

ANALYSIS OF WORD CHOICE AND COMBINATION IN ADVERTISING DISCOURSE

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Abstract

The discourse surrounding advertisement language style is noteworthy in contemporary communication processes. This survey explores several facets, elucidating key dimensions within this domain. The survey underscores the significance of determining the dominant theme and motivational elements intended for brand advertising. Notably, family-related themes emerge as the preference among most respondents, particularly in the context of construction material or confectionery advertisements. Findings indicate that protracted texts, laden with information, lack memorability. The appropriateness of such comprehensive textual content in advertisements is questioned, suggesting a propensity among audiences for concise and impactful messaging. The study discerns the establishment of a distinct influence milieu within advertisements through the deployment of spoken units. Noteworthy is the cultivation of word collocations, which evolved into an indispensable marketing attribute. Within this paradigm, food brand slogans such as «Do Snickers,» «Coca-Cola Forever,» and «Chosen grain: The secret of the taste» stand out, showcasing the potency of language in fostering memorability. The survey underscores the criticality of word selection and collocation in advertising. Remarkably, the strategic pairing of words and the employment of specialized vocabulary to enhance persuasive appeal exhibit a profound impact. Noteworthy instances include food brand slogans, which are highly memorable linguistic constructs. In synthesizing survey statistics, a discernible societal inclination toward family-related themes in construction

material and confectionery advertisements is evident. Furthermore, the study posits that the social-psychological proclivity of the populace is distinctly polarized toward the food industry, a phenomenon satisfactorily addressed by current advertising practices. This research contributes substantively to our understanding of the nuanced interplay between advertisement language, societal preferences, and cognitive responses, thereby advancing the scholarly discourse in this domain.

Keywords: Language of advertisement text, topic selection, collocation, unusual wordcombinations, compression of speech, colloquial language units.

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Համառոտագիր

Հոդվածում ընդհանուր կողմերով ներկայացվում են արդի հայերենի գովազդային տեքստերում բառընտրության և բառազուգորդումների յուրահատկությունները: Խոսքի սեղմության և մատչելիության արժանիքները պահպանելու համար տեքստերում հաճախ գործածվում են համագործածական և խոսակցական բառեր, պատրաստի լեզվակաղապարներ և այլն: Բացի այդ՝ բառընտրության գործում մեծ դերակատարություն ունի թեմայի և թիրախավորված լսարանի հստակ որոշարկումը, քանի որ դրանք են նաև պայմանավորում, թե գովազդն ինչպիսի լեզվական հնարքներով պետք է ներկայացվի: Արդի գովազդներում ունենք սեղմ, հետաքրքրող և ներազդող տեքստեր, որոնք կազմված են ոլորտի «օրենքներով»: Բայց միաժամանակ կան այնպիսիք, որոնք սեղմ ժամանակի մեջ փորձում են մեծ ու սպառիչ տեղեկատվություն տալ՝ առանց նկատի առնելու բառընտրության և խոսքը լսարանին հասցեագրելու խնդիրները: Այս դեպքերում հոդվածում առաջարկվում են երկարաբան տեքստերի շտկման նմուշներ, որոնք կարող են օգտակար լինել հետազայում այդօրինակ սխալներից խուսափելու համար: Առանձնա-

կի ուշադրություն է դարձվում այնպիսի բառերի ու արտահայտությունների զուգակցումներին, որոնք խոսքի՝ հոգեբանական ազդեցության դրսևորումներ են և մեծ ներուժ ունեն խթանելու ապրանքի/ծառայության սպառումը:

Բանալի բառեր՝ գովազդային տեքստի լեզու, թեմայի ընտրություն, բառակապակցումներ, անսովոր զուգակցումներ, խոսքի սեղմություն, լեզվական սխալ:

Introduction

Advertising has become an inseparable companion of life, permeating all spheres and inevitably influencing us, piquing our interests, and compelling us to take action. In this regard, advertising discourse, as a crucial component of comparative products, adheres to specific principles concerning its structure and the utilization of linguistic units. These principles encompass topic selection, word choice, and the formation of word combinations. This study is devoted to exploring and analyzing these aspects. Research on advertising texts holds significant relevance for several reasons. Firstly, advertising speech represents one of the most rapidly evolving forms of communication. Advertisements serve as a mirror of societal changes, and in the highly competitive landscape, it becomes necessary to assess the connection between the structure of advertising texts periodically, the usage of linguistic units, and their impact on public perception.

Furthermore, discussing examples of successful or unsuccessful brand advertisements offers valuable opportunities for advertising specialists to stay abreast of prevailing trends. It allows them to fine-tune their language tools to effectively influence diverse social groups and navigate the nuances of their usage. After all, in the ever-changing world of advertising, there is always a need to follow the tricks of wordsmithing, the internal patterns of coexistence of the topic and the word chosen to advertise the product, and the prevailing trends in the design of advertising speech.

The novelty of this research lies in the fact that in the Republic of Armenia, there is currently no comprehensive study available that provides practical guidance on various aspects of advertising text, such as its structure, composition, topic selection, vocabulary, word combinations, rhetorical devices, and other related issues. This article fills that gap by offering explicit instructions, numerous examples of advertising copy, and in-depth analysis. By incorporating theoretical insights, this study analyzes the language usage in advertising texts from the past decades, identifies common errors, and suggests effective means of influencing speech through word choice and word combinations. Additionally, the research proposes techniques to animate the text and effectively target specific audiences.

Theoretical and Methodological Bases

The current state of research on advertising speech is characterized by the significant attention it has received in linguistic thought since the middle of the twentieth century, as evidenced by several references (Bove & Arens, 1995; Djefkins, 2008; Gamper, 2010; Serdobinceva, 2010; Ogilvy, 2011). However,

despite the gradual strengthening and improvement of advertising culture over the past 20–25 years, the linguistic structure and technological features have yet to be extensively studied in our context. The available sources provide limited information on the linguistic description of this phenomenon (Grigoryan, 2013; Mkhitarian, 2013). There are a few exceptions, such as A. Adilkhanyan's article (2004) titled "Armenian TV Advertising Language" and the summary in the "Advertising Language" textbook (Avetisyan et al., 2016) "Linguistic features of advertising supports" (Santryan, 2011). In the first two, the primary uses of the vocabulary and visual aids of Armenian advertising texts are described in general terms, and the third one primarily is focused on statistical analysis, presenting the most commonly used adjectives, pronouns, verbs, and other linguistic elements in Armenian advertisements (Barseghyan, 2010). L. Sargsyan (2016) has contributed scientific articles that specifically examine phonetic and lexical aspects of advertising speech. Other relevant articles include (Sargsyan, 2018a, p. 208–216; Sargsyan, 2018b; Sargsyan, 2021; Sargsyan, 2022), each of which delves into specific issues related to speech vocabulary within the advertising context. These articles propose methods for composing influential advertising texts along with visual analysis. It is worth noting that all observations and findings presented in this research are based on international experiences and a study of local market characteristics, ensuring a comprehensive perspective on the subject matter.

Research Methods

The research methodology employed for the study of advertising texts varies depending on the specific objectives of the examination. In the case of this article, the research was guided by several vital methodologies, namely discursive analysis, lexical analysis, contextual analysis, and statistical analysis.

The method of discursive analysis employed in this study facilitated an examination of the text structure and its substructures, including the brand name, slogan, and the text itself. This method allowed for a focus on placing essential information within the advertising text, which plays a crucial role in conveying the intended message. In the case of this research, the critical information was often expressed through a single word or unusual word combinations, with the choice of words determined explicitly by the topic or theme of the advertisement. The meanings of the words in their respective contexts, the extent of their emotional impact, and the excessive use of those words were discussed separately. By employing a combination of these methods, the focus was placed on using carefully selected words in advertising texts. These are the words that imbue the texts with an active and influential quality while also identifying those that render the texts inaudible and weak when overused.

Statistics were instrumental in determining the practical viability of the theoretically proposed assumptions. Specifically, by analyzing the responses of survey participants, it became evident that concise and descriptive language held the most significant potential for influence.

Aim and problems

Advertising is an essential tool for organizing market relations. Qualitative shifts in Armenian advertising production have been evident over the last two decades. Rapid developments in socio-economic relations and global advertising policies are gradually influencing local advertising products. This research focuses on determining the target audience of commercial and corporate advertisements in RA, selecting topics, choosing words, and combining them. In this regard, this study addresses issues crucial for the practical development of advertising discourse by delving into theoretical literature with a measured approach. As a result, it holds significant **practical** significance. It assists advertising text authors in identifying specific linguistic elements that facilitate swift and accurate advertisement communication. The article aims to guide authors of advertising texts, minimizing inaccuracies by highlighting shortcomings and errors in the structural composition of various advertisements. Additionally, it occasionally suggests alternative approaches or techniques for constructing the text. The theoretical material and diverse examples provided will aid industry professionals in enhancing the effectiveness and purposefulness of their creative work on advertising texts.

Research object

This research aims to examine the utilization of words and word combinations in corporate and commercial advertising texts, as well as the selection of themes and motifs for the promoted products. However, it should be noted that the research aims to explore only some possible perspectives and solutions to the issue. Instead, it primarily focuses on the primary manifestations of text phrasing in the types mentioned above of advertising, which are commonly employed in most present-day advertising texts. These words and word combinations exert a psychological impact on the target audience, prompting them to take action, as well as verbose and redundant advertising texts that negatively affect comprehension. In addition to analyzing the subject matter, particular attention was given to the linguistic elements that enhance the persuasive quality of the discourse and their practical applications.

Research scope

The research examines the nuances of word usage in advertising texts related to construction materials, banking, food, and alcohol. These specific industries are discussed primarily regarding speech compression and the potential impact of the texts. To achieve this goal, we focused on target audience groups most likely interested in the products above and could become buyers. A total of 220 individuals aged 18 and 55 participated in the survey (n=220).

Research questions

To assess the accessibility, comprehensibility, and impact of advertising texts on the target audience, the following questions were posed:

- What themes and motifs do advertisers most commonly choose for

brand ads?

- Are long and informative texts influential?
- Are texts composed of short, well-chosen word combinations effective?
- Does colloquial word usage affect the effectiveness of ads?
- What words make the subject of the advertisement most interesting and prompt action?

Results

We are particularly interested in examining the word choices and combinations in commercial (including brand) and corporate advertisements prepared in the Republic of Armenia (RA) over the past two decades (Without strictly delineating the boundaries between different types, we can draw comparisons and draw parallels between various forms of advertising as required). This analysis will consider the unique global development of the advertising industry within this context.

Indeed, there are dozens of advertising production companies operating in Armenia ("Sharm" Holding, "Paradise" LLC, "Pan-Armenian" Media House, "GMG" Media Group, etc.). However, we will refrain from mentioning their names during the study. In a narrow professional circle (**advertising production**), indicating the name of the company producing the advertisement is desirable or mandatory. However, for the general public, it is generally unimportant. The audience is either interested in or disappointed by the product itself, the ad (in whole or part). We will mention only the name of the object of the advertisement, and highlighting the discussed realities of the speech and some linguistic nuances of the construction of the text will be helpful for the representatives and those in charge of the field.

In linguistics, advertising is a form of verbal communication that seeks to manage the demand and supply of specific services or products, promote trade, and influence the consumer's mood (Matveeva, 2003). While language is a primary means to achieve these goals, it is essential to note that other elements such as music, color schemes, and moving images (animations) also contribute to the overall impact of advertisements. However, our examination will primarily focus on the linguistic aspects of advertising texts.

Indeed, various components comprise the structure of advertising speech, including the **name, logo, subtitle, main content, comment, and slogan**. While each component serves a specific function, they are interdependent and should collectively fulfill the requirements of a compelling advertising text, such as brevity, informativeness, persuasive ability, accuracy, and more (Serdobinceva 2010). Therefore, it is practical to examine these components together, considering their relevance and appropriateness within the overall structure of the speech or the specific part of the text being analyzed. This comprehensive approach thoroughly evaluates how well these elements contribute to the advertisement's effectiveness.

Certainly, **brevity** plays a significant role in the composition of advertising

texts, and the correct choice of words is crucial in achieving conciseness. The word fulfills and word pairings are often influenced by the **selected topic**, which is determined by accurately identifying the **target audience** or addressee. **The choice of topic** is essential as it establishes a direct connection with the **addressee** and contributes to speech compression. This compression is achieved not only through the use of unconventional word usage but also by selecting popular motifs that resonate with the audience. In this case, the motive serves as a prompt guiding the creation of the advertising text.

Advertising generally utilizes various psychological techniques and persuasion tactics to **exert influence**. Two commonly employed techniques are suggestion and anchoring: **a)** favorable social positions **and b)** anchors of archetypes and images of national culture. In this approach, the advertisement incorporates national traditions, folklore, well-known historical events, and similar aspects of the culture. By tapping into these familiar and culturally significant references, the advertisement aims to create a connection with the audience. Consequently, thematic similarities and comparable verbal tricks in Armenian advertising speech are expected to be observed, as these techniques align with the prevalent patterns and cultural context (Melkonyan, 2015). Indeed, the "Ararat" brandy advertisements often have an underlying ideological theme. The brand is often associated with **friendship and unity**, as exemplified by the slogan, "For one, the glass is half full; for the other, it is half complete. However, every glass raised with friends is always full. For those who make our lives complete." This theme of **friendship and raised glass** is further emphasized through a male voiceover, slow-motion visuals, and a harmonious melody, creating a distinctive and compelling appeal. Combining these elements contributes to a timeless and evocative message that resonates with the audience.

The idea of changing the well-known concept that "the glass is half empty for one person and half full for another" is intriguing. The clever play on words – "half-full, half-complete" – captures special attention. Similarly, the commercials of "Grand Candy" often revolve around the theme of family and the warmth of a home. Vibrant visuals, lively melodies, and skilled acting, accompanied by well-chosen **conversational phrases** such as "Uncle dies on your body" (Քեռիս մեռնի ջանիս, *which means I love you*), "Came! Came! Neighbors came!" (Էկան, Էկան, հարևանները եկան), "Dad, when you come home, bring "Globus" with you" (Պապա՛, որ գաս տուն, հետդ «Գլոբուս» կբերես) and so on. It is worth noting that the most effective advertising texts are sometimes found in the most straightforward situations and words.

Our country's advertising texts for building materials and electrical engineering often revolve around **family and household needs**. Interestingly, specific motifs are repeated in a nearly identical manner. For instance, family members have heated discussions regarding "renovation," or spouses navigating product selection and financial matters. Another common scenario involves an artisan and a customer finding common ground through questions and answers. These texts predominantly employ satirical passages, using dialogue as a **critical**

element of speech compression. For instance: **WOMAN**: You are a master who is renovating our house, but the condition of our house is deplorable, Mkhitar.

A: Knik, I know the condition of our house better than you...", **HUSBAND**: It is freezing outside, and you have built a grill inside our house. Have you turned our place into a chicken coop? **WOMAN**: Why? **HUSBAND**: The neighbor's house has only one room, and he pays more for gas than our four-room house...". The involvement of famous TV personalities and the use of domestic comparisons make these texts easily understandable, impressive, and somewhat amusing. It is through these elements that advertisers effectively influence their target audience.

Advertising household appliances and products related to home repair are now permissible, which has led to the emergence of creative slogans like the one seen on the advertisement poster or video of the "Mercury" gas boiler: **"Do not throw your money to the wind"**. This slogan effectively conveys the message of saving money in a colloquial and relatable manner, eliminating the need for common advertising phrases such as *"save..."*, *"spends sparingly..."*, or *"reduces your expenses..."*. In another example, the text of a commercial for the "Ideal" store demonstrates a successful combination of literary and colloquial language elements. It incorporates foreign words commonly used in everyday speech, accompanied by solid acting and humor. For instance, the dialogue might go like this: **A**: Repairing (ռեմոնտ) in Armenia is like the battle of Avarair. Vardanants market... drunk masters... fire-loving welders (սվարչիկները)... That is why I ran away to Europe. It is entirely different here (Էստեղ լրիվ ուրիշ ա), like this store. On the first floor, we have paints and wallpapers (աբոյներ), and heating systems; on the second floor, tile and brick (մետալախ) on the third floor, plumbing on the fourth floor, and so on. The masters of the shop come and fix (սարքում են) your house, solving any problem (պրոբլեմ) that arises. Don't you understand how good and easy (հեշտ) European stores are?

B: It seems this person has lost his/her sense of space. He/she believes he/she is in Europe, but they are actually in Armenia, precisely one of the stores in the "Ideal" system. ...Although "Ideal" stores are so good, they can make you feel like you have gone crazy". The use of emphasized words, pauses, and rhythm in the advertisement text contributes to its brevity and reflects the natural flow of everyday speech. The copywriters skillfully employ these techniques, tone, and contrast to create an impactful and memorable advertisement. Notably, this particular company incorporates colloquial words in many of its ad texts, which may have a strong psychological impact. Given that the company primarily deals with household goods and materials used in repair works, featuring artisans in their advertisements, it is only natural that the language used is adapted to their thinking. The advertisement's target audience is addressed in the speech, ensuring effective communication (Ideal Master, 2011; 2012a; 2012b; 2018).

Advertisements for children's utensils and food often utilize colloquial language to make them more accessible to children. These texts are designed to be quickly perceived and easy to remember, thus increasing their impact on the target audience.

For example, consider the "Ashtarak Kat" cheese advertisement. The dialogue between the characters is crafted with colloquial words and phrases to create a relatable and engaging experience for children.

A: Hey, uncle (**ձյաձյա՛ ջաաան**)! We want to get some fresh stuff.

B: Teeeeelllll meee (**Ասենն**)?

A: We want a little fresh bread (**հաղիկ**).

B: Okay! (**Ըհը**). Then? Then some fresh milk (**կաթիկ**).

B: Yeeesss! (**Ըհը**)

A. And please give us one of our favorite little cheeses (**պանրիիկ**).

It is important to note that the success of the advertisement is not only dependent on the text but also on other factors such as the actors' performances, the use of well-known TV personalities, appropriate voice acting, the inclusion of children's music, and tonal fluctuations that resemble children's speech and pronunciation.

The sweets of "Grand Candy" commercials often revolve around the theme of family and the comforting atmosphere of a warm home. These commercials feature vibrant visuals, lively melodies, and acting that combines well-crafted conversational templates. For instance, the advertisement incorporates simple yet powerful situations and words that resonate with the audience. Some examples include phrases like "Uncle dies on your body (**Քեռին մեռնի ջանին**, *which indirectly translated means "I love you so much"*)," "Came! Came! Neighbors came!" and "Dad, come home, and bring "Globus with you". That is to say that the advertisement text is more frequently hidden in the most simple situations and words.

One notable concern is the excessive use of colloquial, dialectal, and even slang language elements in advertising. Nearly every aspect of advertising texts seems controversial and generates either exclusively positive or negative opinions. This dilemma highlights the complex relationship between linguistic norms, speech cultures, and advertising discourse. Maintaining a harmonious balance between linguistic and verbal realities in advertising proves to be a challenging task. Advertisers often prioritize their campaigns' profitability, which can sometimes overshadow considerations of linguistic and cultural appropriateness. They may adopt a "the goal justifies the means" approach in pursuit of their goals.

However, it is crucial not to overlook the significant impact that advertisements, even those considered temporary or ephemeral, have on society's cultural and linguistic fabric. Advertisements contribute to a given community's spiritual and language culture, shaping preferences and influencing the cultural profile of the public to some extent.

The Armenian advertising industry is not immune to advertisements criticizing their imperfect and tasteless nature. Approximately 4–5 years ago, a series of commercials for the "Family Lotto" lottery featuring a "unique doll" aired on television. From an aesthetic standpoint, the doll's appearance was unconventional and unattractive, and her talking further contributed to an unpleasant viewing experience. The dialogue in these commercials included phrases such as "Girl, give

me a piece of lottery... hee-hee, yay, what is this..." (**Աղջի՛, մի հաստ լոտո տո՛ւ հի՛-հի՛, իա՛, էս ի՛նչ ա....**), "Drive quietly here, there're cops... Stupiiid (turns to the husband driving the car – **Էստեղ հա՛նգիստ քշի՛, միլիցա կա.... Հիմա՛ր**). What are you doing (signals)? Did you see what I did? You parasite (**Պարազի՛տ**)! He is driving the car I won, and it is not enough; he is rolling his eyes at me (**Շահածս ավտոն քշում ա, հերիք չի, աչքերն էլ օդ ա թոցնում**)."

Another example includes the line "Ah, drinking tea with slurping is different.." (**Ա՛, դե ֆռշտացնելով չայ խմելը ուրիշ ա, էի...**). These commercials "series" consisted of about 8-9 clips, and, arguably, even the mildest examination should have led to their exclusion from the airwaves.

In the advertisement for the "Havana" restaurant, both the advertiser and the advertising agency attempted to create a rhyme consistent with the name and possibly evoke an intimate ambiance. However, they chose what they believed to be an appropriate approach by combining two or three dialects, colloquial elements, and vulgarities. The following are examples from the advertisement:

Example 1:

"Then write! Tomorrow is my father's birthday; he is ninety years old. My papa ("Dad" in Russian, which is commonly used in Armenian everyday language) reached my granddad's age (accompanied by vulgar laughter). Let us celebrate the birthday somewhere where everything is organized with taste, without losing the essence. In other words, it should be done in the proper place for Papa to eat, drink, and be happy. In one word, Ha-va-na..." (**Ուրեմս գրա՛. «Վաղը պապայի ծնունդն ա, իննսուն տարեկանն ա: Պապան դառավ պապուս թայ (ուղեկցվում է գռեհիկ ծիծաղով)..... Ծնունդը ընենց տեղ պտի նշենք, որ ամեն ինչ համով-հոտով ըլա, բայց համը չհելնա..... Այսինքը՝ ընենց տեղ պտի ընա, որ պապան ուտա, խմա, ուրախանա: Մի խոսքով՝ հա-վա-նա**).

Example 2:

"Bride(ik) Varsik, why are you eating that much sunflower seeds? (Հարսիկ Վարսիկ, **էս ընչի ես ադին-ադին հեղե սեմըշկի հեա**)

It's very tasty, isn't it, uncle Vipoyan? (**Ախր շատ համով ա, է՛, Վիպոյան ձյա**)

Did Squirrel (referring to his wife) roasted these? (**էս Սկյուռիկի՛ն (նկատի ունի կնոջը) ա բովել**)

If your squirrel can sew sunflower seeds like this, I am Miss World. These are the elite sunflower seeds of "Ot Solneshki" (**Եթե Սկյուռիկիկդ կարնա սենց սեմըշկա բովի, ուրեմն ես միսս աշխարհքն եմ: Էսի «Ատ սոլնեշկի» էլիտար սեմըշկեն ա**).

While attempting to create a unique and catchy advertisement, using a mixture of dialects, colloquialisms, and vulgar language may not be universally appreciated. It is essential to consider the impact of such language choices on the target audience and ensure that they align with cultural norms and sensitivities.

The text of one of the advertisements for "Gyumri" beer and the overall clip is considered even more unsuccessful, potentially violating advertising legislation.

According to Article 5 of the RA Law “On Advertising,” advertising must be legal, reliable, and appropriate (RA Law, 2023) (pointed out. – L. S.). Additionally, Article 8 of the same law emphasizes that advertisements should not violate etiquette, which includes avoiding offensive expressions, comparisons, and images related to race, nationality, profession or social origin, age group or gender, language, religious beliefs, and other factors (RA Law, 2023).

In the video, physically fit men, who appear tired after their hard work, are shown looking at the assumed leaders with grimacing faces and bent backs while they drink beer. In response to their gaze, a voiceover says, “What about your muscles? Why are you looking at us? Do your job!”, and the slogan “Gyumri: Beer for real men”. However, it remains unclear from both the text and the plot what is being advertised in general, who strictly “real men” are being referred to, and what the modern perception of a “real man” entails. Unfortunately, the local advertising market is saturated with such texts and poorly executed clips, which further adds to the confusion and lack of clarity in many advertisements (Garik govazd, 2012; Shen Décor, 2011).

In the professional literature, many have referred to the negative impact of advertisements. Distorted language culture and false values are formed in society. Advertising is often considered a “cultural bulldozer” that leaves no stone unturned in the old walls of values and traditions, making no distinction between good and evil. It destroys the cultural environment without thinking about its consequences. The only important goal is to benefit and profit. Therefore, in accepting the AIDA model¹ of advertising policy, we do not accept the vulgar manifestations mentioned above. The means do not justify the end. However, these and similar texts find their addresses unacceptable and counter-cultural. By surpassing the permissible limits of advertising speech, which generally adhere to stylistic norms, advertisers distort language, disrupt national language thinking and language culture, and influence perceptions and psychology, particularly among teenagers. N. Kochtev (1997, pp. 19–20) notes, “Many people read advertisements, and its linguistic merits and shortcomings significantly impact the reader’s speech. Mistakes are automatically remembered and can be adopted by the speaker or writer, subsequently ‘infecting’ those around them. Therefore, advertisers need to prioritize politeness and maintain verbal ethics”.

It is believed that the likelihood of mistakes increases when creating concise and particularly engaging advertising texts. Such violations are prevalent, especially in the local market, stemming from several reasons. Firstly, advertisers often need more time to order the text, providing the producer with limited time for its creation. Secondly, our advertising industry operates within a small and limited scope, especially concerning text preparation. It is typical for the author of a previously successful text to be entrusted with new projects. Due to factors such as ranking or social dynamics, these individuals sometimes attempt

1 Even in 1896, E. Lewis was one of the prominent figures in American advertising. Lewis succinctly formulated the four-component model of creating successful advertising - AIDA - which quickly gained popularity worldwide. AIDA stands for attention, interest, desire, and action. Advertisers often utilize alternative means in this model.

to handle multiple projects independently within a short timeframe. However, it is widely recognized that making a compelling advertising text takes months in numerous countries, and even prominent companies typically delegate this task to a specialized team.

Furthermore, such forms of speech have never been encouraged and are being phased out in global advertising production. Currently, advertising texts are primarily constructed by adhering to forms dictated by literary norms or forms closely resembling them. These linguistic elements can and should be utilized in advertising; **however, careful consideration must be given to their usage to maintain clarity**. It is strongly recommended that you abandon the mentality of creating texts similar to those above 2 to 3 examples once and for all. If there is a desire to create an intimate and direct atmosphere through advertising while influencing in a simple style, a rich ethnographic vocabulary can be employed instead of sociological or slang words.

Of particular significance are advertisements created with a patriotic or historical theme. These ads resemble short film stories with concise, inspiring text that captures the audience's attention. Such advertisements are scarce in the Armenian market and are rare globally, primarily due to the challenge of delivering a high-quality production within a limited timeframe.

One example of a remarkable advertisement is the “Ararat” beer clip. It presents a unique storyline: “In the 4th century BC, during my journey home after a bitter defeat, accompanied by the remnants of my army, we traversed a land called Armenia. There, we encountered an extraordinary beverage made from barley and water, a drink we had never even heard of before. Benevolent people welcomed and provided shelter for us. Their joy and happiness were contagious. The bitterness we experienced was eased when we tasted that strong and satisfying beverage: Ararat beer, always at the peak”. The text seamlessly combines images of campfires, battles, the Armenian landscape, beer, and camaraderie, effortlessly transitioning from historical eras to present-day friendly gatherings. This remarkable advertisement captivates, influences, and intrigues. It is a rare example of concise and straightforward storytelling, devoid of elaborate speech stylization. The choice of topic and the environment depicted in the clip are reliable guarantees for effectively reaching the audience with a simple yet impactful text.

Each word used in an advertisement must have a clear purpose and be justified by the context. The structural characteristics of an advertisement require conveying maximum information with a minimal number of words. It has been observed in studies that excessive information resulting from an abundance of words can be detrimental to advertising effectiveness (Kokhtev 1997). Creating texts for specific types of advertising can be particularly challenging. Bank advertisements, in particular, often require skillful condensation of extensive information into a preferred ad format. For example, consider the successful compilation of the following text from “Anelik” bank's loan advertisements: *“Anelik” bank offers low-interest loans for apartment purchase and repair,*

*installment loans for equipment and furniture, and **favorable conditions** for a car purchase. The bank that turns your dreams into reality...almost all of them*". Using terms that create a sense of interest and openness is more engaging and informative than specifying deadlines and conditions for borrowing and repayment, as is typically done. Therefore, phrases like "**low-interest rates**" may be unnecessary in the text, as emphasizing the **most suitable conditions** is more impactful. Even the syntactical error in the text, such as the order of words in "**acquisition of equipment**" (← equipment acquisition – **ապահիկ տեխնիկայի...** ձեռքբերում ← տեխնիկայի... **ապահիկ** ձեռքբերում)), becomes less significant. Furthermore, the advertisement lasts 37 seconds, with a speech segment of 20 seconds, which is constructed with a humorous touch. This type of advertising is profitable, and there is a high probability of generating interest from the audience.

More often than not, advertisers, in their attempt to convey a large amount of information about the advertised product or service, end up hindering its perception. This is particularly true when we consider that individuals tend to extract only what is most relevant to their current needs from advertisements. They may disregard or ignore information that they subjectively deem unnecessary. As a result, lengthy and verbose texts can be considered irrelevant and ineffective.

In a clip advertising a loan or a new card, the excessive use of verbiage can diminish the impact of the message. For instance, consider the following text: "Invest your funds in "Anelik" bank with an available option and receive a stable income with an annual interest rate of up to 12.5 percent. You can obtain a credit line for almost the entire invested amount, with an additional interest rate of 2.8 percent. It is important to remember that if you return the borrowed amount within 12 days, no interest will be charged on the loan. Let your money work for you and always be in your pocket" ("Anelik" bank). When used side by side, numerical expressions of dates and interest rates can overload the information and make it confusing for the audience. Mixing thoughts expressed at a high speed can also hinder comprehension. To address these issues, replacing some verbal elements with visual elements such as animation and color separation would be beneficial, as seen in the advertisement.

Additionally, it is advisable to separate the words indicating numbers and quantities from each other. A revised version of the advertising text could be as follows: "Invest your money in "Anelik" bank and enjoy an annual income of up to 12.5%. Borrow the same amount as your investment with an interest rate starting from 2.8 per cent. No interest will be calculated if you repay the loan within 15 days. Let your money work for you while it stays in your pocket".

Another example: "Congratulations! You are now a cardholder of VTB Armenia Bank." "Your card offers numerous benefits, including four currencies in one card, easy card replenishment through payment terminals, access to the VTB group's electronic ATM map, instant and round-the-clock card-to-card transfers through ATMs, unlimited wallet functionality to keep your funds safe, convenient access to multiple accounts, available 24/7 and free of charge, experience the

great possibilities of your card with VTB Armenia Bank.” The duration of 37 seconds in a long clip, along with oppressive speech structures and a fast pace of speech, can hinder perception. Indeed, in advertising, using concise and engaging text rather than lengthy explanations is often more effective. Experience has shown that long texts or lengthy verbal interventions in advertisements can irritate the audience and make the advertisement less effective. Maintaining speech **compression** and avoiding excessive length in all forms of advertising can help ensure better audience engagement and comprehension.

Ogilvy (2001), one of the prominent figures of global advertising production, writes: “Formulate your thoughts in short sentences, placing them in small paragraphs; do not use complex words and expressions. When copywriters argue, I say: “Take the bus to Iowa. Stay at a farm for a few days and interact with the hosts. Then, take the train back to New York, chatting with the companions. If after all this you still want to use complex words and voluminous expressions in your speech, I will not interfere” (Adilkhanyan, 2004).

Many advertisements worldwide utilize keywords and phrases considered impactful and psychologically influential. Marketing experts carefully choose these words. Examples of such words include **limited, savings/save, free, call now, discounts (today only), flexible discount system, easy, fast, right now, gift, and more. In today’s modern world, consumers often seek quality and value for their money.** Advertisers aim to appeal to consumers’ desires for quality and economy by emphasizing limited-time offers and discounts. These psychologically impactful words and phrases are carefully selected to create a persuasive message that encourages the audience to become active consumers. The word **limited** creates a sense of urgency in the buyer, prompts him to buy the product, and the words quick and easy, in the consumer’s mind in a busy, nervous modern pace, form affordable and quick actions for acquiring the product/service. By the way, with this mentality, one of the communication operators circulated the slogan “We are always fast” in their advertising posters, or *we have fast loans, fast payment* and other combinations. The client’s expectations may still need to be fully met, but this is another problem that should be solved not by advertising but by the company’s working style. The purchasing power of any product increases when the advertisement sounds, say, “Buy X item and get your gift”, “Surprise gifts are waiting for you”, “Your gift is waiting for you”, and so on. This, indeed, is one of the few wordings in advertising policy that should accurately justify the consumer’s expectation. However, in terms of usefulness or importance, the so-called gift may be useless or unnecessary.

Conclusions

To make the advertising speech as concise and attractive as possible, as well as to get a word that is familiar to our linguistic thinking, it is correct first to clarify the choice of the topic and addressee and then use the necessary language

units, which are diverse: ready-made templates in the language, colloquial and colloquial words, their usual combinations, etc. As part of the research, a survey was conducted, in which 220 people aged 18–55 participated. The questions and answers of the statistics conducted within the scope of the research are as follows (Table 1):

Table 1
Answers percentage data

1. Which of the given themes/motifs for repair products is most notable in the ad?			
family environment 54.1% (119 people)	the store chain itself 32.3% (71 people)	work/office environment 9.5% (21 people)	Other 4.1% (9 people)
2. Which of the given themes/motifs for alcohol advertising is most notable in the ad?			
family environment 7.3% (16 people)	Friendly environment 80.5% (177 people)	Work/office environment 4.5% (10 people)	Other 7.7% (17 people)
3. Does the theme/motive influence you to make a purchase?			
Strongly affecting 8.2% (18 հոգի)	Partially affecting 69.5% (153 people)	Nit affecting 21.8% (48 people)	Other 0.5% (1 person)
4. Advertising text affects you if:			
short and to the point 84% (184 people)	long informative 5% (11 people) and	there are many unusual word combinations and figurative images 4.6% (10 people)	Other 6.4% (14 people)
5. It is preferable that the advertising texts related to the banking system be:			
Long, but with detailed information 9,5% (21)	Mainly the names of services 15.9% (35 people)	With short and targeted words mentioning the approximate dates of percentages 72.7% (160 people)	Other 1.8% (4 people)
6. Advertising text may be of interest if it uses the following phrases:			
We are fast Fast service Fast and affordable 19.5% (43 people)	Discounts, discounts Flexible discount system Discounts only for two days 26.4% (58 people)	Buy and get a surprise Buy one, get one Your gift is waiting for you 22.7 (50 people)	Other 31.4% (69 people)
7. Is the moderate use of speech units in advertising text remarkable to you?			

Yes 43.6% (96 people)	Partially 42.3% (93 people)	No 12.7% (28 people)	Other 12.7% (28 people)
8. Do you agree with the idea that the more colloquial phrases, the more accessible the ad will be?			
Yes 12.7% (28 people)	Partially 42.7% (94 people)	No 43.6% (96 people)	Other 0.9% (2 people)
9. Advertising text on the consumer to buy the product.			
Has a strong influence 33.6% (74 people)	Has a partial influence 58.6 % (128 people)	Has no influence 2.7% (6 people)	Other 2.3% (5 people)
10. Write the most impressive advertising phrase.			
The answers are given in the diagram with the corresponding percentage distributions.			

The survey results indicate that most respondents prefer family-related motifs in construction material advertisements, while corporate themes are favored in alcohol ads. Conversely, historical motifs in the same context are found to be less exciting and influential. Additionally, when it comes to advertising texts related to the banking system, the respondents prefer concise and to-the-point information, particularly numerical data, instead of lengthy texts overloaded with information.

As for question 10, a disguised question about word combinations and conjugations, let us note that the answers lead to ambiguous interpretations. Like this. Out of the 220 people who participated in the survey:

- 25, or 11.4%, did not answer the question. This supports the idea that advertising is generally a phenomenon that is not closely watched or listened to; many advertisements are simply ignored.

- 25, or 11.4%, wrote that they do not remember or do not exist. In this case, it is difficult to draw a definitive conclusion that this group only consists of individuals who are indifferent or unaware of advertising speech. Regardless, the **"I do not have/do not remember"** answers suggest that the respondents took a few seconds to think about the question and chose the provided answers, not recalling any specific phrases. This could indicate that Armenian advertising speech has yet to be able to create entirely captivating or memorable messages for a particular segment of society.

- 118 or 53.6% (over half) of the respondents remembered lines from advertising texts about food varieties. The most recognized slogans were Coca-Cola's "Forever Coca-Cola" (23 people, 10.5%) and Snickers' "Don't Snickers!" (22 people, 10%). Other slogans that participants recalled include "Hay Cola"

("Who drinks Hay Cola, is happy" – 12 people, 5.5%), "Maranik" ("Chosen grain, the secret of taste, Maranik" – 10 people, 4.5%), "Noy" ("Noy" gives me strength" – 9 people, 4.1%), "Grand Candy" ("I love Grand Candy" – 8 people, 3.6%), and slogans from other brands. This pattern indicates a correlation between society's socio-psychological interest and polarized advertising production. Armenian advertising production has successfully created a strong influence in promoting food brands, and the public has shown a significant interest in food products.

A small percentage of respondents, 11 people or 5%, remembered the motto of "Ameriabank" – "We are strong together." Similarly, the slogans "Perfection in everything" from the "Ideal" stores chain (6 people or 2.7%) and "If APPA, then Ingo" from INGO insurance company (6 people or 2.7%) were also recalled by a limited number of participants. This observation highlights the need for clear development and reformulation in the composition of advertising texts for construction equipment and other banking and financial services companies. These sectors have weaker possibilities of impact and influence. It is possible that the reason behind this is not a lack of public interest in these areas but rather a deficiency in the advertising strategies employed.

- The remaining few organizations also pertain to commercials for various types of food.

- the advertising phrases provided by the respondents mainly consist of short words with novel combinations. These phrases are precise in their uniqueness and have an impact on the listener. Interestingly, even though texts containing conversational units are not necessarily encouraged in terms of language and advertising standards, the percentage distributions show a consistent preference for such texts, regardless of the product type. This indicates that participants favor advertising texts composed of spoken language units.

- All advertisements create a specific field of influence through word combinations that have become marketing clichés (such as quick service, fast food, discount system, unprecedented discounts, surprise gifts, buy one, get a gift). However, according to the percentage distributions provided in the table, it is worth noting that 31.4 percent of the respondents, which happens to be the most significant percentage within that category, chose another answer. This suggests that these word combinations may have become clichés for consumers, gradually losing their inspirational power. Therefore, advertisers should seek new and fresh approaches alongside the word above combinations. The whole picture of the statistics is below (Diagram 1).

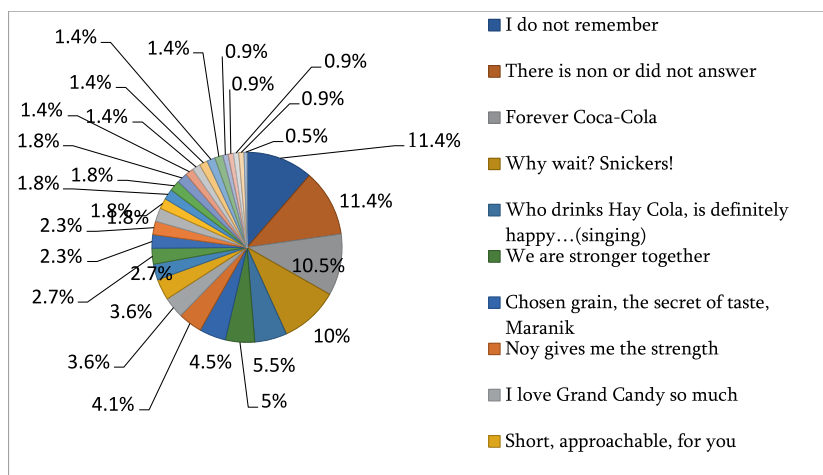


Diagram 1. Percentage summary data

Indeed, advertising requires significant creative effort and a flexible mindset. However, only some unique ideas or approaches guarantee success or the ability to attract and engage the audience. Additionally, crafting concise and impactful speeches can be challenging. To enhance the effectiveness of advertising texts, it is advisable to consult established guidelines of marketing psychology. These guidelines can provide valuable insights into understanding the target audience, shaping accurate messaging, and maximizing the impact of advertising efforts.

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