

Kotenko M. V.,

Lecturer of the Department of Foreign Languages
of the Lviv Polytechnic National University,
Lviv, Ukraine.
mariannakotenko@gmail.com
<https://orcid.org/0000-0003-0728-7369>

Shtanhret A. Z.,

Assistant of the Department of Foreign Languages
of the National Forestry University of Ukraine,
Lviv, Ukraine.
annashtanhret@gmail.com
<https://orcid.org/0000-0002-9481-267X>

OCCASIONAL WORDS IN THE LANGUAGE OF ADVERTISING

Advertising slogans have become one of the most powerful communication tools used by marketers to send their message to the target audience. They perform an important role in today's society which is characterized by a heavy competition on the market.

The most powerful advertising instrument is an advertising text which should be persuasive for consumers to buy the advertised goods or use the proposed services. Such advertising texts which contain occasional words with positive connotation are mostly used in order to attract customers' attention to the message. The use of these words in advertising texts needs a deep linguistic analysis and research as they perform one of the main advertising roles – to be persuasive, to catch customers' attention, to make them interested in the advertised product and convince them to purchase it. This goal can be performed with the help of a slogan that occupies a central place in the structure of any advertising text.

The subject of the investigation is occasional words in the advertising slogans chosen from the English newspapers *The Times* (2020) [6], *The Sun* (2020) [7].

The object of the investigation is the language of advertising slogans.

The topicality of the theme is determined by its relevance to the linguistic studies of advertising texts and their functioning in the British mass media.

The aim of the article is to investigate the usage of occasional words in advertising slogans of newspapers from a linguistic point of view on the semantic, structural and syntactical levels. In order to achieve the aim, it is necessary to fulfil the following tasks: to study the lingual effects of

advertising texts; to investigate the meanings of occasional words in advertising texts; to analyze peculiarities of their usage in advertising; to make the structural analysis of the occasional words chosen from advertising slogans from the British newspapers.

Recent research and publications. The language of advertising has been under the analysis of the following foreign scientists as G. Belch, G. Cook, S. Leech, P. Newmark. The Ukrainian scholars such as N. Feldman, V. Holtvian, I. Severynchuk, A. Rebriy, M. Bohdanova, A. Sadykova, T. Zabolotna, O. Makedonova, F. Basevych have made a great contribution to the investigation of this linguistic phenomenon.

One of the primary tasks of advertising, alongside with providing information, is to influence recipients. The concept of influence is diverse as it carries some psychological impact, mainly the verbal one. The language of advertising is full of occasional or nonce words as they are focused on catching customers' attention in order to make a positive impact on them (Husak, 2005). Nonce or occasional words are defined as lexical units which do not correspond to conventional rules of use, which are characterized by certain specific individual meaning determined by peculiar contextual conditions. Thus they are regarded as the phenomena of speech which do not correspond to language norms and standards, function only within a definite context and serve to express the speaker's personal ideas (Rebriy, 1997).

Regarding lexical peculiarities of advertisements, many foreign linguists point out that they should contain such words which are catchy and extraordinary. What is more, the more unusual ways of their formation are, the more they are able to persuade customers that the services or goods advertised are of the best quality as they provide more opportunities to make some memorable effect.

On the whole, an advertising slogan is short, eye-catching, easy to remember and keep in mind. Such slogans are considered to be independent linguistic units, succinct, accurate and remarkable which are able to express the competitive privilege of a product or service (Haidanka, 2015).

As rhyme in slogans is created due to the repetition of sounds there are numerous cases of using alliteration in creating them. Being the most common type of sound repetition they underline the acoustic expressiveness of the advertising slogan and facilitate better memorization (Leech, 1986), for example:

oohed and aahed,
*It's not a **who**, it is a **what**,*
Gerardlike, pincerlike [6].

Assonance (the repetition of vowels) makes the advertising slogans memorable by providing a sense of movement reported by the disposition of stressed vowels that are in close proximity and by their duration, for example:

*Get two **freeee** sea life tickets [7].*

Consonance (the repetition of consonants) is widely used to produce the strong rhythm needed to be easily remembered, for example: *Drinka pinka*

milka day (a poster of advertising milk) [6]. *fox-in-the-box factor* (Conor Chaplin is sure he can provide the fox-in-the-box factor to kick-start Coventry's underwhelming return to League One [6]). Jack Bridge warns *toothless* Town must get *ruthless* [7]. Be 30 min *dinner winner* like Joe (mouth-watering meals in moments) [7].

With the purpose of delivering an advertising message of a product or service, some special attention should be paid on various language patterns - the sentence structures for slogans since syntactic and morphological structures are essential in choosing an appropriate pattern in an advertising slogan (Husak, 2005). From the syntactic point of view, the language of advertisement can be classified according to four sentence types used in it: declarative, interrogative, imperative and exclamatory.

Declarative sentences are used in advertising in order to make a statement by providing information. Their popularity in advertising can be explained by the ability to increase customers' knowledge about the benefits of advertised goods or services and increase their understanding of the necessity of buying certain products. These functions are beneficial and bring valuable outcomes because the information they carry, influence the customers' decision-making, for example: It's *uncanny*. (Five times in charge and five draws from my debut games) [6]. Tax chief who sent memo *was knighted* months later [6]. Viewers *go mad* for *Madden* as BBC hunk bares all [6]. *Going, going ... gone* online [7].

The imperative sentences are mostly used to create an intimate effect - a feeling of one person talking to another in the form of advice: *Cut down pintas* to lose *poundas* (burn calories in overdrive and shed pounds using these kettlebell exercises) [7].

Exclamatory sentences appear in advertisements in great abundance. They are mostly sentences with *what* or *how* but the exclamation mark tells customers to read them persistently, to do something in a more emphatic way, for example: *You weren't really going to puree mashed potatoes in a food processor, were you? An old fashioned potato-masher works much better. If you want a perfectly smooth mash, choose a potato ricer! What a level of concentration of thinkableness! Fine for most high-and-mid-schoolers! What a 'lamenting' accident!* [7].

Similar to imperative, interrogative sentences can arouse interest and curiosity of customers, draw their attention and make some impression on them. Alongside with general questions, the tag questions or special questions are widely used, the application of interrogative sentences is mostly to influence and stimulate customers.

While declarative slogans provide information, interrogative slogans are used to look for some solutions and invite the customers to active participation while questions help to arouse their curiosity which can be clearly seen from the following examples: *Old?* You *muz* be joking (Glenn Murray's secret is out – despite being 35 this month) [6]. *Liked dressingups?* It's total *show-offy* narcissism [7]. *Isn't it shady that the White House doesn't allow outside*

*photographers to cover even the most **photo-oppo** of events? [7] **Ill pill?** (taking antibiotics long-term raises stroke and heart attack risk) [6].*

Imperative and exclamatory sentences in advertising slogans occur quite rarely in advertising which may be explained by the fact that people are more unlikely to do what they are said to do, for example: *Join us! Join **beer-bellied!** [7]. Dandruff? **Sensiskin?** Let the new **H&Shoulders sensicare** of your scalp! [6].*

Various sentence types may increase customers' interest in the advertising slogans by establishing a close contact with them and communicating on a more personal level, that is why, such personal pronouns as *you, we* and *I* are frequently used in advertising, for example: ***OUR** eye compacts like **Prim-n-Poppin** will turn **U** into more opportunities [6].*

Occasional words in advertising slogans create an impression that the advertised message is meaningful and specific, but, in fact, it is without any sense. Sometimes deliberate misspellings are practiced in order to achieve memorability of a slogan. This technique is called divergent spelling which lies in the substitution of a letter for another one in order to create a special stylistic effect (Rebriy, 1997). The misspelled word can easily catch the potential consumer's attention as it can enhance desirability and help to make the advertised product innovative.

Occasional are newly-coined words which are specially created and exist only in a certain context. They are formed by means of violating grammatical, word-forming and lexical-semantic standards of the language which is justified due to their originality and are perceived as new ones irrespective of their coinage period.

Occasional words have expressive unusual coloring that may refer either to objects or phenomena of the reality: £100 off or £300 *p/x* (*any new hearing device from **HEARINGSOLUTIONS** or **Part-Exchange** value when you upgrade you old or existing hearing device*) [6].

Most of them do not live long as they are coined for using at the very moment and therefore possess a temporary character. The given word or meaning is used only in the given context and is meant only to serve this particular occasion. The distinctive features of occasional words are as follows: 1) they are created directly for a particular situation; 2) the appearance of occasional words in the language of advertising is unpredictable; 4) occasional elements are very expressive as they can produce a persuasive effect on customers; 5) they reveal the semantic meaning in the most vivid and expressive way.

They appear in a language of advertising by means of word-formation:

- compounding: *Stories can come from everywhere. But never **cloud-cuckooland** [7].*

- word-building affixes: ***Unputdownable** Penguin books [6].*

- borrowing from other languages: *After a hard morning **schmoozing** you need a hearty brunch [7].*

The analysis of the chosen occasional words allow us to come to the conclusion about the following main typological categories of such units:

1) phonetic – absolutely newly-coined words in the form of any sound combination created with the idea that this combination bears certain semantics that depends on meanings of the main constituents of the occasional word, for example:

Britney **app-pier-ed** to be confused (*The 36-year-old singer app-pier-ed to be little confused when she asked night's crowd 'How are you feeling?'*) [6]. **Betti** we'll get **better** (*Marcus Bettinelli vowed Fulham will mend their ways after chucking away two points*) [7]. Sarri's **Smooch** with His **Pooch** (*The Chelsea boss that is, not his beloved pet pooch, Ciro, who has just joined him from Italy*) [7].

2) lexical – created by means of combination of various stems and affixation according to the rules of word-building or even contradicting them. From the lexical point of view these advertising slogans include the use of some common nouns (geographical or proper) and verbs: **UKipper** bid flops (*only 100 UKippersupporters have acted on a party donor's bid to persuade droves of them to infiltrate the Conservative party*) [6]. Open **SesameEU** (*David Devis accused Theresa May of giving the EU an 'Open Sesame' pass to force her into more Brexit climbdowns*) [7]. **Computer** says 'No' (*Norfolk Constabulary are being told if they should investigate burglaries by a computer*) [6]. **LifeIsntUniform** (*Seriously tough schoolwear made to last*) [6]. **Kiss'N'tell** (*Kiss 'N'tell with actress Jaime Winstone*) [7]. **Read'N'Board** (*More than 70 000 books were left at Travelodges in the past year*) [7]. *Why Allen's showbiz pals are Lil bit afraid (I was thrown out – passed over some railings – for being in a k-hole)* [6]. **Bizbit** (*Without wanting to sound too hippy-dippy, I believe our soles shine out of our eyes*) [6]. *It was not that Leesy (Lee Johnson watched Bristol City claim their third win in a row)* [7].

3) grammatical (morphological) – the grammatical form and semantics of such occasional words contradict each other from the traditional point of view in order to create special effects: *Nivea Cream... smoothen, moisturizers and cools* [6], as such words as '**smoothen**', '**moisturizer**' do not exist in English.

Numerals can also be used in advertising slogans. Let's provide some examples: *Debt 5yr high (Demand for help with debts is expected to reach a five-year high as people struggle with everyday household bills, according to charity)* [7]. *Fast friendly 48HR service (hearing solutions are committed to improve the nation's hearing)* [6]. *4th SpecSavers test* [6].

4) semantic – the ones which are the result of appearance of new meanings that considerably transform the semantics of an initially-used lexeme. Semantic peculiarities of occasional words can be revealed with the help of adjectives that draw beautiful pictures in customers' minds. From the psychological point of view, these words meet consumers' desire to consume by arousing their imagination. In this sense, these adjectives strengthen their positive attitude towards the advertised item by creating an alluring image of the product or service, for example: *H-U-G-O is trend, H-U-G-O is different, H-U-G-O is urban* [7].

Results and discussion. The given analysis of the advertising slogans gives the possibility to claim that advertising vocabulary is very rich in adjectives with positive connotation, complex as well as hyphenated words that can be found in various slogans (*hiss-toric, hat-tricky, my greatest, chic clique unique, bizarre, win-win, doula-la, soak-you-to-the-undies, riddickulous, bimbosque, cheeeky, moment-tous, doo-lighted*).

At the semantic level, the language of advertising slogans may contain words with a metaphorical meaning that contribute to the expressiveness of the message and emphasize the main idea, describing one object in terms of another, for example: *They are the **Tim-Nice-But-Dim** of the pet world* [6]. Sometimes puns in advertising slogans are a useful tool to capture the attention of customers and give the message a bit humorous tone, for instance: *Use a **cry-with-laughter** emoji face* [7].

We can sum up that occasional words are used to achieve a certain degree of expressiveness of the message. The high occurrence of alliteration and rhythm can be attributed to the principal goal of advertising which is to make a product noticeable and attract the customers' attention.

At the syntactic level the advertising slogans with occasional words can be characterized as a short simple sentence which may be complete or incomplete, simple or compound, one-member or two-member sentences.

The analysis of slogans from morphological and syntactic points of view has proven that the majority of advertising slogans which have been analyzed has a declarative or interrogative sentence type. Despite the fact that questions usually require an immediate response, interrogative sentence type is widely-used in advertising slogans. The analysis demonstrates relatively low number of imperative sentence type which has been used more for attention grabbing rather than for convincing potential customers.

The primary function of the chosen occasional words is nomination, i.e. denoting new objects, phenomena, giving a certain characteristic of an abstract notion, for example: *Heart **Break-Fast*** [6]. *'**Little cupcaker**' is what you need!* [7] ***Pumpkin-Chunkin**. Don't let your pumpkin go to waste* [7].

They mostly perform the expressive function as they are mainly created and used in order to characterize the definite product or thing in a vivid and expressive way that would attract the customers' attention as it can be seen in the following examples: ***Pills, Thrills and Bellyaches** (pragmatic)* [7]. *Starting February 1st absolutely ANY regular **FOOTLONG** is a \$5 **FOOTLONG allmonthlong*** [6].

Conclusions. Taking everything mentioned into account, we can conclude that the peculiar features of occasional words are their creation for a single definite occasion in order to serve a specific purpose, they are characterized by a high degree of expressiveness due to the novelty and unpredictability of their coinage. Being a means of nomination these words can perform expressive, evaluative and emotional functions. The pragmatic effect of these newly-coined words is achieved by means of arousing the customers' interest to the given information.

To make the advertising message influence the recipient, we can claim that a variety of phonetic, lexical, grammatical and stylistic means has been widely applied. Advertising slogans with occasional words which have been under analysis are mainly used to perform informative and pragmatic functions.

The analysis of the chosen occasional words in advertising slogans has shown that the majority of them are short, eye-catching, easy to remember and keep in mind phrases which encourage the customers to use the company's service or buy its products during a special advertising campaign. The advertising content has been proven to be a powerful mnemonic tool in which assonance, rhyme, alliteration are widely applicable.

Each advertising slogan in order to be attractive for the end-user was extraordinarily formed not just structurally, but semantically as well. The typical lexical feature of the advertising slogan is that occasional words can be compound verbs and adjectives in the comparative and superlative degree, technical and scientific terms, brand names, neologisms and any other form of creative deviation from common lexical rules.

The advertising slogans with occasional words are of great importance due to their interaction with customers directly. Their role in the advertising texts is to make them more effective, persuasive and expressive. A variety of figures of speech and sound techniques have been used to make these slogans memorable and emotionally colored. The linguistic analysis of the chosen examples of occasional words on the level of semantics has shown that the variations of stressed and unstressed syllables, the rhyme, the repetition of similar consonant or vowel sounds are frequently used in order to make the advertising slogans easy to remember.

From the morphological point of view they are mostly nouns used for advertising goods and services, sometimes adjectives or verb with positive connotation, which contribute to the expressiveness and special effects of the slogan.

The analysis of the chosen occasional words has shown that they are created for a particular situation, formed by means of violation of the laws of word formation or linguistic norms.

The majority of investigated occasional words is formed by means of derivation, mainly affixation (in 60% of cases the advertising slogans contain either a suffix or prefix), as well as by means of word composition (35%) (*bloodoholic*, *globflation*) and only 5% by means of abbreviation (*SWAT* (*Special Weapons and Tactics*)).

From the syntactic point of view, the language of advertisement is represented by four sentence types, mostly declaratives (70%), interrogatives (20%), imperatives and exclamations (10%) correspondingly.

The problem of coining occasional words with the colour-naming and their usage in advertising slogans has not found the adequate coverage in the works of modern scientists yet, so it may be a prospect for further investigation.

Список використаної літератури

- 1. Гайданка Д. В.** Статус оказіональних утворень у системі англійської мови. *Наукові записки Національного університету „Острозька академія”. Серія „Філологічна”*. 2015. Вип. 55. С. 51–53.
- 2. Гусак І. П.** Структура і прагматика фрагментованих лексичних одиниць у сучасній англійській мові (на матеріалі мови мас-медіа): автореф. дис. ... канд. філол. наук: 10.02.04. Львів, 2005. 21 с.
- 3. Ребрій О. В.** Окказионализмы в современном английском языке (структурно-функциональный анализ): автореф. дис. ... канд. филолог. наук: 10.02.04. Харьков, 1997. 18 с.
- 4. Leech G. N.** English in advertising. London: Longman, 1986. 300 p.
- 5. The Times.** January, 2020 – December, 2020. URL: <https://www.thetimes.co.uk/> (дата звернення 25.03.2021).
- 6. The Sun.** January, 2020 – December, 2020. URL: <https://www.thesun.co.uk/> (дата звернення 25.03.2021).

References

- 1. Haidanka, D. V.** (2015). Status okazionalnykh utvoren u systemi anhliskoi movy [The status of nonce-formations in the system of the English language]. *Naukovi zapysky Natsionalnoho universytetu „Ostrozka akademiia”. Seriiia „Filolohichna” – Scientific notes of the National University „Ostroh Academy”. Philological Series, 55, 51-53* [in Ukrainian].
- 2. Husak, I. P.** (2005). Struktura i prahmatyka frahmentovanykh leksychnykh odynyts u suchasni anhliskii movi (na materialy movy mas-media) [Structure and pragmatics of fragmented lexical units in modern English (on the material of the mass media language)]. *Extended abstract of candidate's thesis*. Lviv [in Ukrainian].
- 3. Rebrij, O. V.** (1997). Okkazionalizmy v sovremennom anglijskom yazyke (strukturno-funkcional'nyj analiz) [Occasionalisms in modern English (structural and functional analysis)]. *Extended abstract of candidate's thesis*. Har'kov [in Russian].
- 4. Leech, G. N.** (1986). English in advertising. London: Longman.
- 5. The Times.** (2020). January, 2020 – December, 2020. Retrieved from <https://www.thetimes.co.uk/> (Last accessed: 25.03.2021).
- 6. The Sun.** (2020). January, 2020 – December, 2020. Retrieved from <https://www.thesun.co.uk/> (Last accessed: 25.03.2021).

Котенко М. В., Штангрет Г. З. Оказіоналізми у мові реклами

У статті було здійснено спробу дослідити особливості вживання оказіоналізмів у мові реклами. Було здійснено ґрунтовний аналіз відібраних оказіоналізмів на фонетичному, семантичному та синтаксичному рівні. Було доведено, що для підвищення інтонаційної виразності рекламного слогану найчастіше використовується алітерація, про що свідчать численні приклади з газетних матеріалів. Аналіз приналежності оказіональних слів до певної частини мови показав, що здебільшого вони належать до класу іменників, прикметників та дієслів з позитивною конотацією, сприяючи, тим самим, виразності рекламного гасла.

Було підтверджено, що кожний оказіоналізм було створено для певного рекламного слогану шляхом порушення мовних норм

словотворення. Більшість okazіональних слів було утворено за допомогою деривації, переважно афіксації, основоскладання та абрєвіації. З синтаксичної точки зору мова реклами представлена стверджувальними, питальними та вигукowymi типами речень.

Основною функцією відібраних okazіональних слів є номінація певних предметів та послуг. Виконуючи функцію виразного засобу, okazіоналізми використовуються здебільшого для надання яскравої характеристики рекламного продукту з метою привертання уваги споживачів.

Було доведено доцільність використання навмисно неправильного написання слів, так званого сенсаційного або розбіжного написання у текстах рекламного слогану як один із ефективних способів привертання уваги сучасного споживача до рекламного продукту. У якості прикладу новаторського засобу у війні за увагу потенційного споживача було виокремлено використання числівників та інших графічних символів, що сприяють підвищенню ефективності рекламного гасла та запам'ятовуванню його нових експресивних відтінків.

Ключові слова: okazіоналізм, мова реклами, рекламний слоган, експресивність, алітерація, словотворення.

Котенко М. В., Штангрет Г. З. Оказионализмы в языке рекламы

В статье была предпринята попытка исследовать особенности употребления окказионализмов в языке рекламы. Был осуществлен подробный анализ отобранных окказиональных слов на фонетическом, семантическом и синтаксическом уровне. Было доказано, что для повышения интонационной выразительности рекламного слогана чаще всего используется аллитерация, о чем свидетельствуют многочисленные примеры из газетных материалов. Анализ принадлежности окказиональных слов к определенной части речи показал, что в основном они относятся к классу существительных, прилагательных и глаголов с положительной коннотацией, способствуя, тем самым, выразительности рекламного лозунга.

Было подтверждено, что каждый окказионализм был создан для определенного рекламного слогана путем нарушения языковых норм словообразования. Большинство окказиональных слов было образовано с помощью деривации, преимущественно аффиксации, основосложения и аббревиации. С синтаксической точки зрения язык рекламы представлен утвердительными, вопросительными и междометными типами предложений.

Основной функцией отобранных окказиональных слов является номинация определенных предметов и услуг. Выполняя функцию выразительного средства, окказионализмы используются в основном для предоставления яркой характеристики рекламного продукта с целью привлечения внимания потребителей.

Было доказано целесообразность использования специально неправильного написания слов, так называемого сенсационного или

расходящегося написания в текстах рекламного слогана как один из эффективных способов привлечения внимания современного потребителя к рекламному продукту. В качестве примера новаторского средства у битве за внимание потенциального потребителя было выделено использования числительных и других графических символов, способствующих повышению эффективности рекламного лозунга и запоминанию его новых экспрессивных оттенков.

Ключевые слова: окказионализм, язык рекламы, рекламный слоган, экспрессивность, аллитерация, словообразования.

Kotenko M. V., Shtanhret A. Z. Occasional words in the language of advertising

The article attempts to investigate the peculiarities of using of occasionalisms in the language of advertising. A thorough analysis of selected occasionalisms was performed on the level of phonetics, semantics and syntax. It has been proven that alliteration is the most often used means to increase the intonational expressiveness of an advertising slogan, as illustrated by numerous examples from newspaper articles. The analysis of belonging of occasional words to a certain part of the language has shown that they mostly belong to the class of nouns, adjectives and verbs with a positive connotation, thus contributing to the expressiveness of an advertising slogan.

It has been confirmed that every occasionalism has been created for a certain advertising slogan by violating the language norms of word formation. Most occasional words have been formed by derivation, mainly affixation, base formation and abbreviation. From a syntactic point of view, the language of advertising is represented by affirmative, interrogative and exclamatory types of sentences.

The main function of the selected occasional words is the nomination of certain products and services. Performing the function of an expressive means, occasionalisms are mostly used to provide a vivid description of the advertising product or service in order to attract the attention of consumers.

It has been proved the expediency of using intentionally incorrect spelling of words, the so-called sensational or divergent spelling in the texts of the advertising slogan is considered to be one of the effective ways to attract the attention of modern consumers to the advertising product or service. As an example of an innovative tool in the battle for perspective consumers, the use of numerals and other graphic symbols has been singled out for the potential consumers' attention, which will help to increase the effectiveness of the advertising slogan and remembering of its new expressive shades,.

Key words: occasionalism, language of advertising, advertising slogan, expressiveness, alliteration, word formation.

Стаття надійшла до редакції 01.04.2021 р.

Стаття прийнята до друку 07.04.2021 р.

Рецензент – д. пед. н. Муқан Н. В.