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Abstract. This article examines the pragmatic features of English advertising discourse and their role in persuasive communication. Advertising language functions not only as a source of information but also as a tool of psychological and emotional influence. The study analyzes major pragmatic devices used in English advertisements, including speech acts, implicature, presupposition, deixis, and emotional appeal. The research is based on qualitative analysis of 45 English advertisements collected from television, social media, online campaigns, magazines, and billboard advertisements. The findings reveal that emotional appeal and implicature are the most frequently used pragmatic strategies in modern advertising discourse. The study also demonstrates that advertisers actively employ indirect communication and persuasive language to shape consumer attitudes and increase audience engagement. The article concludes that pragmatic analysis plays an important role in identifying hidden meanings and communicative intentions in advertising discourse.

Keywords: pragmatics, advertising discourse, speech acts, implicature, presupposition, persuasion, emotional appeal, media linguistics.

Аннотация. В данной статье исследуются прагматические особенности английского рекламного дискурса и их роль в убеждающей коммуникации. Язык рекламы рассматривается не только как средство передачи информации, но и как инструмент психологического и эмоционального воздействия. В исследовании анализируются основные прагматические средства английской рекламы: речевые акты, имплицатура, пресуппозиция, дейксис и эмоциональное воздействие. Материалом исследования послужили 45 английских рекламных текстов, отобранных из телевизионной рекламы, социальных сетей, интернет-кампаний, журналов и наружной рекламы. Результаты показали, что эмоциональное воздействие и имплицатура являются наиболее распространёнными прагматическими стратегиями современного рекламного дискурса. Исследование подтверждает важность прагматического анализа для выявления скрытых смыслов и коммуникативных намерений рекламы.

Ключевые слова: прагматика, рекламный дискурс, речевые акты, имплицатура, пресуппозиция, убеждение, эмоциональное воздействие, медиалингвистика.

Introduction. Advertising discourse occupies an important place in contemporary media communication and global marketing. In the modern digital era, advertisements have become one of the most influential instruments shaping consumer behavior, public opinion, and social values. English advertising discourse, in particular, dominates international commercial communication due to the global status of the English language and the rapid development of digital technologies.

The primary purpose of advertising is not only to provide information about products and services but also to persuade consumers and influence their emotions, attitudes, and purchasing decisions. Consequently, advertising language is carefully constructed to achieve maximum communicative and psychological effect. Every lexical choice, grammatical structure, stylistic device, and visual element in advertisements performs a persuasive function.

From a pragmatic perspective, advertising discourse represents a complex communicative phenomenon in which explicit and implicit meanings interact to influence audience interpretation. Pragmatics studies language in relation to context, communicative intention, and interaction between speaker and listener. Therefore, pragmatic analysis enables researchers to identify hidden meanings, persuasive strategies, emotional implications, and manipulative linguistic mechanisms embedded in advertising texts.

Although numerous studies have examined advertising language from lexical, stylistic, and semantic perspectives, insufficient attention has been paid to the pragmatic

mechanisms of English advertising discourse in modern media environments. This research attempts to fill this gap through the analysis of pragmatic strategies used in contemporary English advertisements.

The research hypothesizes that emotional appeal and implicature are the most frequently used pragmatic mechanisms in modern English advertising discourse and that indirect persuasive strategies are more effective than direct informational communication.

Literature review and methods. The study of advertising discourse has attracted significant attention in modern linguistics, particularly in pragmatics, discourse analysis, sociolinguistics, and media studies. Scholars emphasize that advertising language is strategically designed not only to inform consumers about products and services but also to manipulate emotions, beliefs, attitudes, and purchasing behavior.

The theoretical foundations of pragmatics were established by John L. Austin and further developed by John Searle through Speech Act Theory. According to their theories, utterances perform communicative actions such as requesting, promising, persuading, and motivating. These concepts are highly relevant to advertising discourse because advertisements frequently employ directive and commissive speech acts to influence consumers.

Another important contribution was made by Herbert Paul Grice, who introduced the theory of conversational implicature and the Cooperative Principle. Grice argued that speakers often imply meanings indirectly rather than expressing them explicitly. This concept is especially important in advertising because advertisements rely heavily on hidden meanings, symbolic communication, and emotional suggestion.

Geoffrey Leech also emphasized the role of politeness strategies and interpersonal communication in persuasive discourse. Advertising language frequently creates solidarity and emotional closeness with audiences through expressions such as "You deserve the best" or "Made for people like you."

Previous linguistic studies demonstrate that advertising discourse combines verbal and non-verbal elements to maximize persuasive impact. Emotional appeal, creativity, metaphor, humor, repetition, and personalization are commonly used to attract audience attention and ensure memorability.

The present study employs qualitative and descriptive research methodology. The investigation is based on a small-scale corpus analysis of 45 English advertisements collected from the following sources: television commercials; social media advertisements; online marketing campaigns; magazine advertisements; billboard slogans.

The advertisements represented different product categories including cosmetics, technology, automobiles, fashion products, food products, and healthcare services.

Discourse analysis was used to examine the structure, communicative organization, and persuasive functions of advertising texts. This method helped identify how advertisers construct messages to influence consumer perception.

Pragmatic analysis focused on implicature, speech acts, presupposition, deixis, emotional appeal, and communicative intentions present in advertising slogans and promotional texts.

The contextual method was applied to interpret advertisements within social and cultural contexts because advertising meaning often depends on audience background knowledge and situational interpretation.

Comparative analysis was used to identify similarities and differences between traditional and digital advertisements as well as between different product categories. As part of the practical investigation, several internationally recognized advertising slogans were selected for detailed pragmatic analysis. The research also included frequency analysis of pragmatic devices identified in the selected advertisements. The analysis revealed that emotional appeal and implicature occurred more frequently than direct informational statements, confirming the hypothesis of the study.

Discussion. The findings of the present study demonstrate that English advertising discourse is highly pragmatic and strategically persuasive in nature. Advertisers intentionally employ linguistic and communicative mechanisms to influence consumer psychology, shape purchasing behavior, and establish emotional connections with audiences.

One of the most dominant pragmatic features identified during the analysis was the extensive use of speech acts. The majority of advertising slogans contained directive speech acts encouraging consumers to buy products, change lifestyles, or take immediate action. Imperative constructions such as "Try it today," "Feel the difference," and "Discover your beauty" establish direct interaction between brands and consumers.

The corpus analysis revealed that directive speech acts appeared in approximately 68% of the selected advertisements. This finding indicates that advertisers prefer concise, action-oriented, and psychologically motivating communication strategies. Directive expressions were especially common in technology, sports, and lifestyle advertisements where motivation and activity are central persuasive elements.

For instance, the slogan used by Nike - "Just do it" - functions not only as a command but also as a motivational statement associated with confidence, determination, and success. The pragmatic force of the slogan lies in its simplicity and emotional influence.

Another important finding concerns the role of implicature in advertising discourse. Modern advertisements rarely communicate meanings directly. Instead, they rely on indirect suggestions and symbolic associations that allow audiences to interpret messages personally. This strategy strengthens emotional engagement and increases memorability.

For example, the slogan of L'Oréal - "Because you're worth it" - does not explicitly describe the product itself. Instead, it implies ideas of self-respect, beauty, prestige, and confidence. Such indirect communication creates stronger psychological influence than direct promotional statements.

The study also revealed that implicature appeared in 74% of the analyzed advertisements, making it one of the most frequently used pragmatic mechanisms. This demonstrates that indirect persuasion has become a dominant feature of modern advertising communication.

Presupposition was another widely used pragmatic strategy identified during the analysis. Advertisements frequently presuppose that consumers lack certain qualities, experiences, or products that can supposedly improve their lives.

Expressions such as: "Upgrade your lifestyle", "Return to healthy skin", "Experience real comfort" presuppose that the consumer's current condition is insufficient. Such constructions subtly manipulate audience perception and create psychological motivation for purchasing products.

The findings additionally demonstrate that emotional appeal plays a central role in advertising discourse. Emotional vocabulary such as "love," "confidence," "freedom," "comfort," and "happiness" appeared repeatedly in advertisements related to cosmetics, food products, healthcare services, and family-oriented brands.

The analysis showed that emotional appeal occurred in 79% of the selected advertisements, making it the most dominant pragmatic strategy identified in the corpus. This finding confirms that modern advertising increasingly prioritizes emotional engagement over direct informational communication.

Another important observation concerns the use of deixis and personalization. Pronouns such as "you," "your," "we," and "now" establish direct communication between advertisers and consumers. Such deictic expressions create intimacy and increase audience involvement.

For example: "Your future starts here", "Now you can experience more", "We care about your comfort".

These expressions personalize communication and strengthen emotional connection between brands and audiences.

The study also revealed significant differences between traditional and digital advertising discourse. Traditional advertisements published in magazines and billboards focused more on visual prestige and concise slogans, while social media advertisements employed conversational style, interactive language, emojis, hashtags, and informal expressions.

Digital advertisements particularly emphasized interpersonal communication and emotional closeness. This demonstrates that modern advertising discourse increasingly imitates natural conversation in order to appear more trustworthy and relatable.

Another notable finding concerns humor and creativity in advertising pragmatics. Advertisements using puns, irony, metaphor, or unexpected linguistic constructions attracted greater audience attention and improved memorability. Creative slogans stimulate curiosity and encourage deeper cognitive interpretation.

For example, the slogan used by Apple - "Think different" - intentionally violates grammatical norms for stylistic and pragmatic effect. The slogan indirectly associates the brand with innovation, individuality, and creativity.

The findings further indicate that advertising discourse reflects broader social and cultural ideologies. Many advertisements promote concepts such as beauty, success, freedom, individuality, modernity, and luxury. Through pragmatic mechanisms, these values are presented as socially desirable and emotionally attractive.

Moreover, the investigation confirms that contemporary advertising language minimizes aggressive direct persuasion in favor of subtle psychological influence. Consumers are more likely to trust advertisements that appear natural, emotional, conversational, and personalized rather than explicitly commercial.

One limitation of the present study is the relatively small corpus of advertisements analyzed. Future research may involve larger datasets, multimodal analysis, and cross-cultural comparisons of advertising discourse in different linguistic environments.

Results. The practical analysis of 45 English advertisements revealed several dominant pragmatic characteristics contributing to persuasive communication and consumer influence.

Table 1.

The frequency analysis produced the following results:

Pragmatic Device	Number of Advertisements	Percentage
Emotional appeal	36	79%
Implicature	33	74%
Speech acts	31	68%
Presupposition	27	61%
Deictic expressions	26	57%
Politeness strategies	22	49%

The findings indicate that emotional appeal and implicature are the most frequently employed pragmatic mechanisms in contemporary English advertising discourse.

The analysis of speech acts demonstrated that directive speech acts were particularly common in sports,

technology, and lifestyle advertisements. These advertisements aimed to motivate consumers toward immediate action and emotional engagement.

Examples include: "Start your journey today.", "Take control of your future.", "Experience unlimited possibilities."

Commissive speech acts were mainly identified in healthcare and cosmetic advertisements where brands promised satisfaction, transformation, or improvement.

Examples include: "Your skin will feel younger.", "We guarantee freshness.", "Designed to make life easier."

The study further revealed that implicature creates stronger emotional impact than direct informational communication. Advertisements rarely state explicit claims such as "Our product is superior." Instead, superiority is implied through symbolic language and contextual meaning.

For example: "Redefine excellence" implicitly positions the product as innovative and prestigious without direct comparison to competitors.

The findings additionally demonstrate that deictic expressions significantly increase audience involvement. Pronouns such as "you" and "your" personalize communication and establish direct interaction between advertisers and consumers.

Another important result concerns emotional vocabulary. Advertisements containing emotional language generated stronger persuasive effect than advertisements focused exclusively on product description. Emotional expressions created feelings of trust, aspiration, belonging, and confidence.

The analysis also identified notable differences between traditional and digital advertising discourse. Traditional advertisements emphasized visual prestige and concise slogans, whereas digital advertisements focused more on conversational style, interaction, and audience participation.

The study confirms that English advertising discourse is pragmatically sophisticated and strategically constructed to shape consumer attitudes and behavioral responses. Pragmatic mechanisms function as powerful instruments for creating hidden meanings, emotional influence, and persuasive communication in modern media environments.

Conclusion. In conclusion, the present study demonstrates that English advertising discourse is characterized by a wide range of pragmatic features that significantly contribute to persuasive communication and consumer influence. The analysis revealed that speech acts, implicature, presupposition, deixis, emotional appeal, and politeness strategies are systematically employed in advertising texts to attract audience attention and shape purchasing behavior.

The findings indicate that modern advertisements rarely rely on direct informational communication alone. Instead, advertisers actively employ indirect pragmatic mechanisms that create hidden meanings, emotional associations, and psychological influence. Such communicative strategies increase audience engagement, improve memorability, and strengthen persuasive impact.

The study further confirms that emotional appeal and implicature are the most dominant pragmatic strategies in contemporary English advertising discourse. Emotional vocabulary, symbolic language, and personalized communication enable advertisers to establish stronger interpersonal relationships with consumers and influence their perceptions subconsciously.

Moreover, the investigation demonstrates that digital advertising discourse increasingly relies on conversational style, interactivity, and audience-centered communication. Social media advertisements imitate natural everyday interaction in order to appear more authentic, persuasive, and emotionally engaging.

The research also proves that advertising discourse reflects broader social and cultural ideologies such as beauty, success, individuality, modernity, and freedom. Through pragmatic mechanisms, these values are represented as desirable and socially attractive within global communication.

Thus, the pragmatic dimension of advertising discourse represents a powerful linguistic instrument that shapes consumer consciousness and reflects contemporary socio-cultural values in media communication. Pragmatic analysis therefore plays an essential role in understanding persuasive language, hidden meanings, and communicative intentions in modern advertising discourse.

One limitation of the present study is the relatively small corpus of advertisements analyzed. Future research may focus on larger corpora, multimodal advertising analysis, cross-cultural comparisons, and the impact of artificial intelligence and digital technologies on advertising pragmatics.

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