able to fulfill either a social, educational, or persuasive function, since communication with the reader will not be established.

- **Copy:** the main text. Since the headline does not always reflect the essence of the advertising message, this component complements and details it. It must be easy to read, not overloaded with specific terms and numbers. It should also contain all the necessary information so that after reading it there will be no questions about what, who, for whom, when, why, where. But, again, clearly, shortly and in essence. It is advisable to contain phrases that emphasize that we must act now, the faster the better. This is a psychological manipulation, focused on the fear of being left with nothing.

- **Illustrations:** graphic elements (considered in clause 3.2).

- **Signature:** logo, visual company identifier.

- **Slogan:** the phrase the company uses throughout the campaigns and is easily recognized verbal identifier of the company [7, p. 424-428].

In figure 2.3. we have shown how such a structure is realized using one of the social advertisements as an example. Among the linguistic component, we have here the headline and the copy:

- **Headline:** “*Ugly*” (2015). Short, intriguing, not boring headline, consists of the only one adjective, which attracts readers and makes them want to read the further text of this advertisement.

- **Copy:** “*is what’s happening in our oceans.*”

*Ugly is to see overfishing destroy the future of
800 million people who depend on fish to survive.*

Make a difference. Choose sustainable fish” (2015)

Perfect example of the correct copy of the ad. It is an explanation of the title, contains details, examples. To influence people’s behavior and usual point of view, the number of victims is indicated. At the end it is explained what must be done so as not to aggravate the situation. So here are answers on the questions: What? Who? How many? When? How? There are no strict orders here, only attempts to encourage people, but as the advertising text answer all the question every reader would like to ask, this advertising text does not cause denial, anger, only sadness and regret that this happens, as well as a sincere desire to change the situation for the better.

As seen from the previous example, the advertising text has two vital components: the visual component and the linguistic component.

The visual component consists of lead, display and emblem. Lead is the most noticeable element, it attracts attention, so that, lead = the main object / subject of the ad. The second element is the display, which shows characteristics of the lead. The third element is the emblem of the company or organization creating the ad.

The linguistic component consists of emblem, announcement, enhancer, tag, and call-and-visit information. Emblem is usually a slogan (may be near the emblem of the company). Announcement is the most “eye-catching” part, which should attract attention to the product / problem / service. Enhancer is an explanation given to the announcement, some detail with more information about the announcement and is written in smaller fonts. Tag is an additional phrase or sentence about the advertised object / subject. Call-and-visit information contains phone numbers, links, address, where we can find out more about it [33, p.74].

How all these elements of linguistic and visual components are implemented in a real ad is shown on the Figure 2.2. Here we have an ad, which is supposed to teach people how to act while not driving and not to kill nature with our actions. Such advertising texts with the main topic of idling are quite common in the USA. And it shows that nowadays this air pollution is really a serious problem. Therefore, the structure of the advertisement

is visual component plus linguistic component. As the name of this section is “Verbal means of influence of social advertisements”, here we want to concentrate our attention on the linguistic component.

This advertising has all five elements of the linguistic component [Fig. 2.4]:

- Emblem “*Let’s work together if you are parked / Turn it off*” (2017). This slogan near the visual emblem calls for actions.

- Announcement is the “eye-catching” element, when we look at the advertisement the first thing we pay attention to is this word (words). Here the role of announcement is the word “Idling” which informs us about the problem. This word is a primary announcement, the main one. Here is also a secondary announcement with the phrase “*Switch off for cleaner air*” (2017). Therefore, the problem is idling and to solve it we need to switch off [when not driving]. In addition, secondary announcements usually help to understand better the meaning of primary announcements, give some explanations.

- Enhancer is the explanation about the announcement and here enhancer consists of two sentences which explain why idling is so harmful for the environment.

- Tag. In this example we have a phrase “*Let’s work together if you are parked*” (2017). This phrase may be called tag if it gives some additional information about the announcement (It is written about ways to solve the idling problem and why it must be solved, and the phrase about working together is like continuation of the dialogue with the reader). It also may be called Emblem (linguistic) as it is written near the visual emblem and calls for some actions.

- In our case, tag Call-and-visit information is data about how to get contacted with the organization giving this ad. Here it is a link to the website with all the necessary information.

As for visual component, it includes [Fig. 2.4]:

- Lead – a car that symbolizes the mean of air pollution. Our first glance falls on the car, it’s an element of the attraction.

– Display shows characteristics of the lead. Here are traffic fumes that are the result of idling.

– Emblem shows which organization guides this social advertising project and we can clearly see the direction of its work.

Sometimes an advertising text has just a few words or a sentence. In that case, it is impossible to analyze in accordance with the previous method. Of course, there are many different ways to divide an advertising text into a few parts. One of them is a theory offered by Kapil Sharma. He says that most advertising texts have such components:

– The appeal – gives the main idea of the advertisement, captures our attention and may have emotional, fearful, sexual, humorous character.

– Value proposition – describes the reason why people should follow this ad.

– Slogan – makes the ad more memorable, helps it to stay in our memory, can have some repeated words or phrases [23, p. 210–211]

For example, “*Healthy-lungs breathing...*”

Be IDLE-FREE

The 10-second rule is “Park then OFF” & “Start then GO” (2017)

Here the appeal is the phrase “*Be IDLE-FREE*” (2017). The first thing we look at is this phrase. Firstly, it is written in the biggest letters. Secondly, it is the main idea of this ad. Value proposition is “*Healthy-lungs breathing...*” as it says why we have to be idle-free and what it can give us. Slogan is the last part “*The 10-second rule is “Park then OFF” & “Start then GO”*”, it is easy to remember (10-second rule). When we will look at other cars, we will think that we know the “10 second rule” and our brain will remind us what this rule is and how we should act.

Some other researchers claim that the most important ideas of any advertising text are collected in caption. Caption, or headline, is the text accompanying an illustration [14]. According to Ogilvy, headlines are read five times more than the body of the ad [34]. The most important semantic load lies on the headline, especially its beginning, because the

first words are decisive and affect how the advertisement will be read and perceived. In general, there are such categories of headlines:

- Direct headlines: direct statement, clear information without any puns, wordplay or hidden meaning, we immediately understand the essence of advertising;
- News headlines: informing and some sensations, new products, new offers;
- How-to headlines: the main focus here is on engaging, suggesting how to improve / make / get;
- Question headlines: arousing audience's interest with the help of a headline-question, to which the reader usually gives an answer by him-/herself, this stimulates his interest in becoming familiar with advertising, awareness and perplexity of the problem (especially when it comes to social advertising);
- Command headlines: headings containing action verbs that form the desired behavior, a great way to get the right response from the audience;
- Testimonial headlines: real reviews and tips that attract attention and make us read the advertising text to find out how to get the same result [1, p.11].

Due to the fact that the purpose of the advertisements (social advertisements) that we are considering is to improve the environmental situation in the world, or at least to stop its deterioration, the following headings are used most of our advertisements:

- Direct headlines: “*Cigarette butts are crashing our ecosystem*” (2017); “*Air pollution may not always be visible, but it can be deadly*” (2019). These headlines inform us about the problem, report what the advertising text is about.
- Command headlines: “*Do something historic. End overfishing. Now.*” (2013). They demand actions and call for them.
- Question headlines: “*Would you care more if I was a panda?*” (2011); *Bottlefish – a new species?* (2018). Questions that are supposed to awaken conscience and to cause changes in consciousness, behavior, thinking.
- How-to headlines are substituted by Wh-question: “*What on Earth are we doing to our planet?*” (2013). They urge us to think about important and often global problems.

In most cases after such a question, the advertising text contains a description of the steps that must be taken to solve this problem (or make it less serious) and to minimize its negative effects.

In additions to categories above, we distinguished two more types of headlines of social advertisements:

– Request headlines: *“Please don’t feed the animals”* (2018); *“Let’s stop this invisible killer”* (2018). They, like command headlines, prompt actions, but do it in a more polite and gentle way. Thus, the reader thinks that he is doing a very good deed, offers help by himself, and does it not under pressure, obeying the order.

– Intriguing headlines: *“Weapons of mass destruction; the end of the line”* (2010). Sentences that give a start, but do not give an end, contain intrigue, and in order to understand what it is about, we need to familiarize ourselves with the advertisement in more detail. Often headings of this type consist of a single word, which makes it even more intriguing and interesting.

Concluding our analysis of the ad structure, we consider that every advertising text must include such parts:

– Announcement / Headline, name of the problem: the most eye-catching which informs about the problem;

– Copy / Additional information about the announcement and a few words about what can happen if we follow/don’t follow these recommendations.

– Slogan: repeats one more time what we have to do or identifies the company / organization.

Conclusions to chapter II

So we divided the English-language social advertisements into a few categories, which differ in their functions and the emotions they evoke. We distinguished advertisements-orders, informing advertisements, “concern-makers”, frightening

advertisements, encouraging advertisements, advertisements-warnings, advertisements-comparisons. As social advertisements have some features, we made a decision to study them on phonetic, lexical, syntactic, stylistic levels. At the phonetic level the most important were alliteration, assonance, consonance. We found that in the texts of some English-language social advertisements there is a rhyme, which contributes to the implementation of remember text. Regarding lexical features, we found that the use of verbs-orders is characteristic of social advertising. In addition, we classified some parts of speech that were used most often in the advertisements we selected. Therefore, verbs are: contacts making, psychophysiological state, creating, movement, consumption, prevention. Nouns we divided into a few groups, depending on which words implement the function of attractiveness: reason / problem, victim, result. We noticed accumulation of adjectives, used to induce actions as the result of awakening receptors responsible for perception of the world. We realized that all the words that are used in texts of social advertisements have a different semantic load. We conducted a deeper analysis of the advertising texts we selected and identified the following lexical groups: invocations, persuasions, orders, warnings.

We conducted an online survey among environmental community Facebook communities [35]. Our survey involved respondents from different countries (the USA, the UK, Ukraine, Germany and others). As a result, we determined that Ukrainians and residents of the CIS countries consider advertising containing orders to be more effective, while Americans and Europeans prefer informative message with numbers, causes and reasons.

As the main goal of social advertising is to get action, it is necessary to make the ad “eye-catching” and attractive. There are two ways to achieve this aim: 1) to make lexical part as effective as possible, 2) to create bright and powerful visual part. Words play an important role and metaphors, epithets, similes, amplification, anaphora, inversion can change perception of the advertisement. We used two classifications of epithets:

– offered by I. V. Arnold: tautological, explanatory, metaphorical epithets;

– offered by I. R. Galperin: associated, unassociated.

In addition, social advertisements often use anaphora and epiphora as a way to attract the eye. Rhetorical question in social advertisement text appeal to the conscience of people, cause a feeling of regret guilt, motivate to take actions to prevent awful consequences of some ecological problems.

At the level of syntaxes we noticed the use of such simple sentences: declarative, simple interrogative, imperative, exclamatory simple sentences. Compound sentences are represented by: declarative compound sentences, interrogative compound sentences, imperative compound sentences, exclamatory compound sentences. Complex sentences are less common in the texts of social advertisements than the above-mentioned types; compound-complex sentences haven't been found among the advertisements we chose.

It is important to understand how the social advertisement should look like and what its structure is. It depends on the topic of the advertising, its target audience and can't be always the same. However, it always must contain linguistic and visual components. Linguistic components are: headline, copy, slogan or announcement, tag, call-and-visit information. Visual components: illustrations, signature or emblem, lead display.

Due to the purpose of the social advertisements we distinguished such headlines: direct headlines, news headlines, how-to headlines, question headlines, command headlines, testimonial headlines. All of them should be powerful to be able to evoke necessary emotions. Otherwise, the desired effect of advertising will not be achieved

III. NON-VERBAL MEANS OF INFLUENCE

3.1. Graphic means of influence

To explore our topic deeply, it is impossible to study only verbal means of influence. We believe that non-verbal means of influence is an integral part of a comprehensive study of advertising texts. And the key to advertising success is the right correlation between the text and the paralingual component. The paralingual means of influence, as evidenced by our observations, are, first of all, presented by:

- graphic means of influence;
- visual means of influence.

Each of the above paralingual means of advertising discourse has its functional specific, the choice of which depends on a complex of factors (target audience, specific goals that the addressee sets, features of advertised product / service). If one function is broken, it leads to ineffectiveness of the entire advertising message [63, p. 139].

Among graphic means of influence, the most important is font variation. Font influences the memorability of the advertisement's message, readability, affects personal perception, evokes specific impressions [12, p. 390]. The most commonly met features are different fonts and letters' capitalization. Different fonts are used to make the right impression and each font has its function. As for letters' capitalization, they usually show the most important information in the whole message; it is just a way to concentrate our attention in the necessary word.

We distinguished such reasons of letters' capitalization:

- Capitalization of the first letters of some words: “*Make the World a better place to Stay*” (2015). It is a way to highlight only separate, the most important words. The most important words are “Make, World, Stay”. They contain the message to make our world a place to stay, as in a few years it may transform into a big rubbish dump, if we don't stop pollution.

– Capitalization as a way of repeating information: “*Switch **OFF** for cleaner air. If you are parked...**TURN IT OFF***” (2017). If some words are repeated a few times, it contributes to fast memorization. As every social advertising has an aim to be understood and memorized, this may be implemented this way.

– Capitalization of slogan: “**THINK GREEN**” (2015). Slogan, as a structural element of the advertising message, is a business card of the company or organization that is the customer of the advertisement. Capitalization of slogan promotes the company and emphasizes the basic ideas of advertising text.

– Capitalization as a way to tell what to do, capitalization of orders: “**STOP sucking**” [2018]. Here the word “stop” wants us to stop use of plastic straws. Capitalizing plays a role of catalyst here and promotes the execution of the order.

In addition to capitalization, there is also the use of fonts of different types and sizes in advertising texts. We found that the size of the font depends on the semantic load of the words and it is directly proportional to the level of importance of information. So there are such types of used fonts:

– Bolder font (Fig. 3.1): adds more emphasis and strength to the meaning [12, p. 40];

– Decorated & symbolizing font (Fig. 3.2): here the word “nature” is surrounded by lines reminiscent of the sun's rays. According to ancient belief, the sun is a source of life and light [39]. Here the sun and nature are shown as a whole. Therefore, nature is also a symbol of life and without nature life on our planet is impossible.

– Wide spacing font (Fig. 3.3): visually makes text large. Our planet is of huge size and the problem of plastic is also enormous. Wide spacing font shows the extent of the problem.

– Font-reminder (Fig. 3.4): reminds us about the brand. This type of font has two main functions: to inform about the problem and to attract attention to the brand.

– Metaphorical font (Fig. 3.5): has some features of the problem it describes, can have its colours and shape. As a result, we pay more attention to this word as it harmoniously combines graphic and lexical qualities.

In addition to the features of the use of fonts, there are also some features in the location of the advertising text in ads. Of course, we can't just arrange the advertising texts in a chaotic order, because then the text will lose its meaning, connectedness and general idea. In addition, the reader will have no desire to read the text, since it will not be clear what and in what order to read. A special technique is used to arrange text most readably and efficiently. It is called the Z-technique. Its essence lies in the fact that all the important details of advertisement need to be spread out Z-shaped.

The text must be arranged in such a way that the beginning, the most important thought, is from the top left. Indeed, when we look at even the cover of a book, for example, then out of habit we look at the upper right corner. And that means that in this place there should be the eye-catcher. Further, our view diagonally falls from the upper right corner to the lower left corner. In the center, they often have an illustration that will complement and visualize the text written at the top. Below is a call to action and a signature / logo. That is, the process of "reading" advertising can be described as follows:

- The upper left corner is the headline: the main idea of advertising.
- Center – illustration, visual part: amplification of emotions received from reading the title.
- The lower right corner is a call to action, as a conclusion, and logo.

For example, advertisement against ocean pollution by plastic has in the upper left corner an interesting headline “*Weapons of mass destruction*” (2010). Then in the center is an illustration – a weapon in the form of plastic waste. A clear explanation of what kind of weapon is meant and why it is so dangerous. Also nearby is a copy (additional information) that explains the meaning inherent in the title. In the lower right corner is a call for action “*Stop plastic pollution in our oceans*” (2010).

Some social advertisements consist of a visual part and one sentence-heading. Then, in most cases, the illustration is in the middle, and the text is in the lower right corner. Based on the fact that sometimes an illustration speaks more than words, then its semantic and pragmatic function can be realized even in case of transmitting an advertising message through a picture. For example, “*Everything you throw away comes back*” (2009). The illustration clearly shows that we, like tennis rackets, beat off garbage from ourselves, think that by throwing away garbage it will not come back to us. But in the lower right corner there is an inscription that the eye falls on only after viewing all the upper parts and the center

3.2. Visual means of influence

Not less important is the visual part, which is usually the first to be contacted by the person watching the ad. The visual appearance of objects first moves to neural activity within diverse brain areas and helps in the product acknowledgment and detection [19, p. 1]. The most influential paralingual means are the color and graphic elements. Of course, the visual part of the advertisement is very influential. However, according to Hagtvedt and Patrick, the visual part consists of two components:

- content (what the illustration depicts, its concept, idea) [16, p. 382];
- manner (how it is depicted) [16, p. 380].

We have repeatedly announced that social advertising is built on the perception of "engaging feelings and emotions." Emotional appeal in advertising is closely related to the meaning of the message, which is expressed through the content. To understand it, it is necessary to use thinking and consciousness, while manner is simply a means of conveying it. We can pay attention to the peculiarities of the style of illustration, its execution, a palette of colors, but what matters is not what is painted there, but how it is done. We all perceive all things differently. And this is clearly visible even in social advertising.

For example, advertising against throwing cigarette butts into the ocean by Surfrider Foundation: “*Cigarette butts flow downstream and into our food chain*” (2017). If we focus on the content, we will see a fish that absorbs a cigarette butt and turns into a fish butt and we immediately understand the essence of the advertising message: cigarette butts pollute the environment, eat fish and we ourselves can suffer from our own actions by eating this fish. If we focus on the manner, then we will see a creative illustration made in bright colors, which attracts attention quite well. Therefore, it is important to think over what to portray in advertising and how to do it.

The color of the background and the color of the elements, depicted in the advertisement, affect perception of the general mood. Sometimes words are not necessary if the right color of background is chosen. It is a kind of psychological influence, which even helps to perceive information. For example, on the Fig. 3.6. We can see the dying seal on the watch with a black background. We feel the pain of the seal we can't look at the picture without emotions. Black background shows how frightening is the situation with ecology now and the general mood is anxious with a note of fear.

Advertising creators often use the term "river of white". This concept means the use of white space for visual highlighting the most significant elements of advertising, which are supposed to fulfill the pragmatic function of advertising. It is believed that the white background does not distract from priority advertising elements, but rather helps to concentrate on them, while, for example, the black background, although it has the effect of influencing and creating a certain mood, emphasizing that the problem described in advertising is terrible and may have irreversible consequences, you need to urgently act, but if there is a black background, the text written on the advertisement is much more difficult to read and to perceive [31, p. 77].

As a result of our research, we determined that white background is really actively used in social advertising, but, in addition, green and blue are often used. Considering that the advertisements we studied were devoted to the environment (forests, flora / fauna, oceans), then the green or blue background is an indicator of which sphere is advertised.

If in advertising the emphasis is on protecting the water world, then a blue background is used, if animal / vegetable – green one. We believe that such a technique can also be used to engage color receptors and imagination, mentally transferring readers of advertising to the medium in question in advertising. Accordingly, this greatly contributes to the implementation of the most important ideas of advertising.

Another effective visual means of influence is visual metaphor. In visual metaphors the connotative meaning is the symbolic product of what is represented [41, p.10]. They make the advertising text more expensive, emotional, evoke some associations. Visual metaphors are compact, informative and eye-catching. Among visual metaphors we distinguish such zoomorphic, anthropomorphic and zoomorphic metaphors.

- Zoomorphic metaphors have features of humans (Fig. 3.7): a human has a head of fish. It attracts attention to the problem and warns against possible consequences.

- Subject metaphors (Fig. 3.8): refers to one thing by mentioning another. Tree trunk becomes money as we pay too high a price for it. The main distinctive feature of money that for someone money is a result of hard work and its lack – reason of catastrophe. The same with trees: it's hard to get new trees and when we don't have money our life is in danger.

- Anthropomorphic metaphors (Fig. 3.9): the attribution of human traits, emotions, or intentions to non-human entities. Beach is cleaning itself after its pollution by people. It is an example of a powerful advertising text where the aim is not only to create a bright and beautiful picture, but also to get response (to clean beaches, to stop polluting, etc.). Because when we imagine ourselves in its place, we can't allow this to happen.

In the context of studying the visual part of the advertisement, we came to the conclusion that the intersemiotic translation is an important component of the process of perceiving information, understanding the idea and realizing what to do. The intersemiotic translation is “an interpretation of verbal signs by means of signs of nonverbal sign systems” [21, p. 233].

For example, in one social advertisement, which calls not to feed animals in order to reduce their mortality and preserve species, especially endangered species, there is a text: “*Please don’t feed the animals*” (2018).

There is also an illustration under text: a turtle inside which is a plastic bottle. If you read the text and look at the picture, then the idea of advertising is clear. If you just read the text, it is clear that it is urging not to feed the animals. But then some questions arise: Why not feed? What exactly do not feed? Who feeds them? Looking at the illustration, it immediately becomes clear what is meant. Advertising comes to life, becomes bright, interesting, memorable.

There are social advertisements where there are no words, there is only a visual component. Of course, in some cases the words are superfluous, if the illustration itself says a lot. For example, the advertisement against plastic depicts a turtle whose neck is entwined with a plastic straw and a human hand holds this tube. Here the picture really replaces the title, copy, the slogan is also not necessary.

We also want to mention that the visual components of an advertisement can be called differently, depending on whose structure is taken into account. So among the options for the structure of the advertising message that we examined in the previous section, we distinguished the following visual components:

- illustration;
- signature (logo);
- display;
- lead;
- emblem.

Signature, logo and emblem – all these denote one concept. They indicate the logo of the company or brand, indicated as an identifier. The more the company is known, the more influential and effective advertising will be. Lead, display and illustration have similar functions but different semantic content. Illustration is more general concept, which can be expressed in different forms: photograph, clip art, drawing, or other graphic

elements [7, p. 427]. Illustration denotes any graphic element of advertising that illustrates the advertising text, complementing it and making it more colorful. This is the main and the most important element we see in advertising. Usually this is the largest and the most attractive graphic element of all those present in advertisement.

Our survey showed that in reality the visual part is more important than text. Among six advertisements, each with its own theme, means of achieving the goal, different lexical units, the most votes got two ads: option 2 and option 4 (Fig. 3.10, Fig. 11) [35]. According to our respondents, the most effective are the ads with a little text, but powerful visuals. Here is present the psychological effect on the subconscious through color. Especially strongly it can be found on the second advertisement where the main colour is grey. Grey colour is associated with meanings of dull, dirty, loss and depression [5]. Grey evokes sadness and anxiety and these are necessary emotions for such kind of social advertising. In the first picture a message is sent through the words “Save / Don’t save”, we are responsible for the choice. In the second picture we have no text message, but a straw, which is held by a human and is suppressing a tortoise is a good example of psychological manipulation. Nobody wants to be a killer. When we look at this ad, we realize that we are killers, we don’t want to play such a role and will do everything possible to change our position.

Moreover, both advertisements do not have a text load (in the first version, only a few words, the second advertisement consists only of a visual component). This once again proves that the influence of social advertising occurs through the visuals. Illustrations, bright colors, and proper design that can arouse emotions, affect us in such a way that we are inspired by the problem described in the advertisement, and want to change the model of our behavior.

We also noticed that social advertisements, for which the majority of respondents voted, have visual components that consist of only one element, clearly reflect the problem and its causes. Visuals that do not express the main idea, abstract, ambiguous and

overloaded with a large number of graphic elements illustrations do not attract the audience, in some cases are even rejected.

Conclusions to chapter III

We believe that non-verbal means of influence is an integral part of a comprehensive study of advertising texts. And the key to advertising success is the right correlation between the text and the paralingual component. The paralingual means of influence, as evidenced by our observations, are first of all presented by graphic means of influence and visual means of influence.

Among graphic means of influence, the most important is font variation. We distinguished such reasons of letters' capitalization: capitalization of the first letters of some words, to highlight only separate, the most important words; capitalization as a way of repeating information; capitalization of slogan, promotes the company and emphasizes the basic ideas of advertising text; capitalization as a way to tell what to do, capitalization of orders.

In addition to capitalization, there is also the use of fonts of different types and sizes in advertising texts. There are such types of used fonts: bolder font, decorated & symbolizing font, wide spacing font, font-reminder, metaphorical font.

We found that there is a special technique that is used to arrange text most readably and efficiently. It is called the Z-technique. Its essence lies in the fact that all the important details of advertisement need to be spread out Z-shaped. According to this technique, the text must be arranged in such a way that the beginning, the most important thought, is from the top left.

We agreed with the point of view of Hagtvedt and Patrick, who stated that the visual part consists of two components:

- content (what the illustration depicts, its concept, idea);
- manner (how it is depicted) [16, p. 382].

We believe that the color of the background and the color of the elements, depicted in the advertisement, affect perception of the general mood. We discovered that advertisers often use white space for visual highlighting the most significant elements of advertising, which are supposed to fulfill the pragmatic function of advertising. But a lot of social advertisements have green and blue background. We believe this is due to the fact that our social advertisements are dedicated to environmental issues, such colors serve as a reminder of which area these advertisements are.

Another effective visual means of influence is visual metaphor. Among visual metaphors we distinguished such zoomorphic, anthropomorphic and zoomorphic metaphors.

Also our survey showed that in reality the visual part is more important than text and we made a conclusion that the most effective are the ads with a little text, but powerful visuals.

CONCLUSIONS

In our research, we studied lexical, semantic and pragmatic features of English-language advertising (based on social advertisements). We found that advertising is a form of communication with the main goal to inform the target audience about some product, show its advantages and encourage to its purchase. As our research was focused on social advertising, we determined that social advertising aims to change people's behavior, attitude to some problem through the information, meanwhile, commercial advertising creates "product images" and evoke a desire to buy something. We systematized the functions performed by the social advertisement, distinguishing among them the following: informative, persuasive, mnemonic, educational. We determined that there are many ways to classify social advertising: depending on the target audience, the media advertiser, the goal, the level of influence and pressure, the emotion they evoke. We have concluded that writing a good advertising text is possible only if to adhere to certain principles. Therefore, text of the social advertisement should include elements that perform nominative-informative, expressive and graphic-highlighting functions. We studied its features at phonetic, lexical, syntactic, stylistic levels.

At the phonetic level the most important were alliteration, assonance, consonance. We found that in the texts of some English-language social advertisements there is a rhyme, which contributes to the implementation of remember text.

Regarding lexical features, we found that the use of verbs-orders (imperative verbs in order to motivate the addressee) is an integral part of social advertising. Verbs in advertising texts have a function to inform, to ask, to order and are expected to be followed then. In addition, we classified verbs and nouns that were used in the advertisements we chose for our analysis. Therefore, verbs are: contacts making, psychophysiological state, creating, movement, consumption, prevention. Nouns we divided into a few groups, depending on which words implement the function of attractiveness: reason / problem, victim, result. The peculiarity of the language of advertising is substantivity, second-

person reference We noticed accumulation of adjectives, used to induce actions as the result of awakening receptors responsible for perception of the world. We realized that all the words that are used in texts of social advertisements have a different semantic load. We conducted a deeper analysis of the advertising texts we selected and identified the following lexical groups: invocations, persuasions, orders, warnings. In general, social advertisements we analyzed use words that name: name / cause of the problem; victim; what is done with the victim; place where it is happening; actions to reduce negative impact; actions to increase positive impact; forbiddance.

We decided to find out which social advertising is effective and which language tools should be used so that it is successful and can bring the desired result. So we conducted an online survey on the topic “English-language social advertisements” [35]. In our survey participated representatives of different countries. Nearly 37% of respondents were from the United States of America, 27%–from Ukraine, 13%–from the Russian Federation, 8%–from the United Kingdom, 15%–other countries (Germany, Egypt, the Philippines, Portugal, Spain) [35]. As a result, we determined that Ukrainians consider advertising containing orders to be more effective, while Americans and Europeans prefer informative message with numbers, causes and reasons. After analyzing the results of our survey, we also identified such focal points: words repeated several times in the headline, orders, negations / warnings, numbers.

At the level of stylistics, we examined imaginative means of language (simile, metaphor, metonymy, epithet) and expressive means of language (inversion, rhetorical question, anaphora, epiphora). We classified epithets into tautological, explanatory, metaphorical; associated, unassociated epithets.

At the level of syntaxes we noticed the use of such simple sentences: declarative, simple interrogative, imperative, exclamatory simple sentences. Compound sentences are represented by: declarative compound sentences, interrogative compound sentences, imperative compound sentences, exclamatory compound sentences. Complex sentences are less common in the texts of social advertisements than the above-mentioned types;

compound-complex sentences haven't been found among the advertisements we chose. A lot of advertising texts we have explored include one-member sentences (nominal and verbal).

We also paid attention to the structure of the advertisement: it always must contain linguistic and visual components. Linguistic components are: headline, copy, slogan or announcement, tag, call-and-visit information. Visual components: illustrations, signature or emblem, lead display. We distinguished such headlines of social advertisements: direct headlines, news headlines, how-to headlines, question headlines, command headlines, testimonial headlines. All of them should be powerful to be able to evoke necessary emotions. Otherwise, the desired effect of advertising will not be achieved.

Among graphic means of influence, the most important is font variation: letters' capitalization and the use of fonts of different types and sizes. There are such types of used fonts: bolder font, decorated & symbolizing font, wide spacing font, font-reminder, metaphorical font.

We determined that advertising often uses a white colour for the background to highlight the main elements of an advertisement. But in social advertisements devoted to environmental issues, blue and green colors are also often found, as a way to remind us what we are talking about and get mentally closer to the main object of advertising.

We identified strategies of creating successful advertisements. We found that there is a special technique that is used to arrange text most readably and efficiently. It is called the Z-technique. Its essence lies in the fact that all the important details of advertisement need to be spread out Z-shaped. According to this technique, the text must be arranged in such a way that the beginning, the most important thought, is from the top left.

Another effective visual means of influence is visual metaphor. Among visual metaphors we distinguished such zoomorphic, anthropomorphic and zoomorphic metaphors.

Also our survey showed that in reality the visual part is more important than text and we made a conclusion that the most effective are the ads with a little text, but powerful visuals.

So we conducted an analysis at the level of phonetics, vocabulary, syntax, stylistics. We determined the features of English-language social advertising. We identified strategies of creating successful advertising. We also found that an important element of the advertising text is the headline, as this is the first thing a recipient notices when he or she sees this advertisement. We paid attention to all important elements of advertisement, studied the verbal and non-verbal means of influence of social advertising.

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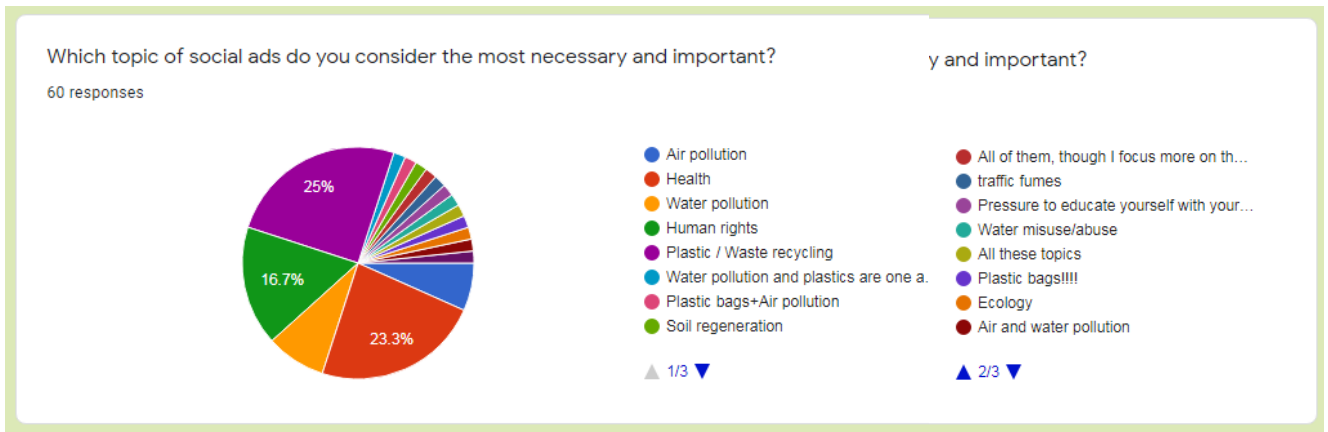


Fig. 2.1. Topics of social ads respondents are interested in

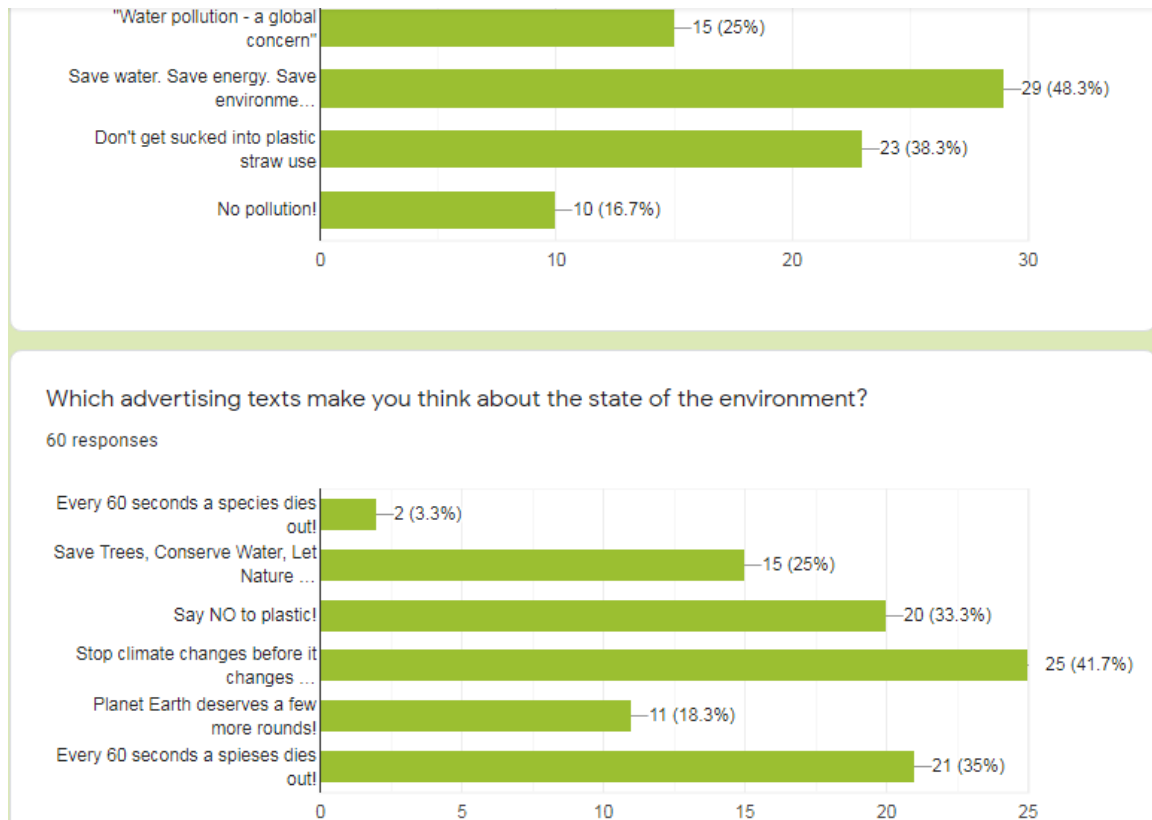


Fig. 2.2. The most attractive headlines



Fig. 2.3. Structure of advertisement

Visual component:

Linguistic component:



Fig. 2.4. Structure of advertisement



Fig. 3.1



Fig. 3.2



Fig. 3.3



Fig. 3.4



Fig. 3.5

Fig. 3.1–3.5. Fonts



Fig. 3.6



Fig. 3.7

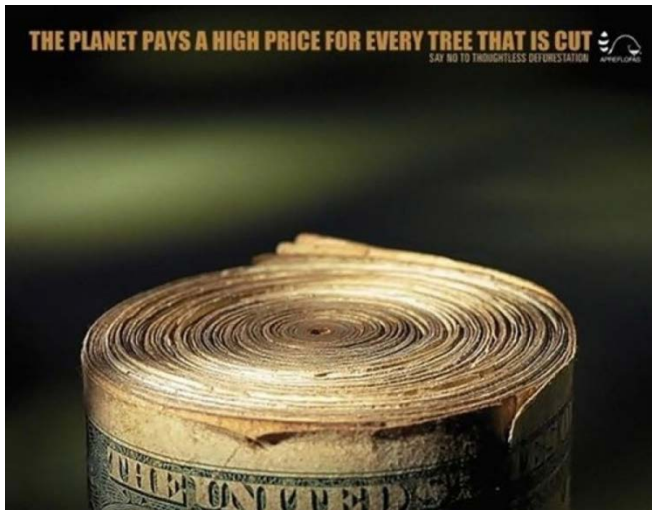


Fig. 3.8



Fig. 3.9

Fig. 3.6–3.9. Visual metaphors

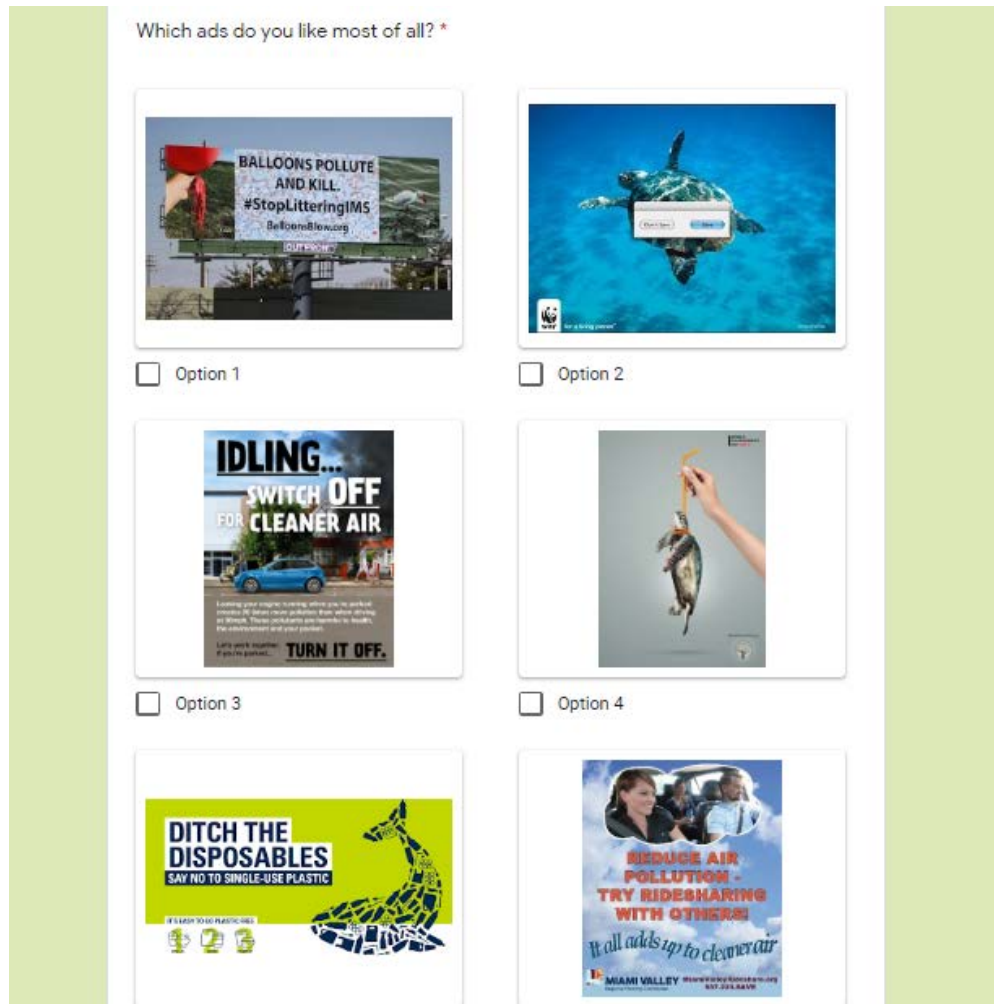


Fig. 3.10. Options of the most attractive ads

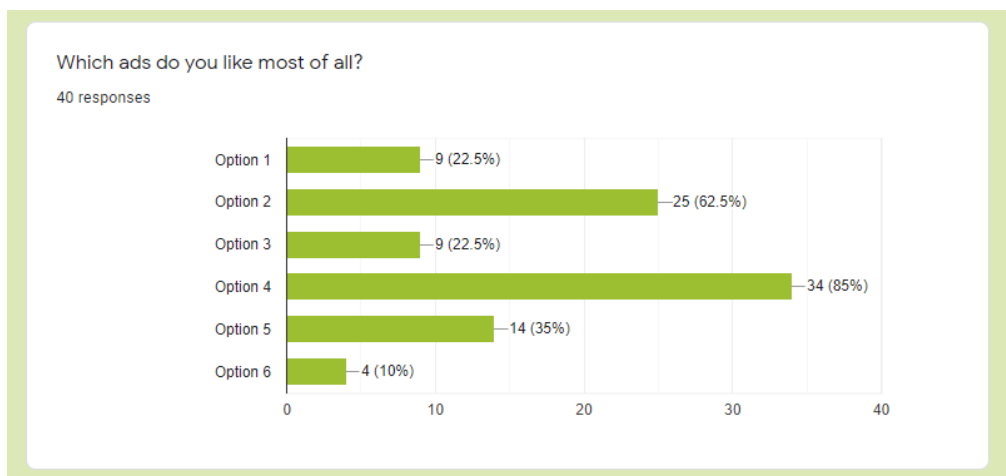


Fig. 3.11. Responses to the answer from Fig. 3.10

SUMMARY

In the digital age, human has become a part of the system with continuous flow of information, a gradual increase of desires and needs. Consequently, our existence is impossible without information. However, despite the fact that now we have access to all resources, we may not know about global problems that are happening in the world. There are many problems we need to pay our attention to. And social advertising can help to solve some of them. This is especially important in terms of environmental issues. Unfortunately, every year the ecology of our planet is deteriorating and if this continues further, terrible disasters cannot be avoided. We believe that it is necessary to discuss the topic of the environment and to motivate people to do something to save our planet.

Since the main communicative and pragmatic goal of advertising is to evoke a desire to do something, it is necessary to understand which advertising strategies work and can help to achieve this goal as effectively as possible. English-language advertising texts are currently under-researched, especially by Ukrainian scholars. In the framework of this work, we will explore the linguistic, stylistic and pragmatic features of advertising which make any advertisement effective and successful.

The aim of the research is to identify lexical, semantic and pragmatic features of English-language social advertising texts.

The aim of the research is to solve the following objectives:

- to find out the essence of the concept of “advertising”;
- to systematize the functions performed by the advertising text;
- to classify advertising texts;
- to identify strategies of creating successful advertisements;
- to study lexical, syntactic features of English-language social advertising;
- to find out which stylistic devices should be used to realize the communication-pragmatic goal of advertising text;
- to explore the role of the headline.

The object of the study is English-language social advertising texts aimed at protecting the environment.

The subject of the study is lexical, semantic and pragmatic features of English-language social advertisements that contribute to its main goal.

The research material is 60 social advertisements, the main topic of which is ecology. The material is selected from English-language Internet sources.

The methods used in the course of study include: method of theoretical analysis, analysis of educational and scientific publications, method of classification, method of lexical analysis and method of quantitative analysis.

The novelty of the work is our lexical, semantic, pragmatic analysis of modern English-language social advertising.

The practical importance of the work lies in the possibility of using the results of the study in teaching English courses in stylistics and lexicology, and the results of our research can be used to create effective social advertising.

The work consists of an introduction, two chapters, conclusions, references and supporting materials.

In our research, we studied lexical, semantic and pragmatic features of English-language advertising (based on social advertisements). We found that advertising is a form of communication with the main goal to inform the target audience about some product, show its advantages and encourage to its purchase. As our research was focused on social advertising, we determined that social advertising aims to change people's behavior, attitude to some problem through the information, meanwhile, commercial advertising creates "product images" and evoke a desire to buy something. We systematized the functions performed by the social advertisement, distinguishing among them the following: informative, persuasive, mnemonic, educational. We determined that there are many ways to classify social advertising: depending on the target audience, the media advertiser, the goal, the level of influence and pressure, the emotion they evoke. We have concluded that writing a good advertising text is possible only if to adhere to certain

principles. Therefore, text of the social advertisement should include elements that perform nominative-informative, expressive and graphic-highlighting functions. We studied its features at phonetic, lexical, syntactic, stylistic levels.

At the phonetic level the most important were alliteration, assonance, consonance. We found that in the texts of some English-language social advertisements there is a rhyme, which contributes to the implementation of remember text.

Regarding lexical features, we found that the use of verbs-orders (imperative verbs in order to motivate the addressee) is an integral part of social advertising. Verbs in advertising texts have a function to inform, to ask, to order and are expected to be followed then. In addition, we classified verbs and nouns that were used in the advertisements we chose for our analysis. Therefore, verbs are: contacts making, psychophysiological state, creating, movement, consumption, prevention. Nouns we divided into a few groups, depending on which words implement the function of attractiveness: reason / problem, victim, result. The peculiarity of the language of advertising is substantivity, second-person reference. We noticed accumulation of adjectives, used to induce actions as the result of awakening receptors responsible for perception of the world. We realized that all the words that are used in texts of social advertisements have a different semantic load. We conducted a deeper analysis of the advertising texts we selected and identified the following lexical groups: invocations, persuasions, orders, warnings. In general, social advertisements we analyzed use words that name: name / cause of the problem; victim; what is done with the victim; place where it is happening; actions to reduce negative impact; actions to increase positive impact; forbiddance.

We decided to find out which social advertising is effective and which language tools should be used so that it is successful and can bring the desired result. So we conducted an online survey on the topic “English-language social advertisements” [35]. In our survey participated representatives of different countries. Nearly 37% of respondents were from the United States of America, 27%—from Ukraine, 13%—from the Russian Federation, 8%—from the United Kingdom, 15%—other countries (Germany,

Egypt, the Philippines, Portugal, Spain) [35]. As a result, we determined that Ukrainians consider advertising containing orders to be more effective, while Americans and Europeans prefer informative message with numbers, causes and reasons. After analyzing the results of our survey, we also identified such focal points: words repeated several times in the headline, orders, negations / warnings, numbers.

At the level of stylistics, we examined imaginative means of language (simile, metaphor, metonymy, epithet) and expressive means of language (inversion, rhetorical question, anaphora, epiphora). We classified epithets into tautological, explanatory, metaphorical; associated, unassociated epithets.

At the level of syntaxes we noticed the use of such simple sentences: declarative, simple interrogative, imperative, exclamatory simple sentences. Compound sentences are represented by: declarative compound sentences, interrogative compound sentences, imperative compound sentences, exclamatory compound sentences. Complex sentences are less common in the texts of social advertisements than the above-mentioned types; compound-complex sentences haven't been found among the advertisements we chose. A lot of advertising texts we have explored include one-member sentences (nominal and verbal).

We also paid attention to the structure of the advertisement: it always must contain linguistic and visual components. Linguistic components are: headline, copy, slogan or announcement, tag, call-and-visit information. Visual components: illustrations, signature or emblem, lead display. We distinguished such headlines of social advertisements: direct headlines, news headlines, how-to headlines, question headlines, command headlines, testimonial headlines. All of them should be powerful to be able to evoke necessary emotions. Otherwise, the desired effect of advertising will not be achieved

Among graphic means of influence, the most important is font variation: letters' capitalization and the use of fonts of different types and sizes. There are such types of used fonts: bolder font, decorated & symbolizing font, wide spacing font, font-reminder, metaphorical font.

We determined that advertising often uses a white colour for the background to highlight the main elements of an advertisement. But in social advertisements devoted to environmental issues, blue and green colors are also often found, as a way to remind us what we are talking about and get mentally closer to the main object of advertising.

We identified strategies of creating successful advertisements. We found that there is a special technique that is used to arrange text most readably and efficiently. It is called the Z-technique. Its essence lies in the fact that all the important details of advertisement need to be spread out Z-shaped. According to this technique, the text must be arranged in such a way that the beginning, the most important thought, is from the top left.

Another effective visual means of influence is visual metaphor. Among visual metaphors we distinguished such zoomorphic, anthropomorphic and zoomorphic metaphors.

Also our survey showed that in reality the visual part is more important than text and we made a conclusion that the most effective are the ads with a little text, but powerful visuals.

So we conducted an analysis at the level of phonetics, vocabulary, syntax, stylistics. We determined the features of English-language social advertising. We identified strategies of creating successful advertising. We also found that an important element of the advertising text is the headline, as this is the first thing a recipient notices when he or she sees this advertisement. We paid attention to all important elements of advertisement, studied the verbal and non-verbal means of influence of social advertising.