

УДК 811.111

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STUDENTS CREATIVENESS IN MAKING UP ADS

The article presents some aspects of students training to writing and analysis of PR texts and ads concerning ad' lexis in the process of ad making up and its creative translation (writing) into the native language.

Key words: phrase, slogan, idiomatic units, advertising message, creative writing, culture.

While lecturing the authorial course «Ads Lexis» in the Alfred Nobel University, we explain to the students the notion of «phrase», a creative approach that is needed for its making, with due regard for national and cultural component, psychology of a consumer, gender aspect etc. 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. Both meanings elucidate ads phrase in considering advertising to be a form of communication used to encourage or persuade an audience (viewers, readers or listeners). Most commonly, the desired result (of any ads text) is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. We cover the issue of commercials and understand this notion as «*involving or relating to the buying and selling of goods*». Therefore at our studies we examine ads.

In our daily life everyone can find specific words in each and every ad. They are used **to attract attention** of the audience. Thus we speak of these very words and imply here idioms as well, which are very popular phenomenon in Mass Media and advertising.

Firstly we should determine and identify the essence of phraseological units or idioms. In spite of a whole number of idioms definitions there is no exact and unambiguous one of this term until now. There are differences in terms of certain peculiar features of idioms. In some definitions, idiom is *a phrase or expression* the total meaning of which differs from the meaning of the individual words. The other qualifications state that it is an expression, a word, or *a phrase that has a figurative meaning*. It is comprehended in regard to a common use of that expression that is separate from the literal meaning or definition of the words of which it is made up. For example, **to blow one's top (get angry) and behind the eight ball (in trouble)** are English-language idioms. Idioms come from any language and generally cannot be translated literally (word for word). Foreign language students should learn them just as they learn vocabulary words.

While making up an ad phrase its value and meaningfulness are defined by two groups of parameters: marketing (meaningfulness and value of commodity from the point of view of its sales promotion to the market) and linguistic features (figures of speech, *phrases*, showily presenting a commodity). In opinion of many practical ads-makers, the indicated two parameters underline that a phrase is not only a creation of an author but also subject to influence of external factors, such as a situation at the market, meaningfulness of the promoted product etc. To our opinion, as it applies to research of actually language features of phrase it is not fully appropriate to use a term of «linguistic parameters», because in this case the process of phrase creation

can be considered merely the individual «invention» of one or another author, without any systematization of language potential. Phrase, as well as any advertisement (short or extended) can be successful and unsuccessful, merry or a dull one, can bring commercial success or losses. It can hardly be able to mask bad quality of commodity or service, but can substantially help in attracting of consumers' attention. It is impossible to hope on a phrase as such, it can «work» only as a result of carefully thought out of advertisement campaign on creation of firm reputation, its commodity or, as in our days, of a political figure.

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. [1, c. 160].

We suppose that this is only an exterior side of the work with an advertisement as a verbal construct ready to function. At the same time there exists another, more difficult part of work on writing of an advertisement (phrase) – that is a creative process – creativity.

Some ads researchers consider that a copywriter should first of all have a set of dictionaries (like dictionary of synonyms, antonyms, homonyms, rhymes, Phrase book etc.). He (a copywriter) should write all the variants he could; work up all the created draft variants of phrase: to take away the unnecessary ones; strive for maximum expressiveness of an ad with the minimum of words; use principles of compression that will help to get rid of unnecessary verbal ballast, namely: to shorten syntactic words (prepositions, introductory words, conjunctions); 2) to avoid composite sentences.

In our course of lectures we underline that the most danger for any phrase creation is in seeming lightness of its making up, and imagining that better any short phrase in the beginning of an advertisement, than none at all. A successful phrase (slogan), its introduction, is a big, tense job, but not a simple set of fine words.

It is often we can read a phrase or a slogan which satisfies the requirements shown in it: brevity, easy pronouncing, power to stick in consumer's memory. However there is no so-called «spice» in it. The same idea we can find in works of ads researchers, who mark that it is rather difficult to set forth rules to write good slogans, «even if one exactly follows a recipe, one hostess will make a tasty cake, the other one will cook something like a dessert. It is necessary to mark that for writing a good phrase/ slogan one should possess talent. But once a life *everybody can think of (invent) a remarkable slogan*» (marked by us!).

Thus, all depends on the basic task of ad – to attract attention to the phrase, and then stick in consumers' memory. It is curious to mark that very facile phrases are practically not paid attention to themselves. The researchers underline that short phrases, containing not a linguistic error, but rather an easy roughness are usually taken notice of. For example – «Quality you can rely upon» is not quite a correct phrase, but it «touches» [1, c. 162].

The «life» of an advertisement shows – even good slogans become outdated. It happens due to the emotional getting used to the well-known slogan or phrase. Even if the whole advertisement is changed, a consumer while reading the corresponding information hears the familiar slogan, and he tries to tear it away.

So a copywriter needs to use very special linguistic means including idioms. Hereby idiom is *a group of words established by usage as having a meaning not deducible from those of the individual words (e.g., rain cats and dogs, see the light); a form of expression natural to a language, person, or group of people he had a feeling for phrase and idiom.*

Our item is ad and Mass Media texts which are known to be the texts of informing, descriptive and convincing character. At our classes we attract students' attention to these particular properties of advertising texts and teach them how to create advertising messages and how to translate them into English or native language.

The main task is the maximum use of students' own fantasy for self-expression and self-affirmation. Among others terms students are suggested to mind the main ones which any ad should possess: 1. To contain necessary information. 2. Be associated with the name of product and trade mark. 3. To contain a «sparkle» or a provoking element: violation of style, neologisms, «wrong» use of words, presence of words of prestige, etc. 4. To persuade the consumer to feel good after reading the ad text. 5. To cause a sense of desire in a consumer and necessity to purchase a commodity/service. 6. Ad text should be universal – that is to function in different, unconnected with advertising contexts. 7. To correspond culture, traditions, mentality of the

ad's audience. 8. To contain manipulative components – words possessing «magic force». The all mentioned above items should promote the difficulty of phrase «forgetting». We think idioms or any other phraseological units should be used for this goal.

We believe slogan to be inevitable part, a major structural component of any ad, as a cultural code of a country wherever an advertisement is put up. The matter of students studying the analysis of short texts/slogans creating and translating them in/into native and foreign languages until now was not enough studied.

When lecturing we lay stress upon the maximum use of their own fantasy as the authors of a text. That is to create the best terms for self-expression and self-affirmation of students. As we have already told an advertisement should correspond to the known clauses (every clause we accompany with well-known examples). Mainly a slogan should – contain necessary information (the example is *calming tonic*); it is needed to be associated with the brand of a promoted product (*Bon Prix. It's me!*); to stuck in the memory, it should comprise a *provoke element* for braking consumer's attention: style abnormality (*platinum face*), ambiguity, borrowings (*casual*), slang, presence of verbal symbols of prestige etc.

At our classes we suggest 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, unmatched etc.* Students are also proposed to make up variants of slogan, moving forward any product.

As a result students give their own variants of slogan on the example of promoting Alfred Nobel University on the market of teaching services: *DANU (Dnipropetrovsk Alfred Nobel University): «Quality education is a mortgage of successful career».* Here we propose to invent slogans/phrases with evaluative words, like – *best, enormous; excellent; exciting; exclusive; fascinating etc.* The result is *«The product which you have selected is the best choice. DANU».*

After careful study and analysis of ads patterns (both native and foreign language), up to students opinion, there were taken ad phrases with creative constituent combined with mentality and culture of region. These patterns underlined advantages and dignities of the university, and of course, benefit for all those, who are in the stage of choice – where to go to study.

«DANU – Everything is modern and no corruption. Here clever boys and girls study!»;
«DANU – Trust; Success; Authority; Invariability!». *«DANU – Your first step on the way to success!».*

«DUAN – Do success; Use knowledge; Act easily; Now and forever!». *«DUAN – because it's proven!».* *«DUAN – the brain of the universe!».* *«DUAN – we teach, you reach the height!».*

In the conclusion we should mark that the material studied in the 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.

As a form of communication, as a creative piece of work and introduction of lexical constructions slogans should be able to be independent in life and in society. An advertisement should be based upon culture and mentality of society for so to say «correct» perception of the world i. e. to affect the wide spectrum of reasons existing in consumers' consciousness.

Teaching student to make up ads as the creative writing convinces us in the opinion that development of abilities and skills for making up text, optimization of capture assists to the enrichment of students' language thesaurus and development of their sociocultural orientation in language material.

In the view of the above we can summarize that ad' phrases represent a quite interesting and multilateral phenomenon especially in Mass Media and advertising texts. Being very flexible English and Ukrainian languages constantly enrich their vocabulary with the words invented by the language speakers, making it more colorful with new idiomatic expressions, and at times refills its stocks with the borrowings and neologisms. The problem will always retain its topicality since ad lexis assists in realizing the main features of the advertising texts and attracting the consumer's attention.

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У статті розглядається питання написання та аналізу текстів мас-медіа і реклами щодо її лексики в процесі творення рекламних звернень, а також їх творчого перекладу (письма) на рідну мову.

Ключові слова: фраза, слоган, ідіома, рекламне звернення, творче письмо, культура.

В статье рассматриваются вопросы обучения студентов составлению и анализу текстов СМИ и рекламы относительно ее лексики в процессе создания рекламных обращений, а также их творческому переводу (письму) на родной язык.

Ключевые слова: фраза, слоган, идиома, рекламное обращение, творческое письмо, культура.

Одержано 5.11.2014.