

ABSTRACTS

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STUDENTS CREATIVENESS IN MAKING UP ADS

The present paper deals with our own experience of teaching students to make up ads' phrase or slogan. For this purpose specific words are needed in each and every ad. They are used *to attract attention* of the audience.

While lecturing the authorial course «Ads Lexis» in the Alfred Nobel University, we explain to the students the notion of «phrase» (Ph), a creative approach that is needed for its making, with due regard for national and cultural component, psychology of a consumer, gender aspect etc. Thus we consider «phrase» as a small group of words standing together as a conceptual unit, typically forming a component of a clause or an idiomatic or short pithy expression. Practice of copywriters produced terms for good slogan/ phrase making up, its successful application: fiddly work, study of semantic and ads' possibilities; clear determination of the tasks of the phrase; mass media location, etc.

We lay stress upon the maximum use of students own fantasy as the authors of a text. That is to create the best terms for self-expression and self-affirmation of students. The students are offered to pay attention to main terms an advertisement should correspond to (every clause we accompany with well-known examples). Mainly a slogan should a) contain necessary information; b) be associated with the brand of a product; c) to comprise a provoke element for braking consumer's attention: style abnormality, ambiguity, borrowings, slang, presence of verbal symbols of prestige etc.

At our classes we propose to the students the row of tasks for making up a short text/phrase/slogan in native and English languages with the use of evaluative lexis: *the best, brilliant, successful, quality, unbelievable* etc. Students are also suggested to make up variants of slogan, moving forward any product.

The material studied in the lecture course confirms: an ad reflects all the changes in social, emotional and aesthetic spheres of life of society. Ads (as a whole) and slogans could be attributed to one and the same texts according to aim and facilities. This gives us right to compare their effect with direct influence and manipulation of a consumer.