



LINGUISTIC ANALYSIS OF ADVERTISING LANGUAGE IN SOCIAL MEDIA

Gabija Konopacka,
Dinalda Simuntienė (*supervisor*)
Kauno Kolegija Higher Education Institution



Address: Pramonės pr. 20, Kaunas
Webpage: www.kaunokolegija.lt
E-mail: gabija.kon620@go.kauko.lt, dinalda.simuntiene@go.kauko.lt
Phone: +370 642 52822
Research field: H 004 Philology, N 07 Language Studies

Research purpose. Advertisements are powerful tools used by sellers to attract new customers. As years pass, more companies turn to public relations (PR) specialists for their thoughts on how products should be introduced to the public. The problem question is how phonetic and semantic devices are used to create customer-attracting English advertisements. The research aims to reveal what phonetic and semantic devices are used in social media advertisements in English.

Keywords: advertisement, linguistics, phonetics, semantics, social media

Research Methodology. The advertisement samples used in the second part of the research were found on social media platforms. The major outlets for sample selection were Facebook, Instagram, Twitter, and Pinterest because these social media platforms are viral among people and are excessively used by businesses for their product and service promotion and contain advertisements needed for this research paper. These advertisements were specifically chosen because they contained the required linguistic segments for this type of research, i.e., phonetic, or semantic devices. The major linguistic means defined in the theoretical part of the research were found in L. N. Emadi's book and Y. A. Glukhiy's book. These books were two main sources used to describe phonetic and semantic means. The most accurate advertisement examples with linguistic means were found in 13 samples, while the number of advertisements with phonetic devices was 9 (onomatopoeia identified in 2 samples; alliteration was pointed out in 5 pieces; rhyme and rhythm were spotted in 2 promotions), and the number of adverts containing semantic means was 4 (connotative standards were identified in 2 samples; denotative means were pointed out in 2 adverts). The practical analysis aimed to identify what phonetic and semantic devices are used in social media advertisements. To achieve the set goal, theoretical analyses were made using the descriptive comparative linguistic analysis method. The analysis of actual samples of advertisements made it possible to see how phonetic and semantic devices help advertisements to be more appealing to customers.

Results / Findings. Advertising has been in peoples' lives for a long time and is only progressing. Companies more often are using linguistic tools to advertise their products and services. It is important to structure words, phrases, and sentences to get the advertisement's desired phonetic or semantic effect. Linguistic devices are used in advertisement text, to boost popularity and evoke interest as they greatly affect customers' feelings and emotions. The efficiency of advertisement slogans is closely related to the proper choice of linguistic means.

Originality / Practical implications. The research is relevant to students studying English and PR specialists who may want to improve their skills of employing phonetic and semantic natures of English lexis while developing emotionally strong pieces of promotional texts.