

DOI: <https://doi.org/10.18454/RULB.2020.23.3.29>**СОЦИАЛЬНЫЕ ПРАКТИКИ РЕКЛАМНОГО ДИСКУРСА: ВЛИЯНИЕ СТИЛИСТИЧЕСКИХ СРЕДСТВ ВЫРАЗИТЕЛЬНОСТИ НА ФОРМИРОВАНИЕ ЦЕННОСТНЫХ ОРИЕНТАЦИЙ**

Научная статья

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Аннотация

В статье описываются результаты исследования наружной рекламы в рамках междисциплинарного проекта, направленного на изучение роли лингвистических средств рекламных текстов в формировании ценностных установок социума. Методом сплошной выборки были проанализированы 296 рекламных текстов, размещенных на щитах, билбордах, digital-экранах и т.п. на улицах г. Екатеринбург, которые впоследствии были систематизированы по стилистическим способам воздействия на адресата текста. Исследование проводилось с декабря 2015 по июль 2020 г., анализ рекламных текстов, с точки зрения их содержания и стилистических средств воздействия проводился с учетом социокультурного контекста и его влияния как на сами тексты, так и на количество мест наружной рекламы, их заполненность, так и на направленность точки с позиций социального значения. На основе статистической обработки были определены наиболее частотные стилистические средства выразительности, используемые в наружной рекламе с целью воздействия на адресата.

Авторы считают, что реклама, будучи социальным институтом рыночного общества, закрепляет новые формы сознания и поведения людей; является механизмом производства общественных ценностей и норм, направленным на реорганизацию поведенческих установок широких слоев общества.

Ключевые слова: рекламный текст, ценностные установки, средства эмотивности, стилистические приемы, социокультурный контекст.

SOCIAL PRACTICES OF ADVERTISING DISCOURSE: INFLUENCE OF STYLISTIC EXPRESSIVE MEANS ON FORMING VALUE ORIENTATIONS

Research article

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Abstract

The article describes the results of the study of outdoor advertising collected within the framework of an interdisciplinary project aimed at studying the role of linguistic means of advertising texts in the formation of the values of society. The method of continuous sampling was used to analyse 296 advertising texts placed on billboards, digital screens, etc. on the streets of Yekaterinburg, which were subsequently systematized according to the stylistic methods of influencing the addressee of the text. The study was conducted from December 2015 to July 2020, the analysis of advertising texts, in terms of their content and stylistic means of influence, was carried out taking into account the socio-cultural context and its influence both on the texts themselves and on the number of outdoor advertising spaces, their occupancy, and on the focus of the point from the standpoint of social significance. On the basis of static processing, the most frequent stylistic means of expression used in outdoor advertising with the aim of influencing the addressee were determined.

The authors believe that advertising, being a social institution of a market society, reinforces new forms of consciousness and behaviour of people; serves as a mechanism for the production of social values and norms, aimed at reorganizing the behavioural attitudes of broad segments of society.

Keywords: advertising text, values, means of emotiveness, stylistic techniques, socio-cultural context.

Introduction

This article deals with advertising texts placed on billboards, and methods of lexical and semantic conveyance of expression, transmitting an incentive intention and containing value-oriented attitudes.

Advertising has penetrated into mass culture that images and texts of advertising messages can often be equated with precedent phenomena with the same success as characters in works of art, films and television films or TV series, etc. Being woven into the context of urban space and television discourse, it becomes a part of our life. Advertising tells not only about what people "should wear and how they should live in order to become a part of a valuable lifestyle, but also about what kind of person they should be in global consumer communities" [1].

Outdoor advertising, being a channel of non-personal communication and a means of mass influence, is capable of reaching broad masses of consumers in a very short time; designed to attract attention, is constantly in sight of a potential buyer. Since a potential buyer encounters it in conditions of short-term contact (street, highway) and the absence of the possibility of long-term perception, the advertising message should be short and catchy, frequent in the number of person's contacts with each advertising message, and be quickly remembered.

Advertising is intended to convey information in a variety of ways from the advertiser representing the seller to the target audience, which is a potential buyer. Advertising text (hereinafter — AT), as a rule, is short and expressive, since one of its main tasks is to attract attention. Advertising can perform tasks that are broader than just promoting a product. In this regard, one of the socially significant tasks is the formation of the consumer's values. "Social advertising is currently seen as one of the leading tools for the formation of a model of social behaviour and drawing attention to problems in society" [2] and is determined by the social context in which it is produced [3].

In each social system, one can identify not only real, but also declared values. It can be assumed that the main criteria of social values and at the same time irritants can be the media and, especially, advertising, forming a kind of space within which real values are declared, limited, approved or condemned. Some of the values can play an adaptive role in relation to the external environment. Advertising begins to create an image of an ideal world in all respects, colourful, comfortable, pleasurable, including aesthetic; at the same time, in this world, the consumer does not face stress, in contrast to the surrounding reality. "There is no grief, death or serious illness in the advertising world. In a genre sense, this is the world of comedy. <...> The world of advertising is a world of ideal functioning" [4]. The artificial world of advertising pushes the consumer to expand the artificiality of the world as a whole, without worries. The advertising product contains evaluative constructs as socially approved or not corresponding to the deliberately selected options for solutions, limited by the framework of the advertising «plot». "Advertising reorganizes behavioural trends in the society substituting in this way the principle of labour asceticism into hedonistic individualism placing the values of entertainment and consumption on the first place" [5, P.237].

It is only in the structure of the social system that ensures the institutionalization of normative attitudes and the system of role expectations that the integration of individuals is ensured, each of whom compares his behaviour with the spectrum of values, which is determined by the cultural context, acting as a standard or etalon. Cultural tradition dictates the principles of selecting goals and values, ordering values, building in a certain sense their hierarchy and providing communication based on symbols.

Social values, in a certain sense, arise and develop like personal values. "After the transformation of the initial biological needs of a person and their inclusion in the composition of his characterological structure under the influence of social conditions and changes, this structure reproduces the social system and its ideology" [6, P. 11]. E. Fromm pointed out that advertising does not appeal to the reason, but to the feeling; like any hypnotic suggestion, it does not try to influence its objects intellectually. In such advertising there is an element of a dream, a pipe dream, and due to this it brings a certain satisfaction to a person — just like a movie — but at the same time enhances his feeling of being insignificant and powerless" [7, P. 139]. A person always has a desire to improve something; therefore, life values should be viewed from two positions.

This approach outlines two types of values — values of reproduction and values of changes. The main concept is to improve something in your life, for instance, your level of income or family life, at least something that is not always acceptable by the society. "In the context of marketing, an action would mean that a consumer buys a specific product ... the reader perceives the idea of a certain lifestyle and works on its implementation" [8].

The perception of advertising images, its effectiveness and, as a result, the formation of values is influenced not only by the content, the relevance of the product, but also the credibility of the commercial (imposing the product as the necessary one), the form of presentation, the type of advertising, the chosen language means and other means of expression.

To express the advertising intention and mobile influence on consciousness, AT must contain expression, thus, expression is its key attribute. The means of expression differ in the methods of expression (morphemic, lexical, stylistic, syntactic, etc.) and are often characterized by social marking.

In our opinion, outdoor billboard advertising contains relevant ways of expressing values. This allows us to assume that the formation of values in AT is directly related to the choice of means of expression [9], which, in accordance with the basic rule of communication, will be dictated by the target audience of the AT.

The formation of values in advertising and lexical-semantic means of advertising in this perspective have not yet been sufficiently studied in linguistics, therefore, we consider it important to identify and characterize the lexical-semantic means of AT, containing expression and influencing the formation of values.

Research methods

Our goal is to identify and describe the lexical and semantic features of advertising texts that express value-oriented attitudes.

A. Maslow claimed that the consumer's behavioural acts are motivated to one degree or another [10]; the desire of a potential buyer is formed under the influence of an advertising message containing information about those important and useful characteristics of the product that are expected by the target audience. "From the sociologic angle it is essential for advertising to get the status of a social institution as it reflects the values accepted in the society and develops them forming the types of social behaviour.... Presenting not only the services or goods, but also social relationships between spouses, staff or peers" [11, P. 33]. "The more attractive the characteristics of the product and the expected benefit from the purchasing of the product are, the more desirable it is. In any form of communication, to increase the effectiveness of the message, the addresser tries to use various means of expression. In addressing, the formulated conclusion is more effective [12], as well as argumentation only "for" or presentation of arguments of both sides, the correct positioning of effective arguments in the message — either in its beginning or in the end, but by the end of the perception of the message, attention may decrease [12].

Expressiveness, emotional colouring, and evaluation characterize the vocabulary of the advertising text. The expressive syntax of advertising texts is usually limited to simple sentence constructions. This is explained by the desire to formulate the slogan and the commentary part of the advertising text in a shorter and clearer manner. Expressiveness is characterized by the presence of units specially designed for its implementation [13]. V.V. Vinogradov presents expressivity as a socially marked,

emotionally evaluative, subjective category [14]. For a pragmatic function, the lexical meaning of an expressive word is always broader than the meaning of the corresponding neutral analogue.

The selection of vocabulary in advertising texts is aimed at the implementation of the communicative setting of advertising — to influence the formation of demand, the creation of ideas about the lifestyle. Consequently, advertising should create an attractive attitude in the addressee's mind about how the life of a potential buyer should be. "In social advertising, as a rule, emotional, rhetorical argumentation is used. The basis for evaluation in social advertising, as a rule, is the moral, aesthetic, pragmatic criteria that demonstrate the ideas of society about the good and socially approved behaviour" [2].

The material for the study was 296 AT, belonging to the category of outdoor billboard advertising, placed on the streets of Yekaterinburg. The study began in December 2015. It should be noted that by now the number of billboards in the city has significantly reduced [15], [16]: by the beginning of 2019, billboards were dismantled (out of 86 billboard spots we recorded, about 40 remained within the geographical boundaries of the study), which is due to the fact that billboard advertising did not always fit into the image of the city or contradicted the logic of architectural development; therefore, the area for detecting billboards was expanded to streets adjacent to central ones (40% of AT were collected in 2015 — 2016 on central streets, 44 % of AT — in 2017-2018 on central and adjacent streets, 16% of AT — in 2019 — 1st half of 2020; on the central and adjacent streets and at the borders on the way out of the city along two highways). By the beginning of April 2020, under the influence of the situation with the COVID-19 pandemic, the number of billboards occupied by advertising texts decreased (AT decreased due to the loss of orders by advertising agencies by 70% due to the introduced self-isolation system and, as a consequence, a decrease in both transport and pedestrian traffic on the city streets) and continued to decline. Outdoor advertising during the period of restrictive measures during the pandemic has lost its popularity, in connection with this, the geography of the study expanded to the boundaries on the way out of the city (Moscow and Siberian routes). It should be noted that digital screens have survived, thanks to the technological capabilities; it was possible to broadcast several thematic ATs on each of them, which, in the light of the pandemic events taking place in the country and the world, were reoriented to social advertising. The period of April — May was the most difficult from the point of the psychological well-being of the population of the country and the city; it was especially difficult for medical workers. At this time, radical decisions were also made at the level of the Government of the Russian Federation (lowering the interest rate on loans, mortgages, payments to families with minor children) — all this influenced the content of AT and, accordingly, determined the vectors of sociocultural values transmitted by AT.

The choice of the research material is due to the fact that this type of outdoor advertising is one of the most widespread and is placed on city streets along sidewalks, roadways, and highways. AT were collected by continuous sampling. Each AT was described in terms of the plot and content characteristics; the revealed lexical units containing expression were processed by the method of stylistic analysis; all collected units were given axiological characteristics. The obtained data were classified according to the method of conveying expression; on the basis of static processing, the most productive stylistic means (morphological, lexical, syntactic and graphic that have expression and the potential to actualize value preferences have been identified.

In the course of the study, the lexical-semantic methods of expressing the emotiveness and expressiveness of AT which influence the formation of values were identified, AT in outdoor billboard advertising were studied and distributed according to the way of conveying the expression.

Discussion

Key results

During the study, 45 devices (morphological, lexical, syntactic, graphic and stylistic) that perform the functions of influencing addressees and influencing the formation of value preferences were identified. The analysis of the collected materials showed that advertising texts on billboards fit into the traditional classification of specific components of an advertising text, such as a logo, slogan, main text, and requisites [17].

Brevity, or even conciseness is a common property of all collected advertising texts used in outdoor billboard advertising, due to their specificity. In the AT, only those expressive means are used that allow for influence a potential consumer within a small amount of text. Thus, among the stylistic devices in the materials collected, texts containing allusions were revealed (*3 sets of 7 pages daily and the result is visible in a week / read it* — with L.N. Tolstoy, A.S. Pushkin, A.P. Chekhov in sports uniform on a billboard — 8 AT; allusion to sports services advertising — probably weight training; the true content of the text is revealed through the image (one can also find a hint through one word ("*pages*" instead of a specific aspect for this type of service — press, push, etc.); syntactically, the sentence is performed using ellipsis; an address using the singular imperative is also used, which limits the target audience by age criterion — youth). The sample uses advertising for the Rait store: the phrase "*Магазин для хорошей жизни*" (Store for a good life) as the main text, which, judging by the observations, is the motto of the named store; then the content is distributed through a list of goods at an attractive price, i.e. in accordance with the third criterion, — the phrase contains the allusion to the idiom "*не от хорошей жизни*" (life is not a bed of roses). The allusion can be matched to a wide variety of situations; for example, the AT of the [Bis]interior company sends the consciousness of the addressee to the traditional situation of advertising campaigns — buy something and get a gift, here — "*муж на час*" (rent-a-gent for an hour) as a gift, and the service itself is not described — apparently, it should be clear by the virtue of company's name, and part of the phrase "*на час*" (for an hour) is given in very small print. This graphic design prompts the target audience — single women and women, whose spouses do not do "manly chores". Graphic means of expression enrich the informative part of the statement, attract the client's attention and use the combination of text and image [18, P. 191].

Relatively active use of the metaphor is noted in the AT selected for analysis: in advertising of banking services "*Тактика защиты ваших сбережений*" (Tactics of protecting your savings) (denotation *strategy in chess* VS connotation *bank deposit*), the use of a chess piece in the design suggests the meaning of the phrase; in advertising of new apartments "*Дома,*

продуманные сердцем" (Houses thought out by the heart) (denotation of *high-quality houses* VS connotation *made with love*); in advertising of Beeline communication services *"Засынем бонусами"* (Let's flood with bonuses!) (Denotation *pour a lot of, cover something* VS connotation *a lot of additional services for free*), in addition, a spelling error is noted here, which is also typical for the advertising language (*"засынем"* instead of *"засыплем"*, the colloquial form of the verb *"засыпать"*); in the advertising of snow tyres *"Зимняя продажа шин — скандинавский Gislaved. Медвежья хватка твоего автомобиля"* (Snow tire sale — Scandinavian Gislaved. Bear grip of your car) (denotation of *bearish force* VS connotation *good road grip*). The given examples from the point of their content show the prevalence of consumers' desires. The use of metonymy is quite active: INVITRO — *"О чем ГОВОРЯТ гормоны"* (What do hormones SAY); *"Шарташский рынок ПРИГЛАШАЕТ сельскохозяйственные предприятия, фермерские и крестьянские хозяйства К СОТРУДНИЧЕСТВУ"* (Shartash market INVITES agricultural enterprises, farms and peasant households TO COOPERATE).

Advertising texts for 2020 reduce the number of allusions and metaphors, for example, advertising of housing as the merit of family values and comfortable life, is carried out through numbers indicating a low percentage of mortgages, which is associated with the decisions of the Government of the Russian Federation to reduce the mortgage rate, on the one hand; the long-term home lockdown led to the emergence of the slogan *"Дома лучше!"* (Home is better!), which became the leading one in the sphere of advertising texts and influenced their content and the lexical-semantic devices used — allusion, epithets, and numbers (*ОБИ. Дома хорошо. Надежнее и надежнее*) (OBI. Home is better. More and more reliable); *На покупку квартиры в университетском. Ипотека 0%* (For the purchase of an apartment in Universitetsky. Mortgage 0%); *Ипотека 6% всем. Первый взнос платит застройщик* (Mortgage 6% for everyone. The first installment is paid by the developer). The analysis of advertisements in the period of COVID-19 indicates the increase in family values and health values.

The use of anaphora and epiphora during the research period is a rare phenomenon, which is due precisely to the specifics of billboard advertising — the brevity/conciseness of the text; there is not enough space on the shield for creating chiasm. In the studied AT prior to COVID-19, the lexical anaphora *"Идеальное место, Идеального дня..."* was found, as well as an a grammar epiphora in advertising of TELE2 telecommunication services *"Дорогой иИнтерНет? У насНет"*, reinforced by an alliteration and a rhetorical question containing an indication of the problem, with a proposal for its solving. An advertisement for a home goods supermarket contains grammar epiphora *"Максидом. Все ЛУЧШЕЕ в дом"*, reinforced with a hyperbole and usage of numbers *40,000 products and 300 m* (the distance from a billboard with an advertisement of a store to the store itself; an arrow indicating the direction to the store is also included in the AT). In a taxi advertisement, *"Приезжай, мы тут тусим! Закажи Максим"* (Come, we're hanging out here! Order Maxim) the epiphora is enhanced by the imperative singular appeal *приезжай* and *закажи*, included in the rhetorical exclamation, which rather indicates the age of the target audience, this assumption is confirmed by the use of the slang *тусим*. Is it worth mentioning that numbers were used as the expressive means during the pandemic period, for instance, the company CITYMOBIL gave a 30 % discount every day.

Artistic ambiguity (dilogy) is another rarely used device. The AT of United Russia political party is as follows: *"Научим! Построим новые школы для 144 000 уральских ребят"* (We will teach! We will build new schools for 144,000 Ural children). On the one hand, the verb *"научим"* is in the literal sense — a statement on behalf of the largest party in the Russian Federation, on the other hand, it is a hint to the addressee that 144,000 children will be able to learn in the new schools; strengthening of AT occurs due to rhetorical exclamation. In another AT of SMU-3 company, *"Превосходство опыта"*, (Excellence of experience) placed in front of the figure *"65"* (age of the company), suggests not only great experience, but, apparently, "excellent" craftsmanship. A language game — stylistic device, akin to dilogy, is used in the selected ATs somewhat more often than anaphora and epiphora, but it is not frequent: advertising for a credit card of Alfa-Bank *"Путешествуй по карте"* (Travel by card) places a geographic map and a credit card on the same shelf.

Among the figures of speech identified on the billboards, one can also name the hyperbaton: the AT *"Мебель купи! 200 000 р получи!"* (Buy furniture! Get 200 000 rubles!) (Poltinnik furniture store) is amplified by rhetorical exclamation. The AT *"Приходите к нам — реальные деньги всегда"* (Visit us — always real money) is intensified with epithet *"реальные"* in the above phrase and *"дорого"* in a statement posted on the same board — *"Технику — дорого"* (Electronics at a price). The first, being a qualitative adjective with neutral semantics, acquires expression due to the context, which discusses the prices for the brought precious metals, their correspondence with the market level and in comparison — the high price for equipment. The second example is an adverb that in this context can be attributed to designation of the measure. Numbers are actively used in the AT: *"Cottage villages from 350 thousand rubles. 12 km from the city"*, *"LG Glass installment plan 0% 0 rub. 24.833 payment per month"*, etc. The numbers always indicate special offers and act as the incentive for the purchase. The codes with consumers' desires, the material well-being are quite obvious here.

Expressive syntax is also quite actively used in the ATs of outdoor billboard advertising up to March 2020. So, we noted such constructions of expressive syntax as asyndeton: *"Для любых иномарок. Автозапчасти, масла, расходники"* (For any foreign cars. Auto parts, oils, consumables). Moreover, one more way of presenting information with no conjunctives was identified, they were replaced by a kind of simulacrum in the form of a "+" sign: *"Дом + земля + сети"* (House + land + networks); the classification of this AT as conjunctionless is optional.

During the analysis of advertising texts, containing figures of speech and other means of expression, as we have already noted, in a number of cases the strengthening of the text occurs through the use of rhetorical questions, rhetorical appeals and rhetorical exclamations, for example: *Давай, заезжай!* (Come on, move!) (new built house), *VolkswagenTouareg. Вкладывай в силу!* (Invest in power!), *Гарантия лучшей цены. Нашли дешевле? Снизим цену!* (Best price guarantee. Found cheaper? We'll reduce the price!). Axiological direction of such advertisements lies within giving information about the price, which can indicate a high social status of its owner. At the same time the necessity to install a special seat for a child in the car appeals to the social responsibility of each person.

One of the typical examples of the other sign system resources exploitation is the spelling of the product name in a foreign language, the inclusion of the Latin characters can be designated as the frequency device in billboard AT: "*Dario*", "*Volkswagen Touareg*", "*LG*". Note that such graphic design is used either for naming a product or brand (luxury watches); in this case, neither the address nor the cost of the goods was indicated — it was an advertisement "for insiders", who knows the place of sale and the price of the goods, a secret for inner circle, concurrently, arousing the interest of those others, who are "not initiated": "*Ulysse Nardin. Watches studio. MarineDive*", "*CERTINA*", "*TomFordNoir*".

The expression of the verb based on the context is used to bring satisfaction of our needs. The historical present is marked in the AT "*Карьера начинается сегодня*" (Career starts today); perfective future tense is applied to indicate quickly changing, repetitive actions irrespective of the moment of speech in the AT "*Гарантия лучшей цены. Нашли дешевле? Снизим цену!*" (Best price guarantee. Found cheaper? We'll reduce the price!). The verbal expressiveness was also applied by including the imperatives: "*Смотри меня на любом экране!*" (Watch me on any screen!), "*Закажи такси!*" (Order a taxi!).

In some cases, proper names were used, and not in every instance known to the consumer in this capacity: "*SIBSEN*", the syllables in the proper name are rearranged — in the original, "Sen Sib" is the name of the Thai theory of human energy structure (Thai, "sen" — "line", "sib" — "ten"). Only residents of Yekaterinburg know RT, containing the name of the Antey hotel.

Special mention should be made of precedent names. If at the initial stage of the research they were used quite rarely — *В подъезде Куинджи осталось 16 квартир* (16 apartments remained at the **Kuindzhi** entrance hall), *Выберите свою Иорданию*. (Choose your own **Jordan**), *Природные SPA-центры на Мертвом море* (Natural SPA centers at the **Dead Sea**), *LG*, — then during the pandemic their amount increased — precedent names began to be endowed with symbolic meaning. The "doctor" became a precedent name for pointing out the heroic work of medical professionals: "*Спасибо, доктор*" (Thank you, doctor), "*Истории медиков-героев читайте на E1.ru*" (Read the stories of heroes on E1.ru). The slogans are personalized — the names of specific people are indicated. Precedent phenomena appeared daily on the digital screens in their entirety (precedent situations, names and dates: *July 25, 1984. Pilot-astronaut S. Savitskaya. The first spacewalk of a woman*). The precedent name is recognizable, it corresponds to certain standards and serves as a guide for those who want to enter the circle of people who recognize these precedent phenomena or names.

In general, the following means of emphasis were distinguished in the ATs: alliteration, allusion, lexical anaphora, antithesis, antonomasia, asyndeton, blending, brand, hyperbaton, hyperbole, verb, gradation, grammatical error, dilogy, word play, imperative, proper noun, foreign language inclusions, metaphor, metonymy, appeal, homogeneous series, personification, parallelism, parentese, parceling, rethinking (re-decomposition), phraseology, repetition, superlative degrees of adjectives, precedent phenomena, rhetorical question, rhetorical exclamation, rhetorical address, description "product/service and seller, address", description of "service", numbers, expressive morphemics, ellipsis, epithet, epiphora. The ratio of the use of expressive means in the studied texts is shown in the figure 1.

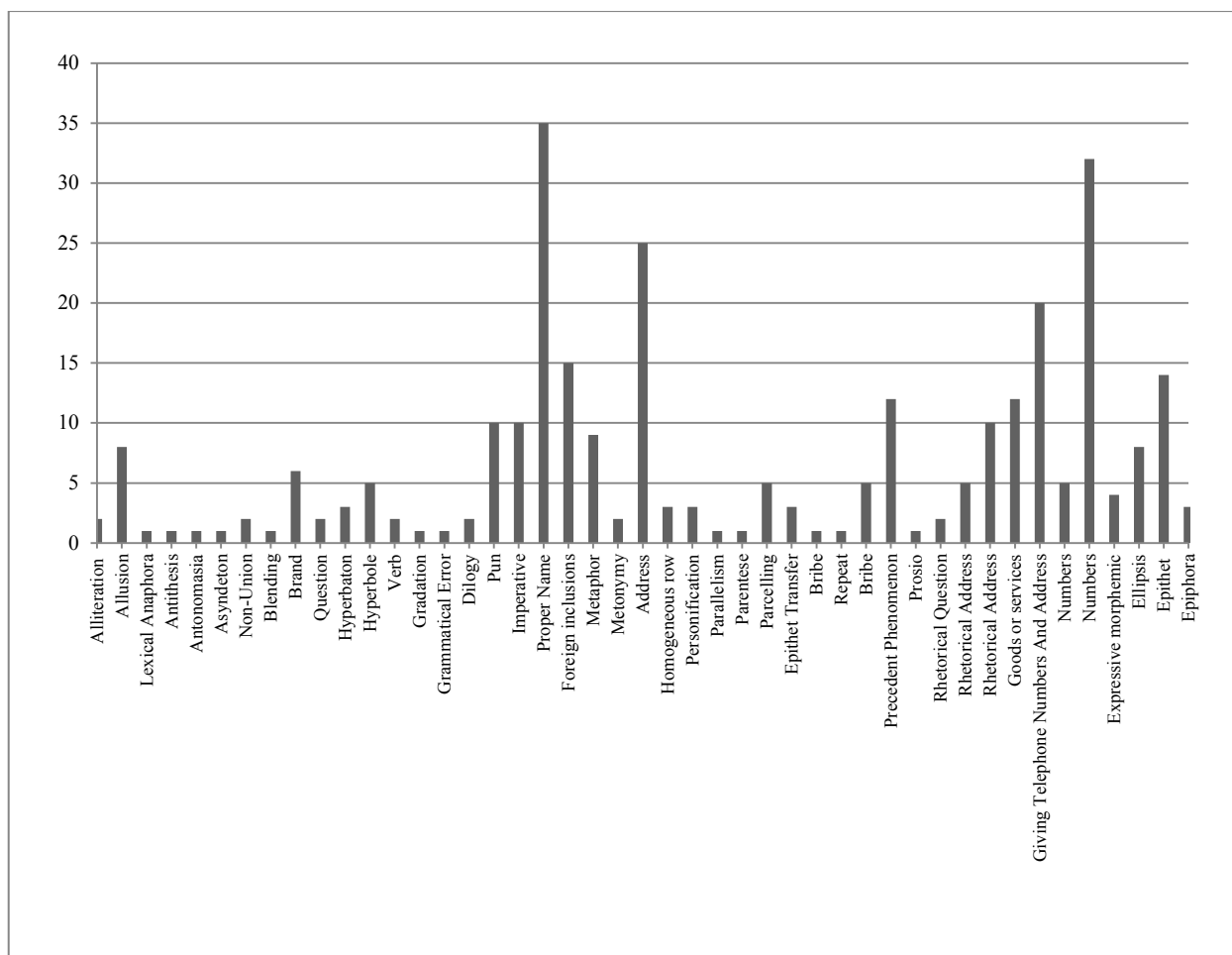


Fig. 1. – Distribution of means of expression in the studied advertising texts

In the period of 2015 — 2020 the studied ATs do not contain any regular stylistic features. The ATs observed in April — July 2020 differ significantly in terms of the object: there is no advertising of suburban housing, expensive items (furniture, jewelry, perfumes, etc.), tourist tours and centers, and for the most part the texts acquire signs of social advertising, where “not only a specific person can act as an authority, but also a certain social or professional group to which a potential recipient belongs” [2]. During the pandemic family values came to the foreground “*Поймай их всех. Магнит семейный*” (Catch’em all! Magnit family market); home comfort “*Мебель вашего дома*”, “*Чудотека! 0%*”, “*Атомстрой*” (Your home furniture, Chudoteka 0%, Atomstroy); services and means of communication retained their relevance “*Переходите на iPhone SE — Будет мощно от 39990 р. Рассрочка 0-0-18*” (Upgrade to iPhone SE – Be mighty from RUR 39,990 Installment plan 0-0-18), “*Честные звонки внутри сети. Tele2*” (Honest calls within the network. Tele2); taxi services “*За город со скидкой 20 %. Яндекс такси*” (To the uptown with a 20% discount. Yandex taxi); housing sales “*Когда ря дом с пляжем. Ипотека 4,9 6%*” (House near the beach. Mortgage 4.96%), “*Последние видовые квартиры*” (Last view apartments); home redecorating “*Монтаж натяжных потолков от 2990 руб*” (Installation of stretch ceilings from RUR 2990), “*Штукатурка Прима пласт. Идеально выравнивает. BROZEX*” (Prima plast plaster. Aligns perfectly. BRONZEX). New feature in the content of the AT is an appeal to socially significant issues — the work of medical workers, historical memory, the formation of a responsible attitude to one's own health and the health of others. The use of lexical and stylistic means of expression has decreased, the imperative, epithets, numbers, the use of foreign language spellings, proper names, rhetorical appeal, metaphor, metonymy are most widespread. The number of precedent phenomena increased “*Спасибо, доктор! Имя, фамилия*” (Thank you, doctor! Name) (of a health worker with an indication of the hospital where the specified person works); dates related to historical events in Russia (military history, space, scientific achievements, etc.) and objectively informative statements “*15 детских садиков рядом*”, “*11 schools within a walking distance*», “*Распродажа. Скидки до 50% по карте IKEA Family*”, “*Слуховые аппараты*” (“15 kindergartens nearby”, “Sale. Discounts up to 50% with IKEA Family card”, “Hearing aids”).

Conclusion

An important attribute of the AT is the presence of an attitude that corresponds to the ideas about the standard of living spread in society, which is due to the prevalence of hedonistic values in the modern world, praising the cult of pleasure as the highest good, and the values of self-preservation; the ones and the others, having received metaphorical development, can be conveyed in the form of various patterns displayed by various expressive means of language.

A frequently used strategy in advertising discourse is the affiliation of advertising object with some value that is important for the target audience, but not directly related to the advertised product or service. This method of affiliation with values is very effective and is usually implemented mainly through metaphorization, which triggers the mechanism of associating concepts.

To sum up, stylistic devices in the advertising text contribute to the formation of value orientations. The choice of stylistic devices for the implementation of the appropriate impact depends not only on the advertised product, but also, as the situation with COVID-19 has shown, on the context of the socio-psychological conditions and well-being of the population. In most cases, to maximize the emotional and psychological impact of the advertising text on the recipient, stylistic devices are not used separately, but form a convergence of heterogeneous techniques subordinate to one pragmatic goal of influencing the value attitudes of the target audience and performing common functions in the advertising message. «Speech statements in the structure of the communicative strategy of verbal persuasion are characterized by motivational and pragmatic orientation, initiating such a reaction of the addressee, in which he does not ignore the content of the advertising message, but rather distinguishes it from the flow of advertising messages, trying on its importance in solving their own problems» [19, P. 16].

It should be noted “values are abstract ideals, while norms are certain principles or rules that people are expected to follow” [20, P. 35]. Both the declared and the real values may lose their relevance for the individual, and values that cease to satisfy the individual lead to the need to revise them. The analysis of the collected ATs and the socio-cultural context gives grounds to assert that the changed value comes to the place of the outdated one and begins to shift in the hierarchy towards values of a higher order as they become actualized. Such values are formed under the influence of the surrounding reality, to which a person must adapt, accepting the declared values. “... stylistic devices and figures introduce value meanings into the addressee’s intentional focus that are in tune with his emotional state and they become instruments of illocutionary influence. The choice by the addresser of a meaning that is meaningful for the addressee and an attractive linguistic «packaging» for this meaning contributes to the achievement of the illocutionary goal of the advertising message” [21]. The effectiveness of value constructs is directly related to the quality of the advertising product, the way it is presented and included in communication. “Being one of the priority sources of value formation... advertising plays not only an informative role, but also performs a financial one with the orientation on moral principles and appropriate behaviour” [22, P. 813].

Overall, there are conditions that determine the restructuring of the value system by the social system itself, and under the influence of factors subjectively estimated by this system, destroying the social system of values and affecting the redistribution of values in the hierarchy of values of this social system [24]. In general, the AT in the current sociocultural context pay attention to the most significant social problems, react to the current social situation, and act, in a sense, as a means of forming value preferences of citizens.

Конфликт интересов

Не указан.

Conflict of Interest

None declared.

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