To sum up, we may emphasize that Ukrainian and English onomatopoeic words have similar semantic and structural features although they belong to different typological groups (Slavic (Ukrainian) and German (English)).

Keywords: *onomatopoeic vocabulary, classification, word formation, semantic, structural features.*

SEMANTIC AND PRAGMATIC PECULIARITIES OF TOURISM SLOGANS

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The article deals with the study of tourism slogans as a specific type of communication. The communicative and pragmatic peculiarities of advertising slogans of tour operators and travel agencies have been found out. The ways to achieve the communicative and pragmatic aims of advertising slogans have been described. The results of the carried out research prove that all language means (syntactic, lexical-semantic and pragmatic) work in close interaction, creating this way an integral unit of minimal size which is capable to affect recipients in order to impel them to a certain action – purchase the advertisement item or service.

Keywords: *advertising, AIDA formula, slogan, semantic, communicative, pragmatic peculiarities, tourism.*

У статті досліджено рекламні туристичні слогани як особливий тип комунікації. Виявлено семантичні та прагматичні особливості рекламних слоганів туристичних операторів та агенств. Описано шляхи досягнення комунікативно-прагматичних цілей рекламних слоганів.

Ключові слова: *реклама, AIDA формула, слоган, семантичні, комунікативно-прагматичні особливості, туризм.*

Even the most appealing product requires some form of promotion in order to maximise sales and financial return. Advertising can help raise awareness of a product and create an appealing product image. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through to print media, television and billboards. It can reach a large audience at once and the same message can be repeated many times. Advertising is an inevitable part of our modern consumer society whose outstanding feature is its competitive fight. «…advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us…» [2, p. 182]. It is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute their message. The effects of the advertising influence us whether we like it or not.

In last decades, the market glut of advertising caused the increased intention and interest in linguistic aspect of advertising. Advertising has become a science. People began to describe, analyze the linguistic means and evaluate the language trying to find out the principles, create new kinds of relationship between elements

of language and improve the techniques, with the aim to be unique and maximize the effect at full blast.

Who might be interested in advertising language? Advertising texts are of great value for the analyses from linguistic, sociologist, sociolinguistic, psychological, ethnologic and last but not least marketing point of view. Linguists are interested in language of advertising because they want to know how particular language works in this type of discourse, which linguistic means are used here and how advertising language is changing in the course time. Specific linguistic features of advertising have already drawn the attention of many linguists (Cook G., Goddard A., Leech G., Mueller B., Schudson M., Schroder K., Vestergaard T.).

Following the footsteps of Geoffrey Leech, Torben Vestergaard, and Kim Schroder, this paper **aims** at studying the linguistic techniques of tourism advertising. Based on the 130 cases of tour operators and travel agencies slogans, this paper analyzes the linguistic features from the lexical level, the syntactic level, and the rhetorical level, each with its own subcategories. Through the analysis, some similarities are found between tourism advertisement and other types of advertisement. But tourism advertisement has its own distinctive characteristics. The results of the study and analysis are useful for familiarizing and understanding the main issues connected with technique of writing advertising texts.

«In contemporary society, advertising is everywhere. We cannot walk down the street, shop, watch television, go through our mail, log on to the Internet, read a newspaper or take a train without encountering it. Whether we are alone, with our friends or family, or in a crowd, advertising is always with us, if only on the label of something we are using» [5, p. 11]. To begin understanding how linguistic devices contribute to advertising effectiveness, it is important to observe how advertisers are presently using said features. Being well-versed in their industry, advertisers may feel that they have a good understanding of which advertising elements work well and which elements do not; however, more concrete evidence could help solidify or alter those opinions. Thus the first part of this research is devoted to analyzing and understanding what advertisers believe to be best practices and determining what linguistic features are commonly used in current advertising strategies in order to test their effectiveness.

Several advertising formulas are in existence today but one of the most commonly used is the acronym **AIDA**. This refers to specific techniques necessary to implement when creating an ad. The phrase AIDA, in marketing communication was coined by American advertising and sales pioneer Elias. St. Elmo Lewis in the late 1800s. The model talks about the different phases through which a consumer goes before going to buy a product or service. According to him, most of the marketers follow this model to fetch more consumers for their product. Marketers use this model to attract customers to purchase a product. This model can be seen widely used in today's advertisements [1].

The acronym **AIDA** stands for **Attention**, **Interest**, **Desire** and **Action** [1]. These are the four stages that a consumer goes through when watching or viewing an advertisement. According to Lewis, first and foremost, the role of an advertisement is to attract the customers. Once an ad grabs attention, it has to invoke interest towards the product in the minds of the consumers. After creating an interest, the ad has to bring desire in consumers mind to use the product and finally the consumer has to take a favorable action towards the product by ultimately

purchasing the product. An advertisements success depends up on the viewer's ability to notice and understand its message. The AIDA model helps the copy writer to present the elements of a print ad, Headline, Subhead, Body copy, slogan and contact information in a format that makes the viewers read in a flow and understand about the product easily.

Advertising in the tourism industry is somewhat different to other industries. A holiday is an intangible product that the consumer can't see or touch before they buy. Often the customer will pay for the product before experiencing it.

Every tourism company, travel agency and tour operator should use an original business slogan as part of their branding. A good travel slogan is not a pompous phrase that tells clients that some companies provide great services, or that some agency is the best on the market (e.g.: *«Exciting Tours to Amazing Destinations»*; *«The Best Place to Book Your Next Vacation»*). It should be a smart phrase that captures the viewer's attention and sticks in mind. Good travel slogan examples: *«Booking Your State of Mind»*; *«Traveling the Most Affordable Horizons»* etc.

The battle for the tourism dollar is increasingly competitive. The modern tourist is adventurous and seeks an experience with a high degree of participation. Given these factors, and the wide choice of tourism product available, customers have high expectations of product quality and value for money.

Edward Thorndike, an early educational psychologist, first coined the term «the halo effect» in a 1920 article titled «A Constant Error in Psychological Ratings». Thorndike asked two commanding officers to evaluate their soldiers in terms of physical qualities (neatness, voice, physique, bearing, and energy) and personal qualities (including dependability, loyalty, responsibility, selflessness, and cooperation). He found that if an officer liked one aspect of the soldier, he tended to have a positive predisposition toward everything about him.

Nearly one hundred years later, the same can be said of tourism advertising. We've known for a long time that effective tourism advertising campaigns build positive feelings toward a travel experience and inspire travel. But we now know that the same campaigns have other benefits that elevate impressions of a destination in an unintended yet positive manner.

It is a tough task to capture the appeal of a destination and plug them into a punchy slogan. Some slogans become real hits, and – in the case of *«What happens in Vegas, stays in Vegas»* – go on to inspire movies («The Hangover franchise», for example). Other slogans are forgettable or just plain odd.

Leech in his book [4] writes, that the language of advertising belongs to so called *«loaded language»*. Wikipedia defines it as *«the writing or speech, which implies an accusation of demagoguery or of pandering to the audience»* [5]. Leech says that loaded language has the aim to change the will, opinions, or attitudes of its audience. He claims that advertising differs from other types of loaded language (such as political journalism and religious oratory) in having a very precise material goal – changing the mental disposition to reach the desired kind of behaviour – buying a particular kind of product [4].

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product. He wants to differentiate it from the rest. He is trying to find new techniques of advertisement. In addition, the advertisement texts must be more attractive and more unexpected. They must catch the attention of the audience and

then identify the product. Copywriters create uncommon, surprising, interesting texts with catchy slogans or phrases. The reader or listener must give it some thought and the result is manipulation with him in order to buy the product. Leech sets following principles of advertising texts: *Attention value*, *Readability* (by means of simple, personal, and colloquial style), *Memorability* (most important in the process of advertising is to remember the name of the product) and *Selling power* [4, p. 27].

To consolidate the terminology, we must define the concept of slogan. Advertising slogan has many definitions. Among the most apt belong:

Slogan is «a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly» [7].

It is a short, memorable advertising phrase: Examples include *«Laos – Simply Beautiful»; «Maldives – Always Natural»; «South Africa – Inspiring New Ways»; «Canada – Keep exploring»; «Japan – Endless Discovery»* [9] etc.

The word *slogan* is derived from a Scottish Gaelic word *sluagh-ghairm* used to mean *battle-cry*. According to Longman Dictionary of Contemporary English, «a slogan is a short easily-remembered phrase used by an advertiser, a politician, etc.» [6]. Therefore, in general, a slogan is a memorable motto used in political, commercial, religious, and other contexts as a repetitive expression of an idea or purpose. In the particular case of an advertising slogan, it is a verbal logo normally appearing just beneath or beside the brand name or the logo of the product. A slogan is kind of a condensed message of the whole advertisement which advertisers want their customers to remember most.

Slogan is a catchy, a brief attention-getting phrase used in advertising or promotion that expresses the essence of advertising and the attractiveness of the goods, it is a motto, which expresses the fundamental and essential idea, bright, but insipid phrase. It is the advertising phrase, which in the compressed form communicates the promotional offer, which associates the name, the legend and the merits of the goods or services [8].

Thus, two aspects make the basis of these definitions: the whole mental image created by the slogan, and memorable phrase.

The concept of slogan is used among authors of books about advertising in various ways. Advertising layout is divided into several parts: headline, body copy (the main part of the advertising message, often divided into subheads), signature line (a mention of a brand-name, often accompanied by a price-tag, slogan or trade-mark) and standing details (e.g. the address of the firm) [4, p. 59]. In this understanding, slogan is not identified with headline and vice versa and the term is used in narrow sense. However, Mueller B. [7] uses the term «slogan» in larger sense – for any catchy phrase, what a headline definitely is. In many cases, the boundaries between slogan and headline disappear. For that reason, we will accept the second idea and will use the term «slogan» in broader sense.

According to Angela Goddard [3], slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign. Further on, she notes that the first requirement of the slogan is that it needs to be memorable. If people memorize it, there is a higher probability that they buy this product. It also means that this advertising campaign was successful. A slogan or tagline can state a central benefit or a core philosophy. But it will take a

lot more communication and brand touches to build the whole idea of the brand. A slogan is an integral part of marketing campaign of almost every strong multinational company that knows how to sell their products or services. Some examples of these successful campaigns are *«New York, USA – I love New York»; «Peru – Peru. Live the legend»; «Abu Dhabi, UAE – A Destination of Distinction»; «Egypt – Where it all begins»; «Qatar – As Independent as you are»* [9].

Length, form and modality of the advertising slogans are an essential part of the analysis of the advertising text. There are thousands of slogans outside and every slogan differs in these features.

Length is the first attribute to be discussed. It may differ considerably. A review of collected slogans reveals that the most common are slogans with two and three words, e.g., *«Singapore – Your Singapore»;«South Africa – Inspiring New Ways»;«Switzerland – Get natural»;«Taiwan – The Heart of Asia»;«Vietnam – Timeless charm»* etc [9].

The next feature is modality, i.e. whether the slogan is in interrogative, imperative or indicative form. The most common form is an indicative. The vast majority of all advertising texts are indicative: *«Indonesia. Ultimate in Diversity»; «Vietnam. A Destination for the New Millennium»;«Kerala. God's own country»; «Amazing Thailand – Dreams for all seasons»; «Croatia. The Mediterranean as it once was»; «Ireland. The Island of Memories... »; «Cyprus. A whole world on a single island»;«Spain. Everything Under the Sun»; «Sicilia. Everything else is in the shade»* etc [9].

The less common are interrogative slogans, e. g.: *«Abu Dhabi – And you think you've done it all?»* etc [9].

Interrogative slogans try to engage the attention and generate interest with the question mark. More common than interrogative slogans are imperative slogans, e. g.: *«Go Goa – a perfect holiday destination!»*; *«Brazil – sensational!»*; *«Paraguay – You have to feel it!»* [9] etc.

Various stylistic means are widely used in slogan creation. Alliteration is one of the most popular stylistic means among slogan creators. Alliteration is created by the intentional shift of words with the same beginnings; it is the repetition of the same consonant at the beginning of the word. The effect of alliteration can be acoustic, rhythmical and can be also used in graphic processing. Alliteration looks nice and brings some peculiarity to the given slogan. The main feature is that when people see it they will immediately remember its acoustic form. Some examples of this type of slogans are: *«Abu Dhabi, UAE – A Destination of Distinction»; «Guyana – experience, explore & enjoy»* [9] etc.

Slogans complete several tasks and they are quite straightforward. They must create the interest of potential buyers, hold the audience's attention, facilitate memorization of the brand, create positive associations, give information about the product, and encourage consumers to purchasing goods. However, the slogan can be the source of company's success as well as it can become the greatest disaster of the entire advertising campaign.

Simile and comparison based on semantic and pragmatic presuppositions play an important role in recognizing cultural values and creating effective slogans. Implicit comparisons are very effective means of speech effect, because they allow the consumer to take an active part in decoding the message.

Analysis shows that an advertising slogan's simile is usually based on semantic presupposition, which is understood as a meaningful logical statement in which truthfulness is required so this statement is not semantically anomalous. This technique can be illustrated by the Turkey travel agency advertising slogan *«Call Us Before Things Go Wrong»*. The pragmatic goal of this message is to inform the recipient about the fact that this is the only travel agency that can meet any client's needs. The clause *«Before Things Go Wrong»* is an obvious presupposition showing that the clients of the travel agency are always cared about.

Another method of semantic presupposition that creates indirect comparison is based on the so-called model of «If A, then B». For example: *«If You Travel With Us, It Is The Best Holiday In Your Life»*. By denying both sides of the judgment's presupposition, the recipient has to understand – *«If you're not traveling through our agency, it will not be the most exiting journey in your life»*.

Pragmatic presuppositions concern the addresser's and addressee's knowledge and beliefs. Most often pragmatic presuppositions are realized through allusions, a stylistic device that is a hint of the real well-known, cultural, political, historical or literary fact. A vivid allusion can be traced in slogans of a large tour operator in Cyprus, *Zeus Travel – «So Relaxed Just Gods»*. This example is an allusion to classical mythology, aiming at providing an exclusive offer that appeals to the feelings of the consumer, trying to cause a desire to plunge into luxury, emphasizing that this trip is not for everyone.

The use of vocabulary with the positive connotative component supplements some attractiveness to the meaning embedded in the slogan, e. g.: *«Pure. Natural. Unspoiled. Iceland. The Way Life Should Be»* (Iceland Tourist Board), *«Estonia. Positively Transforming»* (Estonian tourist board), *«Where Else But Queensland. Beautiful one day, perfect the next»* (Queensland, Australia's state Tourist Board) [9] etc.

Contextual synonyms and contextual antonyms specify and elaborate the contents of slogans: *«Everything you want. Nothing you don't»* etc.

Repetitions maintain the rhythmic pattern of words and reinforce the enclosed sense, e. g*.: «Lithuania – See it! Feel it! Love it!»*, *«New Zealand – 100% New Zealand. 100% Pure You»* [9] etc.

A straightforward syntax involves readability, understanding and accessibility of a slogan: *«Peru – Peru. Live the legend»; «Korea – Korea, Be Inspired»;«Bhutan – Bhutan, happiness is a place»* [10].

Play on words, trope or pun is a method of reinforcing meaning, e.g.: *«I feel SLOVEnia»* [9].

In retrospect it should be said that using language complex networks in advertising is hard and powerful tool. First consumer's familiarization with the offered product is realized through the information obtaining employing different sources in different forms by means of language nodes i.e. text through word-forms based on phonological, graphic, semantic similarity, syntax, word class, or orthographic properties.

Advertising or promotion of a firm and its products on the market starts with the company's name and slogan. A well-chosen name and slogan are not just useful information about the company or product. One of their main functions of them is to attract, to compel the attention of potential buyers, and perhaps do not even let the customer see the names and slogans of competitors. In order to create such

slogans, specialists first and foremost must be master of literary language. The creators of modern advertising today are the poets of pop culture, who appreciate the language power as their literary colleagues. Their aim, of course, is different, but they use the same techniques as most experienced writers.

To sum up, slogan professionals use various linguistic devices, such as: rhyme, double meaning of a single word, a proper noun as a verb, the meaning of antonymous pairs to form a contrast, grammatical aspects of English, allusion, play on words, ambiguity of a word meaning, onomatopoeic words, homophones or any combination of those linguistic devices. The linguistic means such as phonological, semantic, orthographic, word co-occurrence and syntactic dependency facilitate the access to knowledge about socio-cultural models.

The next set of our studies will concentrate on the national and cultural specific of slogans and problems related to their translation. They will integrate the previous findings and revisions, and ensure a robust methodology for collection and analysis of data.

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СЕМАНТИЧНІ ТА ПРАГМАТИЧНІ ОСОБЛИВОСТІ ТУРИСТИЧНИХ СЛОГАНІ

Тарасова Віталіна Василівна, кандидат філологічних наук, доцент, доцент кафедри романо-германських мов і перекладу Національного університету біоресурсів і природокористування України (м.Київ)

В статье исследованы рекламные туристические слоганы как особый тип коммуникации. Выявлены семантические и прагматические особенности рекламных

слоганов туристических операторов и агенств. Описаны пути достижения коммуникативно-прагматических целей рекламных слоганов.

Ключевые слова: реклама, AIDA формула, слоган, семантические, коммуникативно-прагматические особенности, туризм