Linguistic manipulation in



Name the BRAND

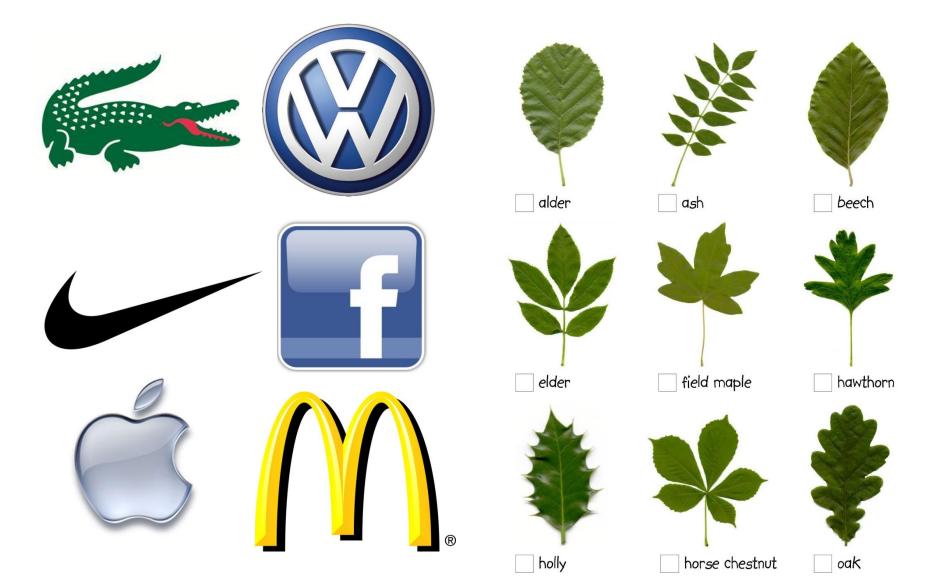
- I'm loving it
- Because I'm worth it
- The milk chocolate melts in your mouth, not in your hand



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

Name these brands

Name these plants



Advertising

- ... is <u>intended</u> to <u>persuade</u> people to <u>buy</u> a <u>product</u> or use a <u>service</u>... etc. (Longman Dictionary)
- "the science of arresting the human intelligence long enough to get money from

it." Stephen Laycock

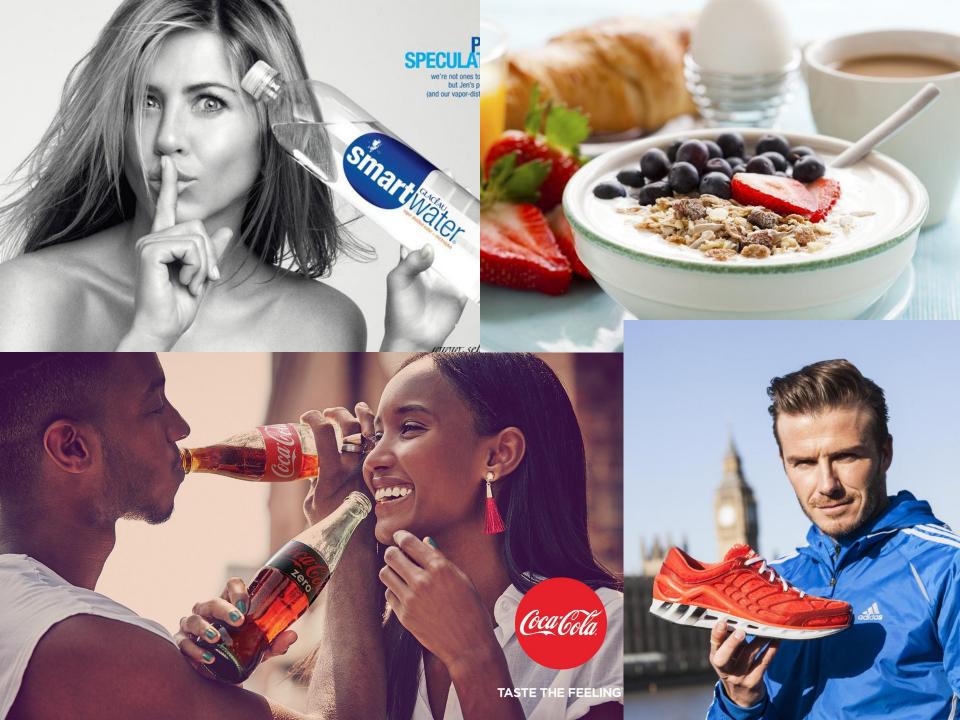


subconscious level of the brain

Aim

- Соах 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 life loud". - I-Home,

"Don't dream it. Drive 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?

