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With the Right of Manuscript

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Syntactic Structure of Slogans and Their Ability to Influence

FieldofStudy – Linguistics

Abstract

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Introduction

The origins of advertising are difficult to determine. According to one of the versions, the first advertisement appeared in the garden of Eden between Eve and the devil, presented in the form of a serpent. An apple – the product offered by the serpent – was tried first by Eve, and then by Adam. Since then, appealing offers and different kinds of advertisements have become a part of everyday life. Over time, advertisements diversified and became more sophisticated. Textual content shrank and non-verbal techniques developed.

Due to their importance, advertisements became research material in different aspects. They are considered as a presentation of mass culture by cultural specialists, while philosophers consider them an instrument for social transformation. For language scientists, advertisement texts are interesting material to research. As usual, content and main message of an advertisement text are concentrated in the advertising slogan. **The importance of the following research** is determined by the fact that advertising slogans have been analyzed in terms of syntax.

In addition to that, the research discusses the types and frequency of sentences used in advertising slogans. Moreover, this research investigates how the creators of advertising texts influence their audience.

TV and street commercials, as well as online and newspaper advertisements have been selected as the **research material**, and they mostly span the following areas: hygiene, technology, cosmetics, accessories, medicine, and the food industry, etc.

The aim of the research is to analyze scientists' perspectives on syntactic structures and the influence of advertising slogans; to investigate advertisements in historical context; to define the types of advertisements, their verbal structures, and linguistic techniques of their implementation; to analyze pre-Soviet (end of the 19th century and first quarter of the 20th century), Soviet, Post-Soviet, and modern advertising slogans; to discuss high and low influence slogans in terms of influencing the audience.

In present day, advertisements are being researched from different angles. **The scientific innovation** of our research is that in the Georgian linguistic space, research on syntactic structures of advertising slogans does not exist; hence, our research is a systematic analysis of structures of slogans, and is based on unexplored empirical material. The research methodology is based on processing and critical analysis of existing literature about discourse analysis, advertising discourse and syntactic structures. The methods of description and observation, as well as critical analysis of scientific literature have been used in the research.

The theoretical value of the research is discussing existing Georgian and foreign scientific literature; comparing and analyzing works about the structures of advertising slogans and their effectiveness. Based on theoretical perspectives - taking into consideration linguistic, social, semiotic, and psychological aspects - specific structure of advertising discourse has been revealed.

Practical value - the results of this research can be used by researchers interested in analyzing advertising texts/slogans and the effectiveness of advertising texts.

The Structure of the work is created according to the aims and goals set for the research. The work consists of the introduction, three chapters divided into paragraphs and subparagraphs, conclusion, works cited list (105 pieces in total) and two appendices.

Content of the work

Chapter I. For the essence and the history of advertising texts

1.1. The essence of advertising slogans

In linguistics, advertisements are considered as a type of non verbal business, which aims at regulating demand and offer of a product or a service. Modern advertising is an industry focused on creating special textual products (Often polycodic, meaning that it uses not only language (verbal code), but also music, visual techniques, graphic arts), depicting them on media, researching its level of influence.

There are different classifications of slogans and the following are the major types:

1. Pragmatic slogans highlight the real quality of a product and they are directed at consumers' minds. Slogans describe products in myriad ways. These can be the following: type of an advertised object ("Kitty Kat" - "*Food for energetic cats*"), special feature of a product ("Indesit" - "*We will serve you forever*"), target of a product ("Gillette" - "*There is no better option for men*"), effectiveness while using ("Ariel" - "*Incomparable appearance of clothes*"), benefit from using a product ("Quality for affordable prices") etc.

2. Icon slogans - are an interesting type of slogans, which tell us more about imaginary characteristics of a product rather than the product itself. They give a visual characteristic to a product and tend to be emotionally appealing to consumers. For example "Tegeta Motors" slogan "It's time to choose quality" and "It's time to step into a completely different world". These lead us to the question - what kind of linguistic techniques do they use while creating an advertisement? - These phrases seem laconic and easy to remember, however, linguistic analysis will be introduced in the following parts of the research.

1.2. Advertising texts from history

In the past twenty years advertising has been becoming more and more important. It is being analysed from different perspectives: economics, sociology, culturology, law, psychology, socio-philosophy, linguistics etc. Exploring advertising in terms of language science is an area in text linguistics and it is described according to the base paradigm "Text - discourse". The pragmatics of advertising discourse is an interesting topic. Pragmatics (Greek: *Pragma* - business, action) is a wide subfield of linguistics. Its main idea is that language can be understood and explained in a wider context of its use, same as functionality. In the pragmatic stance on language, the notion of functionality is a key term. Advertising discourse is the same as "Pragmatics discourse" since certain communication strategies are made relevant in it.

1.2.1. Advertising slogans from the 19th century and first quarter of the 20th century

It is interesting how old Georgians perceived the role and importance of advertisements: What kinds of techniques were they using in order to draw consumers' attention? Etc. The following line can be found in "Information Paper" (1897): "In people's lives announcements are as vital as "our daily bread"... they have remarkable importance in trade, industry, agriculture and so on... Actually, if a person will observe with its mind's eye, the only technique that inspires, livens, strengthens and spreads trade is announcements. The more people know and have found out about it, the higher are the chances for trade to spread and customers to increase" ("Old Georgian Ad").

As we can see, old Georgians have had theoretically correct marketing calculations. Another proof of this is the content of ads, which sometimes are so guileless and naive that they would make one smile; however, they are appealingly dense and catch attention, for example:



Newspaper „Iveria“, p.4, February 25th, 1890

Content of the ad:

Hotel

"Pur-Ghvino" (Georgian: wine-bread)

(On Golovani avenue, in T. Mukhran-Batoni houses, under the club)

-Every day all types of meals are cooked according to local and European preferences.

-Imeretian and Gurian meals are cooked by the cook specially invited from Guria.

-Two portions of food cost 12 Manetis a month, home delivery is available if you wish.

Beverages: we have every type of wine, from Mukhran-Batoni (and champagne as well), Kakhetian wine from the best brands. A bottle for two Abazis to 1.5 Maneti.

-Beers by all the local factories, also from Odessa and Jigulevski factories. Every kind of sweet drinks (liquor) and foreign wines.

-In the hotel we have set up special family rooms (separate offices)

-Except for local magazines we receive some of the capitals' ones.

-We have set up Russian and French billiards. We also have Nardi and Chess.*

-Hotel has furnished rooms, which cost from ten Shauris to 1.5 Maneti.

-Anyone who will book for months will be given discount - one third of the total price off.

Hotel owners - I. Maminaishvili and A. Toidze

**We bought Russian billiard on Caucasus exhibition. This billiard got the first place.*

An ad by the same hotel is found in a different information source on a later date, on the first page of the newspaper "Information Paper". It is really interesting that the method of providing information is changed and it is more creative. Let's compare the announcements and contrast what is the aim of editing the form of the announcement.

Hotel and Restaurant “Bread and wine”

Golovin Avenue, in the houses of Mukhran - Batoni, under the club.

Friendly conversation:

- Hello! Listen, why are you so fat? What are you eating?
- That's the point! I eat and drink, all that is best in Tbilisi:

Tasty, clean and nutritious food, cold drinks and foreign, serving, fast and polite, the atmosphere is wonderful, the installation is the best and the owner is such, always joyful, open and polite! Of course, such food and drinks will be nutritious both for the body and for the soul! ...

- And where did you find such a paradise?
- Paradise - no, but a lot of pleasure: I will tell both “bread and wine” ...
- Maybe terribly expensive! ..
- What are you saying? So, look down and confirm yourself, somewhere in Tbilisi is food and drinks so cheap as in “Bread and Wine”?

The best cuisine, new food, European food and local (every day gomi), the price of everything is limited, clean and tidy!!!

There are also 5 Freiberg billiards located in a separate room - price per hour 30 kopecks. Backgammon and chess at one o'clock in the afternoon was 15 kopecks, at night 20 kopecks.

The hotel has many decorated and installed rooms.

The price of each room per day is 40 kopecks - 1 m to 50 kopecks, each month up to 10 - 30 manat.

The first desire and goal of "Bread and Wine": cleanliness, politeness and respect.

All dear lagor Maminaishvili.

Today you will not find such advertising text anywhere. Efficiency is the basis for the creators of modern advertising; therefore, often the concept is placed in one title - the logo. Advertisements of the early period, the first quarter of the 19th and 20th centuries were oriented to detailed content announcement, although the goal in all cases is the same: attention of the target audience, interest in the advertised product, desire to create its power and desire to realize its desire.

It is interesting that in the example, in addition to the volume of advertising text, attention is drawn to various proposals, in particular, the frequency of questions and exclamations, as one of the best syntactic means of influencing users. The dialogical form of realizations is more natural and expressive than a monologue or description. "In the advertising concepts, a special genre was expressed - the question-answer, where the interrogative sentence is considered a property of establishing the genre. This property develops a direct dialogue with the reader, who asks the "necessary" questions to the advertiser ... The question constructs - the answer in the advertising text is not only a compositional, but also a pragmatic role". In addition to compositional and expressive, such constructions also have a pragmatic one, which forces the buyer to focus on exactly what the advertising customer wants.

We can understand the dark phrase of the end of the above advertisement as a slogan. We know that most often the slogan is at the end of the advertising message and this position is trained in the function of the slogan as a concluding sentence. It should be noted that the slogan: the first desire and goal of "Bread and Wine": "cleanliness, politeness and respect", without the first content, would be a low appellate influence, which led to the volume of advertising text. The slogan is presented by the united offer.

Consider other examples:



"A tooth will not hurt anyone if they use the Benedict Father Saw-doe elixir (GIRONDE). These elixirs is invented, see Priori Petre Bourseau and received gold medals in Brussels in 1880 and London in 1884.

Newspaper "Iveria" p. 4.1 November, 1890

The advertising text is published easily and directly, using readily available sentences and words that people actively used in everyday life. The announcements are attractive, curiosity and interest. No long, boring list, no extravagant statements. The user is focused on the benefits and benefits that will receive in the case of the purchase of products. The slogan of the first advertising text, from the point of view of the positions, is in a strange place, substantiates the text, is realized by narrative, complete, un-distributed sentences, certifies the user in the effectiveness of the advertised products. Subsequent slogans are common, but laconic, make you want to buy, correspond to the incentive for immediate action.

In conclusion, we can say that for the advertising texts on the press papers of the 19th century, volumetric races were described, a detailed description of the kindness of the products, multi-peeling. Slogans are general content and they then correspond, then summarize the text of the advertisement, the permanent positions are not rigidly defined (the illustrative material expresses typical examples. For details, see the appendices).

1.2.2. Advertising slogans of the Soviet period

Advertising has developed strongly since the end of XIX year, and this was due to the development of industry. The basis of the development of Georgian advertising was a lot of private advertising cantor and infinitely published in most of the press.

Together with the beginning of economic policy, when different forms of property and market elements were permissible in the economy, the demand for advertising was again created. These years have remained in the history, as a period of strong development of Soviet advertising. In the era of the new economic policy, both state-owned factories and the union of industrial affairs, cooperatives, trusts, and private factories were widely advertised. Under these conditions, the state has become a competitive struggle in advertising against the private sector of the economy. Consider examples:

Newspaper "Ertoba", 23 July, 1920, #164



Newspaper "Georgia", 6 January, 1921, #4.



In the late 1920s, a new economic policy was abolished and industrialization and collectivization began. As in the era of military communism, all material resources were in the hands of the state and their normal distribution was introduced. As indicated by Katernyuk, advertising has been preserved in trade in the person of outgrowths, shop windows, etc.

What is the meaning and purpose of Soviet advertising?

- Economic purpose - was in establishing the demand for a new product and was carried out through advertising campaigns and events.
- The propaganda appointment was carried out by creating "exemplary - representative" stores of various types, also by activating advertising activities before the start of the Soviet events and an important expansion of the assortment of goods in stores.
- the function of the establishment of the urban man consisted in spending free time, behavior for the urban environment, in establishing stereotypes of user habits.

What was the property of Soviet advertising?

Rationality is the most important property of Soviet trade, which determined his face, his other properties. Rationality in relation to advertising means the use of rational arguments during the advertising of goods. Therefore, the main, market skill of Soviet advertising is to make believe an appeal to a rational moment in the subconscious of a person in order to change the dependence of an opinion or establish a new one. To make believe, in its own way - is a form of direct delivery of opinion, which is designed for logical thinking, confirmed by facts and statements.

Soviet culture negated other forms of influence on thinking besides being forced to believe, and it was they who were called "Forbidden means of imposing". "Our advertising convinces the buyer, helps in the correct purchase of goods without cheating." "It (that is, Soviet advertising) does not direct unacceptable means of imposing a low-quality product."

The fact that Soviet advertising was rational was due to Soviet ideology and its relevance to the value of advertising. The central indication of advertising is user behavior. It is this indication, which determines the value of advertising, that opposes the Soviet ideologies, according to which "user user" is the worst among people. Therefore, advertising that bears the character of popularisations was recognized as the "state care of people", any other form of advertising could be recognized as the establishment of "user", "materialism".

Soviet advertising texts are wordy. This character receives attention from the day of acquaintance with the advertising announcements of the Soviet era. Let's give some examples. "New Stamba of the Red Cross Society of the Georgian Republic, Dumbadze No. 3 (formerly Veliyamov) receives all standard and lithographic orders, carries out quickly and cleanly, takes orders for the preparation of stationery items. Presidium of the Red Cross ("Barricades", # 1, 01.01.1924).



In the number of important properties that make up the specifics of Soviet advertising should be noted in today's opinion "non-alternative." The value of this property lies in the fact that Soviet advertising did not offer the buyer a choice of a specific product from a similar group of goods, he advertised the entire product group, in other words, there were no situations of choice in the texts. The most famous examples of this type are "drink juice", "drink tea" advertisements, "buy nutritional concentrates", etc.

Custom advertising was informed, she praised all products. More often advertising was formed briefly, focused only on the main conversation, concise and businesslike. For example, the newspaper "Ertoba" (08.16.1920) on the first page, in the upper right corner:

გაზეთი ღირს თვეში 125 მანეტი. ფასი ნომერი
ავაგან 5 მანეტი განცხადების ფასი მიღებულ გმი-
რის 5 პეტრის სტრიქით 10 მანეტი. მეოთხე პეტ-
რის 6 მანეტი. სამცდლოვანო განცხადება ჩვეულებ-
რივი ზომის (15—2) 200 მანეტი. ნისათა განცხა-
დება არ დაიძებულია. რედაქცია და განცრონა იმუნიტება:
ერთობის ქ. № 4. შესახვევი რესთაველის ქარის
№ 18-01ა. ცელევონი 16—62.

On the first page of this issue are five obituaries and five advertising announcements. On the fourth page, seventeen ads are located. More common is the content of the service offerings, template texts.



ექიმი ი3. გოგირია

3ლეხანოვის (მიხეილის) პროსპ. № 141;
სამხედრო სასწავლებლის პირდაპირ.
ქირურგ., ქალის სწეულებანი და სააკუ-
შერო. 1—2 ს. და 5—6 საათამდე.
ტელეფონი 5—97. (1835—თ.)

კ. სრულ-უფლებიან ფიმნაჲის გამგე
მათემათიკის

მასტატლეგელი

ი. ა. მაჩაიძე ილებს მოწაფეებს განმე-
ორებით გამოცდებზე მოსამზადებლად.
მათემათიკაში და ენებში, ავრეთვე იან-
ვრის და ივნისისათვის 3, 4, 5, 6 კლ.
3ლეხანოვის პრ. და ალექსის ქ. ქუთხე,
№ 25—5, 9—1 ს. 4—7 ს.
(2307 1—1)

საჭიროს

ქალაქ გორჯოვანი

ასოთ-ამაზონი, ქართულ და რუსულ
ენაზედ. პირობები კარგია. ადრესი: ქ.
ბორჯომი, წ.-ქითხვის წიგნის მაღაზი-
აში.

(2301—2—2)

The language of advertising texts is easy, easily perceived. The sentences are mostly light (in one case, normative), common and complete.

For example, the first page of the newspaper "Sakartvelo" on January 21, 1921 fully points to advertisements. The texts are concise.



Should consider the following:

- In the 1920s, advertising since the inertia revolution has used all the famous means of advertising goods by that time.
- From the 1930s to the end of the Soviet period, several variations appeared in the means of external forms and advertising arguments. In particular, they excluded the indication of a revolutionary past and especially its use for the purpose of additional value for goods.
- Advertising regulation was aimed only at ideas and from the average period of the 1930s, the main arguments of Soviet advertising became health benefits, saving free time due to the use of an advertised product, technical usefulness of the goods. In this regard, it is possible to note such values of Soviet society as: orientation towards news and modernity, health, rationally organized life, science and education.

II Chapter. The classification and structures of advertising slogans

2.1 the structure of advertising texts and its types.

There are many advertising classifications, the number of which depends on different factors. Classifications using the impact on buyers are known as Rational and Emotional ones, the methods of expression of which are known as "Rigid" and "Soft".

Rational advertising gives us the information concerning the product using logical arguments. **Emotional advertising**, on the other hand, is aimed at human's sensitive factors. That's why it's based on associations.

"**Rigid**" advertising is calculated for short-term goals, that's why it's based on external effects: to be bright and iconic. "**Soft**" advertising creates kind-hearted atmosphere and provides a customer with the information about all the pros of the product.

Del Danison and Linda Toby considered the factor of the aim as the base in their classification and divided texts in three big groups.

- 1) Image advertising
- 2) Stimulating advertising
- 3) Strengthening advertising

There are different types of advertising announcements. Bove and Arens offer us seven types of advertisement

- 1) Advertising by target audience
- 2) Business advertising
- 3) Advertisement according to the coverage of a territory
- 4) According to the ways of advertisement transmission
- 5) Advertisement according to the goals and functions
- 6) Commercial and non-commercial advertisements
- 7) Direct message and indirect advertisement

Despite the fact that above written classification looks relatively detailed, the basis of this kind of division stays indistinct.

In N. Kacitatze's opinion, there is no unified classification of the advertisement in the universe. She proposes one possible variation, according to which classification signs and advertisement types are differentiated; Classification sign can be an object of advertising.

- **The type of the advertisement** – for property or prestigious
- **The habit and peculiarity of the advertising addressing** – informative, convincing, reminding.
- **The impact on the target audience** – rational, emotional
- **Concentration on a certain segment** – selective, massive
- **Territorial coverage** – local, regional, general-national, international
- **The source of financing** – separate, joint(cooperative)
- **The means of spreading** – by press, printed, audio visualized, radio and TV advertising, advertising souvenirs, direct postal, external, exhibitions and fairs.

2.1.1 The classification of advertising slogans in non-Georgian spaces.

Slogan – short advertising motto, which comes before addressing the advertisement. It's one of the main ways to attract the audience's interest and attention. O. A. Pheophanov, who was studying advertisements, divides slogans in three main categories:

- 1) The slogans of the firm
- 2) The slogan of the advertising campaign
- 3) The slogans connected with the proposal of specific goods or services

Numerous researches of advertisements emit different qualities, which are formed as requirement – recommendation when making up the advertising text, but they're united by concepts such as: 'shortness', 'determination', 'newness', 'uniqueness'.

Informative function – the informativeness of advertising slogans are reached by the words of denatured and contagious significance, using the structures (nonverbal as well), which fits the certain product and good. Besides this, when entering consumer's relations, new messages/text perception/ appears. Isolated text (not read or comprehended) doesn't mean anything in the system of massive communication.

Regulative function – in the system of massive communication, the regularity of advertising slogans are that, by their agency, the demand and the offer of the goods and the labor-market are regulated. We specify the essence of this function and mention its aspect, which is – "the activation of the habit" (contrary to prohibition and destabilization). What's more, sometimes advertising publicity lies way too much about their product. Like, for instance, when broadcasting a tooth paste advertisement showing how egg shell wasn't cracking after children applied a toothpaste on it, even though, it's known that calcium joints in tooth enamel and egg shell aren't the same.

The function of value is connected to regulation, because it operates the habit of the society using market categories, which are admitted as ethical and esthetical values.

2.1.2 The classification of Georgian advertising slogans.

The conception of, as it's frequently called, "the art of wrapping" of the advertisement is expressed by slogans. The aim of the slogan is to create and implement the main theme and idea, the main profit which certain product can bring to the consumer, in their consciousness. For this we have to study and analyze the following information very carefully.

- What is primary (image, or certain product, service or the qualities of the product, competitive difference compared to the similar product);
- The campaign's task (provision of awareness, rising the interest of a consumer)
- Means of the media (television, radio, printing media, online media)
- The place of the slogan in visual conception (is independent emotional intensifier, if it's working in the whole system of the model. Different slogans work differently in visual system)

The main point is that a slogan should be short, simple and easy to remember. The more frequently a slogan pops up in customers' mind, the more powerful it is.

2.1.3 the new classification of advertising slogans.

We offer a new classification of the variety of advertisements.

I. Consumer-oriented advertisement includes two types of it:

- a) **The advertisement of goods and services for masses.** This is always oriented on the certain part of the population. That's why, it's called **targeted**. If customers aren't interested in the product, they won't read its advertisement. For instance, the advertisement of alcoholic drinks won't draw attention of a person who isn't consuming them. A group of people, whom the advertisement is oriented, is implied in the target auditorium.
- b) **The advertisement of specialized goods or services.**

Normally, they're called business-advertisements and are divided in different groups. This type of advertisement is oriented on business, is situated in specific business publications, professional magazines or special exhibitions. Mass medias rarely appear.

Business advertisements are divided into four types

- For industry
- For trading
- For specialists
- For agriculture

The advertisement about industry contains information about industry contains information about industrial goods or services, which are used for the production of other goods (factories, machine-tools, installations and others, as well as, raw materials, semi-processed goods and so on).

Advertisements which are counted for specialists like: teachers, accountants, medics, architects, engineers, lawyers and so on; are called professional and are frequently put in the official printing organs of the professional society. For instance, the magazine "მასწავლებელი" ("The teacher")

Professional advertisement has three tasks.

- 1) To persuade specialists – professionals, to purchase certain tools, gears or materials, by convincing them that they're of vital importance in their work.
- 2) To force specialists to recommend their customers to use certain services or products.
- 3) To persuade a person to use advertised products themselves.

The target audience of the provided advertisement is revealed clearly and easily – they consist of businesspeople, who are buying or exploiting industrial goods.

II. Advertising is divided into following groups: direct and sent, printed, television, radio, and transit (transports), as outdoor advertising. Any paid mean can be considered as a distributor of the advertisement, which is used to bring the advertisement to the target audience. The main ways of advertising are newspapers, magazines, radio, television, mail and street carriers, such as: banner and advertising billboards, posters on vehicles (buses and trucks).

III. There are commercial and non-commercial advertisements. The commercial gives information about goods, services and ideas from which producer can see the profit. Non-commercial advertising (social, public) is funded by charitable institutions, public, religious or

political organizations. Objective of non-commercials often to collect funds or attempts to influence users behavior: "Break the silence and stand by their side" – Campaign by NGOs in Bangladesh against violence.

IV. According to the quality distributing, advertisements are foreign, nationwide, regional and local.

The form of advertising is just as diverse as its definition and purpose. It can be verbal, visual, combined (audio-visual) ...

These kind of advertisements are classified as:

- **Print advertisements:** Press ads, corporate catalogs, booklets, posters ...
- **Audiovisual Ads:** Advertising Movies, Slides ...
- **Radio Cells:** radiograms, radiographs, radio reports...
- **Televisions:** clips, cartoons, mini-play, demonstrations ...
- **Outdoor:** Advertising on Sale, Advertising on Transport ...
- **Postal Advertisements:** Any form of advertising that is directly sent to the customer using postal services: Advertising with a quick response, advertising in the mail,direct advertising;
- **Exhibitions:** Wide public, trade or business, multilevel, private, open space, moving exhibition, permanent exhibitions, conferences.

Whatever form should advertising be done, the goal is unchanged - to attract potential customers. According G.Carters "Effective Advertising", in the art of advertisement, the creator of the advertisement should convey the commercial text directly, without any extra words and it should be easily understood and shouldn't include negative associations.

2.2. Linguistic means of advertising text

Advertising will use a rich range of expression techniques at all levels of language. Not so rarely, tropes are used in advertising. Types of the most common types of tropes: allegory, hyperbole, irony, metaphor, metonymy, comparison, epithet. The phraseological expressions are no less expressive. Journalists often use phraseology as not only in the language but also in the changed form. By updating the structure of the phraseological expressions, semantics, they create a new content. Different stylistic figures are also used in advertising. The most common speech figures are: anaphora, antithesis, gradation, inversion, parallelism, rhetorical question, ellipse and epiphora. Language expressions revitalize and promptly expresses the text.

In linguistic literature it is highlighted that advertisements mostly contain simple sentences. Simple sentences are a universal rule, as it is related to briefly, clearly, clearly, dynamic, expressiveness, as it is related to advertising text because it should be quickly and effectively read by the reader / listener. It is also related to the influence of spoken language. The use of effective exclamatory sentences, which plays a role of a signal in the text, calls for action. The exclamatory modal constructions are also good, which express offers, invitations, convincing.

Effectiveness of the advertising text depends on all its components: successful reunification of image, sound, type and verbal content. In addition, researchers note the verbal importance of the verbal component of the advertisement - the verbal text.

For an in-depth analysis of the issue, we will look at the structure of advertising texts in detail: There are two categories of advertising text: **selected** and **basic**. The selected text contains all the elements that the audience notices immediately after viewing the ad. These elements are grouped in a large font to attract attention and capture the reader in a quick manner. The main text of the advertisement contains the elements that the reader can read and understand. The basic text of the advertisement consists of five main elements that are almost always used in advertising:

- 1) title;
- 2) subheading;
- 3) Basic Text;
- 4) Signatures and comments;
- 5) advertising slogan.

2.2.1 Highly influential slogans

What is advertisement's text/slogan trying to convey?

Before answering the question, let's review the model of communications: according to German linguist Karl Büler, in any statement, a specific function is allocated. In general, the bureau will emphasize three main language functions:

1. Expressive /emotional - is focused on the issuer of information and expresses some feelings and attitudes. Slogans carrying expressive function are often found. For example: Zedazeni - "სისტემა!"; "Ikea" advertising slogan: "Oh, these old funny habits!"; Advertising by the "Chile" agency with a slogan for Ukrainian "Samsung": "Here's a big TV!" ...

2. Conation: A series of directive messages that are oriented on the addressee and its function is to influence the behavior of the recipient / user. For example: Skupi - "Choose ice cream and find a toy" Samsung Galaxy advertising slogan: "Be together, even when you are unable to" Apple's New Year video with a slogan: "Share gifts!"; Naomi Campbell in the "Barber's" ad: "Close your eyes and think about Christmas!" ...

3. Representative / Referential: A topic or subject-oriented message is a function of sharing information-a reality. Representative or Referential Slogan, for example: Bank of Georgia - "Bank of whole Georgia"; Campaign against smoking: "Truth About Drugs" ...

Jacobson spread the Buller scheme and added three more components to the Buller classification.

4. Poetic Function is perceived only within the external communication system. This function is relevant to any phrase that has rhythm. For example: famous slogans of the Public House: "*By death or birth, by the end we'll still end up on the list of the Public House*"; "*Like the sea port, the man needs a passport!*"; "*We declare our personal trust to those who give us the identity card!*" "*Family needs arrangement, marriage - certificate!*" ...

5. Fatic function concentrates on a channel that allows communication. "The replications of this feature express the communicative willingness of the persons, their ability to establish the relationship with the partner". For example, the answer to the phrase of others. McDonald's one-minute video called "The Next Day" - "What do you need the next day after the New Year?" The slogan of the New Year video of the development company "Unix Development": "Nobody should be without presents on the New Years"; What should we do during boring and dull days? The furniture maker "Ikea" will answers this question with the following slogan: "Attention makes everything better"; New year video slogan of TBC insurance slogan "Snow and mistakes are OK!"

...

6. The metalinguistic function is concentrated on the language, "It's revealed when individuals talk about the language, use different linguistic codes together or have word plays . Advertising slogans expressing the function do not come from the nature of the named function.

In the theory of verbal communication, we are especially interested in the conative function in the context of slogans, because such slogans are directed to the listener, addressee and is used frequently in the Georgian advertising texts and conventionally we can imagine two groups:

- Highly influential Slogans
- Low Influential Slogans

The difference is the impact on the addressees.

Video slogan of the Ministry of Sports and Youth Affairs of Anti-Nicotine Campaign: "put it off and follow me"; Barambo - "Follow the love!"; American Express - "Be Curious!" Headphone manufacturer AiaiSilon - "Change your city's voice!"; Gulf - "Reduce fuel prices!"; Car manufacturer "mini" - "do not limit!" Eyewear producer "Oculus Go" - "Open your eyes and discover the world!"; Red Cross Social Campaign - "Before You purchase, observe it from 360 Degrees!"; The Red Cross Social Campaign - "Love What You Love!"; The "May" advertising summer collection - "Move to the sunny side!"; Another challenge for "Samsung" - "upgrade smartphone!" "Glass" advertising slogan - "Find the shortest way!"; Badwader's message about Mother's Day - "Listen to your Mother!"; "Ford" advertising for blind people- "feel what you want to see!"

We can say that the above mentioned examples are just a small part of highly influential slogans, which are designed to attract the attention of the target audience, deepen the interest regarding the advertised product, create the desire to own it, so highly influential

slogans are expressive as well but their main pragmatic role is to make the customer focus what the advertisement wants them to focus on.

2.2.2. Low Influential Slogans
Goal of advertisement is to create psychological mind set in customers, this must be achieved by methods of convincing. Methods of convincing themselves aren't monotonous and they include color, voice, movement and mimicry.

We can consider these slogans as low influential slogans: "take a rest for 1 Lari" ("Nabeghlavi's advertisement); "Georgian means best"; "Enjoy with smartphone"... These slogans don't give any information about product and listening them without context would be absolutely inefficient.

N.Dvalidze talks about low influential class in article named "Metaphorical paradigms in advertising" and explains reasons of failure of concrete advertisements: "one of the most unsuccessful advertisement's face was named Kakha Kaladze, that was taking part in Magti's advertisement. Magti that was and is known for its popular advertisements like "აქაცა რეკამს!" and "ბო გადმოვრევე, აი!", people knew these slogans very well and suddenly they suggest us face of advertisements person that drives Ferrari and wears Armani. It's natural that advertising strategy mustn't change illogical like this. Indifference Magtisati's advertisements are made with dialects of different Georgian regions. I think that the most successful and funny advertisements are (აშო ქომჩქილი ბონდო?!, მაგთიკუნა-სატიკუნა and others).

It can be said that low influential slogans are much more in advertising industry than highly influential, this means that linguists aren't participating in creating of advertising texts.

Chapter III. Syntactic structure of advertising slogans

Any advertising text, slogan, is consisting of word compositions which make some specific kind of the sentence. The formation of the sentences, word formulation, and modality determine the syntax structure that we will discuss in this chapter. We will judge and analyze every kind of sentences that we face in advertising slogans and will show frequency of using them.

3.1 Slogans narrated with simple sentences

It's impossible to equalize simple sentences of Georgian and Indo-European languages, because add-on objectives are reporting and we share consideration that says: "Georgian simple sentences can be consisting of one, two, three or four parts".

In advertising texts the most frequently we face simple slogans and it's natural, because original for creators is laconicism, expressing idea perfectly with minimum amount of words. Idea narrated with simple sentences is clear and unambiguous. In slogans we face simple sentence's that may consist of main members and minor members and some with only main members, sentences in that all main members are mentioned and some sentences in which main members are meant, but not mentioned. Let's discuss slogans narrated with simple sentences according to members:

3.1.1 One-part sentences as slogans

One-part simple sentence is one that consists of only one main member and no other main members are mentioned and aren't meant. The most frequently Natural phenomena's are described with one-part sentences, for example: It is heavily raining outside; It snows, It thunders, It lightnings, spring has come and so on.

One-part sentences apparently are not used in advertising slogans in that advertising product's name and description will be mentioned, because of simple reason, they don't consist of subject, that is actually being advertised. Therefore we will start discussing only from sentences that consist of two parts.

3.1.2 Two-part sentences as slogans

Predicate reported with single-person verb makes simple sentence with two parts. These kind of sentences are often used as slogans, slogan given with sentence with two parts can be extended and not extended, complete and incomplete. Extended is sentence that consists of one or more minor members besides main member, not extended sentence only consists of main members. Whereas complete is sentence in that necessary members aren't meant to be skipped despite the context or situation and narrates complete thought", in incomplete sentence main member is meant, but not mentioned. Two-part sentences as slogans can be:

- **Complete and not extended**

Cesko - "Progress continues"; Silknet - "Everything is connected"; Beeline with fastest 4G internet - "We've changed"; Sweetest - "That's mine!" beer "Golden boch" - "life is beautiful!"; Heineken - "Soul sings"; mayonnaise "Sloboda"- "Dreams come true"...

Mentioned slogans are narrated with two-part sentences and these parts are subject and predicate.

About members' position, structure we have this kind of situation: we haven't listed any case when predicate starts sentence, as rule, predicate always holds next position and subject leads it: S-P.

- **Complete extended** Toy set - Mermaid Barbie with soap bubbles - "Together with Barbie everything is possible" beer "Phasanauri" - "This is the beer", herbal oil "Chveni Sufra"- "It's very tasty"; washing powder "Kason" - "Our job is caring about you"; shampoo "Heargar" - "Your hair is always neat"; Doctor mom - "Nature's power is accessible for everyone" ... By consisting parts in complete sentences next to main members we have all minor members. They start sentences and stand before predicate as it was expected.

- **Incomplete extended:**

Nataktari - "Together is better", insecticide "Combat" - "Safe in your home", Bi Plus (mobile phone) - "easy to use for everyone"; Santa Maria- "It's more tasty with spices"; Nivea - "Cares about women", Tefal - "Always thinks about us", Colgate total - " Be ready for everything"...

In these examples subject is missed, but it's meant and restoring them is possible in view of context.

We haven't seen any not extended and incomplete two-part in slogans and they wasn't meant to be there.

3.1.3 Three-part sentences as slogans

Predicates reported as two-person verbs create simple three-part sentence. Like as two-part sentences, three-part ones are also used in slogans.

Monitoring shows that the most part of three-part sentences are imperative sentences:

Tonal crème "Astor" - " Experience news'sperception!", Coca-Cola - " Find the magical bottle!", Bonaqua - " Fill the life with adolescence!", Shampoo "Timothei" - "Explore nature's power!", Venus - " Feel yourself like goddess!", paint "live" - "Fill your life with color", mayonnaise "Caption" - " Choose teacher yourself!", Mount beer - "Choose yours!", Toshiba - "Touch the legend!" ...

All imperative sentences are narrated with affirmative content.

In view of members' structure, predicate mostly is in starting position and it also has ideal-expressive meaning. Slogans with indicative sentences of these group are relatively less:

Air conditioner "Toshiba" - " Breathing means living" Phetesile - " Cures any kind of cough",

Bitner - "Strengthens immunity", Airwaves - "Softens throat", Phiat marea - "Brings happiness", Teasine - "Softly cleans stuffy nose", Vispa - "Loves romanticists"...

These slogans by member structure are sometimes complete ("Breathing means living", "beautiful hair has name", "You'll love your hair", "Possibilities exceed expectations", "Quality talks significance itself"), and more often – incomplete ("Cures any cough", "Strengthens immunity", "Softens throat", "Bring happiness", "Softly cleans stuffy nose", "Loves romanticists", "City waits for you", "Even a drop won't betray"). In incomplete sentences mostly subject is skipped.

In slogans with three-part sentences the most unlikely to meet are interrogative and interrogative-responding context sentences:

Vodka "Absolute" – "Could you settle down kinglike?" Doshirak - "Why you love Doshirak?", Chocolate bar "KitKat" - "Have a break? Have a KitKat"; Chewing sweet "Meller" - "Have a time?" - Have "Meller"...

Three-part interrogative slogans, as a rule are incomplete, subject is regularly skipped. The member structure is suchlike: when subject is mentioned, it starts sentence, whereas it is skipped and meant, predicate shifts ahead.

3.1.4 Four-part sentences as slogans

Predicates reported with three-person verb create four-membered sentence. Four membered simple sentences are used as slogans. Pemos - "Removes stains from all kinds of fabric"; Washing machine brand "Scarlett" - "Trust it your home!" Colgate - "Trust your teeth to Colgate!"... These examples demonstrate that creators of advertisements prefer sentences with exclamation mark, because this kind of sentences better influence on target group. According to members structure they are incomplete, subject is skipped and meant. Stated kind of sentences are basically extended.

Concerning words positions, in four-part sentences predicate has leading position. In these examples subject is skipped or meant, predicate starts sentence, sometimes it is followed by direct and then indirect add-on, sometimes – add-ons change positions. We can represent it as formula: P+Od+Oi or P+Oi+Od.

3.3.2. Complex subordinate incomplete structuresentences as slogans

Sentences with incomplete structure, which are often also called reduced sentences, are incomplete sentence's stylistic variation, where different formal units are verbalized not only because they can easily be restored based on the context, but also because they strengthen the expression and evoke interest. Often presented independent part has the nature of advice-recommendation: "buy this good", but outlined part – talks about the obvious outcome following this recommendation. For example:

Yogurt "Rcheuli" (SoplisNobati) – "When tasty is also healthy"

"The Little Black Dress" – "Never out of style"

Following associations can be connected with the slogan:

- The scent of eau de toilette "The Little Black Dress" – is classical
- Eau de toilette The Little Black Dress can be put next to masterpieces like Chanel Mademoiselle's little black dress

Vivaliti (oil bottle image) – "What had to be proven"

The invisible part of this slogan can be connected to taking into the account the preconditions: purchased, poured it in, got the best result and got convinced regarding the high quality of oil... this creates a projection on the definition, which is revealed in implemented-subordinated part "... what had to be proven"

Strepsils (image of tablets) – “When fever got you by your throat”

The vanished part can be connected to taking into the account the following precondition: buy the Strepsils medicine when you have a sore throat.

Following types of associated interoperations are also possible

- The medicine cures sore throat perfectly
- It defeats fever quickly without any side effects

Incomplete sentences are often seen in paratactic constructions as well. To compare, we can look at some examples:

iCard (the image of a SIM card) – “and the world is closer”

Different associated interpretations are seen in the slogan

- Modern technology can give humans faster, high quality and trusted connections from any part of the globe.
- With these types of connections, wherever a human being is, they won't feel alone, separated from the universe, life and the rest of the people.

Therefore, even though, incomplete, reduce complex sentences are not used as slogans as often, they are still effective and expressive in terms of delivering a wide message in a short way, which is the goal of slogans.

Concluding Statements

The analysis of commercial slogans gave us an opportunity to make conclusions, in particular:

Discourse is difficult communicative occurrence, which, besides the text, still contains the necessary extracurricular factors to understand the text. Discourse is always a text, but on the contrary - not: Not every text can be a discourse. Advertising discourse is institutional discourse from sociolinguistic field.

2. Advertising discourse is based on “pragmatic discourse”, that releases pragmatics, which it analyzes. In Particular, the impact of the expression on the addressee. Each ad text is designed for certain percollectual effects. Pragmatic emphasis on any advertising text is to force the recipient to respond. The efficiency of communication through advertising is precisely the way it impacts.

3. In 19th century, Georgian advertisements was distinguished because of its richness in words. It was oriented on a detailed declaration of content, goal was the same as it is today: get the attention of a target audience, to promote interest in advertised product, to make a desire to own it and a push towards realizing wishes.

4. Later on, development of advertisement in Soviet society was initiated by the state. It was difficult to rate real economic efficiency of soviet advertising. We can definitely say that, Soviet advertisement had ideological meaning.

5. There is no uniform classification of advertising types in world practice. We present our classification of advertising categories: customer-oriented advertising (advertising of goods and services of wide consumption and advertising of specialized goods and services) (-> business Advertisement -> Industry; For trade; Specialists; agriculture); Advertising, on the basis of which it is possible to realize (-> Directly and transmitted, printed, television, radioactive, transit [transport], outdoor advertising) Advertising is based on the type of goods advertised there is a commodity and non-profit; Commercial and non-commercial advertising is allocated according to the ways of financing; According to the quality of how it's spread, advertisers are foreign, nationwide, regional and local.

6. There are 2 types of advertisement texts: Marked and Main. Marked text consists of all elements, which is seen by the consumer from the first sight and elements that should be read and understood by the consumer. Advertisement consists of five elements, which almost always is used in advertisement: 1) Title; 2) Subtitle; 3) Main text; 4) Signatures and comments; 5) Advertisement slogan.

7. Main function of advertisement slogan is: to inform, to influence and to convince.

8. Slogans are mainly classified by influence. Therefore, we create 2 types of slogans, highly influential ads and lower influential ads.

9. In advertisement texts, we mostly see simple slogans, because for slogans it's important to have laconism, to narrate maximum amount of information, while using minimal amount of words. The idea of simple proposals is clear and understandable. In slogan we encounter simple and prolonged, complete and incomplete constructions.

10. The advertising slogan does not apply to any single proposals in which the name of the advertised goods is mentioned, For the simple reason.

11. Predicate of a single voice verb creates a simple proposal. These kinds of sentences are often used as slogans, slogans with double constituent words can be extended and not extended, complete and incomplete.

12. Double constituent not extended and complete slogans are set in sentences with 2 parts and in all cases these parts are subject and predicate. There are no combinations of the predicate and objects.

13. Double constituent slogans have this kind of order of words: There are no examples of, predicate starting the sentence, usually it takes the last position, After subject. S-P

14. by the composition of the members, all the major members are presented in double constituent sentences. Secondary members are definition and minor parts connected to predicate. They don't start the sentences, or take position of predicate.

15. Slogans that consist of Extended and incomplete sentences have subjects missed, but they can be easily restored by taking the context into account. Incomplete and not extended double constituent sentences are not usually slogans.

16. The majority of 3-componentslogans are either exclamatory or affirmative.

In terms of where the members are put, it's interesting that in every instance, except for one, predicate is in the beginning of the sentence and expressive role is placed on it, in that one instance on the other hand, predicate is followed by adverbial modifier: "just be brave!". There are declarative sentences as well, but less than the amount of exclamatory sentences.

17. 3-component interrogative slogans, as a rule, are incomplete in terms of structure of members, the subordinate is often missing. The positioning of members is as follows: when the subordinate is present, it starts the sentence, when it's missing – predicate replaces it.

18. in 4-component sentences, predicate is taking the leading position. In the written examples, the subordinate is missing and is implied, the predicate starts the sentence, and in two cases, it's followed first by direct object then by the indirect object, in the other case, objects change the place. As a formula, it can be displayed like: P+Od+Oi or P+Oi+Od

19. nominative sentences are often used as slogans. Are always extended. Dominant word has attributive or substantive attributes. To lesser extent there are cases when the dominant word has two attributes, where one is substantive and other attributive.

Nominative sentences are read with declarative or interrogative intonation. With the gained information and analyzed advertisement texts, we can see that nominative sentences are exclamatory only in two cases.

20. With the amount used as slogans, the mixed construction sentences are only behind the simple sentences. We see similar-predicative, similar-subordinate, similar-attribute mixed sentences as slogans. Similar members are linked without a conjunction.

21. In complex subordinate sentence slogans, dependent component-sentence more often follows the main one, in two cases it comes before/ there are different types of dependent sentences in terms of their function: subordinate additional, attributive, circumstantial.

22. Reduced complex sentences are not used as slogans often, despite this they are effective and expressive, they transfer the wide message really shortly in a way, in which the message is understandable well.

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