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PECULIARITIES OF ADVERTISING DISCOURSE

In contemporary linguistics, the concept of discourse is one of the key categories. A. Zahnitko defines discourse as "a communicative event that can be described either as a sequence of interconnected speech acts (or utterances) or as a particular sequence of sentences" [4, pp. 138–139]. From this perspective, discourse encompasses not only the text itself but also the conditions of its production and reception, the positions of communication participants and their goals and strategies. Similarly, T. van Dijk emphasizes that many properties of a sentence cannot be explained without considering "the structures of other sentences in discourse or conversation," as well as the global organization of the text [3, pp. 2–3]. Thus, discourse is regarded as a sequence of utterances united by shared meaning and a common communicative purpose.

In contemporary linguistic research, distinguishing between the concepts of text and discourse is particularly important. O. Makiedonova points out that the structurally oriented tradition equates discourse with language "above the sentence level," essentially identifying it with text, whereas the functionally oriented approach interprets discourse as "text + situation," incorporating extralinguistic factors, including pragmatic, sociocultural, and psychological dimensions, into the linguistic structure [2, p. 18]. From this perspective, discourse represents the process of speech activity, while text constitutes its product. In advertising communication, the functional approach is particularly productive, as it makes it possible to consider the sender, the recipient, the communicative situation and the expected actions of the consumer.

The widespread presence and accessibility of contemporary media contribute to the intensive influence of advertising messages on society. Media discourse researcher C. Cotter emphasizes that different media channels vary in their audience reach; nevertheless, the media environment as a whole has a global influence and remains continuously accessible to audiences, particularly through television, radio, and the Internet [4, p. 416].

Unlike many other forms of mass communication, advertising discourse is inherently characterized by a clearly defined pragmatic orientation. M. Polishchuk emphasizes that advertising is simultaneously a process and a product of speech activity. Contemporary researchers consider advertising messages both as a process and as a result aimed at encouraging recipients to purchase particular goods or services [4, p. 203].

Implicitness, understood as the concealment of certain meanings, becomes a mechanism of indirect persuasion, whereby recipients arrive at conclusions independently without experiencing overt pressure. The pragmalinguistic approach makes it possible to describe these processes through the categories of sender, recipient, and communicative effect. Accordingly, advertising not only informs consumers but also shapes typical patterns of response. This is supported by the observation that advertising offers ready-made solutions to particular problems, educates consumers, establishes automatic and standardized patterns of behavior, promotes certain lifestyles, and even introduces conventional speech patterns into everyday communication.

Thus, advertising discourse can be defined as a purposeful form of mass communication in which the sender (an advertiser or a communication team) employs verbal and non-verbal means to construct and disseminate advertising messages with the aim of exerting suggestive influence (persuasion and suggestion) on a collective audience and eliciting a predictable post-communicative response, such as product selection, purchasing behavior or sustained brand loyalty.

References:

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