



## CASES OF HYPERBOLE IN THE TEXTS OF ADVERTISEMENTS

**Viktorija Kavaliauskaitė,**  
**Asta Pukienė** (*supervisor*)  
*Kaunas University of Applied Sciences, Language Center*

**Research purpose.** The exploitation of hyperbole in the texts of advertising. Hyperbole, as a stylistic device, is often exploited in the texts of advertisement as it creates an exaggerated opinion or vision on a product. As advertising plays an important role in the current world of consumerism, the texts must be created very carefully. Most hyperbole in advertising texts is used to show the work that manufacturers put in the making of the product and how much the consumers are willing to do to get the product. In order to achieve this goal different hyperbolic forms are used, such as: single-word, phrasal, clausal, numerical, repetitive, comparative hyperbole and superlative. The role of hyperbole in advertising texts is essential in creating advertising messages that leave a lasting impression.

**Keywords:** advertising, advertising messages, advertising text, hyperbole, hyperbolic forms

**Research Methodology.** Analysis of theoretical sources that help to define hyperbole, its forms and functions and the reasons for its applications in advertisements.

Descriptive, comparative linguistic analysis that helps to find out the peculiarities of hyperbole use in advertisements texts found on internet sites at practical level.

**Results / Findings.** Theoretically, hyperbole is an overstatement that seeks to create an emotional connection and exaggerates a situation in order to make it more appealing. Descriptive comparative analysis allowed to define the use of hyperbole in advertisement texts and found that single-word hyperbole is used most often as it is the easiest to understand and adapt to situations.

**Originality / Practical implications.** For people working with creating advertisements or involved in marketing. It also could benefit students that are studying public relations, marketing, or non-native English speaking people that are participating in sales.