



Values and gender peculiarities of advertising texts in french, english and russian

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ABSTRACT

The article deals with the linguistic analysis of French, English and Russian magazine advertisements in order to estimate the specificities of the advertising genre and values in the three different cultural and linguistic systems. Before writing this article, we conducted a comparative study of the texts of the advertising discourse in English, French and Russian with the purpose of revealing the gender and value features of the advertising text. The choice of this topic is determined by the leading role of advertising in the life of modern societies, its genre diversity, and the development of sociolinguistic approaches to the study of modern language processes. The need to study the specifics of the advertising text also arises in connection with the differentiated treatment of advertising to different categories of recipients. Particularly there is differentiation of advertising depending on its focus on male or female audiences. This is manifested not only in the presentation of the advertised product, but also in the choice of specific language material, depending on the gender and value orientation of advertising.

Key words: comparative linguistics, advertising discourse, gender, value, advertising texts



INTRODUCTION

Advertising can be seen as a specific form of propaganda - a system of activities aimed at the formation of views, ideas, values, and influence on the social behavior of people.

As it known, values are usually divided into material and spiritual. Material values are commodities; however, it is important to remember that the value of a thing shows a certain relation of people to things. Material values are an indicator of the material well-being of a person in society, determine his social status. There is no doubt that wealth in a society is dominated by mass culture, and the task of advertising is to give a similar value of each of the advertised items [Baudrillard, 2015].

In the minds of most members of modern society the concept of “spiritual values” is very vague. Spiritual values are a kind of secondary reality, which is built through the creative activity of man. At the same time, spiritual values have their own hierarchy: some of them do not lose their connection with material values, like, for example, art, design, fashion, having official value.

To “higher” they include spiritual values, not related to material values. They do not have a consumer, market nature. This is, first of all, the norms of morality, and it is they who, due to their ideal character (exist only in the minds of people), are most diffuse. It is obvious that spiritual values have a special status. They, using modern language, can be called virtual: you can not buy or save it, store for future use.

However, they try to equate the values of the first and second species in advertising to these values. As a result, we can notice the appearance of “quasi-values”, built on giving certain objects an imaginary significance and attraction for achieving commercial goals. In general, in the media-advertising picture of the world, there is a reduction of ideas about the meaning of life, dream, harmony, happiness to thoughts about satisfying everyday needs. Moreover, advertising often refutes the assumptions made in society about the impossibility of acquiring spiritual values for money. So, you can often find slogans built according to one model: “You can not buy a holiday” (advertisement of “Axon-bank”), “You can not buy a dream” and “Success can not be bought” (advertisement of cars) [Анискина, 2014]. The crossed out particle DOES not unambiguously make it clear that all this can be bought, it is only necessary to address the address indicated in the advertisement.

MATERIALS AND METHODS

This research is a descriptive study based on magazine advertisements and the method is traditional. As part of this analysis, we have consistently studied advertising slogans, in order to identify the linguistic features inherent in the advertising text of a country.



When using this method, the most common is the grammatical analysis of discourse, which includes the phonological, morphological, syntactic description of texts, for example, analysis of the use of pronouns, analysis of linguistic descriptions of emotional manifestations, etc.

Phonetic. Here the important meaning is played by the intonation of the text, the use of exclamatory, question marks, dots, etc. Often, the rhyming of individual parts of speech is used, which sets a certain rhythm.

Morphological. Morphological means include all possible abbreviations, cuts of a part of a word. This allows to create a more concise and concise text. Often, abbreviations are also used to simulate colloquial everyday speech, so that the text is closer to the reader or, conversely, by using complex word forms, making it accessible to a small number of people.

Graphic. Certain types of abbreviations, undoubtedly, belong to the graph: digital (June 1 to June 12) and symbolic designations (№, %). We must say that this way of presenting these concepts on writing is the only one, and rarely where it is possible to find a fully written word percentage or the phrase "From the first to the twelfth of June". Such graphical abbreviations bear only the function of abbreviation, they do not add any shades to the text content plan, since they belong only to the graph.

Lexical. It is from the use of certain words that the essence of the material described often depends. If vocabulary is used - hence, the circle of people understanding it is significantly reduced. Using, for example, various political terms and slogans, it becomes evident that the content of the text is of a political nature.

Syntax. Syntax has great opportunities for expressing subtle semantic and emotional nuances of utterance. It has long been proven that the use of long and complex syntactic constructions makes it difficult to understand the meaning of the material.

All these parameters of text analysis help to more accurately reveal the meaning of its content, the relationship that exists between individual parts, sentences and words.

For the survey first of all, periodical magazines which take up the mentality and ideology of contemporary world were aimed. While choosing the magazines, it was preferred the best selling ones in 2014-2015. In this context, the most circulated women's magazine *Cosmopolitan*, *Elle*, and also men's magazine *Maxim*, *Men's health* were analyzed. Since there was a context and time limitations, four issues for each were surveyed. Within this situation March, August issues of "*Cosmopolitan*", June issue of "*Elle*", April issue of "*Maxim*" and February, August, issues of "*Men's Health*" was analyzed.



RESULTS

Analysis of advertising texts showed that today we can talk about three main trends in the transformation of the value picture under the influence of advertising. The first trend is connected with the introduction of new values (uncharacteristic for modern culture) and enriching the content of existing ones. Among these values is, for example, aggressiveness. Traditionally, the words “aggression”, “aggressive” were perceived in Russian culture as words with a negative evaluation, as evidenced by the analysis of the entries in article [Ильинова, 2011]. Nevertheless, in advertising, they are often used to create the ideal image to which one should strive: both car advertising and advertising perfumery can equally call on a man to become impudent, arrogant, aggressive. Apparently, such a change in evaluation was possible due to the correlation of this quality with masculinity, masculinity, however, in advertising addressed to the female audience, one can meet similar appeals (this is how the image of the temptress woman, the lady of her destiny) is built.

The concept of “aggressiveness” is largely connected with the concept of “speed of life”: advertising encourages us to live “faster”, in part, through the formation of new habits. So, when developing the concept for the network of coffee houses DOUBLE U COFFEE the following idea was used: people often want to double themselves to be in two places simultaneously, to manage twice as much. To solve this problem, consumers are encouraged to drink coffee not at the table, but on the move [Illinova, 2011]. This behavior is presented as a new urban habit, as a kind of social marker: this is how active, energetic and young people act.

It is obvious that the introduction of the values described above could not but affect the rethinking of what is considered success. Despite the fact that various components of this concept predominate in advertising of different product categories, it is possible to outline common features: a successful person is a modern person, young (or, at least, aspiring to seem and look like that), sexy, free (that is not recognizing restriction), focused on the standards of tomorrow.

It is interesting that the structure of the concept of “success” in advertising does not include such a characteristic as “rich” in the traditional sense. From the point of view of advertising, “rich” is not someone who has a lot or earns well, but one who spends a lot. The illogicality of such consumer behavior (spending more than you can afford) explained very convincingly from a psychological point of view: “After all, you deserve it!” [Aniskina, 2014].

It is also noticed that many advertising texts are aimed at forming an active strategy of consumers’ behavior based on attentive attitude towards their health, contrary to the traditional passive behavior for Russian culture (in our national culture, the practice of taking care of oneself is



not developed). This, of course, could be considered a positive result, if at the same time advertising did not substitute the concept of health care with the purchase of “miracle funds”, promising to be cured without the help of doctors.

The second trend is to create new combinations of values. In particular, to replace the traditional relationship of “honesty – unselfishness” comes “honesty and benefit”. It is this idea of the basis for the “Alfa-Bank” series of commercials urging consumers that “fair to be profitable” [Ezhova, 2013].

Advertising of alcoholic beverages often uses an appeal to the values of a healthy lifestyle, despite the seemingly total incompatibility of these concepts - alcohol and health. It is obvious that it is difficult to connect alcohol use with the principles of proper nutrition as one of the components of a healthy lifestyle, therefore, producers usually choose other motives: sports, including active tourism; outdoor recreation, etc. So, in the advertising of vodka “Kedrovitsa” a typical consumer is depicted as a person who likes to contemplate beautiful landscapes, spends a lot of time outdoors, breathes fresh air, prefers active rest - in a word, leads a healthy lifestyle, part of which is, according to the authors of the advertising text, advertised product is. In the advertisement of vodka “Пять озер” vodka consumption is equated to bathing in magical lakes, and therefore is presented as a means to improve health [Aniskina, 2014].

Analysis of texts advertising hard alcoholic drinks suggests that an appeal to the values of a healthy lifestyle occurs in 30% of the texts and is one of the most characteristic for this product category. Among the values addressed to the advertising of strong alcohol are the values of human relationships (love, friendship) - 38% and self-realization - 24%, resulting in such combinations of values as “love – friendship – alcohol” and “self-realization – alcohol” [Aniskina, 2014]. In order to maximally attract the target audience, it is necessary to use the most attractive symbols and signs. For the female audience, advertising gives a modern standard of female beauty and sexuality, drawing an associative line between the advertised product and the attractiveness of the advertising woman. For example, advertising of lipstick “Mach Factor” has the slogan “Be sure! Be beautiful!” or hair dye “Diadem” from Schwarzkopf & Henkel - “Every woman is a queen! And each has a queen “Diadem”!”

Female images created in advertising are verbalized through adjectives: “fantastic”, “beautiful”, “smooth”, “sexy”, “youthful”, “tempting”, “attractive”: “Like Her Majesty, but sexier”, [“Cosmopolitan” №3, 2015]; “Smooth, intense, irresistible. And he is not bad, either” [“Cosmopolitan” №3, 2015].



A characteristic feature of the representation of male advertising images is the use of gender-colored vocabulary and verbs in imperative form advertising. In western magazines are used: "passion", "love", "success", "satisfaction", "imagination", "winner", "see", "inspire", "surprise", "imagine": "Finish the fight" (advertisement of sports nutrition "Atlepit", ["Men's Health" №2, 2015], "Imagination at rest" ["Men's Health" №8, 2015].

In order to attract the attention of women, advertisers make francophone advertising more attractive, vivid and expressive: "C'est nouveau, c'est voluptueux" (advertising of cosmetics "Nivea visage", ["Cosmopolitan" №3, 2015]; "Sentir bon, se sentir bien" (advertising perfume "Clarins", ["Elle" №6, 2015]. As for advertising for men, advertisers try to reflect in it the strength, masculinity: "La nouvelle ligne pour homme de Boucheron" (advertising of the Coschery series "Boucheron", ["Elle" №6, 2015]; "C'est les vacances majuscules" (advertisement of the network of stores "Le Bleu" ["Cosmopolitan" №8, 2015].

The most common word in the slogans of female advertising is "beauté": "La beauté a sa légende" (advertising of lingerie "Simone Pérèle", "Красота имеет свою легенду" (authors' translation), ["Elle" №6, 2015]; "La beauté par definition" (advertising cosmetics "Estée Lauder", "Красота в четкости" (authors' translation), ["Cosmopolitan" №8, 2015], which is not surprising, because this characteristic is crucial for women in the acquisition of any goods. In the slogans of male advertising the most common word is "home": "Que c'est beau d'être un home" (advertising of cosmetic products "Nivea", ["Men's Health" №8, 2015]; "Pour nous les homes" (advertising of the cosmetic series "Mennen", ["Men's Health" № 8, 2015].

DISCUSSION

As we know, advertising today has a strong impact on modern society in all spheres. It is a real tool of influence, management and control. That is why contemporary scientist study different aspects of advertising texts and they influence. If you compare advertising in French, English and Russian, then attention should be paid to advertising texts for content and design. In advertising texts, polysemy serves to fulfill one of the main requirements for the advertising text, the transmission of the maximum amount of information on a minimum segment of the text. The phenomenon of transformation of the meaning of words is a fairly common phenomenon in advertising texts, accompanied by language manipulation techniques and various ways of psychological impact on the addressee. Similar language techniques activate the attention of recipients, make the perception of texts of advertising messages more easily remembered, thus violating the standard of the text, its routine, it becomes original, intriguing.



The advertising text can have several variants of interpretation, and the ambiguity of advertising texts can be both linguistic and verbal. Of particular interest are examples of creating ambiguities in advertising texts in terms of the use of multi-valued words in them and through the verbal context. After all, the simultaneous presence of two different understandings - words, expressions from the advertising text or the advertising text as a whole - creates a new meaning and gives the text new content as a whole.

The phenomenon of the transformation of the value of the advertising text occurs quite often in the Russian language, and sometimes in French and English advertising.

Advertising texts created through playing polysemy and homonymy, through addressing to precedent phenomena, are vivid and memorable, attracting the attention of a modern recipient.

CONCLUSION

So, it can be noted that advertising, as an instrument of consumption organization, relies on its work not with real things, but with the symbols and signs that make up the modern world of consumption. The reference to tender constructions is one of the most powerful engines of consumer activity

The most pronounced effect of advertising is manifested in the fact that it allows one to resolve the conflict that arises in modern man between eternal values and the values of a consumer society. In a word, manipulating values of different levels, advertising can have a significant impact on the consumer, forming a special picture of the world in which the satisfaction of human needs can be equated with the performance of socially significant action.

Analysis of advertising texts showed that advertising, in fact, has a significant impact on the change in the value picture of the world. Gender norms of masculinity and femininity are deeply rooted in the unconscious of every person, so appealing to them, their involvement gives a powerful impetus to stimulate consumer activity.

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