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STRUCTURING ADVERTIZING DISCOURSE

Summary. Advertising appears to be a cross-cultural language of globalized community. The present paper is concerned with text structure representing professional discourse, in particular, university management (a search of University Vice President for Academic Affairs). It has its own ethnic-cultural specificity and structural characteristics of an advertisement text arrangement. The structural matrix of referred advertisement text and its varieties reflect advertiser's intentions.

Key words: professional discourse, advertisement, conceptual analysis, headline, subhead, verbal, non-verbal, dominant concept, categorization, world view.

Introduction. Advertisement is a public announcement in a newspaper, television, or internet advertising something such as a product for sale, services offered or an event [6, p. 5] and can be referred to a professional register of discourse. D. Crystal mark such instances as varieties used for occupational purposes: «For some sociolinguists, 'variety' is given a more restricted definition, as one kind of situational distinctive language – a specialized type of language used within a dialect, e.g. for occupational purposes» [4, p. 509, cf.: 13, p. 55–59]. Advertising has often been categorized according to adopted media (e. g. newspaper versus television), targeted audience (e. g. consumers versus businesses), targeted region (national versus regional), purpose (image versus product promotion), and type of advertiser (public versus commercial companies) [22, p. 677; see also: 1]. An advertisement text can reveal the following generic structure: 1. Purpose: What is the purpose of writer to compose the advertisement text? 2. Name of product: This is about name and brand. What product, service or events to sell? 3. User: Who needs the product? What are product and service for?

Since advertising appears to be homogenous and cross-cultural, speaking a kind of universal language, this paper is concerned with text structure in advertising university academic management vacancy. The language used is based on contemporary speech habits, although, in its turn, the advertising language influences this speech. We shall investigate the way advertisements achieve their purpose by using a wide range of linguistic and extra linguistic means [see the discourse-analysis: 12, p. 156], because under guise of straightforward simplicity, advertising is usually subtle and carefully structured.

State of the art. Winfered Noth writes that advertising is a specific text type, which is interpreted by consumer on two levels, on level of an overt or surface structure and level of covert or deep level where a message is hidden. Reference to advertiser's interests is avoided in overt message of text because, as author believes, it may be detrimental to effects of persuasion [14, p. 479]. Text is a structured unit consisting of smaller units. It is «a stretch of language which makes coherent sense in the context of its units. It may be spoken or written; it may be as long as a book or as short as a cry for help» [17, p. 434]. Advertising, if we mean verbal one, is a type of text. We can find advertising texts in printed materials or, in spoken

form, broadcasted by radio or TV. In printed advertising, text may serve only for catching the reader's attention, provide information about product or serve as an anchorage (link between image and its context; some guidance to reader) for image. In professional practice categorization is a kind of hallmark and must be central to all professional activity [7, p. 606–633].

We consider that categorization helps the copywriter to bear in mind all essentials of advertisement and recipient to take it for granted that those essentials are included and, consequently, fragment of language worldview is maintained by advertiser and recipient. G. Leech underlines following principles of advertising texts: Attention value, Readability (by means of simple, personal, and colloquial style), Memorability (most important in process of advertising is to remember name of product) and Selling power [10, p. 27]. The last principle is crucial, David Ogilvy [15, p. 7] in his book says: «I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative'. I want you to find it so interesting that you buy product». We would like to emphasize that our object under investigation is usually written in highly academic style [15, p. 7, see also: 20, p.i-ii].

Depending upon formal pattern, commercial advertising text Satarupa Dattamajumdar classifies into six types: 1) Message Reduction Ad-text; 2) Discursive Ad-text; 3) Allusive Ad-text; 4) Prosodic Ad-text; 5) Declarative/Assertive Ad-text; 6) Didactic Ad-text [5, p. 223]. The language of commercial advertisement has been broadly classified, based on formal aspect of organization of text. The type of advertisement text under study and classified ads [see: 19, p. 429–433] have one feature in common actualizing the concept of «wanted» though structurally they differ greatly, compare the university academic management advertisement text and one-line classified ad.

Investigation. We may identify the advertising as a type of discourse, because «it can tell us a good deal about our own society and our own psychology Discourse is text and context together» [3, p. 2–5]. The features below are prototypical of advertisements rather than definitive. (They have been arranged in order of importance as viewed by study. The examples and samples of advertisements in this paper are representative for contemporary advertising in United Kingdom, United States of America, and not only. We have analyzed actual structure of print advertisements and their design representing a professional discourse [see: 8, Ch. 5]. It also focuses on language used by advertisers in order to fulfill their goals. The emphasis is laid especially on those parts of speech and grammatical markers that carry significance. R. Hasan proposes Capture / Focus / Justification as generic structure of advertisement and aims to encapsulate multi-semiotic nature of advertisements with capture functioning: to attract attention ... and realized in written mode through management of visual lay-out, type face patterns or presence of pictures; Focus singles out that which is being advertised.

Hasan also establishes presence of visual aspect to Justification [9, p. 41–42], compare: advertisement structure typology; Headline; News (Information); Subheadlines (Paragraphs); Body (some detailed information); Expert opinion / Challenges; Brand words (Slogans); Target. Advertisement structure must bring together ‘cutting-edge research’ on multimodal texts and «discourses» generated through interaction of two or more modes of communication, for example, certain language style, typography and layout, pictures of university campus, awards, graduates’ thank-you-notes, alumni’s reminiscences, tendencies of development and university national and international ratings. In order to understand how advertisers achieve their goal we should take a look at components of written academic administrator advertisement – the elements that may be moved, enlarged, reduced, reversed, changed or eliminated until a new look or approach is achieved. C. Bovée and W.F. Arens [1, p. 291] admit that key elements of a written advertisement are following: 1) The headline; 2) The visual; 3) Subheads; 4) Body copy; 5) Slogans/Logos; 6) Signature.

Many advertisers consider headline most important copy element in a print advertisement presenting main idea «APPLY». Manendra Mohan underlines that all headlines have one and same function; to catch reader’s eye [11, p. 449; see also: 10] This term refers to words in leading position of advertisement – words that will be read first or that are positioned to draw most attention. Therefore, headlines are usually set in larger type than other portions of advertisement. Ideally, headlines should present complete idea, for instance: University invites / is seeking /is in search of Provost. Then may come a picture of a university ancient campus or a super modern university compound to accomplish the status of university where reader can work! It creates a mood, suggests the image and asks for application, all at once. There are eight basic headline types, for instance, C. Bovée and W.F. Arens [1, p. 295] classify advertising headlines into five basic categories: benefit, provocative, news/information, question and command. Benefit headlines make a direct promise to reader, for instance: ‘We give you an opportunity to work with us’ or ‘You can reach fantastic goals with us! Subheads are little headlines that usually appear in a smaller type size than the headline and which are almost invariably larger than body copy or text type size. Their purpose is to transmit key points and to reinforce the headline and advertisement theme. Here it is «Professional and Personal Qualifications» subtext. The text should explain ways how to get advertised position and it must answer reader’s questions and concentrate on one or several benefits as they relate specifically to target reader.

We could analyze whole discourse of advertising, wherein all constituents – verbal and non-verbal are interconnected to fulfill their end-goal mission: «APPLY. K.L. Halloran states that «interdisciplinary research has become more common as scientists from various disciplines seek to solve similar problems» [16, p. 8]. Now, let’s consider the following samples of advertising the Provost and Vice President for Academic Affairs vacancy. As advertisement is written to persuade readers, it is closely related to hortatory exposition and analytical exposition text.

We shall begin with Advertizing Text composition from University of Vermont): Headline «An Invitation to Apply for position of Provost and Senior Vice President of University of Vermont, Burlington, Vermont». Headlines usually have largest font size and their purpose is to transmit key points and to reinforce headline and advertisement theme: executive summary: search; challenges and opportunities for a New Provost; professional and personal quali-

cations; and application, see subheads: 1) The Search; 2) University of Windsor Profile; 3) Duties and Responsibilities; 4) Location; and 5) How to apply.

Now we shall compare the referred text structure with following one to reveal their common structure, for instance, Advertising Text Composition of Casper College: 1) Casper College’s profile; 2) Casper College is seeking candidates for our Vice President of Academic Affairs (VPAA) position; 3) Application Information; 4) Duties and Responsibilities of Vice Chancellor for Academic Affairs; 5) Major Functions of VPA A/ 6) Amount Function; 7) Office of Vice Chancellor for Academic Affairs at University of Hawai’i at Hilo.

The subhead lines use a few words that clarify, reinforce or explain goal to provide a smooth transition into body. In regular commercial advertisements the recipient tries to capture message – product (WHAT?), essential characteristics (WHICH?), price (HOW MUCH?) and its location (WHERE?), therefore copywriter does his/her best to help recipient. On contrary, recipient of a university management advertisement peruses, scrutinizes it on surface level to fully reconstruct deep structure of text as well. In our case recipient is knowledgeable in university management area, and this type of discourse can be considered ‘intraprofessional’, i. e. a professional text for professional recipients [see: 2, p. 95–135; 18, p. 338–359].

The inner textual frame of an academic administration advertisement contains those content units which constitute textual core message of a typical advertisement. Some content units may be covert: ‘We are the best’; ‘We go international’, therefore ‘We invite academic administration elite only’, ‘We want experienced’; ‘For the best only’. The inner textual frame contains all content units that may appear in a proto-typical advertisement. The inner textual frame therefore contains the deep structure of the typical advertisement, structures of which are not always apparent in advertisement surface structure [14, p. 479]. The first subhead position is changeable – to attract the reader’s attention to university there may be a subhead introducing the university profile (location, status, personalities, mission, strategy, and international links or a subhead introducing ‘Greetings from the present Provost’ to assure the reader that after a term of work s/he has good feelings about his/her position and expresses words of gratitude to university community. The end-position of the subtext ‘How to apply’ is permanent containing all possible ways of communication. The most variable subtext is ‘Duties and Responsibilities’ wherein the university specifies, stresses, underlines, or emphasizes the quality of candidate due to its strategies of development, first, qualification and experience – knowledgeable, managing, directing, counseling, planning, assessing, uniting various units and generations, promoting, demonstrating, collaborating with community, state and federative departments and having great vistas of progressive development, second, humane features and leadership – approachable, ambitious, able of listening, serving as arbiter, working in a team,

The structural analysis of 7 advertizing texts based on current American search of University VPAA can reveal their typological feature in their composition: 1) Invitation / Search; 2) University Profile; 3) Qualifications / Duties and Responsibilities / Functions; and 4) Application. No doubt, the dominant subtext of this advertizing type is ‘Search’ (‘Invitation’, ‘Seeking’) national or international and it has a time limit. The text in advertisement provides support to advertised object, i. e. vacant position of Provost. Often copy body goes into details about current offer which is a specific feature

of advertisement text of this type, though due to their dominant concept it is closer in its pragmatics to classified one-line ads, see their stylistic-pragmatic description and grouping based on J. Searle's Speech Act classification [19, p. 429–430]. Satarupa Dattamajumdar underlines that Declarative /Assertive Ad-Text Statements are declaring or asserting some idea, notion, truth regarding a product or brand is often found in advertising language [5, p. 227]. Nevertheless the study of university management advertisements reveals 'persuasion' (APPLY).

Conclusions and perspectives. Text structure refers to how information within a written text is organized. This strategy helps recipients (readers, consumers, clients) understand main idea of text and supportive details; a cause and then its effects; and/or different views of on topic.

The case studies discussed in paper are based on authentic texts related to domain of university management. The paper includes discussion of both theory and practice of generating and interpreting the university management advertisement composition, thus providing tools for future studies relating to a variety of analytical approaches, that of text linguistics, discourse analysis, pragmatics, genre studies, and marketing.

No doubt that for a 'professional' applied linguist to investigate effectively in another professional context, the knowledge of discipline needs to be supplemented by knowledge/experience of a given university management and its organisational environment [21, p. 70–72].

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Михайленко В. В. Структурація рекламного дискурсу

Анотація. Рекламу вважають міжкультурною мовою глобалізованого суспільства, що є викликом для мовознавців. Стаття присвячена структурації рекламного тексту, який репрезентує професійний дискурс стосовно управління університетом, конкретно вакансії проректора з навчальної роботи. Дослідження базується на аутентичних текстах наукового дискурсу зі своєю етнокультурною специфікою мови та структурними особливостями аранжування рекламного тексту. Вирізняє структурну матрицю зазначеного типу рекламного тексту та її варіанти, які відображають інтенцію рекламодавця.

Ключові слова: професійний дискурс, реклама, концептуальний аналіз, заголовок, вербальний, невербальний, домінуючий концепт, категоризація, картина світу.

Михайленко В. В. Структурирование рекламного дискурса

Аннотация. Рекламу считают языком межкультурной коммуникации глобализованного общества. Статья посвящена структурированию рекламного текста, представляющего профессиональный дискурс, конкретно рекламу вакансии проректора по учебной работе. Исследование основывается на аутентичных текстах со своей этнокультурной спецификой языка и структурными особенностями аранжирования рекламного текста. Определена структурная матрица указанного типа рекламного текста и ее варианты, отображающие интенцию рекламодателя.

Ключевые слова: профессиональный дискурс, реклама, концептуальный анализ, заглавие, подзаголовок, доминирующий концепт, категоризация, картина мира.