THE EDUCATIONAL POTENTIAL OF SOCIAL ADVERTISING IN THE TEACHING STYLISTICS TO THE STUDENTS OF LINGUISTIC UNIVERSITIES

Irina Balabanova, Aleksandra Seredina, Farida Yarullina, Natalya Tikhonova  
Kazan (Volga Region) Federal University (RUSSIAN FEDERATION)

Abstract

The present research paper is devoted to the study of the use of social advertising in the teaching stylistics to the students of linguistic universities. The topicality of the studied problem is determined by the ever-increasing interest in the peculiarities of the advertising text as one of the genres of journalism, which can be explained by the fact that in modern linguistics, cultural studies and psychology there are a number of unresolved issues, such as, for example, the role of language as a means of persuasion, the interaction of the interests of the message recipient and the advertising slogan language, especially the use of language means in order to influence the addressee.

The article deals with the use of advertising as an additional linguistic and didactic material in teaching French and Italian as a foreign language at the university. The leading approach to the study of this topic was the problem-thematic approach.

Justification of the expediency of the use of social advertising materials in the lessons of stylistics at the Linguistic University is an important aspect of the study, which presents examples of advertising texts in French and Italian.

The materials of this research paper can be useful for teachers of a foreign language working in a higher educational institution, as well as for students, undergraduates and postgraduates engaged in the study of the foreign language stylistics problems and the methods of teaching it.

Keywords: university education, language education, linguistics, social advertising, advertising text, French language teaching, Italian language teaching, intercultural communicative competence.

1 INTRODUCTION

Advertising is of great importance in the life of every modern person. It is commonly found and takes an active part in the formation of the global information space. Every day we consume a large amount of information contained in advertising that can be seen on television, on advertising banners or reading news on the Internet. Promotional products are a reflection of society. It is no coincidence that the English writer Norman Douglas said that the ideals of the nation could be judged by its advertising [1]. For those who teach or study a foreign language, it is not only a valuable source of cultural information; it also provides an opportunity to immerse into the natural language environment.

Advertising texts, due to the wide use in the media, inevitably become the subject of study of specialists in various fields. Of course, this multifaceted and extremely important linguistic phenomenon could not but attract the attention of linguists, as advertising in its best manifestations is an interesting linguistic material and deserves a comprehensive in-depth study.

Initially, the pragmatic orientation of advertising had an economic basis and was aimed at the consumer who wants to buy a product or use a particular service. Today, advertising messages show diversity and convey not only commercial information. We can say that they become an element of the culture of society and are designed to draw attention to the topical problems of society, to influence the change of people's behavior, their value orientations and worldview [2]. This type of advertising products is called social advertising.

In the context of globalization and expansion of international contacts, the problem of finding new approaches to teaching foreign languages in order to improve the quality of language education is of particular importance. Advertising in this case can be considered and effectively used as additional material that contributes to students' understanding of other socio-cultural reality and the formation of foreign language communicative competence. As the pedagogical experience shows, work with the use of advertising texts in the classroom increases the motivation of students to learn a foreign language, develops their creative abilities, revitalizes and activates the educational process.
2 METHODOLOGY

Social advertising is the use of advertising to inform the public about a social issue or to influence their behavior. Often, as its equivalents, such concepts as "non-commercial advertising" or "public advertising" are used. In any case, all these concepts represent the same type of advertising message, the ultimate goal of which is socially significant and is to present the foundations of the correct structure of society and the promotion of social values [3].

The language of social advertising is diverse. It is intended to have a psychological impact on the addressee. There are various methods and techniques of such influence, which can cause a variety of human emotions, both positive and negative, for example, joy, pride, fear, compassion, disgust. Emotions induce the individual to perform certain social actions, expressing in particular circumstances tolerance, mercy or rejection of certain manifestations in the people’s behavior [4]. Thus, advertising information contributes to the formation of ideas about the ethical norms and rules of behavior of the individual in different situations.

Generally, social advertising is a creolized text that includes verbal and visual (iconic) elements, the combination of which enhances the targeted impact on the recipient and contributes to the achievement of a specific goal. At the same time, the iconic elements of advertising messages increase the impact on the recipient by forming an emotional image of the object.

As part of the culture of a particular community, social advertising displays its national characteristics, historical traditions and customs, as well as its ideals. However, the analysis of the texts of printed French and Italian advertising of this type carried out within the framework of the study makes it possible to state that the most urgent problems on which it is focused today are common for mankind, regardless of the place of residence. The study of the subject of advertising texts gave us the opportunity to determine the range of these problems: road safety; public transport behavior; smoking control, excessive alcohol consumption and drug addiction; health, HIV and AIDS; environmental protection; poverty and homelessness; gender equality; racism.

Thus, social advertising forms value orientations and standards of life of modern French and Italians, having a significant impact on the development of their language, which determines the interest in the use of its texts as an additional means of learning. It should be noted that the advantages of using print advertising in teaching French and Italian, as well as any foreign language, are its availability, authenticity, linguistic and cultural value, the reflection of new speech trends and the possibility of immersion in the natural language environment.

Social advertising has a high linguistic and didactic potential. It can be used both in lectures and in practical classes in language disciplines, including stylistics classes, because as effective methods of argumentation in its texts an arsenal of stylistic tools that appear in the verbal and visual variety is used.

The present study involves the use of different methods, among which we distinguish a systematic analysis of the problem on the basis of a critical study of linguistic, sociolinguistic and cultural literature; analysis and synthesis of targeted pedagogical observation data obtained in the course of personal teaching activities; the study and generalization of innovative pedagogical experience in the field of professional language training of students; the method of continuous sampling.

The theoretical and methodological basis of the research was the works of the Russian scientists, who study the peculiarities of advertising text (Kolokol'tseva, 2011; Karasik, 2002; Kulikova, 2008; Prozorov, 2005; Rosenthal, 2001), as well as works devoted to the study of social advertising (Nikolayshvili, 2006; Polukarov, 2002; Uchenova, 2006; Piskunov, 2004; Starikh, 2006).

3 RESULTS

Printed social advertising, however, like any other type of advertising, is a special kind of text of journalistic style, which is characterized by conciseness and a high degree of emotionality, which is determined by the presence in it of a wide variety of means of expression. This fact allows us to use this advertising product as an additional resource in teaching stylistics to students of linguistic universities.

The study of the texts of French and Italian social advertising makes it possible to understand that the most productive means of expression in them are metaphor, personification, comparison, antithesis, anaphora, rhyme, aposiopesis, rhetorical question. Let us give some examples.
Metaphor, having a high emotional potential is one of the recurrent stylistic devices of the French advertising: «Au volant le téléphone peut tuer» (using phone while driving can kill) [5]. This advertisement raises the problem of road safety. It is addressed to drivers of vehicles who are urged to be attentive at the wheel, nothing should distract them, including conversations on the phone. The latter can cause an accident and even death.

In Italian advertising we find a metaphor in the slogans devoted to the problem of bullying at school. This problem today is relevant not only in Italy but throughout the world. Thus, the slogan «Squarcia il silenzio. Spezza l'indifferenza» (Tear the silence. Crush the indifference) carries a strong enough emotional impulse thanks to the metaphor and encourages students not to be silent about their problem [6].

The issue of health is also reflected in French social advertising. In the slogan «Le médicament n’est pas un produit comme les autres. Les médicaments, ne les prenez pas n’importe comment» (Medicines are not an ordinary product. Do not take them at random) there is a comparison that contributes to the expressiveness of the advertising text, urging to follow the recommendations of the doctor and use them correctly [7].

On one of the posters of the French campaign Stop au gaspillage alimentaire, which urges to take care of food, the personification is used: «Oui, je sais, je n’ai pas un physique facile» (Yes, I know, I look unsightly) [8]. The use of this stylistic method in the text of advertising expresses the desire of its authors to draw the attention of the French to this problem, especially today, when there are people in the world who suffer and die of hunger.

Global problems of humankind, for example, such as the problem of AIDS are also reflected in the social advertising of France: «Malgré de nombreuses victoires le combat n’est pas terminé. Donne!» (Despite numerous victories, the fight is not over yet. Make your contribution!) [9]. In this advertising slogan, which encourages people to contribute as a donation to the Fund to fight this disease, the antithesis gives the message more brightness and credibility.

The antithesis technique is also found in Italian social advertising slogans calling for the protection of children. «Tuo figlio ha bisogno di una mano, non di violenza» (Your child needs help, not violence.), «Tuo figlio ha bisogno di una mano, non di indifferenza» (Your child needs help, not indifference). The antithesis makes us reflect on the fact that all forms of violence exacerbate problems rather than solve them. The aim of the campaign is also to send reports of bad treatment to centers specializing in childcare, the list of which is contained in the advertisements [10].

Such stylistic techniques as anaphora and antithesis we meet in the social advertising of Italy, dedicated to the use of drugs. In the lines «La droga ti inganna. La droga ti spegne. La droga ti uccide. No alla droga. Si alla vita», (Drugs deceive you. Drugs switch you off. Drugs kill you. No to drugs. Yes to life) the anaphora, which consists in the repetition of the word «droga» at the beginning of the text to emphasize the concept, and antithesis, the juxtaposition of the words «droga» and «vita» create a very convincing and powerful message [11].

A serious problem of French society today is the problem of housing, which is experiencing difficulties for millions of people. In this context, special attention should be paid to advertising that raises the problems of empty housing and the homeless «On dénombre près de 3 millions de logements sans occupants # On Attend Quoi pour y loger les 140 000 personnes sans domicile?» (There are about 3 million empty apartments # What are we waiting for to accommodate 140,000 homeless people?) [12]. The rhetorical question we see in the text does not require an answer. It expresses the position of advertisers calling on the authorities to take measures to solve the problem, and enhances the expressiveness of the phrase.

An interesting example is taken from the slogan of the campaign for gender equality, which focuses on gender discrimination. This problem is actively discussed in Italian society. To draw attention to it, the Italian advertising agency Pubblicità Progresso creates a number of slogans using aposiopesis: «Al lavoro vorrei...», «Quando torno a casa vorrei...», «Dopo gli studi vorrei...», «Vorrei che mio marito...» (At work I’d like to..., When i get back home I’d like to..., After studies I’d like to..., I’d like my husband to...). Created by aposiopesis a sense of incompleteness brings the intrigue of the advertising text and helps to create an eye-catching slogan. Everyone is invited to invent his or her own end of the phrase [10].
4 CONCLUSIONS

Thus, our analysis allows us to conclude about the increasing role of social advertising in the life of modern French and Italian society. This type of advertising products, which is aimed at changing behavioral attitudes and the formation of moral values of people, can be effectively used in the training of students of language universities. Texts of social advertising, abounding with various means of expression, are a rich material that can be offered to students as an additional resource in stylistics lessons.

It should be noted that this material can also be used in the framework of the organization of autonomous work of students, which will contribute to the development of creative abilities and creative activity of the individual.

We believe that the texts of social advertising, on which students work in the classroom and outside the classroom, have a high educational potential, as they can contribute to the formation of their own behavioral attitudes in accordance with social norms.

Social advertising as a didactic material can be used not only in the stylistics lessons, but also in the classroom on the practice of speech, in the courses of linguistic studies and lexicology, which opens up prospects for further research in this direction.

The materials of this research work can be useful for teachers of a foreign language working in a higher educational institution, as well as for students, undergraduates and graduate students engaged in the study of the problems of stylistics of the studied foreign language and the problems of methods of its teaching.

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