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**COMMUNICATION IMPACT STRATEGIES  
IN THE TEXTS OF ENGLISH REAL ESTATE ADVERTISEMENTS**

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***Abstract***

Modern Russian advertising market is considered to be full of various texts written by the outstanding authors to attract attention of the customer and to persuade him with the help of bright illustrations, thematic grouping of words, figurative language and references to buy something. These essential peculiarities of the works are in the scope of our investigation. The English small-format texts of realtor advertisements from the point of view of verbal persuasion, and their pragmatic status are regarded in the paper. The communicative and pragmatic aspects make it possible to make a research of the English small-format texts by means of certain linguistic and extra-linguistic means. The article describes informative, brand-image verbal persuasion in the English realtor advertisements.

The paper represents the research results in differentiation of verbal persuasion parameters of the English small-format texts of realtor advertisements, pointing out their functions such as expressive, appellative, and communicative. According to the investigations it has been stated that the verbal persuasion parameters are determined by the peculiarities of cohesion of verbal and textual components in the English small-format texts of realtor advertisements.

Several classifications of the verbal impact have been regarded in this paper. Moreover, the main techniques of the verbal impact have been revealed in the article.

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**Keywords:** Small-format title, a discourse marker, a title, an advertising text, an advertising discourse.



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## 1. Introduction

The current stage of the Russian society development is characterized by the significant increase of interest in advertising and promoting techniques whereas the linguistic aspect of analysis adds to the phenomenon study. Advertising text is one of the most popular objects of the modern research in linguistics. The growing attention to the creation of advertising texts and persistent interest in determination of the communicative-pragmatic and evocative peculiarities of formation determines the efficient advertisements condition in its relevance to the subject. Advertising is one of the most effective ways to attract customers, this is what gives rise to increased interest in it. The ad is created and perfected over a fairly long period of time. New approaches are being improved and created in it, appearing at an incredible speed to interest as many consumers as possible. In this regard, the phenomenon of advertising and its effective impact is devoted to a large number of scientific works in the field of linguistics (Van Dijk, 2006; Issers, 2013; Sternin, 2012; Karasik, 2002; Rasskazov, 2016). However, attention should be paid to the means of impact communication strategies of advertising texts, which is the basis of speech influence, and therefore represents one of the main mechanisms of influence on the buyer.

Moreover, the advertising text is considered to be a small-format text. It is a phenomenon that has been discussed by many outstanding researchers and it is being regarded by many other linguists even now. There is no concrete definition of this concept: it is defined as a “primitive texts”, a “micro-texts”, a “small-format text” “The text of English-speaking advertisements represents a system of measures of purposeful influence on the consumer, shaping and adjusting movement of the goods in the market of realtor services which have the objective to generate a positive image in consciousness of the potential client as the advertising communications are regarded as a special social communications. Thus, its originality is that the addressee and the sender do not enter direct contact, but dialogue between them occurs indirectly. We defined the text of the regarded advertisements as small format texts since discourse is a particular case of text, then we need to consider advertising discourse aspects” (Inozemtseva, 2013).

## 2. Problem Statement

As the psycholinguistics studies of publicity texts comprehension have shown, the time pressure, interferences, the lack of the fixation on perception are typical for the advertising texts. Therefore, the advertising text is to meet the challenges, stated in the well-known formula “AIDA”: attention – the text is to attract attention; interest – the text is to provoke interest and induce a person to the further reading; desire – to induce a person to possess – the text is to include the motivation for purchasing a proposed item; action – as a result, the text is to induce a reader to act, suggesting a plan of actions and the necessary information.

These four parts can be found in any advertising text and some parts, especially the first two of them, can be minimized, but they are usually present in any advertising text.

## 3. Research Questions

The influence on recipient is attained by a certain number of language phenomena and extralinguistic means, which are used in any type (or subtype) of a text. The purpose of advertisements is to analyze the dynamics of

customer's needs for himself and present the final result of the analysis. Meanwhile, it is crucial that a customer does not doubt that the analysis was made on his behalf and in his interest. In other words, the purpose of the advertising small-format text is to organize customer's seeking behavior stimulated by the relevant need, i.e. the need that is analyzed in client's interest.

In the course of the advertising texts analysis, several questions have been discussed: what is an advertising text and how the impact effect is created? How can one influence the recipient with speech communicative means? What methods of speech influence are used in advertising?

#### **4. Purpose of the Study**

Today, the advertising business is actively developing and contributes to the formation of a special sphere of communication with a unique language, various principles of creating messages and criteria for their effectiveness. This process has determined the purpose of our work — to identify the language tools used in advertising not just to attract the attention of the consumer but to impact on his decision to buy the product advertised.

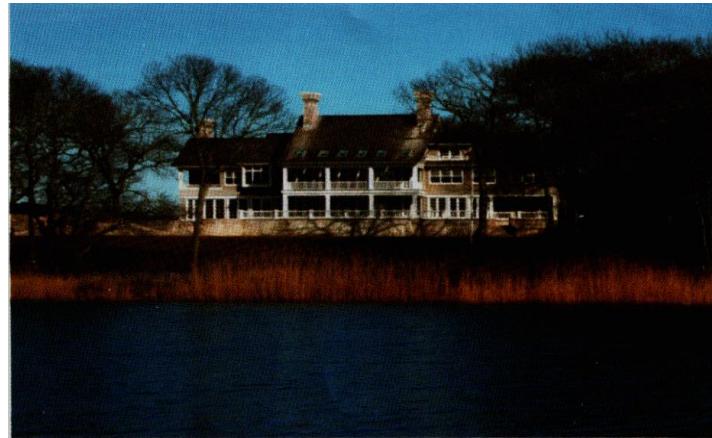
#### **5. Research Methods**

In the course of our investigation the following research methods were applied: a structural-grammatical approach, a method of the statistic analysis, literature reviews.

#### **6. Findings**

In this regard it seems appropriate to generalize the basic information about the markers of pragmatic impact for their further classification. The verbal and nonverbal impact problem is being explored by Russian and foreign scientists. The researchers are focused on the factors that provide possibility and effectiveness of verbal impact. These include:

1) The linguistic-interpretative factor of variable reflection of reality, which emerges mainly in the lexical domain and is based on the techniques of verbal impact on the consciousness. Connotative components of the meaning, explicitness and implicitness of the content structure; placement of the component of the meaning, desirable for the recipient, into the implicit layer of the statement – all of them relate exactly to this kind of impact.



**EAST HAMPTON, NY** Georgica Pond Front: New 12,000 sq. ft. mansion. Waterside infinity-edge pool, guest cottage. \$40,000,000. VWEB: IHT0043808. East Hampton Brokerage, Frank Newbold, 631.324.6000

**Figure 01.** Infinity-edge pool

*Infinity-edge pool* (Figure 01) is a boundless water-body. An obvious exaggeration in this example gives an implicit information about the location of the big water near the real estate that is on sale.

2) the extra linguistic factor includes such components as semiotic, social and cognitive which, in one way or another, reflect the informative structure of the pragmatic potential of the texts regarded in this paper.



**STUDIO CITY, CA** Italian Renaissance-Style Villa: Celebrity enclave. Dramatic rooms, 6 bedrooms, 9 baths, pool. \$9,995,000. VWEB: IHT0305022. Sunset Strip Brokerage, Tracey D. Clarke, 310.888.3828

**Figure 2.** Renaissance-Style

*Renaissance-Style, Celebrity enclave, Dramatic rooms* (Figure 02) are the semiotic component of these linguistic means which contains the picture of linguistic expression variations, and the social one is associated with the selection and the minimization of the information, with the ratio of positive and negative details, with the knowledge of stereotypes and myths of the public consciousness which are significant for potential real estate customers.

It is important to underline that a necessary condition for basic categories description of the verbal impact is the explication of the linguistic expression links with the structures of knowledge and the procedures for their handling.

The pragmatic impact in English-language advertisements is carried out through different communication strategies. The communicative impact refers to the planned influence on knowledge (the cognitive level), relations (the affective level), and intentions (the conative level) of the recipient in the direction necessary for the addresser.

V. Karasik denotes three categories of the impact — at the cultural, social, and psychological level. All the cultural background provides influence at the cultural level; the impact at the social level represents an influence on the person as a member of one of the collectivities, groups and is carried out through the targeted choice of means for the impact; the psychological impact is a personal, individual influence (Karasik, 2002, 2016).

The following categories of the verbal impact are differentiated according to the set on the verbal activities:

The social one, which on the example of SFT ARA organization is realized via such lexical units as «Celebrity enclave», «premier address», «Hollywood landmark» what emphasize the exceptional status of the real estate that is on sale, giving this status to the potential customers.

The informational one, which is expressed more comprehensively in the substantive component of ARA. SFT contains sufficiently exhaustive information about the type of the real estate (house, home, cottage, mansion, office center), the location (idyllic setting, oceanfront) and etc. (see Table1);

The volitional one, the least expressed in SFT ARA, because this very type of texts does not contain direct appeals to purchase real estate;

The evaluative and emotional ones, expressed in the meanings of adjectives and participles within the ARA (fabulous, magnificent, prestigious, unique), characterizing some kind of peculiarities of the advertised real estate.

The effectiveness of the impact mechanism on the recipient includes such a significant indicator as *general fund of knowledge*, on base of which a sufficient coding and decoding of the information is provided. The influencing potential of the titles is determined by the following factors:

The communicative experience of the recipient, his linguistic “baggage” — this aspect conditions the linguistic composition of the text;

The factor of the social differentiation in potential audience, which affects the selection of the insightful information while titling the textbook context.

One of the basic components of pragmatic impact realization function in the market is a brand representing a registered phenomenon, commercial name of a publishing house, under the label of which English-language real estate advertisements are published. Brand forms a certain image of a company which can be defined as a complex of specific objective aspects characterizing this publishing company and including positive reaction of the target audience. Image of publishing houses relies on stereotypes of public perception, and their function is to facilitate the reception of promotional items for people by determining their attitude toward the goods. Formal plan of publishing houses' image includes such components as corporate identity, a logo, appearance of an item and author's professionalism as well. For example:

International Harold Tribune

The Global Edition of the New York Times

Real Estate Quarterly

## 7. Conclusion

Thus, we can distinguish three basic techniques of verbal impact in SFT ARA (Small-format texts of advertising realtor announcements) that realize informative and advertising functions:

1) Informative (rational) impact appealing to a prospective client's reason. This kind of impact is based on the conviction which means that reproduction of referential situation ensures conceptualization of knowledge in perception with minimal subjective connotations;

2) Mechanistic impact which is accomplished by means of appeal to certain stereotypes;

3) Image (suggestive or emotional) impact is drawn to feelings, emotions, subconscious of a recipient. This kind of impact is based on the application of inculcation which means the impact whereby the latter changes without external coercion and rational thinking. In this case, a denotative situation is modeled where an image and a referent enter into either relationships of contrast for neutralization of negative associations, or into relationships of semblance for amplification of positive subjective connotations or increment of new symbolic qualities, and in that way notional, but not conceptual recipient's field is corrected.

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