
Transliteration: attaché - аташе, consul - консул, congressman - конгресмен.

Transcription: alternate, impeachment - імпічмент.

Descriptive method: concordat – договір між папою і керівництвом держави, internuncio – посланник Ватикану, exequatur – посвідчення, видане іноземному консулу про визнання його повноважень;

Thus, the study reveals the functional, stylistic and pragmatic criteria to the classification of diplomatic terminology and substantiates the most applicable ways of conveying the meanings of English diplomatic terms into Ukrainian which are full equivalence, loan translation, transcoding and a descriptive method.

References:

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PRAGMATIC POTENTIAL OF ENGLISH AND UKRAINIAN ADVERTISING TEXTS

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The advertising discourse represents social communication and is met everywhere by a human. The advertisement is a living thing that keeps pace with society and lives together with us. It is worth the scientific attention from the point of linguistic analysis, as it involves extra-lingual factors and prerequisites for the communication between an advertiser and a target audience to happen. The advertising field is the most expensive in the world, so advertising agencies try to pull their finger out to catch consumer’s attention, keep it, and at the same time, avoid a feeling of persuasion to buy a product. However, it involves the knowledge of culture, social values, individual experience, historical and social values within one ethnos that are the objects of interest for many linguists. In the last couple of years, the advertisers face the challenges to amaze and satisfy the customers since the market is just overloaded by the volume of advertisings.

However, marketing agencies go further and use as many stylistic tools as possible to promote the advertising industry. The advertising discourse is in the center of interest of linguists concerned with grammar, stylistics, pragmatics, semiotics, lexicology, and phonology. The study of means of persuasion is of great significance for economic development and cross-cultural communication. Language is tied with the evolution of
mankind; it is always dynamic. Throughout history, each language fell under the influence of many causes like the resettlement of people, conquests, technological revolution, but now other processes are happening that greatly influence our language as well, e.g., globalization, assimilation, computerization. The question of the pragmatic potential of language is open and will always require a fresh perspective on this problem.

For a full understanding of the topic, it is important to draw upon the first serious scientific works of William Morris, John Austin, John Searle, and Paul Grice, who dwelled upon the implicit processes that happen in communication. Scientists carrying out early theories were based on studying meanings of linguistic units, while another group of linguists paid attention to the interaction of communicators in the process of human intercourse, rules of communication that define the choice of different linguistic and rhetoric devices to achieve its purpose [1]. The advertising field came pace with the development of information technologies became part of social communication. Language professionals found evidence of pragmatic orientation of the advertising far back as in the middle of the XX century, and since the early 1960s, the problem of persuasion and influence in the advertisements attracted a lot of researchers such as Cook Guy, Corbett Edward, Baudrillard Jean, Myers David, Huang Yan. A contribution in the field of vague language is made by Ludmila Urbanova, who published the monograph while Yanping Fan presented a report on the lexical features of English Advertisement. Special credit is given to Ukrainian linguists: Anisimova Eugenia, Barabanova Natalia, Naumenko Anatoli, Chernyavskaya Valeriia, Pocheptsov Georgii, Lyang Olha.

The pragmatic intention of the author can be traced to different levels of language: phonological, lexical, grammatical, syntactical, semantic levels [2]. Morphological and structural differences of languages compared are reflected in the stylistic peculiarities of the advertising texts. British and American advertisers actively use different phonetic stylistic devices such as assonance, alliteration to make their slogans catchy, memorable and contagious while Ukrainian authors are prone to use Ukrainian vocabulary richness in the form of epithets, metaphors and frequently turn to rhyme.

The pragmatic impact is fulfilled through the grammatical indicators such as degree of comparison, diminutiveness, category of tense, and intensifiers. They quite equally pertained to both languages. The credibility of the brand speaking in the terms of long-established traditions is usually shown by Perfect Tense. The Present Tense is used in declarative sentences to describe the effectiveness of the product and express the proof, arguments, good qualities of the advertised product.

The choice of vocabulary in the advertising depends on the social values pertained to the nation [3]. Thus, Ukrainian advertisers use foreign words or indicate European countries, while English authors use specific vocabulary to outline the quality of the product.

The advertisers turn to the same persuasive strategies, e.g., appealing to emotions, credibility, binary oppositions of social values and wishes, formula “question + answer”, yes/no questions that prove the advertising world is a world of desires through which every audience can be manipulated.

The marketers are very competent in the linguistic field and use language as a tool to persuade and promote their business. Pragmatics is important in terms of the theory of communication, and the advertising text is a striking example of a pragmatic text, where certain communicative strategies are fulfilled. Humans will always use language for their purposes. Language cannot be fully explored, it changes every day, so the question of pragmatic potential is open.

Список використаних джерел:
REVIEW OF THE MAIN METHODS OF LINGUISTIC ANALYSIS AND THE MOST USED RESEARCH METHODS IN UKRAINIAN LINGUOSTYLISTICS

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There are a large number of research methods in Linguistics. The paper is dealt with the main ones and those that are common in Ukrainian linguostylistics.

The methods of linguistic analysis can be divided into universal, traditional and discursive ones. The hypothetical-deductive method belongs to the universal ones. It involves collecting linguistic evidence, constructing a hypothesis and the verification of its truth (according to L. Shcherba) [1].

Traditional methods include methods of analysis of syntagmatic and paradigmatic relations. The method of oppositions is the most prevalent method of analysis of paradigmatic relations. It is used to create grammatical categories or to classify vocabulary. N. Trubetskoi is the founder of the doctrine of opposition. Another widely used method of analysis of paradigmatic relations is principal component analysis, which involves the decomposition of a word into semantic components. This method is also used in Phonology, Morphology and Syntax (O. Gulyga, O. Shendels). Distributional method is the most common among the methods of analysis of syntagmatic relations. It is based on the concept of distribution, which is the sum of all possible positions of the unit regarding other ones of the same level, their compatibility. To apply this method, various symbols are used, by which distributive formulas are created [1].

Pragmatic analysis, content analysis, transactional analysis and discourse analysis are the most wide-spread methods of the discursive paradigm. The British logicians J. Austin and J. Searle are considered to be the founders of the method of pragmatic analysis. The concept of speech act is a key to this method. It allows to interpret speech as action in which the intentions of the speaker are concentrated: to ask, to greet, to explain, etc. Content analysis is a set of devices for objective description of communication content and rules. It is most often used in the exploration of the functioning of social assessments in institutional types of discourse and interpersonal communication. Transactional analysis is a psychological model that serves to describe and analyze human behavior (both individually and in groups) based on the means of lingual and paralingual (gestures, facial expressions, body posture) codes. E. Bern’s works made this method very popular. The purpose of discourse analysis is the research of human’s speech activity taking into account the social, mental, psychological and cultural context [1].