

PHRASAL VERBS AS A MEANS OF INFORMATION AND LANGUAGE COMMUNICATION IN ADVERTISING TEXTS

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Abstract

This paper examines the critical role of phrasal verbs as a means of information and language communication in advertising texts. The study explores how phrasal verbs contribute to creating vivid and memorable messages that effectively capture consumer attention and trigger engagement. The emotional and social connotations carried by phrasal verbs and their impact on consumer perception are highlighted through a comprehensive analysis of various examples of advertising texts. The findings suggest that a strategic use of phrasal verbs can significantly enhance the communicative power of advertising texts, making them more compelling and persuasive.

Keywords: advertising medium, advertising message, economy of language, contextual understanding, emotional connotation.

INTRODUCTION

Advertising is a special type of social communication, which has its own motives, tasks, goals. The tasks of advertising are to attract the reader's attention to the text, to maintain the interest aroused, to ensure understanding and remembering the content of the text, and the purpose is to encourage the reader to buy the advertised product. The term "advertisement" comes from the Latin word *reclamare*, which means "shout loudly" or "announce" (in ancient Greece and Rome announcements were shouted or read aloud in squares or other crowded spaces). Advertising has become a striking phenomenon of our time: pervasive, omnipresent, captivating.

EXPOSITION

An indispensable part of any advertising medium is the text, which reveals the idea and the main intention of the advertisement. The text is the 'verbal part of the advertisement, i.e. the words printed in magazine, newspaper and direct mail advertisements, as well as those spoken in a television or radio advertisements. The text is developed taking into account the nature

of the advertising message (information, reminder, persuasion, etc.). The diversity and versatility of verbal means of the language of advertising leads to the fact that recently a special functional variety of language has been formed - advertising style. Advertising texts differ from each other in the selection of linguistic means, often belonging to different language styles. In order to attract the consumer's attention, the advertising text must be primarily figurative. That is why a lot of linguistic expressions can be found in advertising messages. The aim is to impart a vivid element to make them more impactful. Such means are tropes, stylistic figures, aphorisms, various techniques of playing with words and sounds which make the style of advertising unique. Enhancing adverts with phrasal verbs injects a dynamic and relatable tone, making the messages more engaging, memorable and effective in capturing the audience's attention. Here are some examples taken from the media – the Internet, newspapers, magazines, radio and television with consideration of how phrasal verbs infuse the advertisements with:

1. Expressiveness and Vividness: Fitness Center Advertisement: "**Shape Up** with Our New Year's Resolution Package! **Sign Up** Today and **Work Out** with the Best trainers in Town." Phrasal verbs can make advertising texts more expressive and vivid because they often convey a dynamic and colloquial tone. For instance, using "**shape up**" instead of simply "shape" adds a conversational element that feels livelier to the reader.

2. A sense of relatability: Car Dealership Ad: "*In the market for a new car? **Check Out** Our Incredible Offers and **Drive Away** in Your Dream Vehicle!*" Technology Product Advertisement: "**Gear Up** for the Future! **Check Out** the Latest Gadgets and Upgrade Your Tech Game." Because phrasal verbs are commonly used in everyday speech, they make advertisements feel more personal and familiar. This relatability can help build a connection between the brand and the audience. For example, "**check out**" sounds more inviting and friendly than "inspect" and "**gear up**" conveys a sense of excitement and enthusiasm compared to the more straightforward "get ready".

3. Economy of Language: Financial Services Ad: "*Confused by Complicated Finances? Let Us Help! Our Experts **Break Down** Your Financial Planning into Easy, Manageable Steps. Get Started Today and Take Control of Your Future!*" Phrasal verbs can often convey complex ideas succinctly. This economy of language is valuable in advertising, where space and attention spans are limited. This ad uses the phrasal verb "**break down**" to convey the idea of simplifying complex financial information for better understanding.

4. Engagement: Travel Agency Advertisement: "***Pack Up** and **Get Away!** Book Your Dream Vacation Now and Save Big with Our Summer Deals.*" The informal and engaging nature of phrasal verbs can capture the audience's attention more effectively. Phrases like "**pack up**" and "**get away**" can create a sense of excitement and

action, encouraging the audience to engage with the advertisement.

5. Versatility: Phrasal verbs are versatile and can be adapted to various contexts and tones. For instance, "**gear up**", mentioned above in a technology product advertisement can suggest preparation and exhilaration in a sports-related advertisement, too: Sports Equipment Store Ad: "*Ready to Take Your Game to the Next Level? **Gear Up** with Our Top-Quality Sports Apparel.*" Whether an advertisement is aiming for a humorous, serious, or inspirational tone, there's likely a phrasal verb that fits the bill.

6. Contextual understanding: Understanding the psychographic context helps advertisers choose phrasal verbs that align with the values, attitudes and lifestyle of their target audience. For example, using phrasal verbs like "**hang out**", "**chill out**" and "**catch up**" may appeal more to a younger, more relaxed demographic, whereas a more formal audience might respond better to straightforward verbs. Coffee Shop Ad: "***Hang Out** with Friends at Café Moka! Whether You're **Catching Up** or Working Remotely, Make Café Moka Your Spot to Relax and Unwind.*" Spa and a wellness Center Ad: "***Chill Out** and Rejuvenate at CryoSpa! Step into Serenity and Let Our Expert Therapist **Melt Away** Your Stress. Book Your Escape Today and Experience Ultimate Relaxation.*"

7. Call to action: Phrasal verbs can be very effective in calls to action because they often sound more urgent and compelling. Phrases like "**come on in**," "**sign up**" or "**open up**" are direct and encourage immediate response from the audience. Restaurant Advertisement: "***Come On In** and Dig Into Our Delicious Sunday Brunch! Bring Your Family and Enjoy Our All-You-Can-Eat Buffet.*" Bank Advertisement: "***Open Up** to New Opportunities! **Sign Up** for Our New Savings Account and Watch Your Money Grow.*"

8. Memorability: Advertisements benefit

from being memorable, and phrasal verbs can contribute to this by adding a catchy and rhythmic element to the text. For example, "**step up** your style" implies improvement in a more expressive way than "evolve your style" and "**stand out**" when visualized imparts the idea to differentiate and be admired more effectively than the straightforward "excel". Fashion Store Advertisement: "**Step Up Your Style! Browse Our New Collection and Find the Perfect Outfit to Stand Out.**".

9. Emotional connotation: Phrasal verbs add a dynamic and relatable element to advertisements, making the products or services more appealing to the audience by connecting with their emotions and social aspirations. Sports Store Advertisement: "**Take On the World with Our Durable and Functional Backpacks.**". "**Take on**" conveys a sense of readiness and challenge, suggesting that the product empowers the consumer to face any adventure or task confidently. Computer Store Advertisement: "**Turn Up the Excitement With Our Special Collection of Games Loaded with Fresh Fun And Learning.**". "**Turn up**" implies increasing intensity of excitement, suggesting that the product will enhance the consumer's entertainment experience. Cosmetics Store Advertisement: "**Bring Out the Best in Your Skin with Our Glass Glow Kit.**". "**Bring out**" implies revealing something valuable, suggesting that the product will help the consumer look their best. Perfume Store Advertisement: "**Light Up Your Life Fragrance & Candle Gift Set at the Best Online Prices at eBay!**". "**Light up**" conveys a sense of joy and positivity, hinting that the fragrance can bring happiness and brightness to the consumer's life.

10. Humor and Playfulness: Phrasal verbs can also be used humorously or playfully, depending on cultural norms. Advertisers can leverage this to create engaging and memorable campaigns that resonate positively with their audience. Here are a few examples: Ice Cream Brand:

"**Chill Out With Our New Flavours! They'll Melt Your Worries Away and Scoop Up Your Happiness.**" The phrasal verb "**scoop up**" creates a playful and fun image because it is commonly associated with scooping ice cream. It suggests that the act of eating ice cream will effortlessly generate and bring happiness to the consumer in an enjoyable and cheerful way. Coffee Shop Advertisement: "**Wake Up and Smell the Coffee! Our Brews Will Perk You Up and Keep You Buzzing All Day Long.**". The phrasal verb "**perk up**" is often used in a light-hearted manner to describe a sudden improvement in mood or spirits. In the context of coffee it playfully implies that the coffee will make the consumer feel more awake and energetic, enhancing the appeal of the product. Snack Company Advertisement: "**Chip In for the Fun! Our New Potato Chips Will Have You Crunching Away and Laughing All Day!**". The phrasal verb "**chip in**" typically means to contribute to something. Using it in the context of potato chips creates a pun, as "chip" also refers to the snack itself. This playful double meaning makes the advert more captivating and amusing, conveying the idea that buying and eating the chips is like contributing to a fun experience. Gym Membership Advertisement: "**Don't Just Work Out, Rock Out! Join Our Gym and Pump Up Your Fitness Routine With a Blast of Fun.**". The phrasal verb "**rock out**" is associated with enjoying music energetically, usually at a concert or party. Using it in the context of working out adds a fun and lively twist, suggesting that exercising at this gym is as enjoyable and exhilarating as a rock concert. Travel Agency Advertisement: "**Pack Up Your Worries and Jet Off to Paradise! Let Us Whisk You Away on an Unforgettable Adventure.**". The phrasal verb "**jet off**" implies quickly flying to a destination, adding a sense of speed and excitement to the idea of travel. The phrasal verb "**whisk away**" adds a whimsical and magical quality to the advertisement, implying that the travel agency can effortlessly transport

you to a dream destination, making the journey feel special and carefree.

11. Informality and familiarity: Adverts sometimes use phrasal verbs to create a sense of ease and approachability, making the product or service feel more accessible and user-friendly to the audience. Coffee Shop Advertisement: “**Pop In** for a Quick Fix or Sit Down and Relax. We’ve Got the Perfect Brew for You!” The phrasal verb “**pop in**” gives the notion of a brief casual visit, conveying a sense of spontaneity and ease, akin to visiting a friend’s place.

CONCLUSION

1. Phrasal verbs play a pivotal role in enhancing the efficacy of advertising texts by infusing the language with emotional intensity.

2. As a means of information and language communication, phrasal verbs enable advertisers to convey complex ideas succinctly, capture the audience’s attention and create memorable impressions.

3. The strategic use of phrasal verbs can significantly influence consumer perception and engagement.

4. The findings of this paper underscore the importance of linguistic choices in advertising and suggest that advertisers should consider integrating phrasal verbs to enhance the impact of their campaigns.

5. Ultimately, phrasal verbs are not just linguistic constructs in advertising texts but are vital instruments in the art of persuasion and consumer engagement. By leveraging their full potential, advertisers can craft messages that are not only informative but also resonate deeply with their target audience.

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