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The Role of Word Play in Advertising Text

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Abstract

This article is devoted to the lexical features and role of the word play and the problems of ways in reproducing. The main difficulties associated with the transformation of a word play Moreover, the need to create original, memorable texts that can attract the attention of a potential costumer, the reasons for the interest of advertisers are investigated.

The issue of word play is a multifaceted phenomenon that, performing a number of functions, occupies a special place in the texts of advertising. Wordplay is closely related to the content of the advertising and is used to attract the attention of a potential customer.

Keywords: advertising, text, word play, sound, costumer, attention, phonetic, morphological, graphic, product.

Introduction. It is generally accepted that word play in any language is the use of several words or phrases that sound the same, but have completely different meanings. Such play on words in English often brings a smile and adds a little irony to a conversation or advertising.

Language is an integral part of everyone's life. A person who has a good command of words becomes not only an interesting and bright interlocutor, but can also reach a high level in his professional activity, for example, creating advertising. The word play opens up a wide range of possibilities for us in this area. Today we encounter advertising everywhere. Advertising surrounds us everywhere: advertising text is heard on the radio and the Internet, advertising appears on the TV screen, and flaunts on advertising street billboards. But we don't always like advertising. It can be argued that modern advertising can be conditionally divided into interesting, attracting the attention of consumers, and uninteresting. Uninteresting advertising is characterized by excessive directness and the imposition of goods or services on consumers. Interesting advertising attracts our attention and is easy to remember. The need to create original, memorable texts that can attract the attention of a potential buyer explains the reason for the interest of advertisers in the phenomenon of word play. Currently, a word play refers to a wide range of phenomena that take place in colloquial speech, journalism, fiction and advertising.

It is not so easy to generate word play in advertising, so the theoretical and pragmatic problems of translation of the mentioned stylistic device have constantly been in the center of interest for interpreters. As well, today there is no targeted approach to solving this problem. The translator, when translating a word play, always strives to preserve his individual style which is one of the main tasks of translation. The specificity of the translation of word play is based on the fact that when transferring this device there is a very small probability of using direct correspondences in the translated text. As it is known, a word play is not a dictionary means of language like a proverb or saying. Because the author himself generates word play, creates it. The absence of a pun in the vocabulary of the language suggests its creative recreation by the translator in the translation text. Due to such circumstances, translators have to resort to substitutions. A functionally correct translation of word play is one of the indicators of the adequacy of the

translation of the work as a whole. The translator's work in this direction can be helped by knowledge of the most effective ways to convey a given word play. the choice of ways to transfer word play into any language is involuntary, depending not only on the skill and creative imagination of the translator, but also subject to certain patterns, which in turn are associated with the dependence of the choice of translation option for a given word play on its type.

A word play obviously presupposes the presence of a pair of words, for example, homonyms, the interaction of which is the basis for the play. Wordplay is a text phenomenon. There are many language features that can be used to create humorous effect. These include phonological, graphological, morphological and syntactic features of the language. Another aspect of word play is its' communicative significance. This is due to the focus of the word play on a certain subject.

Analysis of linguistic works devoted to the problems of the word play allows us to identify the diversity of its functions. In the explanatory translation dictionary, word play is defined as a means that does not have a direct equivalent in the target language. But, in most cases, the "untranslatable play on words" can be translated. But in such cases the translator needs to show wit and ingenuity, because in most cases, wordplay is used to create a comic effect, which must be preserved in the translation.

The word play is aimed at aesthetics, is creative in nature and, according to some researchers, is the implementation of the poetic function of language. A language game necessarily contains an aesthetic element. The pleasure that the speaker and listener experience lies in the feeling of beauty and grace of what is said in the advertising text. The word play is designed to amuse the interlocutor, amuse him, and make him laugh. Depending on the specific situation, this intention takes the form of verbal wit, joke, anecdote, etc. A word play is one of the ways to enrich the language. It offers a new, brighter and more economical way of expressing thoughts. Consequently, the creators of advertising, using word play techniques, pursue the goal of creating maximum expression with a minimum of text.

Main part. Vivid examples of the use of word play techniques can be found in advertising slogans. Slogan is an advertising slogan, a motto containing a concise, effective, easily understood formulation of an advertising idea. The sound appearance of an advertising text is the most important component of its success with the addressee. Also, the use of various stylistic figures allows you to give the text the most expressive sound. Phonetic language play is almost always accompanied by a deviation from spelling and phonetic norms. One of the most popular word play techniques is onomatopoeia. For example, based on imitation of sounds made by animals. Sometimes a phonetic language can be created due to a complete or partial coincidence of the sound of the name of the advertised product and some word in the advertising text. It could be:

Word play with homographs: Homographs are words that are the same in spelling, but differ in pronunciation.

Word play with homoforms: homoforms are words that have the same sound only in separate forms (of the same part of speech or different parts of speech).

The reason for the active use of various graphic means and signs when creating advertising texts is, firstly, that the modern generation with a new rhythm of life reacts faster to bright, expressive, concise texts, and secondly, the human eye does not perceive individual letters, and groups of letters or words. Since the graphic design of the text not only attracts attention and arouses interest, but also unites the advertising message into a single semantic whole.

There are many different language techniques in the advertising world. One of these techniques is pseudo-division, based on font selection. The essence of this technique is as follows: by changing the font (changing the size, color, outline of letters) additional unplanned meaning is extracted from the keyword - the advertised concept. In advertising texts, attracting attention can also be achieved by violating the spelling rules of target a word.

In advertising, language is widely used with the use of numbers, punctuation marks, physical symbols, and banknote symbols, which are usually called paragrapheme elements.

Numbers are also one of the most frequently used paragrapheme elements when creating advertising text:

The use of various physical symbols can often be found in modern advertising. One of the most commonly used physical symbols is the symbol used to represent temperature t'.

Of particular interest is the non-standard use of punctuation marks in advertising. Punctuation marks achieve a high expressive effect precisely in those cases when they act as the leading means of attracting attention.

In modern advertising, it has become widespread to highlight part of a word in Latin letters, denoting the name of the advertised product or service, which is obviously associated with the internationalization of communication and is aimed at increasing the rank of the intended product, emphasizing its foreign origin.

Word play at the morphological level is also one of the most complex and subtle types in the language of advertising. To understand such a word play, the addressee must have certain linguistic knowledge to decipher the text from the point of view of language as such. For most consumers, such a technique is unlikely to cause a feeling of wrongness. On the other hand, a person who is well acquainted with the rules of his language is able to notice and analyze all "violations" of language rules at the morphological level and thereby evaluate the word play, which is a conscious violation of language norms and rules. Recently, in advertising text, an example of a morphological word play can be hyperbolization, the use of which is aimed at attracting the consumer's attention to the quality of the product. One of these techniques in the language of advertising is the creation of occasional adjectives and occasional degrees of comparison of relative adjectives, which is becoming increasingly widespread in the language of modern advertising.

Conclusion: The word play in advertising text is the most important means of transmitting information, implemented at various levels of language. The word play is an important component, an unchanging component of linguistic reality. wordplay techniques allow you to create advertising text that can attract the attention of a potential customer. Also, wordplay techniques allow you to create text that can become a source of pleasure for the recipient. Quotes used in advertising text require some intellectual activity from the recipients, and this kind of forced decoding of the text can bring intellectual pleasure. Wordplay techniques are used to create a separate original advertisement. Whereas in the costumer's subconscious, the originality of the advertisement begins to be associated with the originality of the advertised product. Thus, a word play based on the use of phonetic, morphological, graphic and other laws of language attracts the consumer's attention to the advertised object or product.

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