

Influence of Advertising Texts on Speech Culture of Children and Teenagers¹

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Abstract

The article is dedicated to the advertising texts for children and teenagers, its influence on their speech culture and presents some evidence for the existence of such a special advertising texts. Advertising has deeply penetrated in modern life having become not only a part of commercial sphere but of culture and life in general. “The peculiarity of advertising is that it is located on the border areas between science and art, Economics and politics” (Borisov, 2001). That is why, of course, it influences (both negatively and positively) on children and teenagers psych and worldview. In recent years, psychologists are actively studying the way advertising influences on children and teenagers and their undeveloped psych and worldview. From a linguistic point of view, we can mention the following means used by the advertisers to attract children and teenagers: 1) Occasionalisms. 2) Youth slang. 3) Advertising text containing verbal and non-verbal components. The use of graphics makes printed advertisement closer to be loved by children TV advertisement. Jargonisms (or slang) are not literary norm of language, but, watching them in the media children might be confused about their stylistic identity. This phenomenon makes a negative influence on youth speech culture that is why it is needed to lessen the number of jargonisms in advertising texts for children and conduct educational work concerning the stylistics of such words at home and at native language lessons. Creative (non-standard) advertising solutions are often criticized. Thanks to such texts children learn language game, understand the system of native language, analyzing word-formation models. This increases the motivation to learn the language, its’ spelling and morphemic.

Keywords: Advertising; Influence; Speech Culture of Children; Youth Slang; Occasionalisms.

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1. Introduction

Advertising has deeply penetrated in modern life having become not only a part of commercial sphere but of culture and life in general. That is why, of course, it influences (both negatively and positively) on children and teenagers psych and worldview.

It is impossible to isolate children from advertising, they are active users of the Internet, they walk down the streets, use transport, watch TV. That is why one needs to control what they look at and what quality this advertised product is. In recent years, psychologists are actively studying the way advertising influences on children and teenagers and their undeveloped psych and worldview. Negative influence is obvious but one cannot deny the positive one. After all, professionally created advertising is able to bring aesthetic pleasure, broaden young mind, to teach a life lesson etc (Shakhmatova et al., 2017; Bahrami, 2018).

2. Materials and Methods

Advertising texts for children and adolescents, selected on several principles: products for children (chocolate, chips, candy, soda water, clothing, gadgets), social advertising addressed to children and adolescents.

The following General scientific methods were used: analysis, synthesis, comparison, generalization, observation, methods of classification and systematization, methods of quantitative data processing; linguistic methods: direct linguistic observation, component and contextual analysis.

3. Results and Discussion

Today, the creation of advertising is approaching the art, and the professionalism of its producers is growing steadily. Advertising, having in an arsenal of a set of receptions of influence and expressiveness, attracts attention of experts of various fields of science: linguists, psychologists, sociologists, culturologists, marketers.

The study of advertising engaged as foreign scientists (Carter G., Kotler F., Ogilvy D., Fryburger V., and many others) and researchers (Musician V.L., Vikentiev I.L., Borisov B.L., Seregina T.K., Titkova L.M., Feofanov O.A. etc.). The influence of various texts on human speech has also been studied by many Russian researchers, it is an actual problem for linguistic science (Yapparova & Miftakhova, 2018; Shtyrlina, 2017; Gimranova et al., 2018).

One of the most popular areas of linguistics is the study of the main product of advertising – advertising text, and, consequently, the language of advertising. The study of the language of advertising have been engaged in such authors as Baranova

A.N., Kara-Murza E.S., Kurganova E.B., Rosenthal D.E., Koptev H.H., Dmitriev O.A., and many others.

But the study of advertising texts addressed to children's audience, has not been previously conducted. At the same time, advertising for children is a kind of advertising, which has its own characteristics, due to the age characteristics of the target group. The study of advertising for children and adolescents has a special scientific value and socio-cultural importance, because children are the part of society on which the vector of development of the entire cultural environment of society in the future depends, which increases the requirements for the quality of the advertising text both on the part of its maintenance and form.

As an example of positive advertising the social one might be considered, which, fortunately appears in advertising space quite often. As a rule, such social advertising is oriented at younger generation. If you see the examples, they are always calls for healthy lifestyle, giving up smoking and alcohol, traffic rules etc.

“Travel with an overloaded backpack is no reason to disturb others”

“Call your parents!”

“Start with small texts and progressively increase the workload”, “Three approaches of seven pages daily - and the result is evident in a week” (advertisement promoting reading).

If we speak about kids, it should be mentioned that, they totally trust any advertisement which works, of course, on the advertiser's interests. Bright video series, memorable melody, a rhyming text – and the advertising start working. Of course, with the help of advertising a child is involved in adult life, begins to understand what the price, discount and quality are.

But children cannot be critical to the information received, that is why the responsibility lies with parents: one should not follow the child's advertising preferences, but be able to explain where is the truth and where the lie is.

Teenagers are not so trustful, but the advertisers consider them to be fertile audience. Teenagers are skeptical to all that is imposed on them (not only advertised products, but also parents' calls to order in room or teacher's request to do homework). But modern advertising industry can create working commercials and ads aimed at teenagers.

From a linguistic point of view, we can mention the following means used by the advertisers to attract children and teenagers:

1) Occasionalisms. As advertising specialists say: “Human kids love to play, to compete on any occasion and without it and try to be not like everyone else” (Vasilyeva). “Occasional lexicon becomes an implementer of game function of speech” (Spiridonov & Khabibulina, 2017). Here comes love to irony, neologisms, funny word-formations. «Language game is an important part, unchanged component

of Russian language/ reality. It is an essential, dynamic and the most flexible part of our language» (Kurganova, 2004).

For children a play is a way to know the world, to find their place in it, a “rehearsal” of their future social roles. A play is close to children’s worldview, especially to preschoolers and junior schoolchildren, they learn life through it. That is why it is evident that what attracts children in texts, including advertising ones, is language and word game.

Copywriters actively use language game following children’s perception. It helps to make contact between child-receptient and advertising message, establishes “communicational balance of addressee and addresser of speech” (Fedosyuk, 1998).

It is extremely important to make a dialogue with the child-recipient and to create a trustful atmosphere for a successful work with children. The appeal of copywriters to language play in the advertising text attracts attention thus making the text interesting to a child and involves in the reading process. Funny game elements increase the memorability of the text. Due to such elements the text looks special, unusual what is important to a child:

“Pepsism - colalism», «Juicy fruit. Tseni sochnyyak»”

“Ne tormozi – snickersni!”

“A davayte zashokoladim! Zdrivers. Chokolate milk”, “Khrusteam. Vse budet okhrustenno!”

“Frutissimo. Fruktovorot udovol’stviy”, “Fructastic taste. Fruit-tella”, Go in for sports, build your healthcycle! (presents from Zdrivers)

“Eto skittlestryanka!”

Thus, language game in advertising creates new reality, and the child is always interested in something new, magic, special, more than that if it helps to get away from generally accepted norms, break rules.

2) Youth slang. Speaking about advertising for children and teenagers it should be noted that their attitude towards jargon is different. Junior kids develop their own “new” language and use it as a kind of code with an intention not to be understood by their parents. The elements of such language are newly created or changed words with an addition of letters or syllables. Children's jargon is also often a distortion of words by certain superstructures and transformations of their form (for example, reduplication or trembling speech) (Kurganova, 2004).

As for teenagers as well as for adults jargonisms are rarely appear as “secret” words. In most cases their meaning is evident and it can differ just by the sphere of their usage.

“Zdrivers. Always in subject!”

“M&Ms. Bol’shaya upakovka – real’naya tusovka!”

“Malabar. Prikolis’ po-kislomu!”

“Starberst. Not to chew is unreal!”

“Kachalka. Luchshii drug. Vo vzglyade stal’. Funduk, arakhis i mindal’. Snickers”.

Jargon as a kind of expressive means is very useful. Used in appropriate cases jargonisms make narration more expressive and emotional. Therefore, the copywriters’ resort to slang is a proven effective course to achieve the advertising objectives.

The negative feature of such texts can also be mentioned. The lack of knowledge of slang vocabulary by wide audience can lead to the phenomenon of "language scissors". The point is that “in the process of mass communication texts creation communicators use language means that do not correspond to the language resources of the recipients receiving relevant messages” (Rzhanov, 1999). This does not correspond to advertising interests that is why the advertisers’ appeal to jargon is limited to a small number of target audience.

3) Advertising text, addressed to children is creolized one, containing verbal and non-verbal components. The use of graphics makes printed advertisement closer to loved by children TV advertisement. Among graphic means advertising for children actively uses supragraphemic means (pseudo-splitting: *“BesPechnoe leto! Cakes Pekar”*), accentuation: *“ZaFINTui! Fint”*, nested words: *“FANTAsize! Fanta”*, contamination with a graphically marked segment: *“Stimorol Ice. OsvejAIS!”*, *“Pepsi Max. And where’s your MAXimum?”*), and means of pictographic.

4. Summary

Taking into consideration all these features, one should think about advertising texts influence on speech culture of the youth.

Jargonisms are not literary norm of language, but, watching them in the media children might be confused about their stylistic identity. And such words start to appear in written school works, in communication not only with classmates but in official cases as well, for instance, when talking to teachers, which is mostly typical to junior schoolchildren.

This phenomenon makes a negative influence on youth speech culture that is why it is needed to lessen the number of jargonisms in advertising texts for children and conduct educational work concerning the stylistics of such words at home and at native language lessons.

In addition to that advertising takes part in writing skills formation. It should be noted that advertising produced in Russia was criticized in matters of following norms of Russian literary language and pedagogical ethics. The advertisement of beer “Po-ruski” which was discussed in the Internet a lot of times, can serve as an example; in the video children and teenagers repeatedly witnessed the merger of the double

consonant in one. After that teachers noticed the increasing number of mistakes in spelling of this word. Fortunately, modern texts, especially in central media, don't allow any violations of spelling rules.

Creative (non-standard) advertising solutions are often criticized. Thus, linguists don't have an exact opinion on occasionalisms use. But each case should be considered separately. For example, popular "snikersni", "skittleztryanka". The target audience of these products are teenagers and youth, that is why the advertising itself takes jargon stylistic color and such words, on the one hand works perfect, on the other hand arouses interest to native language. Children learn language game, understand the system of native language, analyzing word-formation models. This increases the motivation to learn the language, its' spelling and morphemic.

5. Conclusions

Here we have mentioned just several means proving that advertising for children and teenagers exists as a separate kind and has its' own audience and uses its' own means. It is evident that one should monitor the way advertisers work (perhaps on legislative level) in order to make advertising for children suitable to ethical, pedagogical norms, norms of literary language. One should not forget that it can influence not only on buying activity, but on a child's worldview formation, and its' influence may be both positive and negative. Taking into consideration global popularity of video hostings among children and teenagers we can surely admit that right advertising may not be an enemy but our friend in upbringing the generation with true moral settings.

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