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## **Phraseologisms and epithet as a linguistic means of creating an image on restaurant advertising online**

**Abstract.** Language means, for creating a system of images of goods, commodities and services, are performing significant functions when composing advertising texts of internet-advertising. Interpreting advertising text as a ‘creative’ and meaningful product of the media we aim to articulate fully what “IMAGE” it has to deliver about the world. This study is to examine the functioning and effectiveness of Phraseological units and epithet, in Internet advertising on the materials of the restaurants Web-sites’ in Moscow. As A.N. Nazaikin had observed, any Internet site in itself is an advertisement of a company or a product to which it is dedicated. Sufficient definition of the key concepts; Internet, advertising, internet-advertising, epithet and phraseology will be given. In the course of our study we will rely on D.S. Sknarevs’ definition of phraseological units. The methodological basis of the research is the analytical-theoretical method. Some hundreds of advertising texts selected from the sites of restaurants will be analyzed. Thus, our conclusion driven from the given examples, of the phraseological unites and the epithets found in the analyzed advertising texts, will reflect the effectiveness and productivity of language means and will act as a vivid expressive means of creating the image of a restaurant in Internet advertising.

**Keywords:** internet; advertising; internet-advertising; phraseological units; epithet; advertising image; advertising text

### **Introduction**

Advertising is considered as an important part of modern life. Interpreting the advertising text as a ‘creative’ and meaningful product of the media we aim, to go beyond mere description, to articulate fully what “IMAGE” it has to deliver to us about the world. Researchers handled this issue from various points of view: philosophical, psychological, philological, etc. Yet, there are too many aspects still untouched and are being the subject of study in future researches.

There are many approaches to advertising definition. All of them note the general fact of its perception as a means of promoting a product, idea or organization on the market in order to provide information and guarantee a great impact on the consumers.

M. Bugaiski, a researcher in this field, concludes that modern language is mainly formed under the influence of the mass media [1, p. 511]. In our opinion, in this sense, online media are especially relevant, possessing the totality of the classic features necessary to classify them as mass media, as well as variations of these features.

Internet communication specificity has attracted the interest of domestic and foreign researchers (E.N. Galichkina [2], O.V. Dedova [3], M.S. Ryzhkov [4], D. Crystal [5], J. Sanderson [6], et al). Many questions in this area are debatable.

Internet advertising is distinguished by the following properties: multimedia access of information, interactivity, the property of providing the advertiser with an effective way of focused impact on the target audience, as well as providing the widest possible operational and in-depth analysis of the results of advertising events [7, p. 162].

Internet advertising (Online advertising) is advertising that is distributed on the Internet. It is intended for customers on a large-scale and is characterized by peculiar persuasion nature [8, pp. 31–48].

A.A. Romanov notes that “Internet advertising is computerized advertising main component, which includes, in addition to online advertising, computer databases, the use of computer technology for the production of advertising appeals and presentations” [9, p. 118].

Rapid development of information technology contributed to the emergence of many forms of online advertising. Of which we list the following: banner advertising; contextual advertising; search advertising; geo context advertising; viral advertising; targeted advertising in social networks; product placement in online games; advertising on blogs [10, p. 1418].

Internet communication, as for T.N. Kolokoltseva, is a multifunctional communication in an electronic environment. It is characterized by distantness, mediation, dialogic, multimedia (and as a result – multi-code messages), hypertextuality, a variety of discursive and genre incarnations, as well as the possibility of wide variation in terms of personality/institutionality [11, p. 5].

Recently, the functioning of the language on the Internet has been studied by many linguists, of them we mention; G.N. Trofimova [12], P.V. Moroslin [13], E.B. Shtukareva [14], et al.).

For example, N. B. Mechkovskaya article’ on metalanguage reflection in the age of the Internet, is devoted to highlight the influence of the language and style of Internet communication on offline communication and natural (non-special) Russian language. It presents the facts of Internet communication and its codes expansion into ordinary communication, natural language. The author names and systematizes these facts presenting them in order from less to more significant in terms of the deep penetration of Internet discourse into the fabric of everyday communication. The article also addresses the trends in the development of communication, reflected in the peculiarity of people linguistic consciousness associated with new information technologies, which "allows you to better see both the prerequisites for the susceptibility of natural languages to the influence of the Internet, and the specific aspects of such an influence" [15, p. 172].

For E.I. Goroshko language is a system-forming feature of the Internet as a social space [16, p. 15].

Trofimova G.N. argued in details such a point “The functioning of the Russian language on the Internet not only in the informal sphere of informal communication, but also in other areas of mass web communication” [12, p. 115].

Restaurants Internet advertising – the most effective way to declare ones business based on high competition and the struggle for uniqueness and recognition. There are too many similar

establishments in Moscow for visitors to remember all of them. Most visitors are looking for a place where they can eat, enjoy their time and sit with friends, business partners via the Internet.

As A.N. Nazaikin had rightly observed, any Internet site in itself is already a company or product advertisement to which it is dedicated. The researcher claims that an effective site should have high-quality content and design, as well as technical support [17, p. 191].

In online advertising, text and image interact and form one layered character, which, at once, introduces in context several values. Successful Internet advertising is such marketing communication, in which verbal, iconic and sound components function as a whole and are subordinated to a common goal: to cause a positive consumer reaction.

Therefore, persuading reader to decide whether to read the advertising text or not, advertisers, as a rule, use certain language means, the purpose of which is to enrich the speech, create a stylistic effect, give new expressive coloring to the product, enhance the expressiveness of the advertising text, etc. [18, p. 952].

This study is to examine the functioning and effectiveness of some of linguistic means, in particular; Phraseological units (semantic properties of phraseology) and epithet (epithet specificity), purposely used in Internet advertising on the materials of the restaurants Web-sites' in Moscow.

## Methods

The methodological basis of the research is the analytical-theoretical method. It is used in the description of general linguistic problems (conceptual apparatus of cognitive terms, the current state of advertising and online advertising researches, the main lines of research in advertising linguistics, language means of creating an image in online advertising restaurants, advertising communication in the system of text units and web media text of marketing communications). Describing the actual language material, more specifically, those of making an image, at lexical and phraseological levels demanded the use of system method. Also we used the pragmatic method, which were effective to shed light on language portraits of advertising intermediaries, advertisements and advertises; impact on the target audience. Finally, both components of the descriptive method were also used to:

- Conduct a continuous selection of language tools from the texts of Internet advertising.
- Linguistic statistical (linguo-statistical) method to identify the frequency of functioning language units in restaurants Internet advertising. Some hundreds of advertising texts selected randomly from online advertisements, more accurately, advertising text from the sites of restaurants were analyzed in the practical part.

## Results

In the course of our analysis, we note that advertising restaurants on the Internet briefly and concisely informs the consumer about the advantages of the establishment in order to convince the guest to go in, verbs in the imperative mood are used to call for action, the interior is described (with a luxurious interior for our special guests), the type of restaurant is determined (to enjoy dishes from European and Mediterranean cuisines), the restaurant services are called, etc.

Copywriters advise to create a website with a simple interface and fill in several sections with relevant and understandable information. The site must have a menu, phone number and the address of the place with a map, the possibility of online booking a table, a slider with promotional offers. It is necessary to set up contextual advertising and update content. It is also effective to send e-mails, advertising restaurants in social networks, urban reference services and on thematic resources.

Phraseological units and epithets are one of the most productive language tools used in online advertising. They give the language an impressive and emotionally expressive coloring, and create a memorable advertising image.

## Discussion

### *Epithet:*

Epithet plays significant role in the preparation of advertising texts. The main task of copywriters is a careful selection of words that will interest the addressee of the message, will cause appropriate motives and associations in his mind, will create a tempting verbal advertising image that will make a potential buyer think seriously about purchasing a product.

An epithet (rhetorical term) is a word that defines, characterizes an object or action and emphasizes in them a characteristic property or quality, that in one way or another, makes the reader see the object described in clearer or sharper light. For example, 'MOON' can pick up a huge number of epithets: Occult, night-wandering, enormous, honey-pale, the magical [19].

Although in modern poetic and linguistic dictionaries attention is focused on the fact, that the epithet must unquestionably have a figurative, expressive, and tropical (metaphorical) character, giving a person, phenomenon or subject an additional artistic characteristic in the form of hidden comparison, which is easily guessed, still a clear definition of the concept epithet does not exist.

D.S. Sknarev [20], E.V. Medvedeva [21], I.V. Volobuev [22], E.P. Slobodyanyuk [23], M.V. Yagodkina [24], et al were concerned in their studies with epithets functioning, and especially, in advertising text the domain of our study.

Epithet can perform various functions: (1) to characterize the subject; (2) create an atmosphere, mood; (3) to convey author's attitude to the subject being characterized; (4) to combine all previous functions in equal shares (the case of mostly all instances of using epithet), etc.

Classification of epithet can be considered as the reflection of mostly all the scientific discussions about its nature. We can, for example, distinguish the following types: (a) explanatory; (b) transferred epithet; (c) the epithet is censure; (d) the epithet is permanent (folklore) and (e) tautological (epithet-repeats).

Some examples from the analyzed text of «SULTAN» restaurant as a representative of advertising text will show to which extent epithet are specially expressive among other linguistic means of creating image, harmonious, beautiful (dancers), traditional (music), pleasant or interesting (bonus), incredible luxurious (patterns), oriental flavor, Arabian belly dance.

We found epithets not only in the texts of restaurant «SULTAN». They, also, are widely used in Internet advertising. For example, "the place is amazingly beautiful and atmospheric"; "creative menu", "cozy", "pleasant", "friendly", "relaxing", "convenient location", "spacious bright rooms", "superb", original taste, delicious dinner, good coffee, delicate, comfortable and super-fast "MacAuto", bright parties, luxury wine list, cozy pillows, soft lighting, original rustic style, reasonable prices, fast service, etc.

Our findings are incarnated not only in advertising texts but we find that epithets are also expressive in restaurant menus to create an image of the served dishes, attracting the attention of possible visitors. For example, consider the menu of the restaurant "Sultan": Dazhazh-musahab – succulent boneless chicken meat cooked on the grill; Shesh-Tauk – pieces of tender chicken fillet, fried on coals with spices; Hommus with meat – chickpea (white peas), grated with sesame paste served with tender slices of lamb in a sauce.

According to our data, most often epithets function in creating an image of a dessert. For example, divine desserts, four-layer juicy chocolate sponge cake (Sachertorte), sandy sponge cake and juicy raspberry jam with the addition of almond pieces (Raspberry with almond cake), with delicate cream and raspberry (Pistachio cake), delicate cream chocolate ice cream (Royal Chocolate Mousse), unmatched Belgian waffles, unusual pastries, a real delicacy, etc.

Similar findings were obtained when we analyzed advertising texts and menus of some other restaurant like "GALAXY". Let's consider epithet in this text in details.

"Galaxy" has long been considered a favorite meeting place for residents and guests of the capital. A cozy atmosphere, a rich selection of drinks and dishes, hookahs, karaoke, discos and most friendly staff – everything is there for you to have a good time."

The epithets "galactic, favorite, cozy, rich, friendly, pleasant" represent positive emotions, contain relevant advertising appeals, causing the necessary associations in the minds of consumers.

#### *PHRASEOLOGISMS:*

In our study, we rely on the definition of **phraseological unit** (hereinafter **PU**), given by D.S. Sknarev, i.e. we consider phraseologisms as "Nominative language unit, correlated with a word semantically and grammatically, possessing; integrity of meaning, separate form, stability and reproducibility and representing a combination of two or more components, phrases or models of sentence, correlated with an integrated coherent concept and possessing assessment, emotionality, figurativeness" [20, p. 32].

Various classifications of PU are proposed (in the works of A.V. Koonin, V.V. Vinogradov, and A.M. Chepasova). Koonin's Classification is based on structural-semantic principle and also on the functions units fulfill in communication. He identifies the following groups of PU: nominal PU, nomination-communicative PU; PU including interjectional (interjectional), communicative PU (proverbs and sayings) [25, p. 380]. In her classification, A.M. Chepasova distinguishes 7 classes: substantive, procedural, spectral, qualitatively-contingent, quantitative, modal, grammatical [26, p. 15].

In Internet advertising, PU actual functioning is that, which create the most effective advertising images. For example, Appetizers melt in your mouth – of food, to be soft or tender, and, typically, delicious ("Anderson"), in the heart – "directly in the center, in a historical place" (В самом сердце / {v samom serdtse}) («DAMAS/Дамас»), enjoy the atmosphere – to be impressed (наслаждаться атмосферой / {naslajdatsa atmosferoi}) («DAMAS/Дамас»), "catch someone's eye"- to attract someone's attention (Не раздражать глаз / {ne razdrajat glaz}) («La Taverna»), "take someone's breath away" – to overwhelm someone with beauty or grandeur (захватывать дух / {zakhfativat dukh}) («Синдбад/Sinbad»), "legend in one's own (life)time" – someone who is very famous and widely known for doing something special (превратиться в легенду / {prevratitsa v legendy}) («Sirena») [27].

Thus, **epithets** are very effective and productive in the function of language means of creating restaurant image in Internet advertising. It is clearly stated earlier in our findings and proved by a relatively huge number of instances extracted from the analyzed selected advertising texts. They give the advertising text impressive, emotionally expressive coloring and create a memorable advertising image.

Similarly from the above mentioned examples in the finding of **phraseological units**. It is clear that PU operating in Internet advertising emphasizes the individuality and uniqueness of the restaurant, describe its location, interior, status and atmosphere, characterize dishes and cuisine, etc.

Thus, **PU** acts as vivid expressive means of creating the image of a restaurant in Internet advertising, which affects the specifics of their functioning in advertising text.

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ГРНТИ 16

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## **Фразеологизм и эпитет как языковые средства создания образа в рекламе ресторанов онлайн**

**Аннотация.** Значительную роль при составлении текстов интернет-рекламы играют языковые средства создания образа товаров и услуг. Интерпретируя текст как «творческий» и значимый продукт средств массовой информации, мы должны четко представлять, в какой форме и с помощью каких языковых средств создается эмоциональная образность текста. Цель данного исследования – рассмотреть семантические свойства фразеологизмов и специфику эпитетов, функционирующих в текстах рекламы ресторанов (на материале интернет-сайтов ресторанов г. Москвы). По верному замечанию А.Н. Назайкина, любой интернет-сайт сам по себе уже является рекламой компании или товара, которым он посвящен. Понятиям Интернет, реклама, интернет-реклама, эпитет и фразеологизм даны четкие определения. В ходе нашего исследования опираемся на определение фразеологической единицы, данное Д.С. Скнаревым. Методологической основой исследования является аналитико-теоретический метод. Материалом для исследования послужили интернет-сайты ресторанов. Автор статьи приходит к выводу о том, что среди языковых средств создания рекламного образа наиболее продуктивны фразеологизмы и эпитеты. Данные средства создания образности весьма эффективны и репрезентативны в интернет-рекламе ресторанов. Они придают рекламному тексту выразительную эмоционально-экспрессивную окраску, формируют запоминающийся рекламный образ в сознании целевой аудитории маркетингового воздействия.

**Ключевые слова:** интернет; реклама; интернет-реклама; фразеологизм; эпитет; рекламный образ; рекламный текст

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