LINGUISTIC AND STYLISTIC FEATURES OF ENGLISH NEWSPAPER ADVERTISEMENTS: A MODERN LINGUISTIC PERSPECTIVE

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Annotation: This article explores the linguistic and stylistic features of English newspaper advertisements from a modern linguistic perspective. Newspaper advertising is a special form of media discourse that combines informative, persuasive, and aesthetic functions. The study identifies lexical, syntactic, and stylistic devices used to attract readers' attention and to influence their choices. Linguistic features such as lexical innovation, syntactic compression, emotional vocabulary, and imperative constructions are examined. Stylistically, the analysis focuses on metaphor, personification, and sound patterns that increase memorability. The study also addresses how digitalization affects the linguistic structure of newspaper advertisements, emphasizing the continuity of persuasive strategies across media forms.

Keywords: newspaper discourse, advertising language, stylistic devices, media linguistics, persuasion, lexical features, syntax, metaphor, communication, modern trends.

Advertising is one of the most dynamic and creative areas of linguistic practice. As part of newspaper discourse, it reflects the cultural and social values of a given society while fulfilling both economic and communicative functions. The English newspaper advertisement is a hybrid text type that integrates elements of journalistic, colloquial, and literary styles. It aims not only to inform readers about products and services but also to persuade and emotionally engage them.

The purpose of this study is to identify and analyze the linguistic and stylistic features of English newspaper advertisements, emphasizing how they function in modern communicative contexts. The relevance of the research lies in the growing importance of understanding persuasive discourse in the media age and the need to develop linguistic awareness among readers and consumers.

1. Linguistic Features of Newspaper Advertisements. Linguistically, newspaper advertisements are distinguished by brevity, expressiveness, and emotional impact. The limited space in print media encourages advertisers to use language economically, ensuring that every word contributes to the overall persuasive effect.

1.1. Lexical Features. The vocabulary of advertising is dominated by positively charged adjectives such as *fresh, smart, clean,* and *bright*, which evoke desirable associations [1, p. 45]. Superlative and comparative forms (*better, best, ultimate*) serve to position a product above its competitors. Neologisms and brand-specific terms like *PowerClean* or *EcoBoost* introduce innovation and individuality, reinforcing the uniqueness of the advertised item.

Emotive and connotative vocabulary plays a vital role in forming a positive image of the product. For example, terms such as *luxury, comfort,* and *freedom* evoke abstract ideals that go beyond the product's physical properties. Neologisms and brand-specific terms (*PowerClean, SmartFit, EcoDrive*) demonstrate the creativity of advertisers and serve to make products linguistically distinctive.

Colloquial and idiomatic expressions (*Grab it now! Don't miss out!*) create a sense of immediacy and familiarity, reducing the psychological distance between advertiser and reader. The language often adopts the tone of everyday conversation, helping to establish trust and emotional connection.

1.2. Syntactic Features. Syntactically, newspaper advertisements favor simplicity and clarity. Sentences are often short and easily processed by the reader. Imperative structures (*Buy now! Try it today!*) are common, functioning as direct calls to action [2, p. 78]. Parallelism and repetition enhance rhythm and memorability: *"Better taste. Better life."* Such patterns create a sense of harmony and reinforce the central message.

Parallelism and repetition are used to reinforce rhythm and memorability: *"Better design. Better quality. Better you."* These structures rely on linguistic symmetry to achieve persuasive emphasis, transforming language into a rhythmic pattern that resonates with the audience.

1.3. Pragmatic and Semantic Aspects. Advertising texts rely heavily on pragmatic factors - the shared knowledge, cultural norms, and expectations of the audience. For instance, the slogan *"Because you're worth it"* presupposes an awareness of self-value and social aspiration. Ambiguity, irony, and wordplay are often used to stimulate interpretation and engagement. The pragmatic approach to meaning thus emphasizes the reader's active role in decoding and co-constructing the message.

2. Stylistic Devices in Advertising Discourse. Stylistic analysis reveals the aesthetic and emotional layers of advertising language. Advertisers manipulate form, sound, and imagery to heighten appeal and memorability.

2.1. Figurative Language. Figurative language constitutes one of the central tools of advertising style. Metaphors, personifications, and hyperboles are used to enrich the text with vivid imagery and emotional nuance. Expressions such as *"Taste the feeling"* (Coca-Cola) or *"Your skin loves Nivea"* personalize products and establish emotional bonds between the consumer and the brand [3, p. 112]. Hyperbolic claims like *"The best coffee in the universe"* exaggerate reality but reinforce memorability and product prestige.

2.2. Sound and Rhythm. Phonetic devices - including alliteration, assonance, and rhyme - are widely used to enhance sound symbolism and rhythm. Examples such as *"Coca-Cola - cool, crisp, classic"* demonstrate how repetition of initial consonants and vowel harmony create a melodious effect that aids recall [4, p. 63]. The euphonic quality of such slogans ensures that they resonate with the audience long after reading.

2.3. Graphic and Visual Stylistics. Typography and layout are integral to the stylistic structure of newspaper advertisements. The use of capital letters, bold fonts, and strategic spacing draws attention to key elements such as *NEW*, *FREE*, or *NOW*. Modern newspaper design increasingly combines visual and textual elements, integrating color, images, and symbols to amplify meaning. The interplay of verbal and visual cues enhances emotional impact and strengthens the overall communicative intention.

3. Transformation of Advertising in the Digital Era. With the rise of digital technologies, the boundaries between traditional newspaper and online advertising have become increasingly blurred. Many print newspapers now maintain digital versions, incorporating hyperlinks, hashtags, and interactive graphics [5, p. 24]. Although the medium has evolved, the fundamental linguistic strategies - brevity, emotional appeal, and stylistic creativity - remain central to persuasive communication.

While digital advertisements often adopt a more conversational and personalized tone (*"Your perfect look is one click away!"*), they still rely on the same persuasive linguistic devices that characterized traditional print ads. The immediacy of online communication

encourages informality, while hyperlinking and hashtags create a sense of participation and connectivity.

4. Cultural and Sociolinguistic Aspects. English newspaper advertisements mirror the cultural values of modern society - individuality, progress, and self-realization. Slogans such as *"Be yourself"* or *"Think different"* highlight Western ideals of autonomy and creativity [6, p. 87]. The language of advertising thus becomes a reflection of social aspirations and collective identity.

Cross-cultural studies indicate that English-language advertisements adapted for non-English-speaking contexts often retain their stylistic and emotional core, demonstrating the global influence of English as a language of prestige and innovation. Advertising, therefore, functions as both a linguistic and sociocultural phenomenon, shaping and reflecting contemporary worldviews.

Conclusion. English newspaper advertisements demonstrate a complex balance between linguistic economy and stylistic expressiveness. Through careful selection of lexical items, syntactic structures, and stylistic devices, advertisers achieve clarity, memorability, and persuasive power. The transition from print to digital formats has expanded the communicative possibilities of advertising discourse but has preserved its essential linguistic mechanisms - creativity, brevity, and emotional engagement.

A comprehensive linguistic and stylistic study of advertisements contributes not only to the field of media linguistics but also to the development of media literacy and critical awareness in modern education. Understanding how language constructs meaning in persuasive contexts enables readers to navigate contemporary media more consciously and effectively.

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