

Linguistic manipulation in



Name the BRAND

- *I'm loving it*
- *Because I'm worth it*
- *The milk chocolate melts
in your mouth, not in your hand*



- *Just do it*
- *Connecting people*
 - *No more tears*
- *Taste the rainbow*
 - *Ideas for life*
 - *"Das Auto"*

Name these brands



Name these plants



☐ alder



☐ ash



☐ beech



☐ elder



☐ field maple



☐ hawthorn



☐ holly



☐ horse chestnut



☐ oak

Advertising

- ... is intended to persuade people to buy a product or use a service... etc.
(Longman Dictionary)
- "the science of arresting the human intelligence long enough to get money from it." **Stephen Laycock**



subconscious level of the brain

Aim

- **Coax** уговаривать
- **Entice** соблазнять
- **Induce** побуждать
- **Deceive** обманывать
- **Persuade** убеждать
- **Beguile** выманивать хитростью





Lexical and syntactical characteristics of advertising language

- **Emotive language** *new, free, wanted, sensational, limited, sale...*



- **Abstract words** *beauty, delicious, satisfying...*
"A taste of paradise" (chocolate bar Bounty)

- **Catchy Phrases**

Buy one and get one free = If you buy one, you will get one free

- Slogan
- Poetic, Glamorized Language:

Alliteration - repeating of the first words

Assonance - repeating of the sounds in the words

Punning - a word which has more than one meaning

Rhyme and Rhythm

*"Live **l**ife **l**oud". - I-Home,*

*"Don't **d**ream it. **D**rive it". - Jaguar*



- **Imperative Mood and Active Verbs**

“Just do it” Nike

“Philips. Let’s make things better”

“Indesit. We work, you play”

“Have a break, have a Kit Kat”



- **Frequent use of Adjectives**

“DHL has the world's biggest logistics network”

“Even milk is tastier in Milky Way!”

- **Neologisms** or **Coinage** - a word or a phrase that has been recently invented

“unzip a banana, temptational, minty, tangy, chewy, chunky, crackly, crispy, flaky, meaty, nutty, silky and spicy”

- **Compound words**

longer-lasting, oh-so-comfortable

- **Opposition**

“Women were not born for washing!”

“Princess. Just like your mother’s, only better!”

“Strong Enough for a Man, Made for a Woman”

- **Rhetorical questions**



Advertising is part of our everyday lives.

So, what do you think?

Got **brainwash**?

