SYNTACTIC FEATURES OF ADVERTISING TEXTS IN ENGLISH AND RUSSIAN

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Abstract: *The article analyzes the current syntax of advertising texts created in English and Russian. In particular, the syntax of negative and interrogative sentences in the current syntax of advertising texts in both languages, as well as the use of exclamatory sentences to express the speaker's emotions, is highlighted with examples.*

Keywords: *advertising, text, sentence, medium, classification, communication, scientific, affirmative sentences, negative sentences, interrogative sentences, exclamatory sentences, advertising text*

Аннотация: *В статье проводится современный синтаксический анализ рекламных текстов, созданных на английском и русском языках. Например, в синтаксисе рекламных текстов на обоих языках случаи построения отрицательных и вопросительных предложений, а также выражение восклицательных предложений с выражением эмоций говорящего объясняются на примерах.*

Ключевые слова: *реклама, текст, речь, средство массовой информации, классификация, коммуникация, научный, утвердительные утверждения, отрицательные утверждения, вопросительные утверждения, восклицательные утверждения, рекламный текст*

Global changes in the modern world are affecting various spheres, as well as the sphere of social relations. Advertising, which has become an integral part of modern society, is changing in form and content. This, in turn, makes it

of great importance for researchers of advertising texts, primarily linguists, to shed light on the content of advertising (i.e., the use of language tools), as well as the illocutionary (goal-oriented) aspects of communication (i.e., the meaning that is embedded in the text to be conveyed to the addressee).

This, in turn, encourages scientists to carry out scientific and methodological work by generalizing and comparing experiences in the field of advertising, or, as the English scientist Wells put it, "it is a paid, impersonal communication carried out by a specific sponsor and the use of mass communication tools with the aim of encouraging something and somehow influencing the public" [1]. Today, there is a need to identify and analyze changes in the socio-cultural sphere related to the phenomenon of advertising.

Knowledge of sentence structure is especially important in the creation of advertising slogans - sentences and phrases. A sentence is the smallest unit of human speech and consists of grammatically combining words.

A sentence is a unit of communication, as well as a unit of thought formation and expression. Today, in order to thoroughly study the linguistic features of advertising text, we aimed to refer to syntax.

We found it necessary to divide the classification into the following types:

1) depending on the nature of expressing the attitude towards reality - affirmative and negative statements;

2) depending on the purpose of expressing an opinion, declarative, interrogative, and exclamatory sentences (any of them can be exclamatory if expressed in an exclamation or emotional tone);

3) one- or two-part sentences, depending on the importance of one or another part of the sentence.

4) depending on the presence or absence of secondary clauses – widespread and not widespread clauses

5) simple (consisting of one cross-sectional unit) and complex (consisting of two or more cross-sectional units).

Below we will consider in more detail the syntactic features of advertising texts in English and Russian.

1. First, we analyze affirmative sentences . In affirmative sentences, the idea expressed in the speech in relation to the subject is confirmed:

“ Smoking is immediately harmful . ”

My dear, the car can save nature! Choose a small car!

Protect children from polluted air!

2. Negative sentences and their two forms: general and partial negative sentences.

In general sentences, negation is expressed by the participle:

Don't let the useful fire go out –(a campaign supporting timely payment for gas supplies);

He does not drink champagne that does not take risks . Anyone who has had a drink at the wheel will be deprived of everything – He does not drink champagne that does not take risks. Anyone who has had a drink at the wheel will be deprived of everything;

Being careful on the road never hurt anyone

In examples like this, negation is expressed through pronouns and adverbs.

In sentences with partial negation, the negation is expressed not only through the participle, but also through another part of the sentence.

Not everyone who drives drunk dies! Not here, but now! (The advertising poster depicts the humiliation of those in prison, and it is assumed that the people in the image are real people, and their humiliation is happening in front of the eyes of passersby.)

It is worth noting that negative sentences are used less frequently in English advertising texts. However, today they are used much more frequently in Russian advertising texts.

As is known, declarative sentences express a message or definition and a relatively complete thought.

For example: Курение приводит к смерти – Smoking leads to death.

К 2042 году температура воздуха в городах повысится на 8 градусов. К 2048 году все улицы будут забиты автомобилями - by 2042, the air temperature in cities will increase by 8 degrees. In 2048, all streets will be jammed with cars. Fast drivers miss many things (the commercial lists objects on the road - trees, shops, houses. However, when the commercial is re-run, it is shown that a child is among the objects left behind). The completion of a thought is expressed in the tone of speech, and for declarative sentences, the tone of speech is lowered at the end of the sentence.

It is known that the structure of a declarative sentence is directly related to its content. If the actions, states, or movements of someone or something are being expressed, the declarative is in the form of a verb.

Help orphans, and they will give you a smile.

Even if the characteristic of the symptom is given, the participle is expressed through a noun.

Я тоже хочу быть счастливым. Зебра — это порода лошадей. Снижайте скорость на пешеходных переходах – I want to be happy too. Zebra is a herd of horses. Reduce speed at pedestrian crossings. (Information program on road safety of the Ministry of Internal Affairs of Russia, funded by the Russian Insurance Company).

3. The following sentences are interrogative sentences, which are expressed in questions about unknown things.

Three people died as a result of the traffic accident. A re you next It's 10 pm Are your children at home?

After all, that's not how you start the night, right? Why are you ending the night like this? – After all, that's not how you start the night, right? Why are you ending the night like this?

The means of expressing the question are as follows: a separate question tone, interrogative words (pronouns and adverbs), interrogative predicates (maybe, really, is that so), word order. Are you in a hurry too? (The trailer poster depicts a doll under the wheels of a car).

Exclamatory sentences express the desire to compel other people to act and reflect various forms of expressing wishes: command, advice, prohibition, warning, request, plea, invitation, suggestion, etc. Don't risk your life! Buckle up or you're in for a disaster! Respect each other on the road!

Exclamations are formed by grammatical means: words in the exclamatory tone, various forms of the verb, loading, exclamatory words, etc.

Ездите осторожно! Вы целеустремлённы, но не идеальны! - Drive carefully! You are fierce, but not perfect!

In advertising texts, exclamatory sentences are used to express the speaker's emotions. Any sentence can become an exclamatory sentence depending on the purpose of the expression (declarative, interrogative, and exclamatory sentences):

They are waiting for you at home! Give way to the train! Don't put an end to your life!

Simple two-part sentences consist of two main parts (subject and predicate) that form the grammatical basis of the sentence.

Alcohol will distract you on the road. Your life can change completely in a minute - it's like turning the page of life.

There is no consensus among scholars about the syntactic status of simple sentences with one clause and some of them. Some scholars argue that definite personal sentences are structurally no different from simple two-clause sentences with a possessive and a personal pronoun.

The following single-compound sentences can be distinguished:

1) a definite article;
2) impersonal statement;
3) a personal statement;
4) impersonal sentence;
5) a sentence in which the indefinite form of the verb is used;
6) adverbs.

In the history of the development of Russian syntax, the term “complex sentences” has been understood in different ways or called by other terms. A.M. Peshkovsky rejected the term “complex sentences” “because, the scientist argues, it calls several sentences one sentence and creates a number of confusions in determining the functions of sentence parts”. Peshkovsky proposed using the term “complex whole sentences” instead of the term “complex sentences”. Such word combinations consist of one or more sentences”. [2]

Tatyana Trosheva uses the term “complex sentences” in a special sense: “Unlike simple sentences, we call complex sentences those that contain two clauses or a secondary clause, or a complementary clause or an additional secondary clause.” [3]

In conclusion, it should be noted that simple sentences in advertising texts in English and Russian differ in the number of their main components: in Russian, simple sentences with one component are more common (60%), among which the most common are personal statements (53%), which in turn consist of simple sentences that actively call for action of specific individuals. In advertising texts in English, simple sentences with two components are the majority (72%). Among advertising texts in English , simple sentences with one component can also be found.

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