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Peculiarities of Wordplay Devices in Web Advertisements

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Message producers try to convince their communication partners, just as politicians try to persuade party members, opponents, and the public; advertisers try to achieve a shift of attitudes in their target groups and motivate them to act accordingly [1, p. 122].

Since online advertising is a comparatively new discipline, its language has not been researched as much as the language used in traditional advertising. Copywriters have always deliberately exploited rhetorical figures to make their products stand out from other goods and services. Web advertisements employ various wordplay devices in order to capture the attention of potential customers. Besides, wordplay allows online advertisers to communicate with their audience on a number of levels – from phonological to semantic.

The objective of the research is to single out and classify wordplay devices in slogans published on the Internet, and analyse their impact on recipients.

All in all, 87 web advertisements which contain wordplay have been analysed. So, all the wordplay devices can be classified into several types:

- phonological devices (rhyme, rhythm, alliteration, assonance);
- graphic devices (colour, type and size; graphic expression of acronyms and initialisms);
- formation of new words and phrases (compounding, affixation, shortening, blending, conversion);
- syntactic devices (parallelism, anaphora, epiphora, antimetabole, ellipsis, incomplete sentences);
- semantic devices (personification, simile, hyperbole, metaphor, metonymy, antithesis).

100 students of 1st–5th years (aged 17–23) of the School of International Business Communication (the Belarus State Economic University) have been

surveyed by means of a questionnaire in order to find out which web advertisements appeal to them most. The point worth noting is that the questionnaire contained no brand names as they may alter the perception of slogans. The research findings show that the majority of respondents have chosen the slogans containing alliteration. Therefore, phonological devices proved to be the most effective way of creating an online advertising text.

Examples of phonological devices in web advertisements are as follows:

- a) rhyme: «*Love this skin you are in*» ('skin – in'), «*Stop seeing broken hair everywhere*» ('hair – everywhere');
- b) rhythm: «*Live your life, love your home*», «*Flatter your figure with Dietrim*»;
- c) alliteration: «*Performance. Prestige. Passion for Innovation*» (alliteration of /p/), «*Perfect Pictures Posted Pronto*» (alliteration of /p/), «*Clear Picture, Clean Sound*» (alliteration of /k/), «*We want you to be the best in your business*» (alliteration of /b/);
- d) assonance: «*Men will melt*» (assonance of /e/), «*Meet the king of prints*» (assonance of /i/), «*Make the paper work better*» (assonance of /e/), «*Twice the lashes for eyes that smile*» (assonance of /ai/).

Newness of the research is that for the first time the impact of wordplay devices on recipients (students of the School of International Business Communication) has become the object of the research.

Area of practical application: the research materials can be used in the marketing sphere by showing the most effectively used devices in advertising texts, and in the English language teaching. The research findings can also be used by copywriters to improve the quality of online advertising texts.

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Глубокий и символический смысл корриды как неотъемлемая часть испанской культуры

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Самобытная культура и традиции Испании формировались веками. В этой стране проживает более четырех десятков этнических групп со своей собственной культурой, языком, традициями и кухней. Именно поэтому Испания обладает экстраординарным художественным наследием. Первая