

child”). Вони також виражають універсальні моральні настанови (“He that will steal an egg will steal an ox”).

Семантика прислів'їв може змінюватися від прямої до частково переосмисленої. Вислови з метафоричним компонентом, як-от “Calamity is a man’s true touchstone” або “Familiarity breeds contempt”, мають складну змістову структуру.

Прислів'ям властива однозначність, що зумовлена високим рівнем семантичного узагальнення і стабільністю мовної форми. Вони є своєрідним виявом народної моралі та дидактики, де повчальність не перетворюється на моралізацію. Саме завдяки цій широті та глибокій філософічності прислів'я залишаються актуальними в усі часи.

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**Proverbs as an Instructive Component of Folk Experience**

*The article deals with proverbs as a linguistic phenomenon summarising different people’s experiences and instructive sayings.*

**Key words:** *proverb, linguistic phenomenon, experience.*

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### **Linguistic Strategies in English-Language Advertising: Mechanisms of Influence and Persuasion**

Advertising is an integral part of mass media influencing our choices, worldviews, and behavior. It not only attracts attention but also encompasses cultural, social, and economic spheres. Linguistic-pragmatic techniques play a crucial role in shaping an attractive image of a product and influencing consumers in advertising texts. Gastronomic advertising employs linguistic strategies that evoke emotional and physiological reactions. English-language advertising is one of the most influential in the world, making its study essential for analyzing how verbal and non-verbal elements affect consumer choices.

The concept of “advertising” has multiple interpretations. According to the “Dictionary of Foreign Words”, advertising is defined as the popularization of goods, services, or events through the press, radio, television, posters, and other means; the dissemination of information about someone or something to enhance public awareness (Melnychuk, 1974).

Analyzing various definitions of advertising allows us to identify *four key characteristics*: advertising is always a paid form of information transmission, as the advertiser funds its creation and dissemination; it is impersonal, as information is conveyed through intermediary channels such as mass media; advertising always pursues a commercial goal, as its primary purpose is to inform the consumer.

Advertising always has a clearly defined sponsor, as it contains information about the company offering the product, including its name, address, phone number, and website, enabling consumers to locate the product or contact the supplier easily.

Based on its functions, advertising can be categorized into 5 types of advertising: *informational advertising* introduces consumers to a new product and creates demand (e.g., advertising a new smartphone); *persuasive advertising* compares products and highlights the advantages of a specific brand (e.g., comparative advertising of Coca-Cola and Pepsi); *reminder advertising* maintains interest in a product, particularly in its maturity stage (e.g., Coca-Cola’s holiday advertising); *reinforcement advertising* reassures consumers of their purchase decision (e.g., furniture ads featuring customer testimonials); *prestige advertising*, which builds a brand’s image by emphasizing status and style (e.g., luxury car or perfume advertising) (Zorina et al., 2014).

Globalization fosters the integration of foreign vocabulary into gastronomic discourse, expanding its boundaries and enhancing intercultural exchange. The main genres of gastronomic discourse – menus, recipes, guides, advertisements, and reviews – reflect national traditions and shape consumer preferences. In the digital space, discourse transforms, acquiring a personal character through social media and multimedia. This makes gastronomic media discourse polycoded and multifunctional, enhancing its effectiveness in targeting audiences (Van Dijk & Kintsch, 1983).

The study of manipulative linguistic means in advertising is based on a comprehensive interdisciplinary approach, encompassing discursive, context-situational, structural-semantic, linguistic-stylistic, and communicative-pragmatic analyses. The primary persuasive methods include rational (informative), emotional, and fear appeal strategies. The informative method creates a perception of a beneficial offer by altering product value, the emotional method evokes positive associations, and the fear appeal strategy stimulates the necessity of acquiring a product (Kovalenko, 2020).

Suggestion (suggestion-based influence) is another crucial technique that shapes consumer motives for action without critical reflection. It can be realized through authoritative sources, linguistic dynamics, gestures, and facial expressions. Combining these methods ensures advertising’s effectiveness on cognitive, emotional, and behavioral levels, fostering brand trust, forming associative links, or motivating action. Thus, advertising conveys information and also fulfills

communicative-pragmatic goals by influencing consumer consciousness (Petryk et al., 2023).

Advertising texts, particularly gastronomic ones, employ various linguistic means to attract consumer attention and influence their emotions and behavior. Key stylistic devices include colloquial vocabulary, abbreviations, terminology, metaphors, metonymy, rhetorical questions, repetition, polysyndeton, clichéd phrases, and modal constructions. Evaluative linguistic tools also play a significant role: adjectives (excellent, extraordinary), adverbs (astonishingly low), nouns (quality, success), and verbs (enjoy, transform) create positive associations and encourage action. The manipulative effect is reinforced by slogans (“*Just do it*”) and puns, which enhance advertising recall. The specific attention is given to gender-sensitive vocabulary, reflecting social roles and audience expectations (Medvid & Khodtseva, n.d.), (Romaniuk, 2009).

A case study of the advertisement “Behind the Ketchup: Christian | Heinz” (Zorina et al., 2014) illustrates multiple methods that deepen our understanding of how the brand employs linguistic and psychological techniques to engage consumers.

**Discourse Analysis.** The ad emphasizes key definitions that shape a clear product perception. Terms highlighting high-quality standards are used, such as “*thick, rich, red*” and “*beautiful tomatoes*”. These expressions not only focus on the attributes of the tomatoes but also establish an image of the best product on the market. They are intentionally chosen to evoke associations with naturalness, freshness, and high quality.

**Context-Situational Analysis.** The phrases in the video demonstrate how the protagonist personally interacts with the product. Scenes where he discusses his family’s reaction to his work with tomatoes highlight how product quality influences daily life. By showcasing situations where the protagonist engages with the product, the ad suggests that Heinz quality matters not just to him but also to his loved ones, fostering trust in the brand.

**Structural-Semantic Method.** Lexical tools enhance emotional perception and reinforce the core idea of quality and aesthetic appeal. Examples include:

The usage of **epithets** implies such examples “*Beautiful tomatoes*”, “*deep red color*” – emphasize the aesthetic appeal of tomatoes, shaping an image of an ideal product. As for the **humor** in the advertising, the phrase “*If you worked with tomatoes this beautiful, you’d bring a drone to work too*” adds lightness and playfulness, making the advertising message more accessible and memorable. The **repetition** in the phrase “*they, they think it looks pretty good*” highlights the reactions of others to the product, reinforcing its positive image.

**Linguistic-Stylistic Method.** The video adopts a light and casual style, achieved through dialogues and a friendly tone. Scenes where the protagonist jokes about his relatives being uninterested in his work use irony, making him more relatable and human to viewers. This creates a personal connection between the audience and the character, and consequently, the product.

**Communicative-Pragmatic Analysis.** The advertisement carries an emotional component – the protagonist expresses his dedication to working with Heinz tomatoes, generating positive associations among viewers. Strategies such as

personalization (sharing his experience) and aesthetic appreciation of the product create a sense of proximity to the consumer, fostering an emotional bond with the brand.

**Emotional Persuasion Method.** The advertisement elicits positive emotions through humor and emphasizes the aesthetic pleasure of working with a quality product. The interaction of visual and verbal elements creates the impression that Heinz tomatoes are not only delicious but also pleasing to handle and visually appealing, reinforcing positive brand associations.

**Informational Persuasion Method.** While the video provides basic product information (such as the appearance of Heinz tomatoes), its presentation is emotionally engaging. This simultaneously informs consumers and generates positive associations with the brand, increasing their desire to try the product (Heinz, 2023).

Thus, English-language advertising employs a diverse linguistic-pragmatic strategies to influence consumer perception and behavior. Through discourse, context-situational, structural-semantic, linguistic-stylistic, and communicative-pragmatic analyses, it is evident that advertising messages are carefully constructed to create emotional engagement, reinforce product appeal, and build consumer trust. Understanding these mechanisms is essential for developing effective marketing strategies and optimizing advertising impact in the global marketplace.

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**Linguistic Strategies in English-Language Advertising:**  
**Mechanisms of Influence and Persuasion**

*The paper examines the influence of English-language advertising, gastronomic in particular, on consumer's behaviour through linguistic-pragmatic techniques. Using the Heinz advertisement as a case study, it explores persuasion strategies such as emotional appeal, suggestion and discourse analysis. The findings highlight the role of language in shaping brand trust and consumer engagement.*

**Key words:** advertising, linguistic-pragmatic techniques, persuasion strategies, gastronomic discourse, consumer behaviour, emotional appeal, discourse analysis, English-language advertising, marketing strategies.