
RECLAMEMICS AND LINGUISTIC MARKETING AS NEW KNOWLEDGE AREAS

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The study examines the specific features of reclamemics and linguistic marketing as new areas of knowledge of the advertising language and marketing communication texts respectively. Advertising, representing an integral part of the media space of modern society, reflects different, generated aspects (axiological, social, cultural, psychological, aesthetic, moral and others) of the human activity. As a consequence, this marketing communication is undoubtedly able to influence consumers forming their specific perception of themselves and the attitude to consumed goods and services. The author sets the task to explain the terms “linguistic marketing” and “reclamemics”, explores the language of advertising, focuses on the linguistic means of creating advertising image, correlates claimed concepts, justifies the need to introduce these terms in the scientific sphere. According to the researcher, advertising communication is based on the information or the emotional description of the product benefits. Marketing is primary in advertising communications because semantics and pragmatics of advertising language depend on its goals and objectives.

Key words: linguistic marketing, reclamemics, reclamema, the advertising language, marketing communication texts, advertising image, linguistic means

Modern Russian language updates the public’s needs timely and implements new directions of verbal reality studying, investigating the language in its diverse associations and functions. Rapidly evolving speech linguistics and the appearance of complex subjects such as cultural linguistics, discourse study, media linguistics, legal linguistics, ontolinguistics, linguistic marketing and others are the marked manifestations of the process.

In our opinion, the field of science necessitates the creation of a new complex discipline integrating knowledge of the advertising language — reclamemics. Introduction of the term into the sphere of science is justified by the demands of modern society to which language system responds immediately.

Media linguistics, which incorporates the developing field of reclamemics, is associated with the functioning of the language of modern mass communication presented in printed, audiovisual and network media. T.G. Dobrosklonskaya actively uses the term of media linguistics in her scientific works [1], studies English media speech (in Great Britain the term media study/media discourse analysis is used; in Germany Medienlinguistik is a common term).

In the framework of modern media linguistics the study of communication language using media channels to spread marketing information (policy, public relations, etc.) is of current interest. Advertising addresses the modern media (television, radio, internet) dynamically to disseminate mass information, as well as actualizes its impact by non-media means of communication: advertisements in the sales locations, sales promotions, personal selling, event marketing, etc. The latter are more effective and, therefore, required

in an atmosphere of competition in modern society. Non-media communications are realized and promoted through information channels, based on an interactive, personal and mass interaction with the target audience in order to pursue corporate, marketing and communication objectives of the company. This aspect is studied by A. B. Cherednyakova and D. S. Sknarev [8].

Media linguistics studies the functioning of the language in mass communication with its complex structure and diverse alternating trends, while reclamation shows definite results — the consumer's reaction to the communication efforts undertaken to create a positive impression about the object of advertising.

The purpose of this study is to examine the specifics of reclamation and linguistic marketing as new fields of knowledge, to distinguish between these concepts.

Advertising communication is based on the information or the emotional description of the product benefits. A person serves as a recipient of advertising whose consciousness is under high impact (mass or individual). This fact has resulted in the appearance of a variety of different technologies and tactics of language manipulation, described in the research of Yu. K. Pirogova [4].

Modern linguistics is rich in scientific works devoted to the advertising. V. G. Kostomarov, D. E. Rosenthal, A. S. Mamontov, M. M. Rusakova [2; 5; 3; 6] and others study advertising in different aspects. The author notes that up to date reclamation is being insufficiently mentioned as an objective phenomenon of verbal reality and has not developed as an independent area of research yet. The majority of existing PhD works on the subject are devoted to: a) the comparison of the verbal components of the various linguistic systems: the Russian and the English languages (Amiri L. P., Garan E. P., Dedyukhina A. G., Slukina G. V., Stroeva I. S.), the French and the Russian languages (Akulicheva V. V., Volostnykh A. V., Gorelik P. L), the German and the Russian languages (Brozhenko S. V., Demina Yu. V., Karataeva L. V.) and others; b) international advertising (Kochetova L. A., Krapivkina M. V. and others); c) advertising text analysis: Tourism (Atakyan G. S., Morozova N. S.), Architecture (Bezruchko E. N.), Automobiles (Gavrilova O. A., Shilovskaya E. N.), Clothing (Ivus O. N.), Medicine (Karimova G. T., Rusakova M. M.), Airlines (Kachalkin P. V.), Food products (Strizhkova O. V.) and others; d) description of the linguistic specificity of a certain means of advertising dissemination: the Internet (Egorova I. Yu.), print advertising (Drobysheva O. V., Sazonova I. A.), TV advertising (Krailina N. A.) and others; e) the study of certain aspects of advertising language: structure and functioning (Muravyeva S. G.), pragmatics (Kurenova D. G., Nazina O. V., Terkulova D. R.) pragmatic linguistics (Livshits T. N.), pragmatic stylistics (Maksimenko E. V.), stylistics (Zolina O. A., Krivko N. A.), communication (Demina Yu. V., Stepanova E. V.), gender (Akulicheva V. V., Drobysheva O. V., Negovorova I. V.) and others; e) marketing communications text units (Kirpicheva O. A., Litvinova A. V., Shido K. V. and others).

We believe that contemporary linguists focus on interaction of verbal and non-verbal components of advertising to reveal the specifics of its functioning in the advertising discourse and the degree to which consciousness of the individual and society is influenced, as well as to find out the formation mechanisms of the linguistic marketing picture of the world through advertising language.

Advertising language is being studied comprehensively. One can find many works devoted to social, psychological, philosophical and linguistic aspects. All these phenomena

are called Advertising Science. However, lots of works are devoted to the consideration of the separate text units of marketing communications. For example, the title, slogan, brand name are under study. We think it seems illogical to call all aspects and studies as Advertising Science. It should have a definite name, for example, linguistic marketing.

As for the concepts “reclamemics” and “linguistic marketing”, it should be noted that every newly-appeared term tends to become ideal, but its quality requires some special conditions for its functioning and use, as well as other factors. What are new terms introduced for? As it is mentioned above, Advertising Science investigates advertising language. The studies deal with the specifics of the advertising language, its functioning and manifestations of linguistic and extralinguistic nature. We offer to call this area of expertise as reclamemics.

From a linguistic point of view reclamemics is a peculiar field of practical activities, resulting in the appearance of verbal works — advertising texts with certain characteristic features: 1) abundance of information about the goods; 2) composition of design; 3) evaluation; 4) customer targeting; 5) imagery; 6) mass persuasion approach; 7) pragmatic approach.

Advertising penetrated all spheres of social life extensively conveying an advertising message to a target audience about the specifics of the offered product or service, acting as a convincing function. And no one can imagine the existence of civilization without it. This fact gives grounds to consider advertising as a form of communication that tends to convert the quality of goods and services into the language of needs and requirements of customers. Advertising language, due to the frequency and abundance of means of communicative impact on the target audience, creates a platform for the formation of the corresponding perception of reality, the appearance of stereotypes, new values and creation of a consumption culture. Consequently, reclamemics goes beyond media linguistics and is ready to become a comprehensive scientific discipline.

Linguistic marketing is an area of knowledge that studies the manifestation of linguistic means in the marketing communication texts.

It seems to us the specificity of the concepts of “reclamemics” and “linguistic marketing” is shown more clearly in Figure.

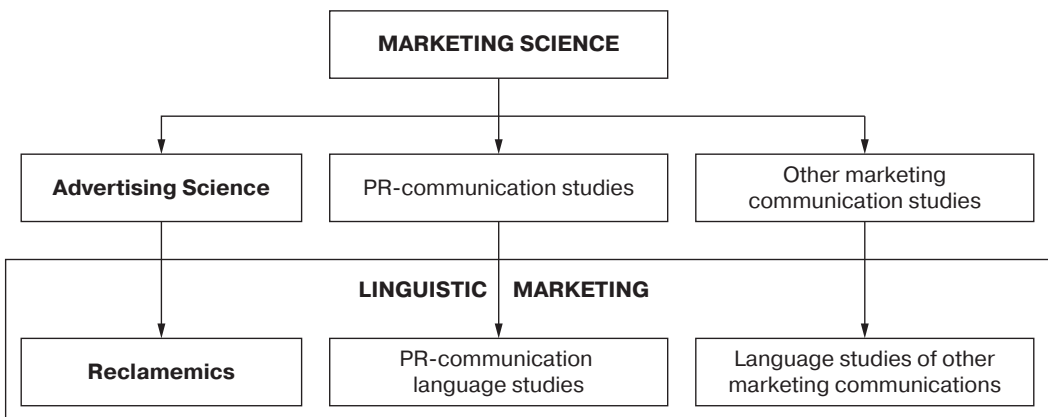


Fig. The place of linguistic marketing and reclamemics in the studies of marketing communications

We believe that Marketing science deals with marketing communications in all the diversity of aspects: philosophical, economic, philological, etc. Advertising science differs from these studies with its integrated part — reclamemics. Reclamemics and other works, investigating marketing communications from the linguistic point of view, constitute a new area of expertise — linguistic marketing.

Advertising messages cover all spheres of human activity, catch the customers' attention by making sense of the purchase and provide advertising images to everything. In this regard, the advertising discourse is one of the most important components of popular culture, a powerful means of convincing the target audience. Reclamemics (sphere of advertising language) is considered its main key factor, aimed at selecting reclamemas and related linguistic means and techniques, creating consumer' and advertiser' idea of the product reflecting the interrelated laws of the modern society, tracing the economic, political, gender, cross-cultural factors.

Advertising verbalizes the choice of a variety of things, pointing out which one is better, identifying it by a special language, in which words and deeds coincide. Consequently, advertising language can be characterized as the language of common human needs. Like other verbal works, advertising texts are created and circulated in the society according to certain rules. In this regard, the study of peculiar features of the advertising texts creation and functioning is a particular issue of general philology.

Advertising language is characterized by the primary and secondary functions. For example, cognitive-communicative, nominative, targeting, evaluating, imagery, axiological and regulatory-persuasive functions are the primary; emotive, aesthetic, contacting, hedonistic, cultural and others are considered secondary ones.

We define reclamemics as an advertising language sphere with diverse verbal units — reclamemas, linguistic means and text units comprising a part of a marketing communication.

The term Reclamema was introduced by M.V. Yagodkina [9]. We recognize it as the main unit of advertising communication. It represents a unique entity of interrelated constituents, each part of which expresses a specific meaning, fulfilling its role in the advertising discourse. It acts as an integrated unit of the advertising content with semantic dominating idea of “good/well” and has verbal expression, as well as is accompanied by non-verbal, visual, color and sound factors.

We believe that reclamema is a symbolic unit (a visual element (the image of the goods or mediator), a non-verbal sign, a verbal component) functioning in the advertising communication, having a pragmatic and marketing orientation, formulating a positive advertising connotation of the products in the consumer's mind and creating expressive-evaluative, effective advertising image of the goods [7].

Linguistic means of image creation of the goods — tropes, terms, idioms, neologisms and neophrazeologisms — are common in the advertising context. Advertising theme is the basis for their presence to form a representation of the product according to communication specifics.

Text units of marketing communications (brand name, the title, slogan, information unit, coda, echo-phrase) are the parts (means) of marketing communication, providing the marketing strategy influence.

In our opinion, the semantic, pragmatic and marketing aspects of advertising language system are important in the study of reclamemics.

The main feature of the verbal component of the advertising text is a combination of the subject of semantics, delivering the advertising information (denotation), and an abstract semantics (connotation) of the advertising myth aimed at consumer's persuasion. The pragmatic constituent is often brought to the forefront, as a means of effective persuasive information about the product for the consumer.

It is evident that semantic and pragmatic aspects convey the specific character of the advertising language incompletely. Semantics defines the value of communication; pragmatics is connected with the advertising texts functioning within certain communication strategies which influence the mind of the consumer.

We believe that it is necessary to introduce the term "linguistic marketing" and concepts derived from it in modern linguistics. Marketing is primary in advertising communications because the semantics and pragmatics of advertising language depend on its goals and objectives. Perhaps we should talk about linguistic marketing aspect as a new orientation in the study of reclamemics.

Semantic aspect takes into account the meanings of linguistic means used in the advertising discourse. In our opinion, attention should be paid to certain relations between reclamemas in the verbal text and the content they convey. Semantic information reflects the meaning when the customer comprehends the text of advertising. This fact results in manifestation of the final emotional and evaluating attitude to the content of the advertising message.

The pragmatic aspect of the advertising image study is associated with a practical sense of means representing the goods, for the customer determines individual axiological value of the message. This information can induce a motivational force and generate activity if it meets the needs of the target audience.

Linguistic marketing aspect of reclamemics is result-oriented: to create an effective advertising communication, ensuring an appropriate consumer's response to advertising appeal, feedback to the advertiser. It involves obligatory advertising contact. Advertising is considered a phenomenon of everyday culture, which takes into account relevant linguistic means, forming an effective image of the goods according to the following criteria: clarity and accessibility for the perception of the target audience, brand positioning and its image, product identity, delivering relevant marketing associations in the mind of the consumer, recall and targeting.

Linguistic marketing is based on the text units of marketing communications — brand name, the title, slogan and other components of the advertising message. Thus, the composition of communication requires to clear, accessible for the target audience linguistic means of advertising persuasion, which form an effective advertising image and meet certain criteria, such as: correspondence of brand positioning and its image, product identity, delivering relevant marketing associations in the mind of the consumer, recall, focus to the gender of the customer, the possibility of its implementation in the international communication (cross-cultural factor).

One should mention, the vitality of the proposed terms remains to be seen. We do not try to predict the situation. We hope that scientists will approve the terms «reclamemics»

and «linguistic marketing». We believe that these areas of expertise deserve individual names not only general references in advertising science which include the study of advertising in terms of sociology, philosophy and so on.

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РЕКЛАМЕМИКА И ЛИНГВОМАРКЕТИНГ КАК НОВЫЕ ОБЛАСТИ ЗНАНИЙ

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В данном исследовании рассматривается специфика рекламемики и лингвомаркетинга как новых областей знаний о языке рекламы и текстах маркетинговых коммуникаций соответственно. Реклама, представляя собой неотъемлемую часть медийного пространства совре-

менного общества, отражает различные, уже сформированные аспекты (аксиологические, социальные, культурные, психологические, эстетические, нравственные и другие) человеческой жизнедеятельности. Вследствие этого данная маркетинговая коммуникация, несомненно, способна влиять на потребителей, формируя у них специфическое восприятие самих себя и отношение к потребляемым товарам и услугам.

Автор работы ставит задачу объяснить термины «лингвомаркетинг» и «рекламемика», исследует язык рекламы, акцентирует внимание на языковых средствах создания рекламного образа, соотносит заявленные понятия, обосновывает необходимость введения данных терминов в научный оборот. По мнению исследователя, рекламная коммуникация базируется на информационном или эмоциональном описании преимуществ продукта. Именно маркетинг первостепенен в рекламной коммуникации, поскольку от его целей и задач зависит семантика и прагматика языка рекламы.

Ключевые слова: лингвомаркетинг, рекламемика, реклама, язык рекламы, тексты маркетинговых коммуникаций, рекламный образ, языковые средства