

# COMPARATIVE STUDY OF LINGUISTIC ASPECTS IN THE ENGLISH AND LITHUANIAN ADVERTISEMENTS

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**Abstract.** *Due to the rapid development of new technologies and establishing new businesses, the advertisements used by companies are carefully planned to draw the attention of the widest audience possible. Understanding the efficiency of linguistic measures in advertisements can be a key factor of successful advertising. The article presents a linguistic analysis of the Lithuanian and English advertisements for the same products. The analyzed advertisements are divided according to the type of industry. The research investigates the linguistic, syntactic and phonetic means of expression used in the advertisements. The aim of the article is to distinguish the most frequently used linguistic means of expression in the advertising slogans and to reveal the connection between the used slogan and factors affecting consumers' behaviour.*

**Keywords:** *comparative study, advertising, means of expression, metaphor.*

## Introduction

Nowadays, when technologies are rapidly developing, new businesses are established and competition is increasing. Thus, each company wishing to stay on the market has to develop a clear strategy. Advertising, then, becomes one of the means to achieve it, as it can be found not only in printed publications but also on television and on the Internet. Although the lexicon is likely to play the key role in advertising and it is abundant within a lot of different artistic measures, an integral part of advertising slogans are also phonetic and syntactic stylistic measures. While lexical stylistic measures make a text more original, distinguished and effective, the phonetic level gives a text an aesthetic appearance. Also, the syntactic level has the greatest impact on advertising success, because this level includes not only syntactic measures but also the types of sentences. The main purpose of using linguistic means of expression is to draw consumers' attention by the variety of devices in advertising. It helps to distinguish a company.

**The aim of the research** is to perform a contrastive analysis of linguistic means of expression in the discourse of the Lithuanian and English advertisements for the like products and to reveal their similarities and differences.

**Research objectives:** to analyse the linguistic aspects of advertising in different levels; to compare the English and Lithuanian advertising for the like products focusing on cultural, social and psychological aspects.

**Research methods and procedures.** To achieve the indicated aim, three research methods were used: quantitative, qualitative and descriptive. The advertisements were collected from various Lithuanian and English online advertisements by using the technique of randomness. Then, a total of linguistic means of expression used in the advertisements were counted, and thereafter, the obtained results were classified.

## Review of Literature

There are a lot of language devices used in advertisements, e.g. alliterations, metaphors, epithets, metonymies, personifications, rhetorical questions, etc. They are classified into three levels: phonetic, lexical and syntactic. According to Pikčilingis (2010, 414), various language measures, which carry out one of the functions, eventually acquire new properties. They become conditional artistic expressions and compose separate groups of stylistic categories, such as rhetorical question, parallelism, metaphor, repetition, etc.

Alliteration is the phonetic level device where the repetition of the same sound is found at the beginning of several words in sequence. For example, *that calls for a Carlsberg* (Carlsberg). Alliteration is used to make a sentence sound more interesting. Also, it is a very good way to make names and phrases more memorable.

Assonance is a repetition of vowels of equal or close sound. For example, *cares for the hair you wear* (Tangle Teezer). The advertisement creators use this tool to enhance a musical effect which also improves the pleasure of reading or listening to the advertisement (Literary Devices, 2016). Additionally, it develops a particular mood.

Onomatopoeia is an imitation of the sounds of language, independent, with similar sounds of speech. For example, *aah! Bisto* (Bisto). This phonetic language measure creates a good mood and gets stuck in the memory.

Evidently, all phonetic level linguistic measures are mainly used to make sound cheerful and easy to remember. It is a creator's choice which measures to use in an advertisement.

The lexical level plays a key role in advertising; therefore, it is most abundant with the artistic means of expression which make the text original, effective and also encodes the message of an advertisement. The most popular lexical devices are metonymy, metaphor, epithet, hyperbole, personification and irony.

Metonymy-trope transfers the value on the basis of logical objects. This complex concept is easy to change. In most cases, it can be used instead of the whole part of a sentence or phrase. For example, *from the whole heart* (Javinè). Metonymical meaning of the word can refer to the transfer of space, time, reason, material and other links (Smetonienè, 2009, 138). One of the main purposes for the use of metonymy is to add a flavour to an advertisement instead of repeating or naming all the elements (Your Dictionary, 1996-2016).

Metaphor is one of the dominant lexical style figures in advertising that reveals the similarities between the advertised product and the object to which it is compared. For example, *Open Happiness* (Coca Cola). According to Pikčilingis (1975, 275), a similarity can be found between metonymy and metaphor, because both of them embody the association between two ideas. The author reveals their main difference: metonymy is an external ratio of two things in reality, while metaphor is a ratio created by imagination. Also, the informative structure of a metaphor remains unnamed; the addressee has to understand it from the characteristics of a word. One of the main reasons for using metaphors is to create a beautiful and pleasant meaning evoking positive associations and emotions.

Epithet expresses a characteristic of an object both existing and imaginary, for example, *Innovative British chocolate* (Montezuma's). By using epithets, advertisement creators are able to describe characters or details more vividly because they highlight best qualities of a product.

To make a stronger impression, a lexical device hyperbole is used for extreme exaggeration, for example, *the world's greatest music* (Classic FM). Hyperbole is usually expressed in the superlative degree which increases the main idea of the advertisement. Exaggerated features or characteristic points are very often reinforced in superlative form of the same part of speech having a non-comparative degree of importance (Pikčilingis, 1975, 312). By using a hyperbole, a creator makes common human feelings appear remarkable and intense to such an extent that they become unordinary (Literary Devices, 2016).

Personification is characterized by unpredictability because of the things that receive human qualities, for example, *we understand the language of eyes* (Optrex Actimist). As we always look at the world from the human perspective, personification adds vividness to the expression. It is not merely a decorative device, but it serves the purpose of giving deeper meaning to literary texts (Literary Devices, 2016). According to Smetonienè (2009, 134), giving human characteristics to any object can be described in a more scenic, informative and convincing way, which means that an advertising is more incisive, and the advertised product becomes more attractive.

Irony is a hidden witty mockery. It is a comic form that gives different values to texts. Irony is always associated with simulations, i.e. the way of saying indirectly, for example, *there is a solution, doggy dentures* (Pedigree Dentastix). Like other figures of speech, irony gives an added meaning to a text. It makes a

literature work more intriguing and forces the readers to use their imagination and comprehend the underlying meanings (Literary Devices, 2016). In a context, irony is activated or highlighted one way or another.

Another lexical device often found in advertisements is borrowings. It is noteworthy that barbarisms are of foreign origin and are not entirely assimilated into native language. They are often borrowed from other languages and are on the outskirts of the literary language.

Borrowings can be used for several different reasons. According to Graedler (1998, 214-216), the most frequent motive for using them is a need to fill significant gaps to name new phenomena and concepts. Nevertheless, borrowings are also used for stylistic reasons to supplement, update and revitalize the dictionary of borrowings. Another reason for their use is to find neutral expressions or to increase the attractiveness of an object. A lot of people use borrowings as omissions by saying the first word that comes to their mind.

A symbolic value of the word related to an image and/or status of different language is an important factor. In this case, borrowings are used to provide additional value to a product or service (Nevinskaitė, 2013, 17). In marketing, the words, such as *extra* or *premium* are used especially for the products and names of services. They are borrowed from the English language and used to emphasize the exclusiveness.

All these reasons are universal and can be used in different contexts. Each creator has personal intentions of using borrowings, thus making it difficult to distinguish the reasons behind them. Also, a creator usually uses borrowings to get attention from potential customers and to persuade them.

To sum up, all lexical level devices have different expressions and purposes. One of them is used to evoke consumers' emotions, while others – for giving deeper meaning to an advertised product. Nevertheless, all of them are used to gain more attention from the audience.

Along with the phonetic and lexical units of language, grammatical units are also included in the language structure, i.e. forms of words, phrases and sentence structure schemes. According to Labutis (1998, 10), syntax is related to lexicology by the nature of word lexical forms and their availability for word merging; in phonetics, these lexical units deal with the intonation of a sentence.

The analysis of advertising text at syntactic level revealed the most effective advertising parts. Text structure has the greatest impact on the success and length of an advertisement. The most popular syntactic level devices used in advertisements are parallelism, repetition, reticence, inversion, rhetorical question/exclamation and rhetorical appeal.

Parallelism is the juxtaposition of two phenomena showing them in parallel. It is close to a comparison, however, with two parallel lines. The main reason for using this device is to maintain consistency and create a balanced flow of ideas (Literary Devices, 2016). Also, it is usually used as a tool for persuasion.

The repetition of words, compounds and phrases is used to strengthen the expression of language and to emphasize the importance of a phenomenon, action, state, duration and intensity. It is not only stylistically appealing, it also helps to convey a message in a much more engaging and notable way. The aura created by the use of repetition cannot be achieved by any other device (Literary Devices, 2016). The main reason for using this device is to enhance the beauty of a sentence and express the ideas and emotions in an indirect area.

Rhetorical question/exclamation is an interrogative sentence, which does not require an answer but expresses a positive emotion or denial; or exclamatory sentence, which expresses the main idea very emotionally. Often both devices are used together making a text even more persuasive and the addresser becomes a participant of the idea creation (Smetonienè, 2009, 154). Also, both of them are used to make the main idea more powerful and to engage addressees. More concise advertising slogan thoughts are expressed in elliptical sentences. It is the reason why they are found in advertisements so often. In these types of sentences, there is no need for an explanation as they explain the main idea themselves. Elliptical sentences are usually associated with the name of an advertised product and form a logical sentence. The main reason why advertisers choose elliptical sentences is that they are not directly dependent on the context, so they can be used for other campaigns where the main text or external advertising do not influence the context.

The sentences which advertisers use to express will, desire and wish are considered promotional sentences. The main indicators of promotion are mood and intonation. According to Labutis (1998, 116), promotions can be of different strength and shades and often are intertwined with various emotions and expressions. The aim of promotional sentences is to include a consumer into the process emphasized in the advertisement, i.e. to try the product, to purchase it or to take advantage of the advice. These sentences are expressed in the imperative and indicative mood in the present tense and ends with an exclamation mark, ellipses or with no punctuation marks whatsoever.

The sentences that have predicative center of word forms indicate the absence of connection with grammatical person categories and are considered as impersonal sentences (Labutis, 1998, 128). They usually express different states and spontaneous phenomena. These types of sentences are used to express a sense of feeling or exposure. Adjectives, infinitives and the combinations of prepositions are used for this expression.

Among the slogans and advertisement texts, the most dominant are simple sentences. They consist of only one clause with a single verb and subject. The main reason for using these types of sentences is that they do not require a lot of effort to understand the message.

## Findings and Discussions

Although most of international companies have their multilingual advertising campaigns, the majority of advertising texts are translated literally or not translated at all. The world's largest companies, such as Nike, Adidas, McDonald's are rooted in the global market so deep that they are best known by their slogans in English: *Just do it, Impossible is nothing, I'm loving it*. However, there are some companies that adapt their commercials to specific countries; thus, their advertising text can be totally different from the original one.

We have analyzed thirteen brands that have multilingual advertising campaigns in English and Lithuanian and compared the advertising texts adapted to different markets. All the brands are divided according to the type of industry.

Car industry advertisements are the longest, including a lot of different linguistic expressions. For example:

*Sveiki atvykę į pasaulį, kuriame pats svarbiausias esate Jūs.*

*Enjoy every minute of city living with the chick, compact Mii.*

At the lexical level, we can see that the Lithuanian advertisement for the car Seat Mii highlights the key word *svarbiausias*, which is used as a hyperbole. It aims to demonstrate that consumers are the most important to the seller and if they buy this product, it will take them to another world where they will be the most important persons. Also, the lexico-grammatical device and present tense (*atvykę*) infer that the action is happening right now and everything said is completely true. The personal pronoun *Jūs* shows that the type of sentence is personal and that the advertiser is trying to establish a contact with readers to gain their trust and attention. The personal pronoun shows that the seller is oriented towards an audience that has good social status and high income.

In the English advertisement, the Seat Mii is presented differently. This advertisement contains lexical devices, such as epithets *chick* and *compact* to reinforce the plastic and emotional expression of the product. *Chick* is also used as irony as the car is compared to a chick. At the syntactic level, a promotional sentence is used by adding the word *enjoy*.

The example shows that different languages use different linguistic expressions. Both Lithuanian and English Seat Mii advertisements have different slogans adapted to a specific consumer by comparing social standards. According to the advertising, this car is designed for a city use. As Lithuania has little to no parking problems compared to other cities, this car is presented as a new technology. For the English speaking audience, because of the previously mentioned issue of parking, this car is presented as small and compact meaning that having a smaller yet comfortable car in a big city is an improvement. Furthermore, fuel costs decrease when driving a smaller vehicle in urban areas.

Nissan advertisements in Lithuanian and English are examined next:

*Įkvepiančios inovacijos.*

### ***Innovation and excites.***

The Lithuanian advertisement of Nissan uses lexical devices metaphor and personification. Metaphor is expressed by revealing innovations, while personification is expressed as an attribution of personality to an abstract (*inovacijos*) thing. For this advertisement, elliptical sentence is used to express the main idea of the advertising slogan in the shortest way possible.

In the English advertisement, the contrast is used: *innovation* and *excites* are compared with each other even though they are the opposites. Obviously, elliptical sentence in this advertisement is used similarly to the Lithuanian one. It shows that the slogan determines the main idea itself.

Both Lithuanian and English advertisements use different linguistic expressions even though the sentence type is the same. Also, psychological factors are dominant in both advertisements; they are directed to senses.

The two examples of BMW advertisements in Lithuanian and English:

***Nepaprastai malonu vairuoti.***

***The ultimate driving machine.***

In the Lithuanian advertisement, lexical device epithet (*nepaprastai*) and syntactical level device inversion are used. By changing word order, the predicative is used not as the first but as the last word. The whole advertisement is expressed by elliptical sentence and the advertised product is characterized by a non-spread slogan.

In the English advertisement, lexical device epithet is used. It is expressed by using the word *ultimate*. For this advertisement, declarative sentence is used as the text states the fact and the main idea.

Although the meanings of these two advertisements are different, the epithets *nepaprastai* and *ultimate* are used. They express emotions to describe the car. The main reason for using these advertisements is social standards. In Lithuania, BMW cars are considered prestigious and demonstrate high social status, while in other countries it is used for racing because of the rear wheel drive.

As food and drink are attributed to physiological human needs, advertising of this field is carefully planned. The seller has to consider the audience as not only adults but also children, who are most difficult to engage to read newspaper or watch television.

***Nestabdyk. Griebk Snickers.***

***Get some nuts.***

The Lithuanian advertisement uses scenic verbs (*nestabdyk, griebk*). They strengthen the expression of action and adjust the image to the advertised product. At the syntactic level, it is a promotional sentence, the aim of which is to include consumers into the advertisement and convince them to try the product or purchase it.

In the English advertisement, the lexical stylistic device metonymy is used as Snickers is substituted by *nuts*. The slogan is a promotional sentence because of the word *get*, which means that you can get nuts just in a bite. All in all, this

advertisement, in different languages, has a totally different meaning, it is not translated literally. In Lithuanian, the advertisement means that you should not waste your time, just grab a chocolate bar; and in the English advertisement, it means that you have to get the nuts that are in the bar. We can see that cultural factors inspired the advertisement creator to select these slogans. The majority of foreign countries consider nuts healthy, so it is noted that consumers will get both a healthy and tasty snack. In Lithuania, it is considered as a fast snack.

Next, we will look at two different *Coca Cola* advertisements:

***Atidaryk ir džiaukis.***

***Open happiness.***

In the Lithuanian advertisement, scenic verbs are expressed by using the words *atidaryk* and *džiaukis*. The main reason for using them is to describe the action clearly and vividly. The advertisement is a promotional sentence, which aims to include consumers into the advertisement and convince them that by opening the bottle they will be filled with happiness.

In the English advertisement, the lexical stylistic device metaphor is used. It is an implicit comparison where Coca Cola is compared to happiness. Similarly to the Lithuanian language, a promotional sentence is used with the word *open*.

To sum up, the texts of this advertisement is similar in both languages, but the meaning is different. The Lithuanian advertisement implies happiness after opening a bottle or a can, while in the English advertisement Coca Cola is presented as happiness. Also, personal factors are found in this advertisement as the drink is oriented to young consumers. According to Maskuliūnienė (2010, 20), the advertising context for teenagers is closely related with mass culture and thus develops materialistic views and encourages excessive consumption. Another Coca Cola advertisement is translated literally, both texts use metaphors comparing lifestyle and Coca Cola. Promotional sentences and rhetorical exclamations are used. Nevertheless, it is very important to note that the Lithuanian advertisement uses a borrowing *Būk OK*, which shows that this product is aimed at young people. As the creators of these advertisement texts address the younger generation, there are plenty of youth culture imagery as well as words and expressions that convey it. According to Valskys (2005, 108), typically, slang lexicon is not used in texts of different style and genre, whereas in advertising, it is incorporated as an expressive and metaphorical language form.

***Balansuok savo gyvenimo būdą. Būk OK!***

***Balance your lifestyle. Be OK!***

According to the following *Sprite* commercial, we can see that the text in both languages describes the same things, but the meanings are different:

***Numalšink savo troškulį.***

***Freedom from thirst.***

In the Lithuanian advertisement, a scenic verb *numalšink* is used as a lexical device to attract consumers' attention by emotionally expressing the main idea of



the advertisement. At the syntactic level, the promotional sentence is used by adding the word *numalšink*. In the English advertisement, lexical stylistic device metaphor is used as the beverage *Sprite* is compared to *freedom*. It is an elliptical sentence as the main idea of the slogan is closely related to the advertised product. Different linguistic measures are used in both advertisements: in the Lithuanian one - scenic verb and promotional sentence and in the English one - metaphor and elliptical sentence. Also, there are personal factors that inspired the advertisement creator to select these slogans. It is oriented to young people who value independence, freedom and fashion.

To continue, we will present two different advertisements of Ikea. One is published in the advertisements edition and the other is advertised on television:

*Gyvenimo džiaugsmas **mažuose** dalykuose.*

*Any space can be **beautiful**.*

According to the Lithuanian advertisement, we can see that the lexical stylistic device epithet is used. The word *mažuose* reinforces emotional expression that the joy of life can be found in the little things. Declarative sentence is used to establish and convey information.

In the English advertisement, epithet is also found and is expressed by the word *beautiful*. In this advertisement, declarative sentence is used as well. The advertising slogan declares that consumers can find beauty anywhere. Comparing the Lithuanian and English advertisements, it can be said that this company chooses different slogans for different countries to gain attention from specific audiences. The main reason is social as most of the Lithuanians live in flats and have very limited space for their desires and comfort, while in other countries the majority of people live in houses and focus on making their homes more beautiful. That is why the Lithuanian slogan is about the little things and the English one is about beauty.

One more advertisement of Ikea:

***Išpirtuvės prasidėjo!***

*It's **not** a mistake. **We're having a sale.***

In the Lithuanian advertisement, lexical stylistic device personification is used as an attribute of personality to an impersonal (*išpirtuvės*) thing. Syntactically, rhetoric exclamation is used to express the main idea very emotionally. The exclamation mark shows that declarative sentence is used by just adding the exclamation mark to give emotional expression to the advertised product. In the English advertisement, the first sentence is negative which proves that the audience is not mistaken. The apostrophes used in the first and the second sentences show that the sale is happening in the present moment. Also, according to the second sentence, we can see that personal pronoun *we* is used. It shows the informality and friendliness, the company presents itself as a personified body which will help to realize buyers' needs. The advertisement text reveals that the buyer is not alone with the problem. Declarative sentence is used to state the fact that the store is having a sale.

To sum up, in both advertisements different linguistic means of expression are used and both of them are oriented towards the buyer. In the English and Lithuanian advertisements, the seller directly addresses the consumer, whereas the Lithuanian word *išpirktuvės* shows special attention to the buyer as it implies that he/she should buy instead of the store selling (*išpardavimas*). The main reason for choosing these kinds of texts is psychological. In Lithuania, people earn less so they try to save when buying on sales. In the English speaking countries, salaries are higher, social situation is better and people are not used to “hunting” sales.

Further, we will give two advertisements, both in Lithuanian and English, of the retailer Rimi:

*Tai, ko nori tu.*

**Everyday** low prices.

In the Lithuanian advertisement, no phonetic, lexical or syntactic stylistic devices are found. Declarative sentence is used to express the main idea. Personal pronoun *tu* is used to signal the level of informality and social distance between the communicating parties. In the English advertisement, two different lexical stylistic devices are used: metaphor and hyperbole. Metaphor is revealed by comparing low prices and hyperbole is expressed by the word *everyday*. In the English advertisement, declarative sentence is used to state the fact that they always offer low prices. The advertisements have different meanings and they are expressed by using different linguistic measures. The main reason for selecting the types of advertisements is social standards. In Lithuania, the buyer needs to feel important and that they will find exactly what they want in a store, while in foreign countries it is oriented to the needs of consumers ensuring that they will always find low prices even if there are no sales.

The sports industry advertising is always changing and linguistic expressions used in this type of advertisements tend to change dramatically.

*Čempiono pasirinkimas.*

*Steady. Precise. Elite.*

Both in the Lithuanian and English advertisements, there are no linguistic expressions. Nevertheless, the sentence types of these advertisements are different. In the Lithuanian advertisement, declarative sentence is used to state the choice of a champion, whereas the English advertisement uses elliptical sentence to express the main idea of the slogan of just three words. Comparing these two different advertisements for the same product, it can be said that although the main idea is the same, it is expressed in different ways. In the Lithuanian advertisement, a role model (*champion*) is mentioned, while in the English one, consumers should understand the implied meaning from the three words that describe a champion. We can see that the choice of these slogans was influenced by cultural factors. In Lithuania, sport is associated with competitiveness and by choosing any kind of sport a person may become a champion. In foreign countries, sport is mostly associated with leisure, so the advertisement points that if the consumers choose Wilson’s tennis rackets,

besides comfort they will also get precision and luxury.

The advertisement for the Asics sport shoes:

*Sveikas kūnas, sveika siela.*

*Sound mind, sound body.*

In both advertisements, the same lexical device metaphor is used: the body is compared to the soul (Lithuanian) and the mind is compared to the body (English). Also, both advertisements use the syntactic stylistic device parallelism. It consists of two similar constructive phrases balancing with each other. Both advertisements have elliptical sentences to express the main ideas of the slogans in a short manner using two related subjects.

The advertisements reveal cultural factors. In Lithuania, it is common that everything related to sports is healthy. In other countries, sportswear can also be used for leisure as *sound mind* means comfort and *sound body* means exercise.

The pharmaceutical industry constantly creates new medications and searches for new ways of maintaining human well-being. The advertisements for these products are conveyed to attract the buyer at a dash:

*Revoliucinis sprendimas Jūsų akims.*

*We understand the language of eyes.*

In this Lithuanian Optrex Actimist advertisement, the words *revoliucinis sprendimas* are expressed as a metaphor as the solution is compared to the product. The word *revoliucinis* is an epithet. Personal pronoun *Jūs* is used for politeness, to connect with consumers and gain their attention. The advertising slogan uses declarative sentence to state the fact.

In the English advertisement, lexical stylistic device personification is used to give a human characteristic (*language of eyes*) to an organ. Personal pronoun *we* makes a reference between the sender and the receiver, thus turning consumers the participants of the message. The fact that the slogan is addressed directly to the addressee shows that it is a declarative sentence.

In both Lithuanian and English advertisements personal pronouns are used to connect with consumers. Nevertheless, different linguistic measures are used to express the main idea of the advertisement: metaphor in the Lithuanian one and personification in the English one. The advertisements are oriented to consumers by the psychological factor. In Lithuanian, it is expressed as new technology and directed to the product, while in English it is oriented to the buyer and expressed as an understanding of the subject for both the audience and the solution provider.

The advertisements for the medication Theraflu:

*Jėga, sugrąžinanti gerą savijautą.*

*Serious power.*

In the Lithuanian advertisement, the lexical device metaphor is used to reveal the similarity between the advertised product (Theraflu) and the object (strength) to which it is compared to. Personification is used to give human qualities to a lifeless thing (strength). The lexico-grammatical device in the present tense (*sugrąžinanti*)

is used to note how quickly this medication works. Declarative sentence is used to point out that the strength is so powerful, it immediately brings back energy.

In the English advertisement, metaphor is also used to reveal the similarity between Theraflu and *power*. Elliptical sentence is used for the slogan to reveal the main idea itself.

Metaphors are used in both Lithuanian and English advertisements contributing to the aesthetics of the message and emphasizing the main idea of the advertisements. They were created on the basis of psychological factors as in Lithuania health is more important, hence the description, whereas the English speaking countries focus on the effectiveness of the medicine, therefore, it is compared to strength that helps instantly.

The examples of the advertisements for the foot care company Scholl:

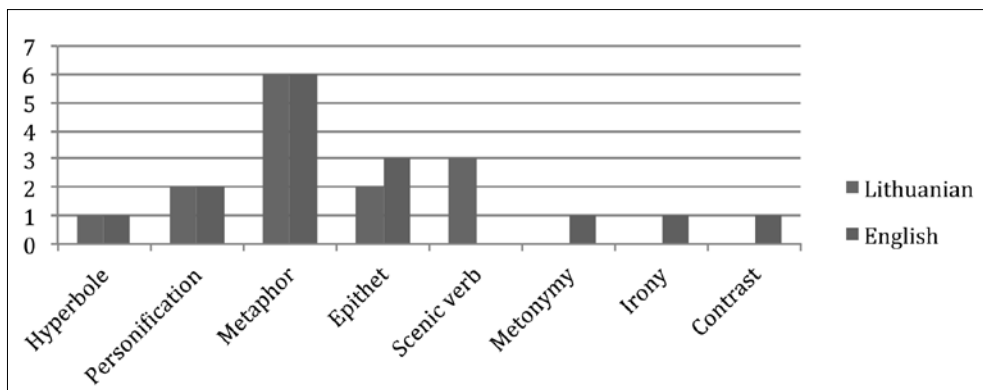
*Kad kojos būtų lengvos net baigiantis dienas.*

***Stand up for feet.***

The text of the Lithuanian advertisement for Scholl uses lexical device metaphor to reveal the similarity between the lightness and the product. The whole idea is expressed by a declarative sentence informing the addressees that their feet will be lighter because of the product.

In the English advertisement, lexical device personification is used to give human characteristics to feet. The fact that consumers must take care of their feet is emphasized and declarative sentence is used to express it. Both advertisements were chosen because of social factors. In Lithuania, people are used to rush and at the end of the day they feel exhausted and tired. The English advertisement shows that you need to take care of your feet, cherish them and treat them seriously.

The chart below shows that in both Lithuanian and English advertisements metaphors were mainly used to create a visual image to consumers. The conclusion is that metaphors help to increase the effectiveness of an advertisement; it becomes more expressive and memorable. Another lexical device often used in the Lithuanian advertising was scenic verbs and epithets in the English advertisements. It shows that the Lithuanian language is more illustrative and has more synonyms for different words compared to the English language. Consequently, the English advertisements had more epithets to make words more attractive. As the chart below illustrates, the Lithuanian advertisements had no metonymies, irony or contrast, while the English advertisements employed all of them.



**Chart 1.** The number of cases of different lexical devices used in the analysed advertisements in Lithuanian and English

As it was mentioned previously, only a few syntactic level devices were found in the chosen advertisements. In the Lithuanian advertisements, four devices were found: two rhetorical exclamations, one parallelism and one inversion, while the English advertisements had one parallelism and one rhetorical exclamation. It shows that advertising creators were more likely to use lexical devices that carry a certain emotional meaning.

On the basis of the sentence type analysis, we can see that in both languages more declarative sentences were used proving that advertisers are trying to give more information to the consumers about the advertised product. Also, in the English advertisements five sentences were elliptical or not conditioned by the context and situation, so they may be used during other campaigns where the main text changes, or completely out of context in external advertising. The same number (four) of promotional sentences was found in the Lithuanian and English advertisements. So, it can be concluded that this type of sentence is favoured in the advertisements because it is short, expressive, gives advice to consumers and communicates directly with them which is psychologically very important. Also, it is noteworthy that just one personal sentence was found in the Lithuanian advertisements.

## Conclusions

To sum up, lexical devices most commonly found in both language advertisements were metaphors. It means that advertisement creators were likely to express the advertising idea by comparing the advertised product to something. As for syntactic level, in Lithuanian advertisements two devices were used: parallelism by repeating the construction of sentence and rhetorical exclamation used to reinforce the sentence emotionally, whereas in English more syntactical devices were found, i.e. two rhetorical exclamations, one inversion by changing word order and one case of parallelism. In Lithuanian and English advertisements declarative sentences

dominated. It shows that advertisement creators prefer this type of sentences to give consumers more information about the advertised product, thus convincing them to buy it. The majority of advertisements were based on social standards indicating that the most important factor in advertising is consumers' social status, income or belonging to a certain group. As very few syntactic level devices were found in the analysed advertisements, the results are not very informative: just two rhetorical exclamations, one inversion and one parallelism in the Lithuanian advertisements; one rhetorical exclamation and one parallelism in the English advertisements. The main conclusion is that the majority of the advertisements were based on social factors indicating that it is crucial to draw attention to the consumers' social status and income level.

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# LYGINAMASIS KALBINIŲ ASPEKTŲ ANGLIŠKOSE IR LIETUVIŠKOSE REKLAMOSE TYRIMAS

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## **Santrauka**

Šio straipsnio tikslas – ištirti pagrindines kalbines raiškos priemones, naudojamas lietuviškuose ir angliškuose reklamų tekstuose, ir atskleisti jų lingvistinius panašumus ir skirtumus. Siekiant šio tikslo buvo išnagrinėtos 15 reklamų, naudojant tris tyrimo metodus: kiekybinius, kokybinius ir aprašomuosius. Reklaminiai skelbimai buvo renkami iš įvairių lietuviškų ir angliškų interneto reklamų, naudojant atsitiktinumo metodą – tai automobilių, maisto ir gėrimų, vaistų, parduotuvių tinklų reklamos. Tada visos reklamoje vartojamos kalbinės raiškos priemonės buvo skaičiuojamos, o po to gauti rezultatai klasifikuojami, lyginant kalbines raiškos priemones, naudojamas lietuvių kalboje, su jų analogais anglų kalboje. Tyrimas atskleidė, jog tiek lietuviškose, tiek angliškose reklamose, vertinant leksiką, dažniausia vartojamos metaforos, siekiant vartotojui perteikti įsimintiną vaizdą, lyginant reklamuojamą produktą su kitu objektu. Abiem kalbomis dažniausiai pateikiami konstatuojamieji sakiniai, kuriais vartotojui siekiama suteikti daugiau informacijos apie reklamuojamą produktą, įtikinant jį pirkti. Kadangi sintaksinių raiškos priemonių buvo rasta labai mažai – lietuviškose reklamose tik du retoriniai klausimai, viena inversija ir vienas paralelizmas, – rezultatai nėra informatyvūs. Taip pat buvo pastebėta, kad dauguma reklamų buvo orientuotos į socialinį faktorių, kas rodo, jog kuriant reklamą svarbiausia yra atsižvelgti į vartotojo socialinį statusą ir pajamas.

**Pagrindiniai žodžiai:** lyginamasis tyrimas, reklama, raiškos priemonės, metafora.



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