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DOI <https://doi.org/10.32782/2522-4077-2024-208-33>**SPEECH CULTURE OF MODERN ADVERTISING SPECIALISTS****КУЛЬТУРА МОВЛЕННЯ ФАХІВЦІВ СУЧАСНОЇ РЕКЛАМНОЇ ДІЯЛЬНОСТІ****Lebedieva N. A.,***orcid.org/0000-0001-6821-5559**Candidate of Pedagogical Sciences, Associate Professor of English Philology Department,
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The current state of broadcasting culture in Ukrainian television and radio is considered. The most common mistakes in Ukrainian advertising texts are analyzed. The samples for improving the broadcasting culture of radio and television journalists are presented. After all, an advertising text is the result of the work of specialists in many fields of knowledge, from philologists and linguists to copywriters and psychologists. However, in Ukraine, attention is rarely paid to the primitiveness and illiteracy of advertising texts. It is noted that the language of advertising should meet the following criteria: compliance with language norms, correct translation of foreign words or idioms, the minimum amount of text should contain the maximum amount of useful and convincing information, and, of course, one should not forget about ethical and moral norms.

The purpose of the article is to try to develop an individual approach to the culture of speech and the peculiarities of constructing modern advertising texts.

The conclusions note that the language culture of modern advertising has shortcomings that should be addressed. The analysis of advertising texts reveals a sometimes low cultural and linguistic level of the studied texts. This is a consequence of the influence of the parallel functioning of two languages in society, and hence the insufficient linguistic competence of those who work on the creation of advertising texts. Adherence to the language culture of advertising will help to attract consumers and clients, as well as to succeed in the marketing sphere. Every educated person should adhere to the culture of their language and avoid language mistakes. In order for an advertising specialist to be able to work and communicate in public, he or she must have not only a certain general cultural, educational and professional background, relevant psychophysiological traits, but also the necessary level of rhetorical culture, which includes knowledge, skills and abilities of content and linguistic and cultural training [14, 15].

Key words: culture of speech, specialist, advertising activity, advertising specialist, professional communication.

Розглянуто сучасний стан культури мовлення в українському телерадіоетері. Проаналізовано найтипівіші найчастіше вживані помилки в українських рекламних текстах. Подано зразки для вдосконалення культури мовлення радіо-, тележурналістів. Адже рекламний текст – це результат роботи фахівців багатьох галузей знань, починаючи від філологів та лінгвістів, закінчуючи копірайтерами і психологами. Однак в Україні рідко звертається увага на примітивність та неграмотність рекламних текстів. Зазначено, що мова реклами повинна відповідати таким критеріям: дотримання мовних норм, правильний переклад іноземних слів чи ідіом, у мінімальному обсязі тексту має бути максимальна кількість корисної і переконливої інформації, при цьому, звичайно, не можна забувати і про етичні та моральні норми.

Метою статті є спроба вироблення індивідуального підходу до культури мовлення та особливостей побудови сучасних рекламних текстів.

У висновках зауважено, що культура мовлення сучасної реклами має недоліки, на які слід звернути увагу. Аналіз рекламних текстів говорить про часом невисокий культуромовний рівень досліджуваних текстів. Це наслідок впливу наявного у суспільстві паралельного функціонування двох мов, а звідси й недостатньої мовної компетентності тих осіб, які працюють над створенням текстів реклам. Дотримання культури мовлення реклами сприятиме привабленню споживачів та клієнтів, а також успіху у маркетинговій сфері.

Кожна освічена людина має дотримуватись культури своєї мови та не допускати мовних помилок. Для того щоб фахівець з реклами умів працювати, спілкуватися публічно, він повинен мати не тільки певне загальнокультурне, освітньо-професійне підґрунтя, відповідні психофізіологічні риси, але й необхідний рівень риторичної культури, що включає в себе знання, уміння й навички змістовної та мовно-культурної підготовки.

Ключові слова: культура мовлення, фахівець, рекламна діяльність, фахівець з рекламної діяльності, професійна комунікація.

Problem statement. Today, society is in the process of continuous development and changes that affect absolutely all areas of human activity. Advertising, as an integral attribute of any business activity, is also changing in line with the development of society. It actively penetrates the speech of a modern Ukrainian and in a certain sense influences the development of the Ukrainian language, so the issues of the language culture of modern advertising come to the fore.

The ethical incorrectness of the language of social communications, their illiteracy and lack of moral consciousness is a painful and urgent issue, as it affects the formation and state of the national mass culture. Advertising, which is one of the most widespread subcultures of today's society, is losing its communicative effectiveness due to the instability and irresponsibility of its creators. Meanwhile, the language ethics of the mass media space is one of the main factors in the development of Ukrainian advertising of European and world standards.

Language that is sometimes illiterate and sometimes obscene is deliberately replicated and legalized in modern mass communications, imposed as an intellectual and spiritual standard, a benchmark for public communication. This is a serious ethical problem.

The purpose of the article is an attempt to develop an individual approach to the culture of speech and the peculiarities of constructing modern advertising texts.

Analysis of the main studies and publications. Advertising, although it has not yet been distinguished into a separate science, already has its own terminological base. Advertising terms represent a rather interesting set of words for research. The study of the use of words in the language of advertising touches not only on the issue of special vocabulary. The advertising text is the object of research of such domestic and foreign linguists as C. Beauvais, O. I. Zelinska, I. O. Lysychkina, N. S. Lysa, B. A. Obrytko, I. O. Sokolova, S. A. Fedorets and others. According to experts in the advertising business, advertising should stand out from the information flow, impress and be memorable. However, unfortunately, it often strikes with mistakes that reduce the culture of expression, distract the attention of the perceiver of information from the content of the message.

O. Ogorodnykova, X. Kaftanjiev, Y. Shatin, T. Livshits, E. Kovalenko, O. Derpak, O. Zelinska, S. Fedorets, Y. Pirogova, O. Baranov, and P. Parshin have devoted their works to the construction and linguistic features of advertising texts. Y. Chaplinsky and Y. Shevchenko-Kotenko, I. Karabantseva, V. Zirka, T. Hulak, O. Paraska, and O. Tepla in their works highlight the manipulative nature of advertising and characterize the linguistic means by which advertising texts influence human consciousness. G. Kozakov, O. Morozova, A. Sorba, O. Ponomariv, and V. Markitan consider violations of the language norm in advertising texts.

G. Kozakov gives examples of incorrect emphasis and use of words from advertisements on the STB and "1+1" channels: «*курчаве волосся*» (correctly – *кучеряве волосся*), «*країна нИзьких цін*» (correctly – *країна низькИх цін*), «*полежить дИхання*» (meant *дИхання*) [7, с. 148].

O. Morozova emphasizes that illiteracy is primarily related to the low professional level of agencies that implement advertising projects and the customer's personal illiteracy, because without his signature on the layout, the advertisement cannot be printed. The author of the article also appealed to the legislation of Ukraine, which, as she claims, prevents control over the general quality and literacy of advertising: "The Law of Ukraine "On Advertising" prohibits any interference with its content and form when issuing a permit for the placement of outdoor advertising" [13].

A. Sorba in the article "Culture of the language of modern advertising" also drew attention to advertising mistakes, explaining it by the fact that "the genre of advertising in Ukraine is still young and has little experience" [13]. The author of the article cites many examples of violations of the literary norm in advertising texts: syntactic errors (*навчання українській мові* instead of *української мови*), grammatical (*конфеденційність* instead of *конфіденційність*), russianisms (*здають екзамени* instead of *складають іспити*), mistakes when using phraseological units («*сорочка-хлопець*» – «*рубашка-парень*»). Expressions contradicting syntactic rules: *підприємство пропонує кваліфіковані консультації по питаннях маркетингу, оцінки по предметах, працюють по обраних спеціальностях, виплата відсотків по залишкам на розрахункових рахунках, гід по магазинам*, which correspond to in the literary language: *консультації з питань маркетингу, оцінки з предметів, працюють за обраними спеціальностями, виплата відсотків із залишків на розрахункових рахунках, гід по магазинах*.

The well-known linguist O. Ponomariv in the article "About the language of advertising" touched on the topic of violation of the norms of the modern Ukrainian literary language in advertisements. In his opinion, most errors arise due to the Russian-speaking authors (traces, use of active participles in the present tense, etc.). The scientist claims that "lexical, stylistic and other errors reduce the effectiveness of advertising materials" [11].

V. Markitan's article "Speech culture of modern advertising" also highlights the problem of violation of language norms in advertising texts. The author reviewed the current state of broadcasting culture in Ukrainian television and radio, analyzed the most frequently used errors in Ukrainian advertising texts, and presented examples for improving the broadcasting culture of radio and television journalists. V. Markitan calls the deliberate replication and legalization of illiteracy in modern mass communications a serious ethical problem. The author considers the bilingualism that exists in our society to be the source of numerous Russianisms and calicos that can be found in advertisements. V. Markitan states that "the low quality of outdoor advertising has a negative effect on the image of the customer, and banal mistakes in advertising texts can interfere with the main task of advertising – to force the consumer to use the advertised services or goods" [9].

The main task of the advertiser is to draw attention to the product, interest potential consumers, he must "feel" the language, see the resources of expressiveness in its various layers, in order to achieve a positive result. Many scientists devoted their research to the study of the language of advertising texts (characterized the main requirements for an advertising message, talked about the use of artistic means, characterized the main lexical, morphological, syntactic features of an advertising text).

Presenting main material. In modern conditions of the development of market relations, advertising texts from a means of creating pressure on the consumer are gradually transformed into a means of marketing communication, acting as a language of communication between the producer and the consumer [10, p. 25]. Therefore, the correct language design of the advertising text becomes important, since the effectiveness of the advertising campaign depends on it [8, p. 11].

Unfortunately, in the field of advertising nomination, the rules of Ukrainian spelling are beginning to be neglected, giving preference to foreign language. What is happening today with the native language on TV channels and in the radio space, its devaluation and exploitation, neglect of literary norms, is nothing but sabotage. Sabotage, which manifests itself in a direct refusal to fulfill one's sacred duties – to be for millions of people a model, a standard of broadcasting (applies to many professional TV and radio presenters, correspondents, commentators of electronic media, if they deserve to be called that), or in dishonest, careless the study of the native language, a nihilistic attitude to its laws – established literary norms (this is already on the conscience of those who are given a voice on the air; their cohort is unlimited: from the highest authorities, state and political figures, deputies – to ordinary citizens) [7, p. 146]. Of course, today from the air we hear what we have in the entire language environment, the culture (or lack of culture) of communication of all layers of society. Means of mass communication only reflect that linguistic and cultural level in their own way.

The language of advertising is characterized by the use of a language game. It has acquired a special role in advertising recently, and, according to experts, it is the language game that helps make advertising original and establish warm, informal contact with the recipient [5, p. 27]. A language game is a deliberate violation of language norms, rules of language behavior, twisting (distortion, distortion) of language clichés in order to give the message greater expressive power [4, p. 13]. However, sometimes copywriters pay insufficient attention to the correctness of writing advertisements. This is confirmed by the significant number of violations found in the analyzed texts. In this regard, the issue of observing the language norm when writing the texts of advertisements becomes relevant, taking into account their mass contact with consumers.

Language culture is most closely related to the observance of established language norms of oral and written literary language, as well as the conscious, purposeful, skillful use of language and expressive means depending on the purpose and circumstances of communication [1, p. 215]. Mixing paronyms that are similar in form and scope of use, but different in formation and meaning, can lead to a violation of the norms of word usage: *дільниця – ділянка; громадський – громадянський; компанія – кампанія* etc., the use in a certain language situation of words or phrases of a different functional style, misunderstanding the literal meaning of rarely used or obsolete words, incorrect use of loanwords, violation of conjugation norms, etc. [4, p. 6].

The advertising genre in Ukraine is still young, has little experience, and has both imperfections and flaws. It is a pity, but it should be noted that in the texts of advertisements quite often there are mistakes, Russianisms, which reduces both the semantic and linguistic value of the latter, for example: *«Ваша точність залежить від вірного вибору годинника. Годинник “Полёт” – це ваш вибір»*. Advertising the named watch brand in this way, first of all, we observe stylistic incompetence, poverty and limited vocabulary, repetition of words *«годинник»* та *«вибір»*. And while examining the lexical meaning of the word "faithful", we note that according to the explanatory dictionary of the modern Ukrainian language, it has several meanings: *«вірна дружина, вірний товариш, вірно любити»*, but not: *«вірний вибір, вірне рішення»*. In this case, it would sound better: *«правильно пишу, правильний вибір, правильне рішення»* [6, с. 49]. In another advertisement we again read: *«Панове! В умовах інфляції ми пропонуємо єдино вірний шлях примножити свої достатки, вклавши гроші у нерухомість»*. Or: *«Панове, ви прийняли вірне рішення – вкласти гроші у фінансовий бізнес»*.

Regarding the construction of the advertising text, we observe that many advertising texts end with a syntactically illiterate appeal *звертатися за адресою*. To the question *куди?* corresponds in this case to a noun with a preposition *на*: *звертатися (писати, надсилати) на адресу*. *За* we use when we need to answer a question *де?* – *конференція відбудеться за адресою: Вінниця, вулиця Соборна, 87*.

Grammatical errors are also not good for advertising. We read in the advertisement: *Аукціон нерухомості: «Панове! Ми будемо раді допомогти кожному нашому клієнтові стати багатю людиною вже сьогодні. У нас ніяких проблем, панове, з угодами у валюті і повна конфіденційність»*. The foreign word *privacy* is well-known, widely used, such an oversight */e* instead of the necessary *i/* reduces the seriousness and solidity of advertising. Is it purely a grammatical error that arose under the influence of a Russian word *«страхование»*: *«Ви можете випробувати себе у сфері страхування»* – instead of what is needed *«страхування»*. Or: *«Товари імпортного й вітчизняного виробництва...»*. Adjective *«істивний»* is written with the letter *i*, and we read in the advertisement: *«... співробітництво по вирощуванню істивних грибів»* etc.

You should be especially careful when using idioms, fixed phrases, catchphrases, proverbs, sayings, etc. Their translation from one language to another is a difficult task, requiring considerable knowledge and understanding of the language. It is not possible to use expressions like *«стеля його бажань»* / *«предел желаний»* / *«сорочка-хлопець»* / *«рубаша-парень»* / etc. Advertising also did not avoid such mistakes, so we read: *«Робітникам, які успішно оволоділи спеціальністю і при-*

ймають активну участь у суспільному житті підприємства, колектив надає направлення для вступу до середніх або вищих учбових закладів». «Приймають активну участь» – it's a failed carbon copy from Russian «принимают активное участие». The equivalent of this phrase in the Ukrainian language is: «беруть активну участь». Russian phraseological expression «учебные заведения» corresponds to Ukrainian «навчальні заклади», but not «учбові», because in the Russian language there is a noun «учёба», and in Ukrainian – «навчання», from which the named adjectives were formed. And also – about the verb «надає». Help can be provided, and referrals are given. So, three stylistic mistakes in one sentence is too much, and the effect of such ads is minimal.

A leading investment company «купує акції підприємств за самими високими цінами». This is a violation of the rules for creating forms of degrees of comparison of adjectives, because in the Ukrainian language a prefix is used to create the highest degree of comparison *най*, which is added to the simple form of the higher degree, e.g.: *найдорожчий*, *найдешевший* or words *найбільш* (*найменш*), which are added to the adjective form, *найбільш дорогий* (unlike the Russian language, in which a similar form is created with the help of a pronoun *самий*). Another company offers metal-plastic windows «у сжаті строки». There is no such word in the Ukrainian language, but there is *стиснути*, therefore, correct is – *стислі строки*. We often come across such word usage «по суботам, неділям знижки» – correct option is *щосуботи, щонеділі*. Russian construction with a preposition *по* in this case it is translated by a prepositional construction. In addition, in the given example, we also observe a frequent grammatical error – the incorrect ending of the local case *-ам* instead of normative *-ах* (for example.: *по дорогах, по селах, по місцях*). So today, in the conditions of martial law, bilingualism is observed in our society, which is the source of numerous Russianisms and calicos, they can be found in advertisements.

Therefore, advertising texts often contain lexical, syntactic, stylistic and other errors that reduce their effectiveness. A high culture of speech should be the basis of the language of advertising products, which means the advertiser as a person, who is an example for linguistic imitation. Every educated person must respect the culture of his or her language and avoid linguistic mistakes.

As a modern linguist testifies, "the development of the language of advertising is accompanied by the struggle of two trends: the attempt to capture the attention of the maximum number of potential consumers with the help of various linguistic means and the overcoming of language standards" [2, с. 84]. Sometimes mistakes in advertising are made deliberately. This is done in order for the brand to stand out from the crowd, attract attention, and be remembered. So, for example, instead of «макарони» it is written «мокорони». Or, following popular trends in youth culture, «автор» is written with «ф» [12, с. 47].

Therefore, errors arise due to various factors – both linguistic and extra-linguistic. The main reason for the generation of anormatives is ignorance of the relevant norm. If we take into account only one criterion – the destruction of the norm – and propose a typology of language errors according to their correlation with the level of the language system, then this allows us to distinguish the following systems of language formations: orthographic, lexical, phraseological, morphological, word-forming, syntactic, punctuation, stylistic, orthoepic, accentuation anormatives. A special place is occupied by the so-called logical errors [8, p. 28].

In any case, it should be remembered that the low quality of outdoor advertising has a negative effect on the image of the customer, and banal mistakes in advertising texts can interfere with the main task of advertising – to force the consumer to use the advertised services or goods [7, p. 151]. After all, the language of the advertiser is entrusted with certain functions, in particular, such as: establishing and regulating relations between the producer and the consumer, communicative accessibility and comprehensibility, ensuring full perception of information by the audience. Disregarding the performance of these functions has negative consequences in the communication between the advertiser and the consumer. Language can be an effective tool only when it meets the

requirements of culture and humanistic ethics. The professional speech of an advertiser should be a kind of "verbal idea" with the aim of intellectual, emotional-volitional, moral influence.

So, before our eyes, an invaluable wealth is disappearing in the audiovisual mass media – a school of eloquence, which was based not only on the beautiful voice features and external data of real professionals, but also on their skill of the highest quality, manner of speaking, high level of speech culture, language experience, the depth of the proclaimed text. All this contributed to the spread and establishment of ortho-epic, lexical, and grammatical norms of the literary language, revealing its stylistic possibilities.

Conclusion. Therefore, the broadcasting culture of modern advertising has shortcomings that should be paid attention to. The analysis of advertising texts suggests that the cultural and linguistic level of the studied texts is sometimes low. This is a consequence of the influence of the parallel functioning of two languages in society, and hence the insufficient language competence of those who work on the creation of advertising texts. Adherence to the culture of advertising broadcasting will contribute to the attraction of consumers and customers, as well as success in the marketing field. Every educated person must respect the culture of his language and avoid linguistic mistakes.

Advertising eloquence in Ukraine still lacks professionalism, culture, sometimes a sense of measure and taste, there are clichés that leave the audience indifferent, and sometimes disturb with intrusiveness or inappropriate borrowings. A business person should be able to listen and perceive speech variations. Insufficient language culture significantly lowers the rating, and can negatively affect the career. Therefore, a highly qualified advertising specialist is impossible without mastering rhetorical culture. In order for an advertising specialist to be able to work and communicate publicly, he must have not only a certain general cultural, educational and professional background, appropriate psychophysiological features, but also the necessary level of rhetorical culture, which includes knowledge, skills and skills of substantive and linguistic and cultural preparation, management of one's own behavior, use of various means of increasing the effectiveness of communication, taking into account the specifics of various forms of oratory, some other professional assets necessary for the implementation of advertising activities.

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