

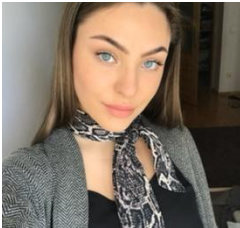


LINGUISTIC SOLUTIONS FOR HIGHLIGHTING SOCIAL RESPONSIBILITY IN CONTEMPORARY ADVERTISING CAMPAIGNS

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Research field: H 004 Philology, N 07 Language Studies

Research purpose. Corporate social responsibility has been a recent trend for most contemporary advertising campaigns, as socially responsible companies imply more attractive images to both consumers and shareholders. In order to reach their target audiences and make them respond in a positive way, the advertisers need to carefully choose the most effective words and phrases for composing their desired messages. Although, the studies on the language of commercial advertisements have recently been quite extensive, the linguistic aspect for emphasizing social responsibility still lacks some thorough research. The **aim** of the current presentation (research) is to identify and describe the most common linguistic means for highlighting social responsibility in contemporary advertising campaigns.

Keywords: Advertising, Corporate Social Responsibility (CSR), Linguistic Means and Solutions

Research Methodology. The research suggests theoretical background of the language of advertisements, as well as the focus on social responsibility. The practical analysis is based on the texts of advertisements and linguistic means for emphasising CSR. The descriptive linguistic method was applied for processing the collected examples and revealing the most common linguistic techniques highlighting sustainable values in contemporary advertising campaigns.

Results / Findings. The analysis revealed that social responsibility has become an important element of contemporary advertising campaigns, which bring light to certain social or environmental issues. In order to achieve that, they contain a number of linguistic means, such as specific phonetic devices, lexical means of expression, as well as numerous syntactical structures.

Originality / Practical implications. The collected examples, their analysis and the findings drawn at the end of the research are extremely relevant to contemporary businesses and organisations that are willing to improve their public perception, attract and retain customers, as well as increase employee engagement.