

PHILOLOGY

Anna V. Nikolaeva, Natalya A. Lyashenko

(Southern federal university. Rostov-on-Don, Russian Federation)

Realization of speech strategies and tactics in advertising texts

The article is focused on the classification of speech strategies and tactics used in advertising texts and slogans in modern English. As a result, there are 5 speech strategies (truisms, the illusion of choice, presuppositions, differentiation, negation). Consequently, speech strategies are realized in particular speech tactics in the advertising texts which are aimed at the particular target audience, namely middle-aged men. We have classified the above mentioned tactics into those of unique offers, humour, informality, appeal to authority, provocation. More than one tactics may be used in a text to make a certain speech strategy more effective. As a matter of fact, the analysed strategies and tactics are realized in advertisements by means of particular morphological, lexical and syntactical language units. The most explicit among them are: the words meaning something «unique», comparative and superlative adjectives.

Key words: speech strategies and tactics, truisms, the illusion of choice, presuppositions, differentiation, negation.

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