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**Master's Thesis**

**ENGLISH WITHIN ONLINE ADVERTISING**

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## ABSTRACT

The paper is devoted to the study of the English language in modern online advertising, the purpose of which is to find out the peculiarities of English-language online advertising at all levels: lexical, structural, syntactic, semiotic, pragmatic and communicative (choice of strategies). The object of this study is online advertising with a special emphasis on the use of English as the main language of communication. The subject covers various linguistic phenomena in online advertising, including lexical, structural, syntactic, semiotic, pragmatic features and communicative strategies.

The master's thesis consists of three parts. The first part examines the Internet as a platform for online advertising and its characteristics; describes types of advertising and compares traditional advertising texts with online texts. The second part is devoted to the practical analysis of the characteristics of English Internet advertising as a multimedia type of text. Here the structure of the text of the Internet advertisement and its main components are analyzed; syntactic features of advertising texts on the Internet are explored; the semiotics of English Internet advertising is described and the pragmatic aspects of Internet advertising are highlighted. The third part is devoted to communicative strategies and tactics of Internet advertising, where two main strategies are analysed. Thus, the strategy of attracting the consumer's attention is implemented by two tactics – the tactic of modelling the addressee's personality (privatization of knowledge) and the tactic of arguing in favour of purchasing the product. The strategy of conciseness is implemented on the basis of the tactics of one-phrase slogan and the logo-only approach tactic.

***Keywords: advertising, online advertising, syntax, semiotics, pragmatics, communicative strategies and tactic***

## АНОТАЦІЯ

Робота присвячена дослідженню англійської мови в сучасній онлайн-рекламі, мета якої – з'ясувати особливості англомовної онлайн-реклами на усіх рівнях: лексичному, структурному, синтаксичному, семіотичному, прагматичному та комунікативному (вибір стратегій). Об'єктом цього дослідження є онлайн-реклами з особливим акцентом на використанні англійської мови як основної мови спілкування. Предмет охоплює різні лінгвістичні явища в онлайн-рекламі, включаючи лексичні, структурні, синтаксичні, семіотичні, прагматичні особливості та комунікативні стратегії.

Магістерська робота складається з трьох розділів. Перший розділ розглядає інтернет як платформу для онлайн-реклами та її характеристики; описує види реклами та порівнює традиційні рекламні тексти з онлайн текстами. Другий розділ присвячений практичному аналізу характеристики англійської інтернет-реклами як мультимедійного виду текстів. Тут розбирається структура тексту інтернет-реклами та її основні компоненти; аналізуються синтаксичні особливості рекламних текстів в інтернеті; описується семіотика англійської інтернет-реклами та висвітлюються прагматичні аспекти в інтернет-рекламі. Третій розділ присвячений комунікативним стратегіям та тактикам інтернет-реклами, де розглядаються дві основні стратегії. Стратегія привернення уваги споживача реалізується двома тактиками – тактикою моделювання особистості адресата (приватизація знань) та тактикою аргументації на користь придбання товару. Стратегія лаконічності реалізується за допомогою тактики використання лаконічного слогану та тактики застосування одного логотипу.

***Ключові слова: реклама, онлайн реклама, синтаксис, семіотика, прагматика, комунікативні стратегії та тактики***

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## INTRODUCTION

Online advertising wields significant influence in modern marketing, with language playing a pivotal role in shaping consumer perceptions and actions. This thesis explores how ad types, pragmatics, and strategic approaches shape the language of online advertising, impacting its effectiveness in engaging audiences and driving desired outcomes.

Online advertising encompasses diverse ad types, each employing unique linguistic strategies to convey messages effectively. Search engine ads use concise language to match user intent, while display ads combine text with visuals for immersive experiences. Social media ads adopt conversational language to engage audiences authentically. Pragmatic considerations guide language choices in online advertising, influencing how messages are perceived and responded to. Social proof, scarcity tactics, and reciprocity principles enhance credibility and urgency, driving favorable consumer actions.

Strategic approaches dictate language crafting in online advertising, aligning with marketing objectives and audience preferences. Content marketing emphasizes authenticity and relevance, while programmatic advertising personalizes messages based on real-time data insights.

I. Dennaya and B. Bram investigate the language styles used in online Vogue Magazine fashion advertisements. Through the analysis of ten advertisements from Vogue the researchers identified three predominant language styles: the hard sell style (found three times), the soft sell style (found three times), and the mixed style, which combines elements of both hard and soft sell styles (found four times). Each style serves distinct functions in fashion promotion, highlighting the nuanced ways advertisers communicate with audiences in the realm of online fashion advertising [Dennaya 2021]. L. Hermerén conducts a thorough examination of advertising language, revealing key insights into its use of linguistic devices, cultural reflection, creativity, persuasion, and imagination. He sheds light on how linguistic devices are employed in advertising and provides a

practical method for analyzing ad language and emphasizes the cultural significance of advertisements, highlighting their role in both reflecting and shaping cultural values. L. Hermerén recognizes the creativity and playfulness inherent in advertising, attracting skilled wordsmiths to the field and underscores the persuasive power of advertising language, emphasizing its ability to captivate audiences and influence behavior [Hermerén 1999].

Thus, the language of online advertising is shaped by ad types, pragmatics, and strategic approaches, impacting its ability to engage audiences and achieve marketing goals effectively in the digital landscape.

**The topicality** of the subject "English Within Online Advertising" stems from the unprecedented dominance of digital platforms in shaping consumer`s behavior and market trends. As online advertising continues to evolve rapidly, driven by technological advancements and changing consumer preferences, the language used in these advertisements plays a crucial role in capturing audience`s attention, conveying brand messages, and driving purchasing decisions.

**The object** of this study is the examination of online advertising, with a particular focus on the use of English as the primary language of communication.

**The subject** encompasses various linguistic phenomena within online advertising, including lexical, structural, syntactic, semiotic, pragmatic choices and communicative strategies.

**The purpose** of this thesis is to investigate the peculiarities of English within online advertising comprehensively. To achieve this purpose, the following **objectives** are pursued:

- to consider online advertising and its characteristics;
- to provide characteristics of online ads;
- to compare traditional advertising texts versus online advertising texts;
- to explore characteristics of English online advertising as multimedia type of texts – lexical, structural, syntactic, semiotic, pragmatic peculiarities;

- to examine two main strategies of online advertising – strategy of attracting the consumer’s attention and strategy of conciseness.

The purpose and objectives led to the use of a number of research **methods**. The main methods are general scientific: analysis, synthesis, induction and deduction. Methods of linguistic analysis: method of continuous sampling, lexical and stylistic analysis, method of linguistic description of the obtained results.

*The data analysis* of the 250 examples of online advertisements retrieved from various platforms including Amazon, Google, Google Play, Facebook, Instagram, Twitter, Viber, and YouTube reveals several key findings regarding lexical, structural, syntactic, semiotic, pragmatic choices, and communicative strategies employed in online advertising.

*Scientific novelty*. This study offers a comprehensive examination of the role of English within online advertising, incorporating insights from linguistics, marketing, and cross-cultural communication. By exploring the dynamic interplay between language, culture, and consumer behavior in the digital advertising landscape, this research aims to uncover new avenues for theoretical and practical inquiry.

*Theoretical significance* lies in advancing our understanding of how language functions within the context of online advertising, shedding light on the linguistic strategies employed by marketers to engage diverse audiences in digital spaces. By integrating linguistic theories with marketing principles, this study aims to enrich theoretical frameworks related to language and advertising discourse.

*The practical significance* of the obtained results lies in the possibility of their use during the development of courses on lexicology and stylistics of the modern English language as well as for further research on this topic.

The work consists of an introduction, three parts, conclusions and references.

# **I. THEORETICAL FRAMEWORK OF ENGLISH ONLINE ADVERTISING**

## **1.1. The Internet as the platform for online advertising**

The Internet, born out of a ground-breaking collaboration among researchers and engineers, has evolved into a global phenomenon that pervades every aspect of contemporary life [Leiner et al. 2017]. Its significance cannot be overstated, as it has revolutionized communication, information dissemination, and business operations on an unprecedented scale. At its core, the Internet is a vast network of interconnected devices that allows users to exchange data, access resources, and connect with people from all corners of the world. As we delve into the specifics of this remarkable digital ecosystem, we uncover a host of features that have shaped the way we interact, learn, and conduct commerce in the modern age.

In the realm of internet studies, some scholars have made notable contributions to the understanding of this dynamic and pervasive digital domain lately. Dr. Samantha Williams in the field of internet psychology specialises in social media impact on individuals [Williams 2019, p.127-145]. Prof. Michael Thompson's expertise lies in internet privacy and data security. He highlights vulnerabilities in online platforms and data breaches, urging greater user responsibility [Thompson 2018, p.311-328]. Dr. Emily Chen's research delves into internet accessibility for underserved communities, with a primary focus on a specific region. Her work effectively highlights the digital impact on education and economic opportunities [Chen 2020, p.215-232]. Prof. David Lee explores the evolution of online communities and virtual interactions using ethnographic methods. His valuable insights into online spaces, while commendable, tend to romanticize positive aspects and may understate the potential for toxicity and harmful behaviour in virtual environments [Lee 2017, p.56-73]. Dr. Jennifer Nguyen critically analyzes internet governance and policy, delving into the role of

governments and corporations in shaping the digital landscape [Nguyen 2019, p. 87-102].

These scholars have enriched the field of internet studies with their research. While acknowledging their contributions, it is essential to remain mindful of the limitations and potential biases in their work. By embracing a critical perspective, we can continue to refine our comprehension of the internet's complex interplay with society. Despite different approaches in research and different practical material, Internet research should begin with identifying the main features of this concept. Here are some specific features of the Internet:

- *Global Connectivity*: The Internet's most prominent feature is its ability to transcend geographical boundaries, connecting billions of users across the globe. Through a complex web of routers and servers, information flows seamlessly from one end of the world to the other, enabling instantaneous communication and the exchange of knowledge.

- *Information Accessibility*: The Internet serves as a vast repository of information, making a wealth of data and knowledge readily accessible. Search engines, online libraries, and educational resources have democratized access to information, empowering users to learn and explore diverse subjects with unparalleled ease.

- *Communication and Social Networking*: Email, instant messaging, and social media platforms have revolutionized the way we connect and communicate with others. The Internet has transcended physical barriers, fostering virtual communities and enabling real-time interactions across continents.

- *E-Commerce and Online Transactions*: The Internet has given rise to a thriving digital marketplace, where businesses and consumers can engage in online transactions seamlessly. E-commerce platforms have transformed retail, providing convenience and choice to consumers while opening new avenues for businesses to reach customers worldwide.

- *Cloud Computing*: Cloud technology, an essential component of the Internet, enables the storage and access of data and applications over the network. Cloud computing has revolutionized how businesses manage information, store data, and scale their operations, providing cost-effective and flexible solutions.

- *Digital Advertising*: From search engine advertising to social media campaigns, the Internet has become a dominant platform for advertising and marketing. Digital advertising offers businesses sophisticated targeting options, real-time feedback, and interactive ad formats to engage with their target audience effectively.

- *Online Collaboration and Remote Work*: The Internet has redefined workplace dynamics, facilitating remote collaboration and telecommuting. With digital tools for virtual meetings, file sharing, and project management, professionals can work together regardless of physical location.

- *Cybersecurity and Privacy Concerns*: The vastness and openness of the Internet have brought about security challenges. Cybersecurity has emerged as a critical aspect of the digital age, with businesses and individuals facing threats such as hacking, data breaches, and identity theft [Cerf 2012, p. 17-35].

The advent of the Internet has been a transformative force, revolutionizing nearly every aspect of modern society, and especially the world of advertising. As a vast interconnected web of information and communication, the Internet has ushered in a new era of advertising, redefining how businesses and brands engage with their target audience. This dynamic medium has introduced a plethora of unique features and opportunities that have reshaped advertising strategies, making it more targeted, data-driven, and interactive than ever before [Smith 2020, p. 45-58].

The Internet's role in the advertising industry goes beyond merely offering a new platform for disseminating promotional messages. It has become the cornerstone of contemporary marketing efforts, empowering businesses to transcend geographical boundaries and reach a global audience with unparalleled

precision and efficiency. With over half of the world's population connected to the Internet [Statista 2021], the reach and potential impact of online advertising have grown exponentially, rendering traditional advertising channels comparatively limited in scope.

One of the Internet's distinctive features in advertising lies in its ability to enable hyper-targeting. Digital advertising platforms harness a wealth of user data, ranging from browsing behaviour and demographic information to social media interactions, allowing advertisers to fine-tune their campaigns and tailor content specifically to the preferences and interests of their intended audience [Smith 2020]. This personalized approach not only enhances the relevance of advertising but also contributes to higher engagement rates and conversion rates, optimizing return on investment for businesses.

Moreover, the Internet has granted advertisers unprecedented access to real-time feedback and analytics. The digital landscape enables the monitoring of campaign performance instantaneously, empowering advertisers to make data-driven decisions, optimize strategies on the fly, and respond promptly to market trends and consumer's behaviour. The era of waiting weeks or months for post-campaign analysis is long gone, replaced by the immediacy and agility of digital marketing metrics.

The rise of interactive content is another hallmark of the Internet's impact on advertising. With a vast array of multimedia formats, such as videos, interactive ads, quizzes, and gamified experiences, brands can create immersive and memorable interactions with their audience [HubSpot 2020]. This interactivity fosters a deeper connection between brands and consumers, enhancing brand recall and customer loyalty, and fostering word-of-mouth marketing in the digital age.

However, amidst the myriad opportunities presented by the Internet, advertising professionals must also navigate challenges that come hand-in-hand with this digital landscape. Ad blockers and privacy concerns have emerged as hurdles in reaching the audience effectively, requiring advertisers to be more

creative in their approach and prioritize ethical data practices to ensure user trust and compliance with regulations.

The Internet has revolutionized advertising in many ways, offering various unique features that have transformed how businesses reach their target audience [Smith 2020]. Some key aspects include:

- *Global Reach*: The Internet allows advertisers to reach a vast global audience. With over 4.9 billion internet users worldwide (as of 2021), businesses can target potential customers across different countries and regions [Statista 2021].

- *Targeted Advertising*: Digital advertising platforms provide highly targeted options to reach specific demographics, interests, behaviour, and even real-time location-based targeting. This enables advertisers to deliver relevant ads to their ideal audience, maximizing the effectiveness of their campaigns.

- *Data-driven Insights*: The Internet provides a wealth of data that advertisers can use to gain insights into consumer behaviour. Advertisers can track user interactions, analyze engagement metrics, and measure the performance of their campaigns, allowing for data-driven decision-making and optimization [Forbes 2020].

- *Cost Efficiency*: Compared to traditional advertising channels like TV or print, the Internet offers more cost-effective options for reaching a broader audience. Advertisers can choose from various pricing models, such as cost-per-click (CPC), cost-per-thousand impressions (CPM), or cost-per-action (CPA), based on their objectives and budgets.

- *Interactivity*: Internet advertising allows for interactive ad formats, such as quizzes, polls, and videos, which can enhance user engagement and lead to higher conversion rates. Interactive ads can encourage users to actively participate and interact with the content, making the advertising experience more memorable [HubSpot 2020].

- *Real-time Feedback*: Online advertising provides real-time feedback, allowing advertisers to monitor the performance of their ads and make adjustments promptly. If a campaign isn't performing well, advertisers can quickly modify the ad copy, visuals, or targeting to improve results.

- *Retargeting*: Internet advertising enables retargeting or remarketing, a technique that displays ads to users who have previously visited a website but did not convert. This strategy helps reinforce brand awareness and encourages potential customers to return and complete a desired action [Google Ads Help 2021].

- *Ad Formats*: Online advertising offers various ad formats, including display ads, search ads, video ads, social media ads, native ads, and more. Advertisers can choose the format that aligns best with their goals and target audience.

- *Mobile Advertising*: With the increasing use of smartphones and mobile devices, mobile advertising has become a crucial aspect of digital marketing. Advertisers can target users specifically on mobile platforms and utilize features like location-based targeting for improved relevancy [Wong 2015, p. 720-734].

- *Ad Blockers and Privacy Concerns*: While the Internet provides a powerful advertising platform, it also comes with challenges. Ad blockers and privacy concerns are some of the issues that advertisers need to navigate carefully. Striking the right balance between personalized advertising and respecting user privacy is essential for maintaining trust with the audience.

The Internet has emerged as a transformative platform for online advertising, revolutionizing the way businesses connect with their target audience. With its global reach, targeted advertising capabilities, data-driven insights, and interactive features, the Internet offers unparalleled opportunities for marketers to engage with consumers effectively. However, advertisers must navigate challenges such as ad blockers and privacy concerns, emphasizing the importance of ethical practices and user trust in the digital landscape. Overall, the Internet continues to reshape the

advertising industry, driving innovation and enabling more personalized and impactful marketing strategies.

## **1.2. Online advertising and its characteristics**

Online advertising has become a cornerstone of modern marketing strategies, propelled by the increasing digitalization of our lives and the widespread adoption of the Internet. This dynamic and ever-evolving field of advertising leverages the vast reach and interactive capabilities of the Internet to connect businesses with their target audience in a personalized and data-driven manner [Smith 2021].

A wide range of online advertising options exists, but we will focus on the most prevalent ones.

**1. Display Advertising.** Display ads are graphical or visual advertisements that appear on websites, mobile apps, and social media platforms. They come in various formats, including banner ads, pop-ups, interstitials, and native ads, blending seamlessly with the surrounding content. Display ads typically use eye-catching visuals and compelling copy to attract users' attention (History Cooperative) [eMarketer 2023].

Display advertising continues to be a crucial component of modern digital marketing strategies for several reasons:

- *Brand Awareness and Visibility.* Display ads provide an effective way for businesses to build brand awareness and increase visibility among their target audience. By appearing on popular websites and social media platforms, display ads can reach a large number of users, even those who might not be actively searching for specific products or services.

- *Targeted and Personalized Messaging.* With advancements in data analytics and audience targeting, display advertising allows businesses to deliver highly targeted and personalized messages to specific user segments. Advertisers

can use data on demographics, behaviour, and interests to tailor ad content, ensuring that the right message reaches the right audience.

- *Diversification of Ad Formats.* Modern display advertising offers a wide range of ad formats and creative options, allowing advertisers to experiment with different visual elements, interactive features, and calls-to-action. This flexibility enables businesses to engage users in various ways and adapt their campaigns to suit different platforms and the audience.

- *Performance Tracking and Optimization.* Display advertising provides valuable performance metrics, including impressions, clicks, and conversions, allowing advertisers to measure the effectiveness of their campaigns in real-time. This data-driven approach enables continuous optimization to improve ad performance and achieve better ROI.

- *Retargeting and Remarketing.* Display advertising facilitates retargeting and remarketing strategies, where ads are shown to users who have previously interacted with a website or shown interest in specific products or services. This tactic helps re-engage potential customers and encourage them to complete a desired action, such as making a purchase or filling out a lead form.

- *Integration with Programmatic Advertising.* Programmatic advertising has revolutionized the display advertising landscape by automating the ad buying process and using real-time bidding to optimize ad placements. This technology-driven approach allows advertisers to reach the audience across various channels and devices efficiently [eMarketer 2023].

Thus display advertising has come a long way since its inception, becoming a fundamental pillar of modern digital marketing strategies. Its ability to deliver targeted, visually engaging, and data-driven campaigns has cemented its importance in today's digital landscape, helping businesses connect with their audience and drive results.

**2. Search Engine Advertising.** Search engine advertising, also known as pay-per-click (PPC) advertising, allows businesses to display text-based ads in

search engine results pages (SERPs) when users enter specific keywords. Advertisers bid on keywords, and their ads are displayed prominently above or below organic search results. They pay only when users click on their ads [Kundu 2021].

Search Engine Advertising remains a fundamental aspect of digital marketing and holds immense importance for businesses:

- *Targeted Reach.* Search engine advertising enables businesses to reach users who are actively searching for products or services related to their offerings. This highly targeted approach increases the likelihood of attracting relevant and qualified leads, making it an effective lead generation tool.

- *Keyword Relevance.* Advertisers can select specific keywords or search queries that trigger the display of their ads. This ensures that the ads are only shown to users whose search intent aligns with the advertiser's offerings, enhancing the ad's relevance and maximizing its impact.

- *Cost-Effective.* Search engine advertising operates on a pay-per-click model, meaning advertisers only pay when users click on their ads. This cost-effective approach allows businesses to set budgets based on their advertising goals and control their ad spend.

- *Performance Tracking.* Search engine advertising platforms provide detailed performance metrics, including click-through rates (CTR), conversion rates, and cost per conversion. This data allows advertisers to measure the effectiveness of their campaigns and make data-driven decisions for optimization.

- *Geotargeting and Device Targeting.* Search engine advertising allows businesses to target specific geographic locations and devices. Advertisers can tailor their campaigns to reach audience in specific cities, regions, or countries, as well as target users on mobile devices or desktops.

- *Ad Extensions.* Search engine advertising platforms offer various ad extensions, such as sitelinks, call extensions, and location extensions. Ad

extensions enhance the ad's visibility and provide additional information to users, increasing the likelihood of engagement and conversions.

- *Remarketing*. Search engine advertising platforms support remarketing campaigns, enabling businesses to show ads to users who have previously visited their websites. Remarketing helps re-engage potential customers and encourages them to complete desired actions, such as making a purchase or filling out a form.

Thus, search engine advertising has become an indispensable tool for businesses looking to connect with their target audience at the moment of intent. Its ability to deliver targeted ads based on relevant keywords and search queries, coupled with its cost-effectiveness and performance tracking capabilities, has solidified its place as a vital component of modern digital marketing strategies.

**3. Social Media Advertising (SMA).** Social media advertising leverages the vast user base and targeting capabilities of platforms like Facebook, Instagram, Twitter, and LinkedIn. Advertisers can reach specific demographics based on users' interests, behaviour, and location, delivering highly targeted and relevant ads to their intended audience [Johnson 2021].

Social media advertising has revolutionized the landscape of digital marketing, providing businesses with unprecedented opportunities to connect with their target audience on popular social networking platforms.

SMA is a form of online advertising that involves promoting products, services, or brands through paid ads on social media platforms. These platforms, such as Facebook, Instagram, Twitter, LinkedIn, and Snapchat, boast billions of active users, presenting businesses with a vast and diverse audience. Social media ads can take various forms, including sponsored posts, display ads, video ads, and carousel ads, among others. They are targeted based on user demographics, interests, behaviour, and interactions, making them highly relevant and personalized.

It has evolved significantly over the years, driven by technological advancements, changing user behaviour, and shifts in advertising strategies. In the early days of social media, banner ads and simple text-based ads were prevalent.

With the rise of visually engaging content and interactive features, video and multimedia ads gained popularity. Social media platforms continually enhanced their advertising capabilities, introducing features like carousel ads, lead generation ads, and shoppable posts to facilitate seamless user experiences.

Social media advertising's greatest strength lies in its ability to deliver highly targeted content to specific user segments. Platforms offer robust targeting options that enable businesses to reach the audience based on demographics, interests, behaviour, and geographic location. This precision targeting increases the likelihood of engaging users who have genuine interest in the advertised products or services. It is a powerful tool for building brand awareness and recognition. Frequent exposure to compelling ad content helps establish a strong brand presence, making it more likely for users to recognize and recall the brand when making purchasing decisions.

The rise of influencer marketing has further amplified the impact of social media advertising. Collaborating with social media influencers allows brands to tap into their loyal and engaged followers, leveraging influencers' credibility and reach to enhance brand visibility and credibility.

Social media ads enable real-time engagement with users. This fosters two-way communication, allowing businesses to respond to user inquiries, address concerns, and build meaningful relationships with their audience.

Numerous scholars have conducted research on social media advertising, shedding light on its effectiveness and implications. Smith et al. [Smith 2021] found that personalized and targeted social media advertising significantly influences purchase intentions among consumers. However, scholars like Jones and Brown [Brown 2020] have raised concerns about privacy issues and the ethical use of user data in social media advertising.

Thus, SMA has emerged as a dominant force in modern digital marketing, offering businesses unparalleled reach, engagement, and targeting capabilities. Its evolution from simple banner ads to sophisticated multimedia campaigns reflects its adaptability and continued relevance. Despite its effectiveness, scholars have

highlighted ethical considerations and privacy concerns associated with social media advertising, necessitating a balanced and responsible approach by advertisers.

### **1.3. Types of advertising**

Advertising, a cornerstone of marketing communication, plays a vital role in promoting products, services, and brands to target audience. With the proliferation of digital media and the advent of new advertising channels, the landscape of advertising has evolved significantly. Our research provides a comprehensive overview of advertising and its various types.

Advertising practices have evolved, encompassing various media and approaches to reach consumers effectively. In this Master paper, we will explore three major types of advertising: Traditional Advertising, Digital Advertising, and Out-of-Home Advertising, analyzing their shared characteristics and key differences.

**Traditional advertising** refers to conventional promotional methods that have been employed for decades. These encompass television commercials, radio ads, print media (newspapers and magazines), billboards, direct mail, and brochures. One of the key strengths of traditional advertising is its ability to reach a broad audience and create a lasting impact through memorable visuals, jingles, or slogans. However, it can be challenging to measure the exact impact and ROI of traditional ads, making it difficult to assess their effectiveness accurately [Smith 2018, p.225-238].

Traditional Advertising can be divided into two main groups – print advertising and broadcast advertising.

*1. Print Advertising.* Print advertising encompasses ads placed in newspapers, magazines, brochures, and other physical printed materials. Research by Smith and Johnson [Smith 2019] suggests that print advertising is effective in targeting specific local markets and demographic groups.

2. *Broadcast Advertising*. Broadcast advertising includes television and radio commercials. Studies by Brown and Anderson [Brown 2018] have shown that well-crafted broadcast ads have the potential to reach a massive audience and create strong emotional connections with viewers and listeners.

With the rise of the internet and digital technologies, **digital advertising** has emerged as a dominant force in the advertising landscape. This type of advertising includes online display ads, social media marketing, search engine marketing (SEM), email marketing, and video ads. Digital advertising offers precise targeting capabilities, allowing advertisers to reach specific audience based on demographics, interests, and online behaviour. Additionally, it provides comprehensive analytics that enable advertisers to track ad performance and adjust strategies in real-time for better results [Lee 2019, p. 60-75].

Digital Advertising can be divided into four main groups – online display advertising, search engine advertising, video advertising and social media advertising.

1. *Online Display Advertising*. Online display ads, such as banner ads and native ads, are prominent in web pages, social media platforms, and mobile apps. Research by Lee et al. [Lee et al. 2020] highlights the importance of personalized and visually appealing online display ads in driving engagement and conversions.

2. *Search Engine Advertising (SEA)*. SEA, or pay-per-click advertising, involves placing text ads on search engine results pages. Johnson and Smith [Johnson 2019] emphasize the role of SEA in targeting users actively searching for specific products or services, making it a highly effective form of advertising.

3. *Video Advertising*. Video ads are short video clips displayed on various digital platforms. According to White and Clark [White 2021], video advertising has a profound impact on brand recall and purchase intent due to its engaging nature.

4. *Social Media Advertising*. Social media ads appear on platforms like Facebook, Instagram, Twitter, and LinkedIn. Jones and Miller [Jones 2020] argue that social media advertising's targeting capabilities and real-time engagement

foster deeper connections with the audience. Due to social media there is one specific type of *social* media advertising – influencer marketing. Influencer marketing leverages the popularity and credibility of social media influencers to promote products and services. Smith et al. [Smith 2020] highlight the effectiveness of influencer marketing in reaching niche audience and driving authentic engagement.

**Out-of-Home (OOH)** advertising encompasses promotional efforts that target consumers outside their homes, such as billboards, transit ads, posters, and digital signage in public spaces. OOH advertising is effective in reaching a wide and diverse audience, offering high visibility and brand exposure. Its non-intrusive nature ensures that consumers encounter ads during their daily activities, leading to increased brand recall. However, unlike digital advertising, OOH ads lack the same level of targeting and measurement capabilities, making it challenging to quantify the exact impact of the ad on specific the audience [Robinson 2017, p.362-376].

Out-of-Home Advertising can be divided into two main groups – billboards and posters and transit advertising.

1. *Billboards and Posters.* Billboards and posters are placed in high-traffic areas to capture the attention of passers-by. Research by Garcia and Martinez [Garcia 2018] indicates that out-of-home advertising is effective in building brand awareness and reaching broad audience.

2. *Transit Advertising.* Transit ads are displayed on buses, trains, and other public transport. Studies by Turner and Harris [Turner 2021] reveal that transit advertising reaches captive audience during their daily commute, enhancing ad visibility.

Advertising is a dynamic and ever-evolving field, constantly adapting to technological advancements and changing consumer behaviour. Traditional advertising, digital advertising, and out-of-home advertising each offer unique advantages and limitations. Traditional advertising excels in broad reach and memorability, while digital advertising provides precise targeting and real-time analytics. Meanwhile, out-of-home advertising focuses on high visibility and brand

exposure but lacks the same level of targeting and measurement. By understanding the commonalities and differences between these advertising types, marketers can develop comprehensive and effective strategies to engage their target audience successfully.

#### **1.4. Traditional advertising texts versus online advertising texts**

Advertising texts play a pivotal role in the world of marketing and communication, acting as a bridge between brands and consumers. Crafting an effective text of an advertisement requires a delicate balance of creativity, language, and persuasion to captivate the audience and influence their purchasing decisions. Numerous scholars have dedicated their research efforts to understand the intricacies of advertising texts, seeking to uncover the underlying mechanisms and psychological effects they have on consumers.

A group of scholars, led by Smith [Smith 2015, p. 115-132], delved into the linguistic aspects of advertising texts, examining how language choices and rhetorical devices impact consumer perceptions. Their findings suggest that language, when skilfully deployed, can evoke emotions, create memorable taglines, and establish brand identity, ultimately influencing consumer attitudes and behaviour.

Another line of research, conducted by Johnson and Lee [Johnson 2018, p. 257-275], explored the persuasive techniques employed in advertising texts. They identified the use of persuasive strategies such as social proof, scarcity, and emotional appeals to heighten the persuasiveness of advertising texts. These strategies were found to tap into consumers' cognitive biases, encouraging them to make impulsive purchasing decisions.

Moreover, cultural studies scholars like Garcia and Nguyen [Garcia 2016, p. 341-358] investigated the role of culture and ideology in advertising texts. They revealed that advertising texts are often influenced by prevailing cultural norms and values, shaping how products and brands are positioned to appeal to specific

target audience. The interplay of culture and advertising texts influences consumers' perceptions of product relevance and alignment with their personal identity.

Additionally, scholars such as Martinez and Kim [Martinez 201, p. 87-102] explored the impact of technological advancements on advertising texts. With the rise of digital platforms, advertising texts have expanded beyond traditional media, incorporating elements of interactivity and personalization. Their research highlighted the importance of tailored and relevant advertising texts in the digital age, enhancing consumer engagement and overall campaign effectiveness.

The study of advertising texts spans linguistics, psychology, culture, and technology, revealing insights into linguistic structure, persuasive tactics, and cultural and technological impacts. Understanding these complexities aids marketers in crafting impactful campaigns. For instance, the 2020 study "Emotional Language in Advertising" explores how emotional words affect consumer responses, using linguistic analysis and surveys to reveal their influence on attitudes and purchase intentions. The research underscores the importance of tailoring ad language to evoke desired emotions for heightened engagement and persuasion [Johnson 2020, p. 452-468].

Emotional language serves as a powerful tool in advertising, with tactics like fear appeal, joyful appeal, and nostalgic appeal strategically employed to elicit specific consumer responses. Fear appeal utilizes emotionally charged words to evoke feelings of vulnerability and urgency, prompting consumers to prioritize the advertised security system. Conversely, joyful appeal fosters positive associations by tapping into emotions of happiness and delight, suggesting that the product can enhance consumers' lives with moments of joy. Nostalgic appeal capitalizes on sentimentality and longing for the past, resonating with consumers who value classic designs and cherished memories. These examples highlight the strategic role of emotional language in shaping consumer attitudes and perceptions, enabling advertisers to forge stronger connections with their target audience and enhance the effectiveness of their campaigns [Yaseen 2022, p. 272-279].

Advertising texts are the backbone of marketing campaigns, designed to capture the attention of the target audience, convey persuasive messages, and prompt desired actions. With the rapid growth of online advertising, the landscape of advertising has evolved significantly. Our research examines the characteristic features of traditional advertising texts and how they differ from online advertising texts. Drawing on existing research and insights from scholars, we delve into the key elements that make each type of advertising text effective in their respective mediums.

There are some differences between traditional advertising texts and online advertising texts. We will consider both of them separately.

### **Characteristic Features of Traditional Advertising Texts:**

- *Conciseness.* Traditional advertising texts, such as print ads and broadcast commercials, prioritize conciseness. With limited space and time, these ads must deliver compelling messages succinctly to captivate the audience [Johnson 2019]. For example, a print ad for a luxury watch might feature the headline "Timeless Elegance," accompanied by a visually striking image of the watch and the brand logo.

- *Catchy Headlines and Taglines.* Catchy headlines and taglines are common features of traditional Advertising texts. These attention-grabbing phrases are crafted to pique interest and leave a lasting impression on consumers [Brown 2018]. For instance, a radio commercial for a new coffee shop could use the tagline "Awaken Your Senses with Every Sip."

- *Emotional Appeal.* Traditional ads often incorporate emotional appeal to establish connections with the audience. Emotional storytelling and persuasive language influence consumers' buying decisions [Garcia 2018]. A TV commercial for a pet adoption centre might use heart-warming visuals and narratives of rescued animals finding loving homes to evoke empathy and compassion.

- *Call-to-Action.* Effective traditional Advertising texts include a clear call-to-action, guiding consumers to take the desired action [Lee 2020]. For

example, a brochure for a travel agency may prompt readers to "Book Your Dream Vacation Today" with contact details and a website link.

### **Characteristic Features of Online Advertising Texts:**

- *Search Engine Optimization (SEO).* Online advertising texts, particularly those used in search engine advertising, focus on search engine optimization. Keywords and phrases are strategically included to improve visibility in search engine results [Jones 2020]. For instance, a PPC ad for a fitness app might target keywords like "best workout app" and "fitness routines."

- *Interactivity.* Online ads have the advantage of interactivity. Advertisers can include clickable elements, interactive forms, and links to engage users directly, promoting greater interaction and response [Smith 2020]. An online banner ad for a clothing retailer might include a "Shop Now" button that leads users to the website's product page!

- *Personalization.* Online advertising texts can be highly personalized, tailoring messages based on user data and behaviour. Personalized ads improve relevance and increase the likelihood of conversions [Turner 2021]. For example, an email newsletter from an online bookstore might recommend books based on the reader's previous purchases.

- *Visual Elements.* Online ads often integrate visual elements, such as images and videos, to enhance engagement. Well-crafted visual content can communicate complex messages effectively. A social media ad for a cosmetics brand could feature a short video showcasing different makeup looks [White 2021].

For both types of ads there is one common feature that is a balance of characteristics. Effective advertising texts, regardless of the medium, strike a balance between the characteristics mentioned above. Traditional ads may be more concise, while online ads capitalize on interactivity and personalization. Combining emotional appeal with visually engaging content can elevate both types of advertising texts.

## **Conclusion to Part I**

The Internet specific features have transformed the world into a global village, empowering individuals, businesses, and societies with unprecedented connectivity, access to information, and opportunities for growth and innovation. As we continue to navigate this dynamic digital landscape, understanding the intricacies of the Internet's features becomes crucial to harnessing its potential and addressing its challenges effectively.

The role of Internet in the advertising industry cannot be overstated. Its far-reaching influence has transformed advertising from a one-way communication channel to an interactive, data-driven, and hyper-targeted realm. As businesses continue to harness the power of the Internet, the evolution of advertising in the digital age will undoubtedly continue, paving the way for innovative strategies that elevate brands and create lasting connections with consumers in an ever-evolving digital landscape.

Advertising is a diverse and dynamic field, encompassing its various types to suit different objectives and target audience. From traditional print and broadcast ads to digital and influencer marketing, each type offers unique advantages in reaching and engaging consumers. Previous research by scholars has shed light on the effectiveness, impact, and challenges of different advertising approaches, informing advertisers in crafting successful campaigns. As the advertising landscape continues to evolve, staying informed about emerging trends and consumer preferences is crucial for advertisers to thrive in the ever-changing marketing landscape.

Advertising texts are crucial for successful marketing, evolving with the changing landscape. Traditional ads focus on conciseness, emotion, and catchy headlines, while online ads emphasize SEO, interactivity, personalization, and visuals. Understanding these features is essential for crafting effective advertising that resonates with the target audience in the digital era.

## II. ENGLISH ONLINE ADVERTISING AS MULTIMEDIA TYPE OF TEXTS

### 2.1. The structure of online advertising text

Contemporary linguists pay great attention to the study of advertising texts, since the study of such messages allows us to identify certain linguistic features that contribute to the most optimal and effective achievement of the goals pursued by the advertiser. However, such a complex and multifaceted phenomenon as advertising is also the object of study not only in linguistics, but also in a number of other disciplines (economics, marketing, journalism, etc.). Each science, accordingly, uses its conceptual apparatus, offering different definitions of this term and focusing attention on the aspects which are most important to understand advertising within this particular science [Utari 2014-2022].

In the process of advertising development, clear differences between advertising activities and advertising texts were revealed. Advertising text expresses almost the largest basic component, an integral part of most advertising messages [Tseng 2016, p. 236-64].

Traditionally, the composition of an advertisement consists of the following blocks:

- title – short advertising motto (slogan), title, aphorism;
- opening – the text that precedes the main idea of the advertising message;
- information block – the main text, which provides the main arguments in favour of the product;
- the final part;
- additional information (reference data) – address, contact phone number, etc. [Ulitina 2014].

As the world transitions into the digital age, so does the landscape of advertising. Traditional advertising methods have evolved to adapt to the online

sphere, where businesses now have the opportunity to reach a wider audience through targeted online ads. While the fundamental structure of advertising remains consistent across platforms, online ads possess unique features and strategies that set them apart.

On the other hand, online ads exhibit greater diversity and flexibility in structure:

**1. Length** – online ads can vary significantly in length, ranging from just a single word or phrase (as seen in display ads or social media posts) to longer, more elaborate texts such as blog posts, sponsored articles, or video scripts, see Fig. 2.1:



Fig. 2.1. Example of short text online ad “Qatar” (YouTube)

This online ad of “QATAR” contains only one phrase: “*Qatar – experience a world beyond.*” [YouTube], which has nothing to do with traditional ads’ structure. And such type of structure is often used in pop-up ads, as in ads “Josera”: “*Josera – petfood with passion*” [URL], see Fig.2.2:



Fig. 2.2. Example of short text online ad “Josera” (YouTube)

However, another online ad can contain a very long text. For example, with the company “NEOM” view on YouTube:

*“What is Neon? Or here, to be more precise, in the North West of Saudi Arabia. But NEOM is more than a place. It’s a home for people who dream big. Bigger than that. That’s more like it. It’ll be a hub for innovation, and entirely new model for sustainable living, the vision for a new future. In fact, that’s how it got its name. But what will be there? There’s Oxagon. A thriving city at the crossroads of the world... where advanced manufactory will enable industries of the future. Trojena, a year-round mountain destination. Just remember to pack your skis when you visit. Or if skiing is not your thing, there’s always Sindalah, one of NEOM’s many beautiful islands. Perfect for some R&R. And THE LINE, 500m-high, 200m-wide, 170km-long city in the shape of ... well, a line. No roads, cars or emissions...and everything is nine million residents could ever need within a five-minute walk. Best of all, the entire region will offer unparalleled access to nature. And will be powered by clean energy. All within easy reach of the rest of the world. I know what’s you’re thinking, why does the world need NEOM? That’s a good question. The world need NEOM because the world needs change. That’s what we mean when we say “Made to Change”.*

*NEOM represents a global opportunity for: ONE – changing how the world does business by making the region a special economic zone – easing the way for entrepreneurs to blaze their trail. TWO – changing the way we live our lives. With preventative healthcare and the highest standards of liveability. Sounds nice, right? And THREE – changing how we look after nature and our planet. Because without this, what use are 1 and 2?*

*But how will NEOM achieve these aims, you may ask? Within NEOM are fourteen sectors. Spearheaded by the world's best talent, each sector has been designed to advance technology and push the very limits of human knowledge. Imagine NEOM as a prototype for a better future: a future for all, one being built to last. Sounds good? – Great! So, when the world asks: what is the NEOM? You'll know to answer that NEOM's a place that'll change the way we live on this planet. Simple, really. NEOM – made to change” [YouTube].*

The length and format of online advertisements can vary greatly, and this is often strategic, based on the platform they're on, the product or service being advertised, and the target audience. Therefore, we will list the benefits of and differences between short and long ads.

#### ***Short Ads (Pop-ups):***

- Attention span – Internet users often have short attention spans, so a concise message can be more effective.
- Limited space – pop-up ads usually have limited space, so advertisers need to convey their message as succinctly as possible.
- Immediate impact – short ads aim to create an immediate impact or call to action. They might use a powerful image or a few compelling words to attract users' attention.

#### ***Long Ads (YouTube):***

- Storytelling – longer ads allow for storytelling, which can create a deeper connection with the audience. This is often used for products or services that require a higher level of understanding or commitment.

- Detailed information – some products or services need more time to explain their features, benefits, or usage. Longer ads provide the space for this.
- Platform suitability – platforms like YouTube allow for longer content, so users are often more accepting of longer ads here.

The effectiveness of an ad doesn't just depend on its length, but also on its relevance to the audience, the quality of its content, and how well it communicates its message.

**2. Format** – unlike traditional ads, which are typically confined to static formats such as print or broadcast media, online ads can take various formats including banners, pop-ups, native ads, sponsored content, video ads, social media posts, and more. Each format offers different opportunities for storytelling, engagement, and interactivity. Compare ads for the company “NEOM”, see Fig.2.3:

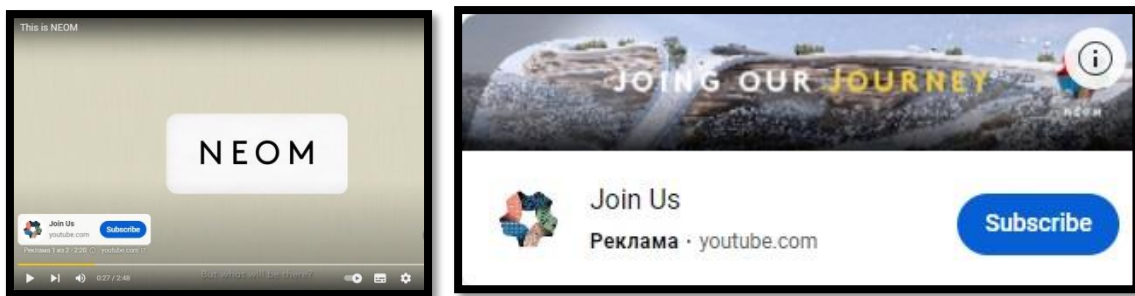


Fig. 2.3. Example of different format of online ad (YouTube)

It was projected as a full-screen ad on YouTube during the ads pause (the first picture) and also in the form of pop-up below (the second picture)

**3. Interactivity** – online ads often incorporate interactive elements such as clickable links, buttons, quizzes, surveys, or forms, enabling direct engagement with the audience and facilitating immediate action. Mostly all of them contain a “click button” or at least the link itself is clickable.

Online advertisements often incorporate interactive elements to engage users and encourage them to take specific actions. Here are some common types of interactivity in online ads:

*Click buttons* – these are the most common interactive elements. They might say “Learn More”, “Pay Now”, or “Sign Up”, and they usually take the user to the advertiser’s website when clicked, see Fig.2.4:



Fig. 2.4. Example of “*Click buttons*” in online ad (Facebook)

*Visit us buttons* – these buttons are often used by businesses with physical locations. They might say “Find Us” or “Visit Us”, and they usually link to a map or directions, see Fig.2.5:

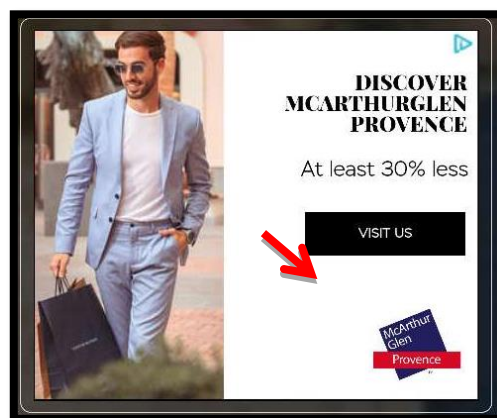


Fig. 2.5. Example of “*Visit us buttons*” in online ad (Viber)

*More details buttons* – these buttons are used when the ad has more information than can be comfortably fit into the ad space. They might say “More

Details” or “Learn More”, and they usually expand the ad or take the user to a more detailed description, see Fig.2.6:



Fig. 2.6. Example of “*More details buttons*” in online ad (Twitter)

*Interactive forms* – some ads have interactive forms embedded in them. These might be used for newsletter sign-ups, quote requests, or surveys, see Fig.2.7:

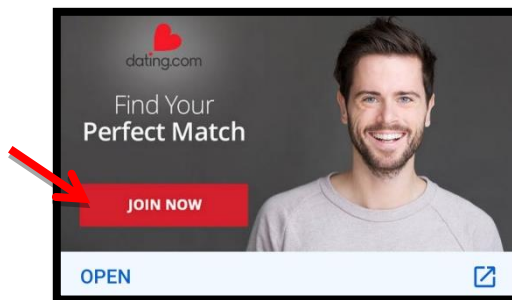


Fig. 2.7. Example of “*Interactive forms*” in online ad (Instagram)

*Video play buttons* – many ads incorporate video content. The play button starts the video, which can be a powerful way to engage users, see Fig.2.8:



Fig. 2.8. Example of “*Video play buttons*” in online ad (GooglePlay)

*Social media buttons* – these buttons link to the advertiser’s social media profiles, allowing users to easily follow or interact with them on platforms like Facebook, Twitter, or Instagram, see Fig.2.9:

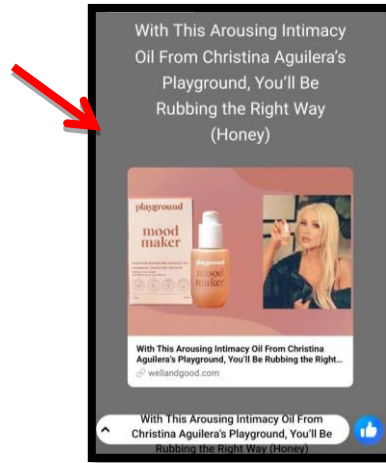


Fig. 2.9. Example of “*Social media buttons*” in online ad (Facebook)

*Carousel Ads* – these ads have multiple images or videos that the user can scroll through. Each image or video might have its own interactive elements, see Fig.2.10:

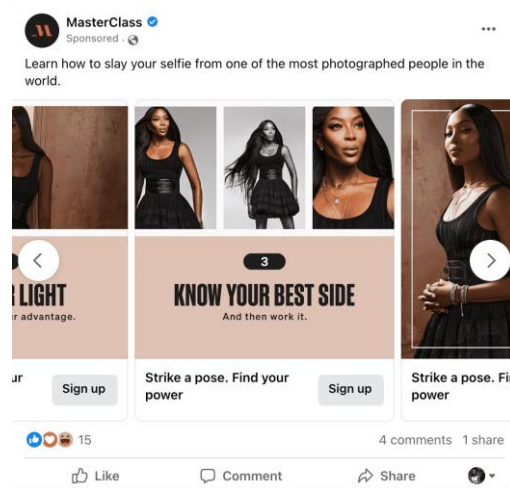


Fig. 2.10. Example of “*Carousel Ads*” in online ad (Facebook)

The goal of these interactive elements is to engage the user and encourage them to take a specific action, such as visiting a website, making a purchase, or

learning more about a product or service. The more engaging and intuitive these elements are, the more effective the ad is likely to be.

**4. Dynamic content** – online ads can dynamically personalize content based on user data, preferences, or behaviour, delivering tailored messages to individual users or audience segments. This dynamic content optimization enhances relevance and effectiveness. For example, during research for a plane ticket you will definitely get some travel ads, see Fig. 2.11:

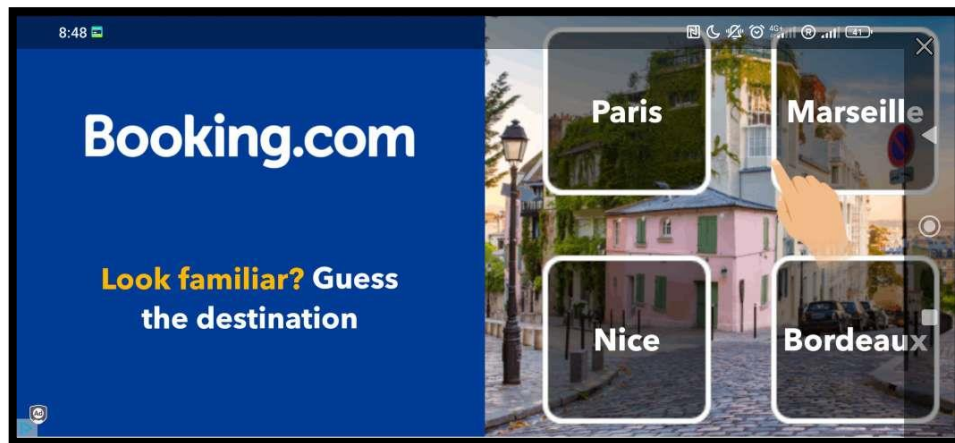


Fig. 2.11. Example of dynamic content in online ad (GoogleChrome)

Multimedia integration – online ads frequently integrate multimedia elements such as images, videos, animations, or audio to enhance visual appeal and captivate audience attention. These multimedia elements provide opportunities for immersive storytelling and brand building, see Fig.2.12:

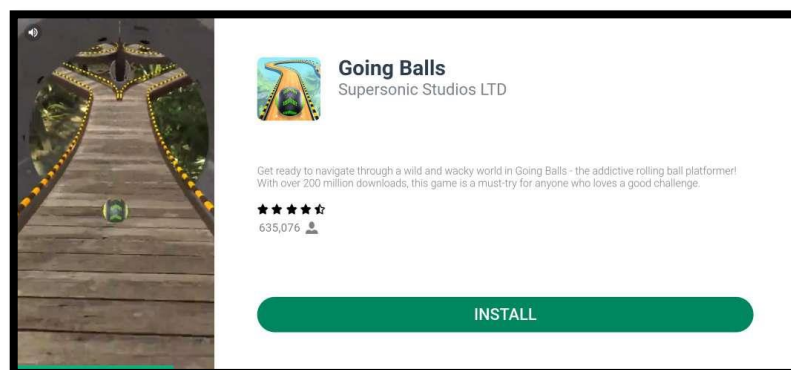


Fig. 2.12. Example of spamming game online ads (GooglePlay)

Overall, while traditional ads adhere to a structured format with defined components, online ads offer greater flexibility and versatility in terms of length, format, interactivity, dynamic content, and multimedia integration, reflecting the evolving nature of advertising in the digital age.

At the current stage of the development of advertising, regardless of the nature of the source, the advertising text is a structural-semantic formation filled with various stylistic techniques: wordplay, paradoxes, irony, allusions, historical, literary reminiscences – in a word, it becomes a specific genre that allows combine many rhetorical and stylistic techniques. The widespread use of non-linguistic means in the process of information transmission, peculiar ways of presenting linguistic means – all this leads to the fragmentation of advertising language, to the economy of the material form of the word as a result of the tendency towards grammatical laconicism, which is especially clearly marked in the language of advertising. All this brings the written language of advertising texts closer to the spoken language of everyday communication [Nagle 2014].

Advertising text, like any multi-valued system, has three components:

- 1) syntax;
- 2) semantics;
- 3) pragmatics [Paramitha 2021, p. 14-21].

From the point of view of syntax, the advertising text has a formulaic character, that is, a clear sequence of elements can be traced in it. The advertising formula [Mi 2016] contains four elements that follow each other in a strict sequence: Attention, Interest, Desire, Action so called “AIDA”.

## **2.2. Syntactic peculiarities of online advertising texts**

The study of the syntactic peculiarities of online advertising texts offers insights into diverse linguistic structures that shape audience interaction and response. By examining various syntactic features such as sentence length, word order, and rhetorical devices, we can uncover how different linguistic strategies

influence the effectiveness of online marketing messages. Understanding these nuances enables marketers to craft more compelling and persuasive content tailored to the digital landscape.

Unlike other types of texts (scientific, fiction), the sequence of these actions in online advertising texts has a strictly defined character. Let us examine an advertisement through the lens of the AIDA model (Attention, Interest, Desire, Action) framework [Agboola 2015, pp. 7-16]. Here's a text from Apple's "Spring Loaded" event in April 2021, introducing their new iPad Pro:

Ad Text: "*Introducing the all-new iPad Pro. With the breakthrough M1 chip for next-level performance. 5G capability to stay connected wherever you are. And a Liquid Retina XDR display that takes visual quality to a whole new level. It's not just a tablet; it's a super tablet. Order now. [YouTube]*"

Analysis:

- **ATTENTION** – the ad begins by grabbing the audience's attention with phrases like *Introducing the all-new iPad Pro* and *breakthrough M1 chip*. The mention of a new product and powerful technology immediately piques interest, as it's something fresh and innovative.

- **INTEREST** – the ad proceeds to generate interest by highlighting key features of the iPad Pro, such as the M1 chip, 5G capability, and the Liquid Retina XDR display. These features are designed to resonate with tech-savvy consumers and create a sense of curiosity. The ad suggests that this iPad Pro is not like previous models; it offers something superior.

- **DESIRE** – the text aims to create the desire by emphasizing the benefits of owning this iPad Pro. Phrases like *next-level performance* and *visual quality to a whole new level* evoke a sense of improvement and luxury. By describing it as a *super tablet*, the ad implies that owning this product will enhance the user's experience and capabilities.

- **ACTION** – the ad concludes with a call to action: *Order now*. After building attention, interest, and desire, it encourages potential customers to take

action immediately. This prompts viewers to consider purchasing the product, visit the Apple website, or explore more about the iPad Pro, ultimately driving conversions and sales.

In this ad, Apple effectively follows the AIDA formula, starting with attention-grabbing features, generating interest through innovative technology, creating desire by highlighting the product's benefits, and prompting action by encouraging viewers to make a purchase. This structured approach is a classic method used in advertising to engage and persuade the audience effectively. Thus, modern linguists pay special attention to the advertising text, which is reflected in the growing number of studies devoted to this phenomenon.

Since the communicative function of advertising is predominant within the advertising text, this provision requires a more detailed consideration. Each type of advertising has its own specifics, but all of them belong to informative and persuasive texts. Language tools used in advertising texts cannot be attributed to a specific functional style and it would be correct to consider it as one of the varieties of mass communication. The advertising formula covers four elements, the sequence of which has a strictly defined character [Sun 2022, p. 67-70].

The language has a huge influence that cannot be avoided. When a person receives information, they try to extract its meaning and therefore an unconscious search for the corresponding meaning begins immediately. The vaguer the phrase is, the more permissible meanings it may contain.

To achieve the main pragmatic goal – to encourage the buyer to purchase the advertised product or use the services – various linguistic means are used: lexical, syntactic, grammatical, graphic, phonetic [Nevinskaitė 2015, p.3].

A clear syntactic structure of the advertising text, which allows for quick perception of information, is of great importance. Expressive syntax plays an important role here, as it can be used to emotionally strengthen the original text, as well as clearly structure the advertising text, which will favourably affect its perception. Expressive syntax usually includes stylistic figures [Van 2014].

Expressive syntax refers to specific sentence structures or grammatical constructions that are used to convey strong emotions, emphasis, or heightened expressive qualities in language. Here are the most widespread expressive syntax structures in online ads:

**1. Exclamatory sentences.** These sentences are characterized by the use of an exclamation point and are used to express strong emotions, surprise, excitement, or urgency. The use of exclamatory sentences serves multiple purposes, including creating excitement, emphasizing brand messages, and encouraging engagement. By employing this form of expressive syntax, advertisers can capture the attention of their audience and convey a sense of enthusiasm and urgency effectively [Ginting 2020, p.187-95], see Fig. 2.13:

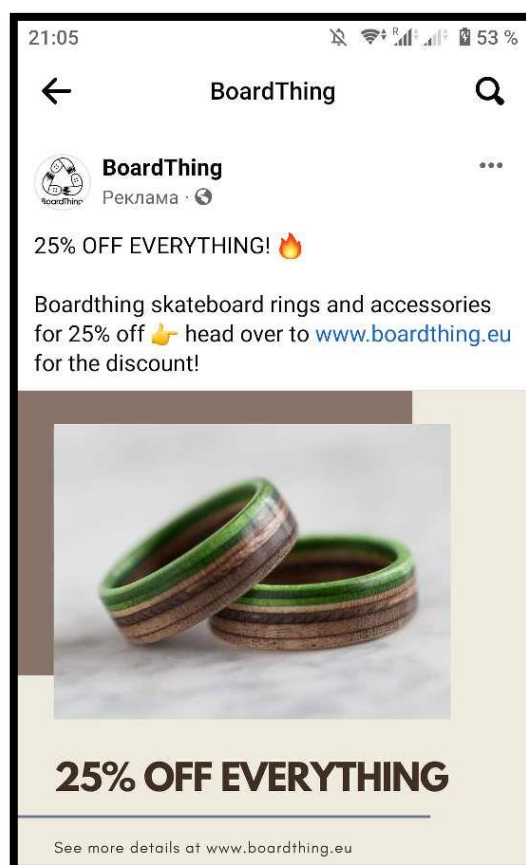


Fig. 2.13. Exclamatory sentences in online ad of *BoardThing* (Instagram)

*“25% off everything! Boardthing skateboard rings and accessories for 25% off head over to [www.boardthing.eu](http://www.boardthing.eu) for the discount!”* [Instagram].

Exclamatory sentences in this online ad serve multiple purposes: they express emphasis and excitement by highlighting the magnitude of the discount, encouraging action through a compelling call-to-action to visit the website, and effectively highlight key information such as the inclusivity of the discount. Additionally, they contribute to a persuasive tone, instilling a sense of urgency and motivation in the reader to take advantage of the offer, ultimately enhancing the ad's overall appeal and effectiveness.

In order to make online advertising successful, some advertisers emphasize a short phrase that compels a specific action, as in the case of online advertising Lucidspark, see Fig. 2.14:



Fig. 2.14. Exclamatory sentences in online ad of *Lucidspark*(YouTube)

*"Lucidspark – Try it free today!"* [YouTube].

The inclusion of the phrase "Try it free today!" serves as a clear call-to-action, prompting the audience to take immediate steps to engage with the product. By specifying that the offer is available today, the advertisement creates a sense of urgency, encouraging prompt action from interested individuals. The brevity of the phrase ensures that the message is delivered succinctly and effectively. By using concise language, the advertisement captures the audience's attention and conveys the key message without unnecessary elaboration.

But in most cases the use of exclamatory sentences in online advertising is partially manifested, not the entire text is exclamatory, but only one or several sentences, as in the following case:

“*Cali Dream stands out with chunky platform sole and soft pastels. Now available!*” [Facebook], see Fig.2.158 :



Fig. 2.15. Exclamatory sentences in online ad of *Dressinn* (Facebook)

The sentence *Now available!* serves as a powerful call-to-action that capitalizes on the anticipation built throughout the ad. Placing the explanatory sentence at the end of the ad ensures that it remains fresh in the minds of the audience. By providing a concise summary of the key features right before the call-to-action (CTA), it maximizes the chances of the audience remembering what makes the product special when they consider making a purchase decision.

**2. Interrogative sentences.** Interrogative sentences are sentences that ask questions. They are a type of sentence structure used to seek information, clarification, or engagement from the reader or viewer [Mi 2016]:

*“What is idea? Remained ideas? Building would be blueprints. Products would be wireframes. Cures would be experiments. Project Management Institute makes sure that you have what it takes to make your work and our world stronger. Because the future isn’t something you sit around waiting for. The future is the reality you decide to create. Make Reality. pmi.org”* [YouTube].

The interrogative sentence in the ad falls under the category of "Engagement." It serves to engage the audience by asking the question *What is idea*, prompting them to pause and think about their response. This engagement can make the ad more memorable and increase the likelihood of viewer interaction with the content or product.

Sometimes online ads combine several types of sentences, as in online advertising *MISS DIOR*, where both exclamatory and interrogative sentences are present:

- *“I love you!*
- *Prove it!*
- *And you? What would you do for love?*

*MISS DIOR – The new Eau de Perfume”*[YouTube].

The online ad employs both exclamatory and interrogative sentences in order to engage the audience and evoke specific responses:

Exclamatory sentences "*I love you! Prove it!*" placed at the beginning of the ad, serves as a bold directive that immediately captures attention. The use of an exclamatory sentence here adds emphasis and intensity to the ad's message, urging the audience to prove their love or commitment in some way, perhaps by considering the product being advertised.

Interrogative sentences "*And you? What would you do for love?*" following the exclamatory sentence, directly addresses the reader, inviting them to introspect and engage with the ad on a personal level. The interrogative sentence plays a crucial role in eliciting a response from the reader, prompting them to consider the

relevance of the ad to their own lives and potentially sparking interest in the product being promoted.

The strategic placement of these sentences enhances their impact within the ad's structure. By beginning with an exclamatory sentence, the ad immediately grabs attention and sets a bold tone, drawing the reader into the narrative. This is followed by the interrogative sentence, which serves to further engage the audience by prompting self-reflection and encouraging active participation. Overall, the combination of these sentence types and their placement within the ad contributes to its effectiveness in capturing attention, fostering engagement, and ultimately driving interest in the advertised product, MISS DIOR – The new Eau de Perfume.

The location of the interrogative sentence can vary from a postposition, as in the previous example, to a preposition, as in the following example of advertising, see Fig. 2.16:



Fig. 2.16. Exclamatory sentences in online ad of *Disney Cruise Line Jobs* (Facebook)

*“Are you looking to bring luxury dining experiences to life while providing the best in guest service? Join the Disney Cruise Line fine dining!”* [Instagram].

In this online ad for Disney Cruise Line fine dining, the use of an interrogative sentence followed by an imperative sentence plays a key role in engaging the audience and prompting action:

Interrogative Sentence *"Are you looking to bring luxury dining experiences to life while providing the best in guest service?"* positioned at the beginning of the ad, the interrogative sentence directly addresses the reader, inviting them to consider their aspirations and desires. The interrogative sentence serves to engage the audience by inviting them to actively participate in the ad's narrative and consider the relevance of the opportunity being presented.

Imperative sentence *"Join the Disney Cruise Line fine dining!"* following the interrogative sentence issues a direct command or call-to-action to the reader. The imperative sentence conveys a sense of urgency and decisiveness, compelling the reader to take the next step toward pursuing the advertised opportunity.

The strategic placement of these sentences within the ad structure enhances their effectiveness in capturing attention and driving engagement. The interrogative sentence initiates the ad by prompting the reader to consider their interest in the offered experience, while the imperative sentence follows closely, providing a clear directive for action. This sequence guides the reader through a logical progression, from contemplation to action, ultimately increasing the likelihood of a positive response to the ad's message. Overall, the combination of interrogative and imperative sentences and their placement within the ad contributes to its effectiveness in engaging the audience and motivating them to act on the opportunity presented by Disney Cruise Line fine dining.

Interrogative sentences in online advertising serve to engage the audience, highlight problems and solutions, issue calls to action, and establish a connection between the product or service and the viewer's needs or desires. They are a valuable tool for creating a dynamic and interactive advertising message.

**3. Repetition.** Repetition in advertising is a rhetorical device where a word, phrase, slogan, or visual element is intentionally repeated within an ad or across multiple ads. It is a common advertising technique used to reinforce brand identity, emphasize key messages, enhance memorability, and influence consumer behavior. Repetition serves several important functions in ads [Zhou 2019, p. 465]. One of the best examples of repetition is online ads of Versace, where the name of brand is repeated three times: “*Versace, Versace, Versace*” [Facebook], see Fig. 2.17:

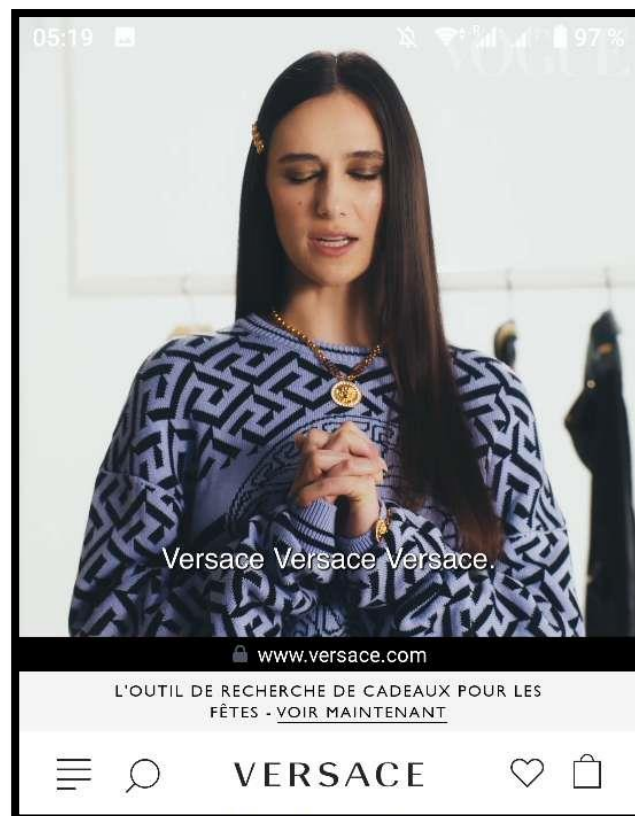


Fig. 2.17. Repetition in online ad of *Versace* (Facebook)

Repetition in advertising is a strategic tool that helps advertisers achieve their communication goals by reinforcing brand identity, messages, and calls to action. When used effectively, repetition can influence consumer perceptions, attitudes, and behaviors.

**4. Parallelism.** Parallelism, in the context of language and rhetoric, refers to the use of similar grammatical structures or patterns in a series of words, phrases, or clauses. These elements are usually arranged in a way that makes the text or

speech sound balanced, rhythmic, and harmonious. In advertising, parallelism serves several important functions [Wicker 2017, p. 70-79].

Parallelism in advertising helps convey messages clearly, emphasize key points, make the content more memorable, engage the audience, and maintain consistency. It is a versatile linguistic tool used to enhance the effectiveness of advertising copy and create a more compelling message.

Apple – "*Shot on iPhone*": "*Shot on iPhone. Edited on iPhone. Made by you.*" [YouTube].

The ad uses parallelism to create a balanced and harmonious structure. The phrases *Shot on iPhone*, *Edited on iPhone*, and *Made by you* all share a consistent grammatical pattern. Each element begins with a Participle II (*Shot*, *Edited*, *Made*) and is followed by *on iPhone*, creating a rhythmic and parallel structure. The parallel structure provides clarity by clearly outlining the process: capturing photos or videos on an iPhone, editing them on an iPhone, and ultimately creating content. This structure emphasizes the role of the iPhone in each step of the creative process. The use of *you* in the phrase *Made by you* adds a personal touch to the ad. It conveys a sense of ownership and empowerment, suggesting that individuals have the creative agency to produce content using their iPhones. Apple's minimalist approach to advertising is evident here. The ad conveys a powerful message using only a few words, demonstrating Apple's commitment to simplicity and user-friendliness. By using the phrase *Made by you*, the ad promotes inclusivity and encourages users to feel that they, too, can create content with their iPhones. It suggests that creative expression is accessible to everyone. The repetition of *iPhone* reinforces the brand identity and its association with photography and creativity. It reminds viewers that iPhones are not just tools for communication but also for creative expression. The ad's simplicity and parallelism engage the audience and inspire them to explore their creativity with their iPhones. It invites viewers to consider the creative possibilities offered by the product.

Apple's "Shot on iPhone" ad is a prime example of how parallelism can be used to create a concise, memorable, and impactful message. The parallel structure

clarifies the creative process, emphasizes the iPhone's role, and empowers users to become content creators. It aligns with Apple's brand identity of simplicity, user-friendliness, and creativity. The ad engages and inspires viewers to harness the potential of their iPhones for artistic expression, showcasing the power of effective parallelism in advertising.

Online advertising texts exhibit diverse syntactic features such as exclamatory sentences, interrogative sentences, repetition, and parallelism. These features contribute to the distinctiveness of online ads, each bringing specific characteristics that enhance the effectiveness of the message delivery and audience engagement.

### **2.3. Semiotics of English Internet advertisements**

In the ever-evolving landscape of digital marketing and online advertising, the power of persuasion lies not only in the words we choose but also in the signs and symbols that accompany them. In the context of English Internet advertisements, semiotics offers a lens through which we can decipher the hidden meanings, visual cues, and cultural symbolism that shape the messages conveyed to online audience. This exploration of semiotics in Internet advertising unveils the artistry and science behind the symbols, icons, and images that capture our attention and influence our choices in the digital age [Cronin 2000].

**1. Signs and Symbols.** Semiotics explores how signs and symbols convey meaning in advertising. In Internet advertisements, visual elements like logos, images, and icons act as signs that carry specific meanings. For example, a green checkmark in an ad may symbolize approval or trust. Thus, the LV logo (Louis Vuitton) consists of the brand name in a distinctive serif font accompanied by the iconic LV monogram pattern. The interlocking letters and geometric patterns symbolize luxury, heritage, and exclusivity. In online ads, this symbolism immediately conveys the brand's identity and values to the audience, see Fig. 2.18:

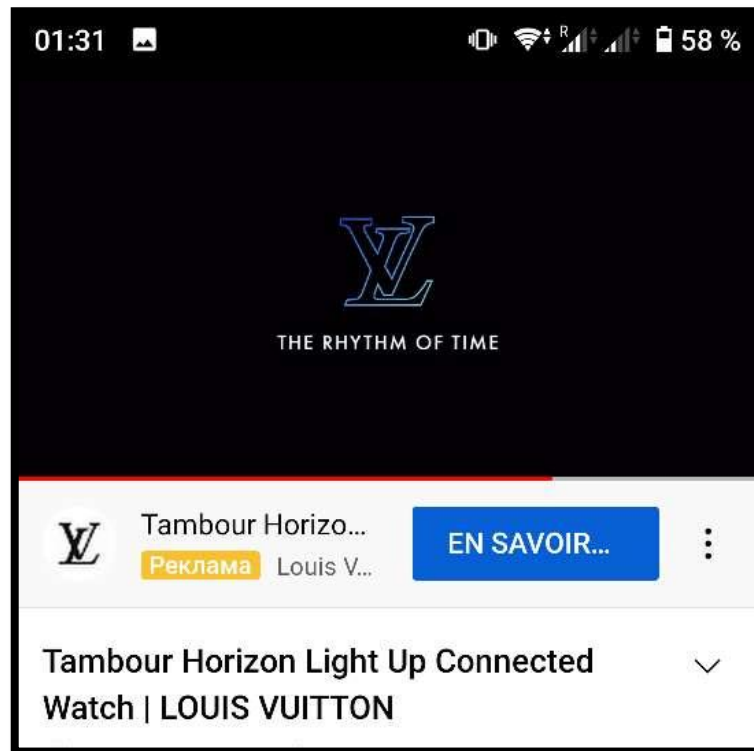


Fig. 2.18. The LV logo in online ads (Facebook)

The LV logo is a potent status symbol, signifying superior craftsmanship and enduring elegance in online advertising. Its presence across digital campaigns bolsters the brand's prestige, drawing consumers seeking association with luxury and refinement. Recognized globally, its consistent appearance across diverse digital platforms enhances brand visibility, distinguishing Louis Vuitton amidst competitors and maintaining consumer recall. Evoking an aspirational lifestyle, often paired with images of opulence and celebrity endorsements, the logo inspires consumer aspiration towards the brand's coveted identity. Its versatile design facilitates seamless integration into digital formats, ensuring its efficacy across various online advertising channels.

Overall, the Louis Vuitton logo plays a crucial role in online advertising by communicating the brand's values, status, and aspirational lifestyle to digital audiences. Its symbolism, status, recognition, and adaptability contribute to the success of Louis Vuitton's online marketing efforts, driving engagement, loyalty, and sales in the competitive luxury fashion industry.

**3. Iconicity.** Iconic signs in advertising resemble the objects they represent. Online ads often use visual icons that closely resemble the product or service being promoted, see Fig. 2.19:

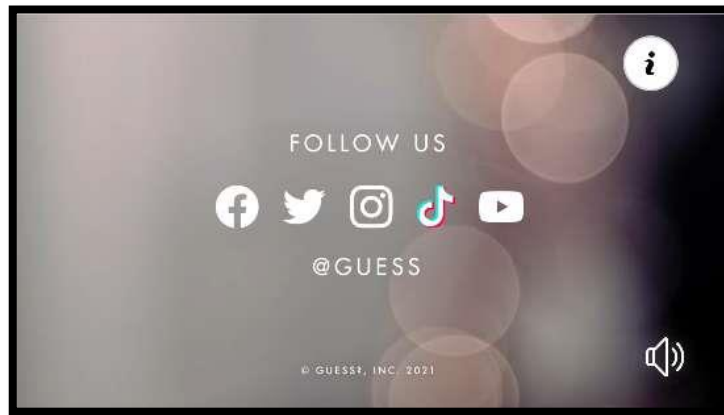


Fig. 2.19. Facebook, Twitter, Instagram, TikTok and YouTube icons (Facebook)

For instance, the Facebook icon consists of a lowercase letter "f" enclosed in a square box with rounded corners; the Twitter, before rebranding into X, icon features a stylized bird known as the "Twitter Bird"; the Instagram icon consists of a camera symbol enclosed in a square box with rounded corners; the TikTok icon features a stylized a treble clef symbol inside a circle; the YouTube icon consists of a red play button icon inside a rectangular box. These icons are instantly recognizable and serve as visual representations of their respective social media platforms

**4. Indexicality.** Indexical signs in ads establish a causal or associative link between elements. For instance, a picture of a snow-covered mountain may indexically suggest the need for winter clothing, even without explicitly stating it, like in North Face Winter Jacket Advertisement, see the Fig. 2.20:



Fig. 2.20 North Face Winter Jacket Advertisement (YouTube)

The online ad features a stunning image of a snow-covered mountain landscape, with a rugged adventurer wearing a North Face winter jacket. The jacket is prominently displayed, with the North Face logo visible. The snow-covered mountain landscape in the advertisement serves as an indexical sign. It establishes an associative link between the image of the snowy mountain and the need for appropriate winter clothing, such as the North Face winter jacket. The presence of the snow-covered mountain in the ad causally associates the need for warmth and protection from the cold. Viewers understand that in such an environment, they would require suitable winter clothing to stay comfortable and safe. Beyond the practical association, the snowy mountain also evokes emotional responses. It conveys a sense of adventure, exploration, and the thrill of outdoor activities in winter conditions. This emotional appeal taps into the desire for outdoor enthusiasts to experience the beauty and challenges of winter landscapes. The North Face logo on the jacket is a visual signifier that reinforces the brand's identity and reputation for producing high-quality outdoor gear. It suggests that North Face jackets are the ideal choice for facing the elements in challenging environments.

In this example, the indexical sign of the snow-covered mountain effectively communicates the need for winter clothing, particularly the North Face winter

jacket, in a snowy and challenging outdoor environment. It engages viewers emotionally, associates the brand with adventure and protection, and prompts them to explore the brand's offerings for their winter adventures.

**5. Symbolism.** Symbolic signs rely on culturally established meanings. In international Internet advertising, symbols like the heart shape (for love) or a snowflake (for winter) transcend language barriers, making them effective symbols, like in Nutella's Christmas Campaign, see Fig. 2.21:



Fig. 2.21 Nutella's Christmas Campaign (YouTube)

In Nutella's Christmas Campaign, the utilization of the heart shape as a symbolic sign is particularly noteworthy. By replacing the letter "o" in the word "love" with a heart, the campaign cleverly incorporates a universally recognized symbol of affection and endearment. This subtle yet impactful adaptation not only adds visual appeal to the text but also reinforces the message of love and warmth associated with the holiday season. The heart symbol transcends language barriers, instantly evoking feelings of joy and connection among viewers regardless of their cultural background. This use of symbolism aligns perfectly with the broader theme of the campaign, enhancing its effectiveness in resonating with a diverse global audience. Moreover, by leveraging the heart shape in this creative manner, Nutella effectively capitalizes on the inherent emotional appeal of the symbol,

further strengthening its brand identity and fostering positive associations with consumers.

**6. Intertextuality.** Semiotics considers intertextuality, where ads reference other texts or cultural symbols to convey meaning. Internet ads may use references to pop culture, famous figures, or well-known slogans to establish a connection with the audience as in Amazon Prime Video's "Coming 2 America" Ad Campaign, see Fig.2.22:



Fig. 2.22. Amazon Prime Video's "Coming 2 America" Ad Campaign (YouTube)

Amazon Prime Video ran a promotional campaign for the release of the movie "Coming 2 America" in 2021. One of their online advertisements featured the moment in the "Coming 2 America" trailer that references the birth of Prince Akeem and parallels it with a scene reminiscent of "The Lion King" is a fascinating example of intertextuality.

The scene in the "Coming 2 America" trailer draws a clear intertextual reference to Disney's animated classic "The Lion King," particularly the iconic scene where Simba, the lion cub, is presented on Pride Rock.

"The Lion King" is not just a beloved animated film; it's a cultural phenomenon. It's deeply ingrained in popular culture, and the scene of Simba's presentation is one of the most memorable and emotionally charged moments in cinematic history. By referencing "The Lion King," the "Coming 2 America" trailer establishes a parallel between the two narratives. Both scenes depict the

presentation of a royal heir, emphasizing themes of birthright, legacy, and the weight of responsibility on the young prince's shoulders. The intertextual reference adds an element of humor and nostalgia to the trailer. It's a playful nod to the audience's familiarity with "The Lion King" while infusing a classic comedic twist that "Coming to America" is known for. It invites viewers to appreciate the cleverness of the reference and the humor it brings to the storyline. Intertextuality in this context engages the audience on multiple levels. Fans of "Coming to America" will appreciate the humor and wit of the reference, while fans of "The Lion King" will recognize the homage. It encourages viewers to spot the connections and adds an extra layer of enjoyment for those who catch the reference. From a promotional perspective, this intertextual moment generates buzz and interest in the sequel. It capitalizes on the enduring popularity of both "Coming to America" and "The Lion King" to create anticipation for "Coming 2 America."

The intertextual reference to "The Lion King" in the "Coming 2 America" trailer is a clever and engaging strategy. It leverages the cultural significance and emotional resonance of a classic film to create humor, nostalgia, and anticipation for the sequel. This intertextual connection serves as a bridge between two iconic cinematic worlds, inviting the audience to appreciate the clever storytelling and humor within the "Coming 2 America" narrative.

Overall, semiotics is a powerful tool for understanding how signs, symbols, and visual elements convey meaning in online advertising. Symbols, icons, and imagery play a crucial role in shaping brand identity and communicating messages to a global audience.

#### **2.4. Pragmatic aspects in online advertising**

In the dynamic realm of digital marketing and online advertising, language is not just a tool; it's a strategic force that shapes how consumers perceive, engage with, and respond to advertisements. The study of pragmatics delves into the nuances of language use within the context of communication, exploring how

words, phrases, and utterances take on meaning through their context and social interactions. When applied to the intricate world of English Internet advertisements, pragmatics unveils the subtle yet powerful ways in which advertisers wield language to capture attention, influence behavior, and establish meaningful connections with online audience [Herring 2013].

This exploration of pragmatics in English Internet advertisements delves beyond the surface text to uncover the hidden layers of persuasion, implication, and context that underpin the messages conveyed to consumers in the digital sphere. It reveals how advertisers employ speech acts, implicature, politeness strategies, and presupposition to create persuasive and engaging narratives. In doing so, pragmatics provides a lens through which we can decipher the intricate dance of words and meanings, unveiling the artistry and science behind the language of persuasion in the ever-evolving landscape of online advertising.

**1. Speech acts.** Pragmatics examines the speech acts performed in advertisements. In online ads, advertisers often perform directives, such as urging viewers to "click here" or "buy now." These directives prompt specific actions. Let's consider Amazon's Prime Day Advertisement [Amazon], see Fig. 2.23:



Fig. 2.23. Speech acts in Amazon's Prime Day online ads (Amazon)

Amazon runs an online advertisement promoting its annual Prime Day sale. The ad features a variety of products, including electronics, fashion, and household items, and displays text that reads, *It's here! Shop Now*. The speech act in this advertisement is a directive. The phrase *Shop Now* is a clear and explicit call to action, urging viewers to visit the Amazon website and browse the special Prime Day deals. The directive is direct and urgent, conveying a sense of immediacy. It encourages viewers not to miss out on the limited-time offers and to take action immediately by shopping for Prime Day deals. The pragmatic effect of this directive is to motivate viewers to engage with the advertisement and, ideally, make purchases during Amazon's Prime Day event. It serves as a persuasive tool to convert passive viewers into active shoppers. Amazon strategically uses this directive to drive user engagement. By creating a sense of urgency and value through special deals, the directive encourages viewers to click on the advertisement and explore the products and discounts available. While the directive is firm and persuasive, it remains polite and customer-centric. It addresses viewers in a friendly manner and emphasizes the benefits of shopping during Prime Day.

**2. Implicature.** Implicature in Internet ads involves conveying meanings indirectly. For example, Airbnb launched an online campaign titled "*Live Anywhere with Airbnb*" [Instagram], see Fig. 2.24:



Fig. 2.24. Implicature in Airbnb's online ads (Instagram)

The campaign features stunning images of various Airbnb listings in picturesque locations worldwide, along with the tagline, *Why settle for one place? Live Anywhere with Airbnb.*

The implicature in this advertisement is twofold. Firstly, the phrase *Live Anywhere with Airbnb* implies that viewers can enjoy the flexibility of living in multiple locations through Airbnb. It indirectly suggests that they don't have to limit themselves to a single home or location. The ad leverages implicature to create a positive association with the Airbnb platform. It implies that Airbnb offers a unique opportunity for freedom, exploration, and experiencing different places, cultures, and lifestyles. By using the word *settle*, the ad implies that settling for a single location is less desirable compared to the freedom to *live anywhere*. It suggests that viewers can lead a more adventurous and fulfilling life by using Airbnb for their accommodation needs. The ad employs implicature to tap into viewers' emotions and desires for travel, adventure, and the thrill of experiencing new places. It implies that Airbnb can fulfill these desires by offering a platform for diverse and exciting living experiences. The pragmatic effect of this implicature is to motivate viewers to explore Airbnb as a solution for their travel and accommodation needs. It encourages them to consider the platform for extended stays, relocations, or experiencing different destinations. The implicature is delivered through a concise and straightforward tagline, making it easy for viewers to grasp the message and its implied benefits.

**3. Politeness Strategies.** Pragmatics also considers politeness strategies in advertising language. Advertisers may employ positive politeness strategies, such as using compliments or praise to appeal to consumers. Dove, as part of its "Real Beauty" campaign, runs an online ad featuring diverse women of various ages and backgrounds. The ad showcases their natural beauty and includes text that reads, *"You are more beautiful than you think. Embrace your unique beauty"* [YouTube], see Fig. 2.25:



Fig. 2.25. Politeness strategies in Dove online ads (YouTube)

The politeness strategy employed in this advertisement is positive politeness. Dove uses compliments and praise to convey a positive and affirming message to its audience.

The phrase *You are more beautiful than you think*# utilizes several linguistic elements, including a declarative sentence structure, a comparative adjective ("more beautiful"), and a symbol ("#").

The sentence structure is declarative, making a straightforward statement rather than asking a question or giving a command. This structure reinforces the message's assertion that the reader possesses beauty beyond their own perception.

The use of the comparative adjective "*more beautiful*" suggests that the reader's beauty exceeds their own self-perception. By comparing the reader's beauty to their own perception, the ad aims to challenge negative self-image and promote self-confidence.

The symbol "#" at the end of the sentence may serve various purposes. It could function as a hashtag, indicating that the phrase is part of a social media campaign, encouraging users to share their own experiences or thoughts related to beauty. Alternatively, it could serve as a visual element to draw attention to the message or provide a sense of closure to the statement.

Overall, it employs linguistic elements to convey a message of empowerment and self-confidence, challenging negative self-perceptions and encouraging the reader to recognize their inherent beauty.

**4. Presupposition.** Internet advertisements often rely on presuppositions, assuming certain information to be true or accepted by the audience. For instance, an ad may presuppose that viewers want to save money and present a product as a solution. One of the examples of using presupposition is Groupon's travel deal advertisement [YouTube].

Groupon, a deal and discount platform, runs an online ad for a travel package to a popular tourist destination. The ad features an enticing image of the destination's iconic landmarks and includes text that reads, *Plan Your Dream Vacation Today*. The presupposition in this advertisement is that viewers have a desire for travel and a dream vacation. By using the phrase *Plan Your Dream Vacation Today*, the ad assumes that viewers are interested in the concept of a dream vacation and that they aspire to travel to exciting destinations. The ad leverages presupposition to tap into viewers' implicit desires and aspirations. It doesn't explicitly ask if viewers want to travel; instead, it presupposes this desire, making it a focal point of the message. The use of *today* in the ad's message adds a sense of urgency and presupposes that viewers are ready to take action on planning their dream vacation immediately. It implies that the desire for travel is not a distant aspiration but something that should be acted upon promptly. The presupposition aligns with a customer-centric approach by assuming that viewers' needs and desires are at the forefront. It positions Groupon as a platform that understands and caters to viewers' travel aspirations. The ad's presupposition is designed to drive conversion. By assuming that viewers want to plan their dream vacation, it encourages them to click on the ad, explore the travel deal, and potentially make a purchase. Groupon's ability to offer a wide range of travel deals allows them to align their presupposition with personalized offers based on individual travel interests and preferences.

**5. Conversational maxims.** Pragmatics applies Grice's conversational maxims to analyze how advertisers adhere to or flout these principles in their communication. Advertisers may strategically provide relevant information, adhere to the maxim of quantity, or use humour to engage viewers [Oikarinen2018], like in Old Spice's "The Man Your Man Could Smell Like" Campaign [YouTube], see Fig. 2.26:



Fig. 2.26. Conversational maxims in Old Spice's online ads (YouTube)

Old Spice's "The Man Your Man Could Smell Like" campaign features a humorous and memorable ad with actor Isaiah Mustafa. The ad showcases Mustafa speaking directly to the camera while smoothly transitioning between various humorous scenes, all promoting Old Spice body wash.

- *Maxim of quantity* – the "Old Spice Guy" campaign adheres to the maxim of quantity by providing ample information about the product's benefits in a concise yet engaging manner. It offers viewers a detailed, albeit humorous, look at how Old Spice can transform a man into an irresistible figure.

- *Maxim of quality* – the ad aligns with the maxim of quality by presenting truthful and accurate information about Old Spice products. While the humor and absurd scenarios are exaggerated, they don't mislead viewers about the product's actual features and benefits.

- *Maxim of relation* – the ad maintains relevance to the viewer's interest in smelling good and feeling confident. It directly addresses the target audience's desire for personal grooming and self-improvement, making it relatable and engaging.

- *Maxim of manner* – the ad flouts the maxim of manner in a deliberate and humorous way. It intentionally uses exaggeration, absurdity, and unexpected transitions to surprise and amuse viewers. These stylistic choices are aimed at keeping the audience engaged and entertained.

- *Pragmatic effect* – by adhering to the maxims of quantity, quality, and relation while flouting the maxim of manner, Old Spice's ad successfully captures and maintains viewer's attention. It entertains and engages the audience while still conveying essential information about the product.

- *Humour as engagement* – the use of humour aligns with the maxim of manner in the sense that it creates a conversational tone and makes the ad memorable. The humorous approach encourages viewers to share the ad and engage with the brand on social media platforms.

- *Brand recognition* – the humorous and memorable style of the ad contributes to strong brand recognition. The Old Spice Guy character became an iconic representation of the brand, further emphasizing the effectiveness of the campaign.

Old Spice's "The Man Your Man Could Smell Like" campaign demonstrates how advertisers can effectively apply Grice's conversational maxims to create engaging and memorable advertisements. It adheres to maxims related to information and relevance while strategically flouting the maxim of manner through humour and exaggeration to capture and maintain the viewers' attention.

**6. Deixis.** Deictic expressions, such as pronouns (e.g., *you*, *your*), play a crucial role in addressing the audience directly in Internet ads. They create a sense of personalization and engagement.

Nike's long-running "Just Do It" campaign features various ads showcasing athletes from different sports and backgrounds. One of their ads features a powerful image of a young runner mid-stride, with the text that reads, "*Find Your Strength. Achieve Your Best. Just Do It*" [YouTube].

The deictic expression in this advertisement is expressed by the second-person pronoun *Your* in the text, as in *Find **Your** Strength. Achieve **Your** Best*. The word *Your* directly addresses the viewer and creates a sense of personalization and engagement. By using "*Your*," Nike's ad invites the viewer to actively participate in the message. It encourages viewers to connect with the idea of finding their own strength and achieving their personal best, aligning with Nike's ethos of individual empowerment through sports and athleticism. Deictic expressions like *Your* make the ad feel personalized, as if Nike is speaking directly to the viewer. This personal touch can make viewers feel seen, valued, and more likely to resonate with the brand's message. The use of deixis in this ad serves a motivational purpose. It implies that each viewer has untapped potential and personal strength waiting to be discovered. Nike positions itself as a facilitator of this journey, encouraging viewers to take action. The phrase *Just Do It* is a well-known Nike slogan that serves as a clear call to action. The deixis in this context reinforces the call to action by making it feel like a personal challenge to the viewer. Over the years, Nike's "Just Do It" campaign has become synonymous with empowerment and individual achievement. The use of deixis in their ads strengthens this brand identity by fostering a sense of personal connection and motivation.

**7. Contextual Implications.** The context in which online ads appear can influence their pragmatics. For example, an ad on a social media platform may use hashtags and mentions to align with the platform's conversational norms. Let's consider example of Social Online Ad for Breast Cancer Awareness.

The ad features a heartwarming image of a breast cancer survivor, surrounded by supportive friends and family members, all wearing pink ribbons as a symbol of solidarity. The text reads, "*Together, We Stand Strong. Join the Fight Against Breast Cancer. #BreastCancerAwarenessMonth*" [Instagram]. The use of

pink ribbons is a widely recognized symbol of breast cancer awareness. It signifies unity and support for those affected by breast cancer and highlights the importance of early detection and treatment. The hashtag #BreastCancerAwarenessMonth is included to promote the broader campaign and encourage users to share their own stories, messages, or experiences related to breast cancer awareness during the designated month.

Pragmatic aspects are fundamental in shaping the effectiveness and engagement of online advertising campaigns. In the digital landscape, advertisers employ various pragmatic means to connect with their audience, convey persuasive messages, and drive desired actions. These means include speech acts and directives, implicature for indirect messaging, politeness strategies, presuppositions for assumed desires, adherence to conversational maxims for engagement, deictic expressions for personalization, and contextual implications for platform relevance.

## **Conclusion to Part II**

The structure of English online advertising has evolved into a dynamic and multimedia-rich form of communication. These advertisements incorporate various elements, including text, images, videos, and interactive features. This multimedia approach enhances engagement by catering to diverse learning styles and consumer preferences. Advertisers harness the power of visuals, compelling narratives, and user interaction to convey their message effectively. The use of multimedia texts in online advertising creates immersive experiences, fosters brand recall, and adapts to the ever-changing digital landscape.

Exploring the unique aspects of syntax in online advertising reveals the deliberate utilization of four crucial elements: exclamatory and interrogative sentences, repetition, and parallelism. The placement and combination of explanatory and interrogative sentences can significantly impact the message conveyed in an online ad. When placed strategically, these sentence types can serve as the main features of the ad, shaping its tone, engagement level, and persuasiveness. For example, starting an ad with an interrogative sentence can immediately capture attention and prompt the audience to consider a question or issue raised, fostering engagement from the outset. Conversely, ending the ad with an explanatory sentence can provide a clear call-to-action or summary of key benefits, leaving a lasting impression on the audience. Moreover, combining both sentence types throughout the ad can create a dynamic narrative that stimulates thought, emotion, and action, maximizing the ad's effectiveness in conveying the intended message and driving desired outcomes. Overall, understanding the role of explanatory and interrogative sentences, as well as their placement within the ad structure, is essential for advertisers seeking to optimize the impact of their online advertising campaigns.

Semiotics is essential for comprehending the language of signs and symbols in English internet advertisements. Advertisers employ iconic, indexical, and symbolic signs to convey meaning, establish cultural connections, and evoke

emotions. These signs transcend linguistic barriers and engage global audience. Additionally, intertextuality allows ads to reference pop culture and established symbols, creating deeper connections with viewers. The semiotic analysis of online ads unveils the intricate layers of meaning, influencing consumer perceptions, and driving brand recognition.

The pragmatic aspects in online advertising, encompassing speech acts, implicature, politeness strategies, presupposition, conversational maxims, deixis, and contextual implications, underscore the nuanced and strategic communication methods employed by advertisers. By leveraging speech acts, advertisers can directly influence viewer actions and responses. Implicature adds layers of meaning and persuasion to advertising messages, while politeness strategies enhance user engagement and rapport. Presuppositions provide a foundation for effective communication, guiding the audience's understanding and interpretation. The application of Grice's conversational maxims enables advertisers to analyze and optimize message delivery for maximum impact. Deixis creates personalized experiences by anchoring language to specific contexts, while contextual implications adapt advertising strategies to suit varying audience needs and platform norms. Understanding and integrating these pragmatic elements are essential for crafting online advertisements that resonate authentically with audiences, foster meaningful connections, and drive desired outcomes in the dynamic landscape of digital advertising.

### **III. COMMUNICATIVE STRATEGIES AND TACTICS OF ONLINE ADVERTISING**

#### **3.1. Main strategies in online advertising**

In the realm of online advertising, the quest to capture and retain consumers' attention is paramount for brands striving to stand out in a crowded digital landscape. This pursuit of attention often unfolds through the deployment of various strategic tactics aimed at engaging and persuading audiences effectively. Two such overarching strategies are notably employed: the strategy of attracting consumer's attention and the strategy of conciseness. Each strategy encompasses distinct tactics tailored to engage consumers and drive desired outcomes. The former strategy encompasses tactics such as "Modelling the addressee's personality (privatization of knowledge)" and "Argumentation in favour of purchasing the product," which aim to personalize the advertising experience and present compelling reasons for consumers to make a purchase. Conversely, the latter strategy, focusing on conciseness, emphasizes the utilization of succinct messaging approaches like "One-Phrase Slogan" and the "Logo-Only Approach" to convey brand messages efficiently and memorably. By dissecting and analysing these strategies and tactics, we gain insight into the multifaceted approaches employed by advertisers to navigate the complexities of online advertising and capture the attention of today's digitally savvy consumers.

#### **3.2. Strategy of attracting the consumer's attention**

In the dynamic arena of online advertising, the strategy of attracting consumer's attention stands as a cornerstone for brands seeking to forge meaningful connections with their target audiences. This strategy encompasses a deliberate and nuanced approach aimed at captivating the consumer's interest and driving engagement. There are two key tactics which are central to this strategy:

"Modelling the addressee's personality (privatization of knowledge)" and "Argumentation in favour of purchasing the product."

The tactic of "Modelling the addressee's personality" involves tailoring the advertising message to resonate with the unique characteristics, preferences, and values of the intended audience. By leveraging data-driven insights and psychographic profiling, advertisers personalize the advertising experience, thereby forging a deeper connection with consumers. This approach recognizes the importance of understanding and appealing to the individuality of each consumer, thereby enhancing the relevance and impact of the advertising message.

Complementing this tactic is "Argumentation in favour of purchasing the product," which focuses on presenting compelling reasons and persuasive arguments to convince consumers to make a purchase. This tactic aims to build a rational case for why the advertised product or service is the ideal choice, whether by highlighting product features, showcasing benefits, or addressing consumer pain points. By providing clear and convincing arguments, advertisers aim to overcome consumer scepticism, alleviate doubts, and ultimately drive purchase intent.

Together, these tactics form a cohesive strategy designed to captivate consumer's attention, foster engagement, and ultimately drive conversion. By understanding and effectively implementing these tactics, advertisers can craft compelling advertising campaigns that resonate with their target audience and achieve their marketing objectives in the competitive landscape of online advertising.

### **3.2.1. Tactic “Modelling the addressee's personality (privatization of knowledge)”**

Tactics "Modelling the addressee's personality (privatization of knowledge)" in advertising refers to strategies of personalization and focusing on the individual needs and characteristics of the target audience. This tactic consists in creating advertising messages that will be able to reproduce the image or virtual personality

of the addressee of advertising, taking into account their preferences, lifestyle, values and other personal aspects.

It requires a deep understanding of the target audience and the use of data that may be available to personalize the message. By using personal data and behavioural indicators, advertisers can create advertisements that reflect the individual needs and interests of the addressee.

Modelling the addressee's personality may include the use of personal recommendations, individual offers, adapted content and other elements that make advertising more relevant and attractive to each individual.

This tactic helps improve the effectiveness of advertising campaigns because it creates a more personal experience for each message recipient. However, it is important to adhere to the ethical and legal aspects of the use of personal data and to ensure the protection of customer privacy.

Many methods of privatizing knowledge are described in communication studies, some of which can be used in advertising. It's a compliment to the buyer, an appeal to the buyer's snobbish feelings – the 'upgrade game.' Scientists analyze the language tactics of advertising expansion, when there is an invasion of the sphere of the consumer's "I". Let's dwell on the methods of modelling the personality of the addressee of advertising to actualize a positive attitude towards the product.

One of the main ways to create the atmosphere of attention to the personality of the addressee is to build a communicative framework of the text. In the discourse, the situation "the author and the addressee are familiar people" is modelled. Consider the advertisement of the site "betterhelp.com", see Fig. 3.1:

*“I feel like I’m spending way too much time dealing with other people’s problems. How I set boundaries with them?*

*Would you like me to settle an alarm?*

*How do I get rid of toxic relationships?*

*Hm, I’m not sure how to answer that.*

*If I'm so scared of rejection, then why did I pick a job that's based on rejection? I mean don't you find that interesting?*

*Here is what I found for "interesting" on the web.*

*Get some real help. From a real therapist"[betterhelp.com].*

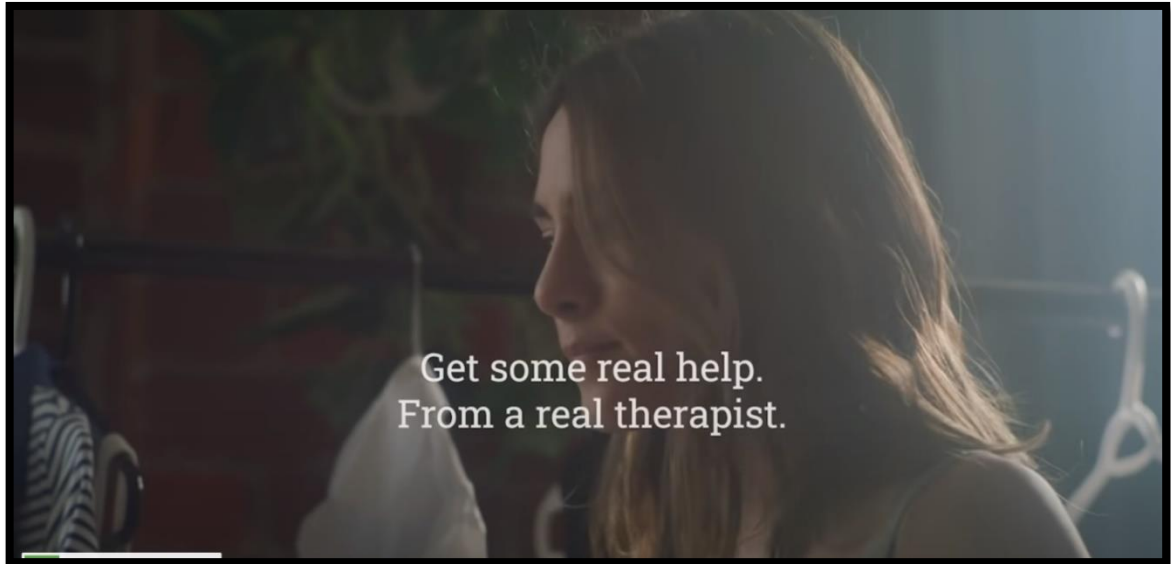


Fig. 3.1. Tactic "Modelling the addressee's personality (privatization of knowledge)" in betterhelp.com's ad

The provided text exemplifies the tactic of "Modelling the addressee's personality (privatization of knowledge)" in advertising, which aims to personalize advertising messages to reflect the individual needs and characteristics of the target audience:

- Deixis (personal pronouns *I, me* and possessive adjective *my*): the use of first-person pronouns creates a sense of intimacy and personal connection between the speaker (the advertiser) and the audience. It makes the message feel more individualized and relevant to the reader's personal experiences.
- Interrogative Sentences (*How, Would you like, Why*): the use of questions engages the reader directly and invites them to reflect on their own experiences or desires. It encourages active participation and involvement with the content, enhancing the personalization of the message.

- Expressive Language (*I feel like, Hm, interesting*): expressive language adds a conversational tone to the text, making it feel more like a genuine interaction between the advertiser and the reader. It reflects the language and style that people use in everyday conversations, further enhancing the personalization of the message.

- Quotations and References (*Here is what I found, From a real therapist*): by referencing external sources or experts, the advertiser adds credibility to their message and positions themselves as a knowledgeable and trustworthy source of information. It also demonstrates an understanding of the reader's potential concerns or interests, further personalizing the message.

Overall, the linguistic features used in this text contribute to the effective implementation of the tactic of "Modelling the addressee's personality (privatization of knowledge)" in online advertising. They create a sense of intimacy, engagement, and relevance, making the advertising message more persuasive and impactful for the target audience.

Consider a similar advertisement for the services of a psychotherapist on the Internet "successinsider.vip", see Fig. 3.2:

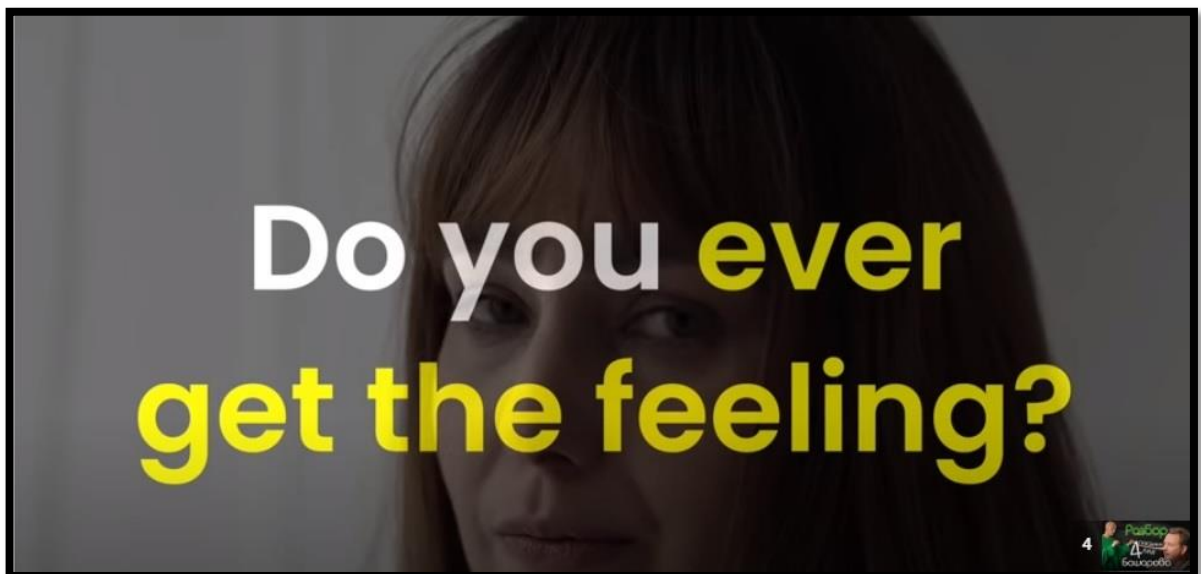


Fig. 3.2. Tactic “Modelling the addressee's personality” in successinsider.vip’s ad

*“Do you ever get the feeling? When you are surrounded by people...but you feel so isolated... Because they don't really understand what's happening with you... In here... You cannot run away from your inner problems»*  
[successinsider.vip].

This ad text also uses target personality modelling (knowledge privatization) to capture consumers' attention and empathize with their personal problems:

- Rhetorical Question (*Do you ever get the feeling?*): the use of a rhetorical question directly addresses the reader and invites them to reflect on their own experiences. It creates a sense of empathy and understanding, acknowledging potential feelings of isolation or disconnect.

- Emotive Language (*surrounded by people, feel so isolated*): emotive language evokes strong emotions and resonates with the reader's personal experiences. It emphasizes the theme of isolation and highlights the internal struggles that the reader may relate to, enhancing the personalization of the message.

- Ellipsis (*In here...*): The use of ellipsis creates a pause or hesitation in the sentence, suggesting a deeper meaning or unspoken thought. It encourages the reader to fill in the blank with their own thoughts or feelings, further engaging them in the message.

- Direct Statement (*You cannot run away from your inner problems*): The direct statement delivers a clear and assertive message to the reader. It acknowledges the challenges or issues they may be facing internally and emphasizes the importance of confronting and addressing them.

Therefore, the advertising text uses the tactic of modelling the addressee's personality in order to convey a sense of isolation and understanding of the consumer's problems, as well as to encourage reflection on the internal and personal aspects of their life.



Fig. 3.3 Tactic “Modelling the addressee's personality inklaviyo.com’s ad ”

[klaviyo.com]

*“You have a product you’re passionate about? Grow your online sales. Klaviyocan help. Klaviyo is been ultimate marketing platform for growing online sales. Build higher-value customer relationships using e-mail automation, sms marketing and list growth tools. Turn your dream into reality with a free Klaviyo account.*

*Klaviyo today for free”* [klaviyo.com].

This advertising text also uses the modelling of the addressee's personality to attract attention and convince the importance of using the product.

- Deixis: the ad text utilizes the second-person pronoun "You" to directly address the reader, establishing a personal connection and making the message feel individualized and relevant to them.
- Imperative Sentences: imperative sentences such as "*Grow your online sales*" and "*Build higher-value customer relationships*" provide clear instructions and directives, prompting the reader to take action. This encourages active engagement and involvement with the content.
- Expressive Language: the phrase "*Turn your dream into reality*" appeals to the reader's aspirations and desires, using emotive language to evoke a sense of

excitement and possibility. This adds a conversational tone to the text and makes it feel more like a genuine interaction between the advertiser and the reader.

- **Repetition and Branding:** the repetition of the brand name "Klaviyo" throughout the text reinforces brand awareness and recognition. It positions Klaviyo as the solution to the reader's needs and emphasizes its role as the ultimate marketing platform for growing online sales.

Overall, the linguistic features used in this ad text contribute to the effective implementation of the tactic of "Modelling the addressee's personality (privatization of knowledge)" in online advertising. By directly addressing the reader, providing clear instructions, and appealing to their aspirations, the ad text creates a sense of intimacy, engagement, and relevance, making the advertising message more persuasive and impactful for the target audience.

In general, these advertising messages use the tactic of "Modelling the addressee's personality (privatization of knowledge)" to enhance the impression of individual communication, support the needs of consumers and create motivation for action. Although they differ in context and emphasis, the general strategy of using these tactics helps to attract attention and engagement with potential consumers.

### **3.2.2. Tactic “Argumentation in favour of purchasing the product”**

One of the most important tactics used to influence consumers and stimulate their decision to purchase a product or service is the "Argument in favour of purchasing the product" tactic. This tactic consists in rationally justifying the advantages and benefits that the consumer will receive from the purchase of a specific product or service.

The use of arguments in favour of the purchase of the product allows to reveal to consumers not only the functional characteristics of the product, but also to highlight its uniqueness, the solution of specific problems and the satisfaction of

needs. This tactic helps to earn the consumer's trust by providing solid evidence of the product's effectiveness.

The history of the use of argumentation in advertising includes known cases from the beginning of the 20th century. Back then, well-known marketers understood the importance of a rational approach to convincing consumers when making decisions. Gradually, with the development of marketing and advertising theories, the argumentation became more systematic and refined. The means of mass communication, including television, radio, and the Internet, made it possible to strengthen the influence of this tactic on a wide audience.

Research on the issue of using the "Argumentation in favor of purchasing the product" tactic in advertising discourse has revealed important aspects of its effectiveness, mechanisms of influence, and various approaches to its application.

Researchers M. Olson, F. Kotler, and J. Smith have delved into this issue, exploring various facets of argumentation tactics and their impact on consumer behavior [Olson 1999; Kotler 2017; Smith 2005]. Their collective efforts, spanning years of study, have yielded valuable insights that shed light on the persuasive power of well-crafted arguments in advertising discourse. One notable aspect of their research pertains to the rationality and persuasiveness of arguments. Through empirical studies, it has been demonstrated that compelling arguments are rooted in logic and reason, effectively showcasing the tangible benefits of a product or service. By presenting evidence-backed claims in a coherent and logical manner, advertisers can effectively sway consumer perceptions and foster trust in the advertised offerings.

The tactic of reflecting the needs and desires of customers has emerged as a crucial element in argumentation strategies. Successful arguments often tap into the underlying needs and desires of the target audience, either directly or indirectly. By aligning the product or service with consumer aspirations and preferences, advertisers can enhance the relevance and appeal of their messaging, thereby increasing the likelihood of consumer engagement and purchase intent.

The evidence and testimonials play a pivotal role in bolstering the credibility of arguments. Studies have shown that incorporating concrete evidence, statistical data, or real customer testimonials can significantly enhance the persuasiveness of an argument. By providing tangible proof of the product's efficacy or value, advertisers can instill confidence in potential customers and alleviate doubts or skepticism.

Another crucial dimension is the emphasis on value for money. Advertisers who successfully illustrate the worth or utility of their products or services in relation to the associated costs are more likely to influence consumer purchasing decisions. Comparative analysis with competing products further strengthens the argument by highlighting the unique advantages and superior attributes of the advertised product or service.

Furthermore, tailoring arguments to individual needs and characteristics has been identified as a key determinant of persuasive effectiveness. By recognizing and addressing the specific needs and preferences of diverse consumer segments, advertisers can enhance the personal relevance and resonance of their messaging, thereby increasing its persuasive impact.

Additionally, the use of trust and authority in argumentation tactics has been shown to be highly influential. Arguments that leverage the credibility and expertise of trusted sources, such as manufacturers or industry experts, are more likely to garner consumer trust and acceptance. By aligning the product with reputable endorsements, advertisers can enhance its perceived value and credibility in the eyes of consumers.

Based on the analysis and synthesis of relevant literature, it is evident that highlighting positive outcomes and delineating specific advantages is crucial for effective argumentation strategies. Arguments that focus on the tangible benefits and desirable outcomes of the product or service are more likely to resonate with consumers and prompt favorable responses. By highlighting the transformative impact of the offering on the consumer's life or experiences, advertisers can evoke positive associations and reinforce purchase motivations.

The role of emotional influence in argumentation tactics cannot be understated. Studies have shown that incorporating emotional components into arguments can significantly enhance their persuasive impact. By appealing to consumer emotions and aspirations, advertisers can forge deeper connections with their audience and elicit strong emotional responses that drive decision-making.

Let's consider the text of the advertisement of the modern program for checking the spelling of the English language "grammarly.com" using tactic "Argumentation in favour of purchasing the product":

*"Grammarly Business is an AI powered writing assistant enabling teams around the world to reach their goals faster. Grammarly Business saves time by allowing them to insert custom snippets which lets them respond to more customers in less time. Grammarly Business also ensures your team's tone always aligns with your company's brand voice. So every employee can make right impression every time. Most importantly you'll accomplish more when your team spends less time writing. Get Grammarly Business today and see for yourself how good writing means better business. Go to [grammarly.com/business](https://grammarly.com/business)"[grammarly.com].*

In the advertising text for the "Grammarly Business" product, the tactic "Argumentation in favour of the purchase of the product" is revealed through various features:

- **Emotive Words:** words such as *accomplish* and *impression* evoke positive feelings of achievement and success, appealing to the reader's desire for improvement and effectiveness in their professional communication.
- **Deixis:** the use of second-person pronouns like *your* directly addresses the reader, creating a sense of personal connection and relevance. It makes the message feel individualized and tailored to the reader's needs and experiences.

**Technology-related Terms:** terms *AI powered* and *writing assistant* emphasize the advanced technology and functionality of Grammarly

Business, positioning it as a modern and innovative solution for writing improvement.

Short, concise sentences such as *Grammarly Business saves time* and *Get Grammarly Business today* provide clear and direct statements, making the message easy to understand and act upon.

The use of parallel structure in phrases like *enabling teams around the world to reach their goals faster* and *ensures your team's tone always aligns with your company's brand voice* enhances the coherence and impact of the message, reinforcing the value proposition of Grammarly Business.

Imperative sentences like *Get Grammarly Business today* and *Go to [grammarly.com/business](https://grammarly.com/business)* provide clear calls to action, prompting readers to take immediate steps towards acquiring the product.

Overall, the vocabulary and syntax in the advertising text effectively convey the features, benefits, and value proposition of Grammarly Business. The use of precise language and clear syntax helps present rational arguments in favor of purchasing the product, aligning with the tactic of "Argumentation in favor of the purchase of the product."

Authors of advertisements for similar products "Ludwig.guru" are guided by completely different verbal means, see Fig. 3.4:

*"Hello, this is Ludwig. I'm a sentence search engine that helps you write better English and feel more confident about it. If you have doubts and search for a sentence, I can help make sure it's the best way to write it by giving you contextualized examples taken from reliable sources. I help people like Jona, a PhD researcher, to submit his paper to scientific journal. Fukumi, a translator, to always do her best work. Carlo, an Italian student, to apply for a college abroad. I can help everyone turn ideas into well-written phrases in their browsers or as a standalone desktop app.*

*An example is worth a thousand words. So, search better, write better, communicate better with Ludwig"* [Ludwig.guru].

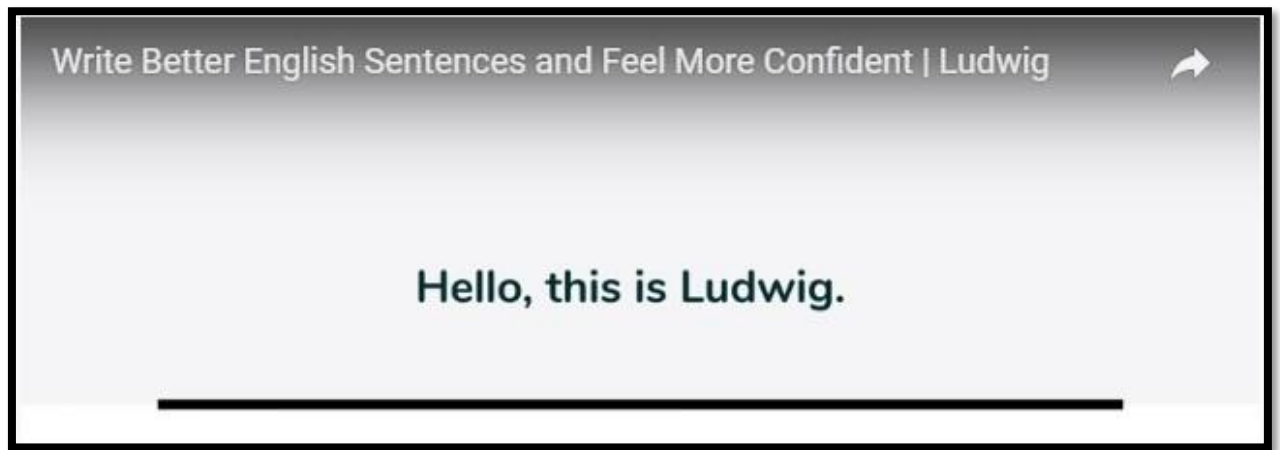


Fig. 3.4. Tactic “Argumentation in favor of purchasing the product” in Ludwig.guru’s ad

In the advertising message for the "Ludwig" product, the tactic "Argumentation in favour of the purchase of the product" is revealed through a careful presentation of the product's advantages, which convinces consumers of its usefulness and profitability. Analyzing the text, the following key elements can be identified that reflect the tactics of argumentation:

- **Emotive Language:** the use of words like *helps you write better English* and *feel more confident* appeals to the reader's emotions, suggesting that using Ludwig will lead to personal improvement and empowerment.
- **Deixis:** the first-person pronouns *I* and *me* used in online ad create a sense of personification, making Ludwig feel more relatable and human-like. This fosters a connection between the tool and the reader.
- **Action-Oriented Language:** the ad contains action-oriented verbs like *helps*, *submit*, *apply*, and *communicate*, which prompt the reader to take action and engage with Ludwig's services.
- **Simple and Straightforward Sentence Structure:** the sentences in the ad text are predominantly simple and straightforward, which enhances readability and comprehension. This allows the message to be easily understood by a wide audience.

- **Parallelism:** the ad utilizes parallel structure in phrases like *helps you write better English* and *search better, write better, communicate better with Ludwig*. This repetition of similar grammatical structures emphasizes key points and creates a rhythm that makes the text more memorable.

- **Lists:** the ad employs lists to showcase the diverse range of individuals who benefit from Ludwig's services, such as *Jona, a PhD researcher, Fukumi, a translator, and Carlo, an Italian student*. This organizational structure makes the information easier to digest and highlights the universality of Ludwig's usefulness.

- **Conditional Clauses:** the ad includes conditional clauses to illustrate potential scenarios where Ludwig can be beneficial, such as *If you have doubts and search for a sentence, I can help make sure it's the best way to write it*. These clauses present hypothetical situations and demonstrate Ludwig's ability to address various writing needs.

- **Direct Address:** Ludwig directly addresses the reader with phrases like *Hello, this is Ludwig* and *So search better, write better, communicate better with Ludwig*. This direct address creates a sense of intimacy and engagement, encouraging the reader to connect with Ludwig's services on a personal level.

These aspects are analysed in detail in the advertising message, which emphasizes the use of the "Argumentation in favour of the purchase of the product" tactic to effectively introduce the "Ludwig" product and its benefits to users.

To contrast, let us examine another case study that is not associated with internet-based applications – a tangible product. "Rose Girl", see. Fig. 3.5:

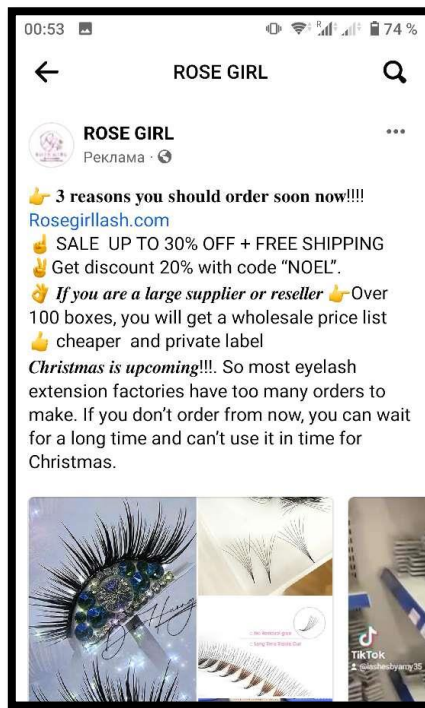


Fig. 3.5. Tactic “Argumentation in favour of purchasing the product” in Rose Girl’s ad

*“3 reasons you should order soon now!!!  
 rosegirllash.com  
 sale up to 30% off + free shipping  
 Get discount 20% with code NOEL”*

*If you are large supplier or reseller over 100 boxes, you will get a wholesale price list cheaper and private label*

*Christmas is upcoming!!! So, most eyelash extension factories have too many orders to make. If you don't order from now, you can wait for a long time and can't use it in time for Christmas” [Rose Girl].*

In the advertising message for the product "rosegirllash.com", the tactic "Argument in favor of the purchase of the product" is used to encourage consumers to make a purchase by emphasizing the benefits and profitability of the purchase. Analyzing the text, the following key elements reflecting the argumentation tactics can be identified:

- Deixis: the ad uses the pronoun *you* to directly address the reader, creating a sense of personal connection and implying that the benefits mentioned apply directly to the individual reader.

- Specific Terms (Marketing Sales Terms): terms such as *sale up to 30% off*, *discount 20%*, and *free shipping* are used to convey the promotional offers available to potential customers. These terms highlight the potential savings and incentives for making a purchase.

- Verbs: action verbs like *order*, *get*, and *wait* are used to prompt specific actions from the reader, such as placing an order or taking advantage of the discounts offered.

- Imperative Sentences: the ad predominantly consists of imperative sentences, such as *order soon now*, *get discount 20%*, and *"wait for a long time"*. These imperative sentences serve as direct commands or requests, urging the reader to take action.

- Short Sentence: the sentences in the ad are relatively short and concise, contributing to the overall clarity and directness of the message. This brevity helps maintain the reader's attention and facilitates quick comprehension.

Overall, through the strategic use of personal pronouns, specific discount terms, and imperative sentence structures, the online ad effectively implements the tactic of "Argumentation in favor of purchasing the product." The syntax, characterized by short, imperative sentences, reinforces the sense of urgency and prompts immediate action from the reader.

In general, the tactic "Argumentation in favor of the purchase of the product" appears in advertising messages through the emphasis on promotional offers, special conditions and urgency, but the method and structure of the argumentation may vary depending on the target audience, the product and the purpose of the advertisement.

### **3.3. Strategy of conciseness**

Conciseness involves conveying a message or information using as few words as possible while still effectively communicating the intended meaning. This strategy recognizes the limited attention span of consumers and the need to capture their interest quickly and efficiently. By distilling information into concise and impactful statements, advertisers can deliver key messages more effectively, increase comprehension, and enhance the overall impact of their advertising efforts. This approach is particularly important in the context of online advertising, where space and attention are limited, and advertisers must compete for the audience's attention in a cluttered digital environment.

A short text that does not contain words with a semantic load is best perceived by the reader. It is mandatory to avoid the use of obscure, little-known words, so as not to force the buyer to think about the text for a long time. The main idea of such an advertising message is conveyed to the mind of the buyer in the easy, unobtrusive language. The number of words has a fixed order so that the buyer can grasp it at a glance without any complications, selecting for themselves the most important words that have great emotional power, create a visual, tangible image [Dennaya 2021, p.277-89].

Two main tactics of strategy of conciseness can be defined: One-Phrase Slogan and Logo-Only Approach. Let us examine both positive outcomes and specific benefits in greater depth.

#### **3.3.1. Tactic “One-phrase slogan”**

This tactic involves condensing the entire brand message or value proposition into a single memorable phrase or slogan. By using a concise and catchy slogan, advertisers can create instant recognition and association with the brand, making it easier for consumers to remember and engage with the message, as in online ad of Versace: “*The style council*”[Instagram], see Fig.3.6:



Fig. 3.6. Tactic “One-phrase slogan” in online ad of Versace “*Versace – The style council*” (Instagram)

The phrase *Versace – The style council* in an online ad exemplifies the tactic of "one-phrase slogan" within the broader strategy of conciseness. In just four words, this slogan encapsulates the essence of the Versace brand and communicates a powerful message to the audience. "Versace" serves as a clear representation of luxury and high fashion, leveraging strong brand recognition. The addition of "The style council" positions Versace as an authority in fashion, conveying exclusivity and prestige. By combining the brand name with a descriptive phrase, the slogan effectively communicates Versace's identity and values in a succinct and memorable manner, capturing the audience's attention and reinforcing the brand's leadership in the fashion industry.

De Beers: “*De Beers – a diamond is forever*” [YouTube].

In five words, this succinct message encapsulates the enduring significance and timeless allure of diamonds. "De Beers" instantly evokes associations with prestige and excellence, representing a renowned authority in the diamond industry. The phrase "a diamond is forever" resonates deeply, tapping into the emotional and symbolic value of diamonds as enduring symbols of love and commitment. By emphasizing the everlasting nature of diamonds, the slogan not

only promotes the longevity of the product but also reinforces the emotional connection that diamonds evoke in consumers. Through this concise and evocative slogan, De Beers effectively communicates its brand values and solidifies its position as a leader in the world of luxury and romance, see Fig.3.7:



Fig. 3.7. Tactic “One-phrase slogan” in online ad of De Beers” *De Beers – a diamond is forever*”(YouTube)

The phrase *More than a wish* epitomizes the strategy of using a concise one-phrase slogan in online advertising. In just four words, this slogan suggests a meaning that surpasses a simple desire, hinting at a deeper significance or fulfilment. By employing the phrase "more than," the slogan implies an element of exceeding expectations or conventional notions. Meanwhile, "a wish" evokes feelings of aspiration or longing, but the addition of "more than" implies an elevated status or significance. This ambiguity piques curiosity and invites interpretation, encouraging the audience to delve deeper into the message's implications. Overall, "More than a wish" serves as a succinct and impactful slogan that captures attention, incites curiosity, and invites further exploration in the realm of online advertising.



Fig. 3.8. Online ad of Bulgari“*More than a wish*”(Facebook)

### 3.3.2. Tactic “Logo-only approach”

This tactic relies solely on the brand's logo or visual identity without any accompanying text. The logo serves as a powerful symbol that represents the brand and conveys its identity, values, and attributes. For example, the golden arches of McDonald's or the bitten apple of Apple Inc. are instantly recognizable worldwide, evoking strong associations with the respective brands. By using a logo-only approach, advertisers can leverage the visual appeal and brand recognition of their logo to communicate with consumers quickly and effectively, even in situations where space or attention is limited.

For example, the "Prada" online advertising campaign featuring a logo-only approach showcases the brand's iconic logo alongside images of diverse individuals wearing Prada glasses and accessories. This strategy leverages the brand's well-established reputation and status within the fashion industry, recognizing that Prada is already synonymous with luxury and sophistication. By

prominently displaying the logo alongside images of people from different backgrounds and skin tones adorned with Prada products, the campaign subtly communicates the brand's inclusive ethos and universal appeal. Moreover, the decision to forego textual messaging in favour of a logo-only approach emphasizes the idea that Prada's products speak for themselves. The images serve as a simple reminder of the brand's aesthetic and quality, evoking a sense of aspiration and desire among consumers. This minimalist approach to advertising effectively conveys Prada's essence as a symbol of luxury that transcends language and cultural barriers, relying solely on visual cues to communicate its message of style, elegance, and sophistication, see Fig. 3.9:



Fig. 3.9. Tactic “Logo-only approach” in online ad of *Prada*(Instagram)

Another online ad campaign for Dolce&Gabbana presents a bold and innovative approach by featuring Miley Cyrus, the renowned American singer known for her provocative style and outspoken personality, as their ambassador. This unexpected choice reflects the brand's willingness to embrace a more edgy

and youthful image, aiming to attract a younger demographic while generating buzz and conversation around the brand. In tandem with Miley Cyrus's presence, the campaign adopts a logo-only approach, prominently displaying the Dolce&Gabbana logo alongside images of the singer. This minimalist strategy underscores the brand's confidence in its visual identity and the power of its association with Miley Cyrus, effectively communicating Dolce&Gabbana's essence as a symbol of luxury and style without the need for textual messaging. Together, these elements form a cohesive online advertising campaign that not only captures attention but also reinforces Dolce&Gabbana's commitment to innovation and creativity in the ever-evolving landscape of fashion marketing.



Fig. 3.10. Tactic “Logo-only approach” in online ad of *Dolce & Gabbana*(Instagram)

The logo-only approach in online advertising distils brand messaging to its visual essence, relying solely on recognizable logos or imagery to communicate identity and values. By foregoing textual messaging, this strategy emphasizes

brand recognition and association, making a memorable impression on audiences in a cluttered digital landscape. In an era dominated by visual content, the logo-only approach offers a streamlined and effective method for brands to convey their identity and resonate with consumers.

### **Conclusion to Part III**

Strategy and tactics in advertising are key concepts that interact and complement each other in order to achieve the set goal of attracting the audience's attention, influencing their beliefs, and motivating them to take action. In particular, the advertising strategy defines the general concept within which individual advertising measures and tactical decisions will be implemented. On the other hand, tactics in advertising are the specific actions and means used to implement the strategy. It defines the details of the advertising message, its format, style, images and text. Tactics effectively convey information to the target audience and cause an appropriate reaction.

In advertising discourse, strategy and tactics are an integral part of creating persuasive and attractive messages for consumers. They interact and complement each other, creating a comprehensive approach to solving advertising tasks. Understanding and correctly using these concepts is the key to success in the implementation of advertising strategies and the achievement of set goals.

Analysis of the tactic "Modelling the addressee's personality (privatization of knowledge)" in advertising discourse reveals its essence and mechanisms of interaction with the target audience. This tactic consists in the use of linguistic features and strategies aimed at creating a personalized and engaging experience for the reader. By employing personal pronouns, interrogative sentences, expressive language, and quotations, advertisers can tailor their messages to resonate with the individual needs, preferences, and characteristics of the audience.

Through the analysis of vocabulary and syntax, it becomes evident that the implementation of this tactic involves a deliberate choice of words and sentence structures to foster a sense of intimacy, relevance, and connection with the reader. The use of deixis establishes a direct rapport with the audience, while interrogative sentences engage them in a dialogue and encourage active participation. Expressive language adds a conversational tone to the text, making it feel more

authentic and relatable. Quotations and references lend credibility to the message and demonstrate an understanding of the reader's concerns and interests.

Analysis of the tactic "Argumentation in favour of the purchase of the product" in the advertising discourse reveals how it is effectively used to persuade and attract the target audience. This tactic involves a strategic deployment of linguistic elements and syntax techniques aimed at highlighting the benefits and value proposition of the advertised product or service.

The analysis of vocabulary and syntax shows that the implementation of this tactic relies on the careful selection of words and sentence structures to convey compelling arguments and incentives for making a purchase. The use of emotive language, specific terms such as discount offers, and action-oriented verbs serve to capture the reader's attention and evoke a favorable response.

Furthermore, the syntax of the online ad text plays a crucial role in reinforcing the persuasive message. Imperative sentences command the reader to take action, while clear calls to action direct them to the desired outcome, such as visiting a website or making a purchase. Additionally, the use of concise and direct language ensures clarity and facilitates quick comprehension, further enhancing the effectiveness of the argumentation strategy.

The logo-only approach in online advertising is a powerful tactic for brands to communicate their identity and values succinctly. By relying on visual cues like logos, brands can evoke desired emotions without extensive textual messaging, reinforcing brand recognition and association among consumers. This minimalist approach streamlines the advertising message and capitalizes on the strength of the brand's visual identity, making a lasting impression in the competitive landscape of online advertising.

## CONCLUSION

The digital age has ushered in a transformative era for advertising, reshaping its very essence and characteristics. The essence of this chapter lies in understanding how the advent of the Internet has profoundly impacted the advertising landscape, necessitating a reevaluation of traditional approaches and strategies. The Internet has reshaped advertising into an interactive, data-driven, and hyper-targeted realm, revolutionizing communication channels. Advertising encompasses various types, from traditional print and broadcast ads to digital and influencer marketing, each offering unique advantages in engaging consumers. Understanding the effectiveness, impact, and challenges of different advertising approaches is essential for crafting successful campaigns. Additionally, the evolution of advertising texts from traditional concise, emotionally driven headlines to online ads emphasizing SEO, interactivity, and personalization reflects the changing landscape of marketing in the digital era.

Online ads have transformed into multimedia-rich forms of communication, incorporating text, images, videos, and interactive features to enhance engagement and cater to diverse preferences. Syntax plays a crucial role, with deliberate utilization of elements like exclamatory and interrogative sentences, repetition, and parallelism to shape tone, engagement, and persuasiveness. Semiotics is essential for comprehending the language of signs and symbols, allowing advertisers to convey meaning, establish cultural connections, and evoke emotions. Pragmatic aspects, including speech acts, implicature, and politeness strategies, underscore the nuanced communication methods employed by advertisers to influence viewer actions and responses authentically. Understanding and integrating these elements are vital for crafting online advertisements that resonate with audiences and drive desired outcomes in the ever-changing landscape of digital advertising.

The analysis of the theoretical aspects of "strategy" and "tactics" in advertising unveils their crucial roles in forming and executing successful advertising campaigns. Strategy outlines the overarching concept guiding

advertising efforts, while tactics delineate specific actions and means to implement the strategy effectively. In advertising discourse, strategy and tactics work synergistically to create persuasive and engaging messages for consumers, facilitating the achievement of advertising goals. The tactic of "Modelling the addressee's personality" involves linguistic features aimed at creating personalized experiences, fostering intimacy, relevance, and connection with the audience. Similarly, "Argumentation in favour of the purchase" strategically deploys linguistic elements and syntax techniques to highlight product benefits and incentivize purchases. Syntax plays a pivotal role in reinforcing persuasive messages, with imperative sentences commanding action and concise language ensuring clarity and comprehension. Moreover, the logo-only approach in online advertising communicates brand identity succinctly, leveraging visual cues to evoke emotions and reinforce brand recognition effectively.

## SUMMARY

Дослідження присвячено англійській мові в сучасній онлайн-рекламі з метою виявлення особливостей англомовної онлайн-реклами на всіх рівнях: лексичному, структурному, синтаксичному, семіотичному, прагматичному та комунікативному (вибір стратегій). Об'єктом дослідження є онлайн-реклама з особливим акцентом на використанні англійської як основної мови комунікації. Предмет охоплює різні лінгвістичні явища в онлайн-рекламі, включаючи лексичні, структурні, синтаксичні, семіотичні, прагматичні особливості та комунікативні стратегії.

Розгляд теоретичної бази англійської онлайн-реклами продемонстрував, що ландшафт онлайн-реклами охоплює різні типи, кожен з яких служить різним цільовим аудиторіям. Пошукова реклама, втілена на платформах, таких як GoogleAds, використовує намір користувача, відображаючи реклами, відповідні до запитів пошуку, забезпечуючи максимальну видимість для рекламодавців. Реклама на відображення використовує візуальні елементи, щоб привернути увагу та підвищити пізнаванність бренду на веб-сайтах та додатках. Реклама в соціальних мережах використовує великі користувальницькі бази платформ, таких як Facebook, Instagram та Twitter, щоб доставляти цільові реклами на основі демографічних, поведінкових та інтересних даних.

Дослідження англійської онлайн-реклама як мультимедійного типу текстів показало, що англійська онлайн-реклама має структурований формат, призначений для привертання уваги та передачі переконливих повідомлень ефективно. Зазвичай онлайн-реклами включають лаконічний та візуально привабливий контент, стратегічно організований для максимального впливу в обмеженому просторі або часі. Структура часто включає увагу-привертаючи заголовки, привабливий текст, переконливі заклики до дії та візуально привабливі елементи, такі як зображення або відео. Крім того, тексті реклами часто використовуються такі техніки, як маркери,

підзаголовки та посилання, щоб поліпшити читабельність та навігацію, задовольняючи вподобання та звички цифрової аудиторії.

Синтаксис текстів англійської онлайн-реклами характеризується стратегічним використанням мови для виклику конкретних відповідей від аудиторії. Окличні та питальні речення часто використовуються щоб викликати зацікавленість або спонукати до дії. Питальні речення залучають читачів, задаючи питання, які стимулюють адресата або підкреслюють проблему, змушуючи їх розглядати рішення рекламодавця. Окличні речення, з іншого боку, викликають емоції, такі як захоплення, нагальність або бажання, підтримуючи почуття ентузіазму та залучення до рекламованого продукту чи послуги.

Семіотика відіграє важливу роль у формуванні значення та інтерпретації англійської інтернет-реклами. Візуальні елементи, такі як зображення, кольори, логотипи та символи, стратегічно використовуються для передачі повідомлень та виклику потрібних асоціацій з рекламованим брендом або продуктом. Крім того, лінгвістичні особливості, такі як гасла, слогани та назви брендів, виступають як семіотичні показники, підтримуючи ідентифікацію бренду та підвищуючи його пізнаваність серед споживачів.

Прагматика досліджує використання мови в контексті, враховуючи фактори, такі як очікування аудиторії, культурні норми та комунікативні цілі. В контексті англійської онлайн-реклами врахування прагматики впливає на вибір мови, тону та повідомлення для забезпечення відповідності вподобанням та цінностям цільової аудиторії. Рекламодавцям потрібно враховувати культурні чутливості, лінгвістичні відтінки та соціокультурні контексти для створення переконливих повідомлень, які відповідають потребам різних аудиторій.

Аналіз комунікативних стратегій та тактик онлайн-реклами надає можливість з'ясувати, що в основі онлайн-реклами лежить стратегія привертання уваги споживача. Вона включає різні тактики, щоб залучити аудиторію серед цифрового контенту, одна із яких – це тактика моделювання

особистості адресата, що підлаштовує оголошення, щоб вони стосувалися індивідуальних інтересів споживачів. Це сприяє відповідності та зв'язку. Інша тактика, тактика аргументації на користь покупки продукту, надає переконливі причини для переконання споживачів у цінності пропозиції. Це посилює аргументи для покупки, спонукаючи до дії.

Друга розглянута стратегія – це стратегія лаконічності, яка відображає сучасні вимоги суспільства, оскільки у швидкому цифровому світі коротке повідомлення є ключовим для захоплення та збереження інтересу аудиторії серед різноманітних відволікаючих чинників. Ця стратегія надає перевагу лаконічності та ясності, забезпечуючи ефективну комунікацію. Ця стратегія реалізується двома тактиками: тактикою лаконічного слогану, в якому сутність бренду або продукту стисло сформульована в одному реченні для миттєвого визнання, та тактикою одного логотипу, що покладається головним чином на візуальні елементи, такі як логотип бренду, для передачі значення безпосередньо аудиторії, підвищуючи видимість та лояльність бренду.

Отже, англійська мова в онлайн-рекламі проявляється у різноманітних формах та змінюється відповідно до обраної стратегії, відтінків комунікації та завдань рекламного повідомлення.

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