

УДК 81.22

**FOREIGN LANGUAGES IN PROFESSIONAL COMMUNICATION:  
SLANG IN ENGLISH-LANGUAGE ADVERTISING**

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**Introduction.** We are studying in the specialty "Public Relations" and our future profession is closely related to advertising and communications" and that is why we chose this topic. After all, more and more there is a rapid development of the advertising sphere, which contributes not only to increasing brand awareness and sales, but also to the development of the language itself, which, as a result of these processes, passes a new stage. Any language is susceptible to this, especially English, which is the most common and popular among the entire population of our planet. This development and distribution of advertising has a significant impact on the composition of the language, introducing new concepts and expressions into it. One of these concepts is slang.

Slang is perceived as something alien to the literary language, but slang was, is and will be. It is used on radio and television, in the press, literature, on the Internet, not to mention the oral communication of people [1]. Moreover, it has been considered a form of creative advertising. Using slang in advertisements enhances their creative content and makes them viral. In this article we attempt to study the impact of using slang on advertisement campaign, brand awareness, product assessment, and attitude towards using slangs in advertisement by conducting literature review and the empirical studies – a survey.

**The object** of our research is slang in English-language advertising.

**The subject** of this paper is the analysis of the slang features in modern advertisements.

**The relevance** of the study lies in the fact that slang, being an integral part of the language, is one of the most pressing problems that requires in-depth study.

The spheres and laws of slang functioning in modern English are increasingly becoming the object of scientific research. That is why we decided to consider the features of the functioning of slang in the advertising text.

Our research was based on several English-language ads, such as M&M, Extra (bubblegum) and so on.

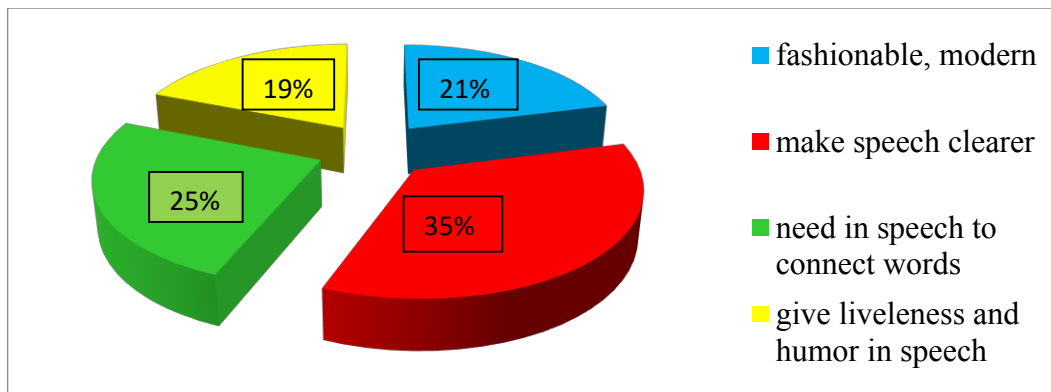
**The hypothesis** of our research is that the main purpose of slang is to create expressive and motivational advertising texts.

#### **Why do we need slang in the language?**

- For fun;
- To show a sense of humor;
- To emphasize your personality;
- To make your speech more vivid;
- To enrich your vocabulary;
- To downplay or exaggerate something;

We conducted a survey among students of L.N. Gumilyov Eurasian National University about their opinion on slang and received the following results (the number of respondents: 15):

#### **Diagram 1. Opinion poll: slangs**



We got the following results, out of 100 %:

19% of respondents believe that slang makes speech colorful and lively;

21% of people think that slang speech gives modernity;

25% of respondents said that slang serves to better understand and connect words in the text;

35% people had the opinion that slang makes speech clearer and easier.

### **So what is slang?**

Slang is words and expressions used mainly in oral communication by people in certain age groups, professions, social strata, etc...

In English lexicography, the term "slang" became widespread around the beginning of the XIX century [2].

Slang allows people to treat life philosophically and sometimes take it not seriously, but with humor, which provides a certain emotional release.

The main factors that characterize slang:

- originality
- novelty
- brevity
- imagery
- wit

### **There are many different ways to form slang words and expressions:**

1) Reduplication-doubling the base of the word. For example: pooh-pooh (not to be taken seriously), fifty-fifty (equally), tip-top (excellent).

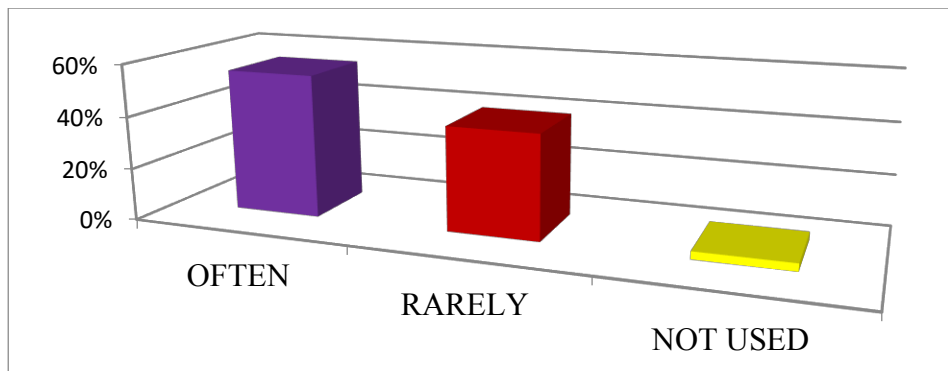
2) Word shortening, this has several varieties:

3) Word truncation: biz-business, cause - because;

4) Abbreviation: UTC - Universal Time Coordinated, LOL - laughing out loud, B. F. - best friend

5) Word composition plays an important role in the formation of slang and is usually based on the use of two or more words: hothead - hot - tempered, scumbag-scoundrel [3].

### **Bar chart 1. Frequency of using slangs**



Here are some examples of English slang and its meanings.

**Table 1. English slang examples**

Slang	Meaning
DIY	an abbreviation of the popular phrase: "Do it yourself"
Crap	absurdity, stupidity, delirium, foolishness, raving
Ship	relationships between fictional characters
Hey! Yo!	greeting
Fam	family
Go bananas	go crazy, worry
Break a leg!	we wish you good luck and success in your work

Perhaps, the life of modern society is simply impossible to imagine without advertising.

### **What is advertising?**

It follows us everywhere, dictates the style and way of life, "gives" advice, and sometimes just imposes its ideas. It is advertising that daily and massively affects the thinking of the majority of the world's population, which contributes not only to the formation of consumer preferences, but also to the formation of certain standards of thinking and even social behavior of various segments of the world's population. No product promotion is complete without an advertising video and a bright slogan, which has a strong impact on the consciousness of a potential buyer.

Each offer contains at least one word-an amplifier that attracts the attention of the buyer.

Advertising text is a creative process, where the consumer's perception of the product and its demand depend on the skills and abilities. Advertising is a type of activity or products produced as a result of it, the purpose of which is to implement sales or other tasks of industrial, service enterprises and public organizations by distributing information paid for by them [4].

### **Slang in advertisement and advertising text.**

Slang, as a socially significant phenomenon, has had a special impact on the development of the advertising industry in terms of some deviation from the standards of generally accepted advertising of goods or services.

However, it is worth noting that the use of slang in an advertising campaign should be competent and thoughtful, because incorrect or hasty selection of slang expressions can lead to the failure of an entire advertising campaign to promote a particular product, and to the imposition of a monetary fine on the advertiser for advertising that does not meet the standards of ethics and morality [5].

Undoubtedly, slangs are widely used in advertising due to their expressiveness and simplicity. They show all the advantages of the work associated with the promotion of advertising on the Internet.

And so let's look at a few ads where slang is found in slogans. And find out how slang affected the ad data.

**Table 2. Slangs in English-language advertisements**

<b>Brands, companies</b>	<b>Slangs</b>	<b>Meaning</b>
Snickers	Grab	take in a quick, sudden way
<i>Head&amp;Shoulders</i>	ACE	be fresh
McDonald's	I'm lovin' it	being in love
M&M	Hangout	fun, active recreation
Pepsi cherry	Blemney	admiration, surprise
Photo camera «Kodak KE»	PIN	attract someone's attention
Fanta	Stay Bamboocha	be funny

We decided to take a well-known chocolate company - snickers. In the slogan, they used the slang "grab", which literally means "catch".

**And so how did the slang show up on this ad?**

First, due to this slang, the slogan has become popular and memorable.

Secondly, the slogan gave a positive and emotional color to the advertising of chocolate.

Third, thanks to the slang, advertising was able to emphasize the creativity of the company.

Let's move on to the second example, where slang revealed the full meaning of this advertisement. This example is about the well-known brand of chewing gum "extra". This ad has received 900 thousand views on the YouTube platform. The slogan is easy to remember and reveals all the meaning that the developer wanted to convey, and all this is thanks to the slang, the advertising of the same name.

In these examples, we looked at how slang affects the meaning and popularity of advertising. It gives emotional color, humorous meaning when required, and also easily defines the meaning of advertising. These words are known or understood by the whole world.

**Conclusion.** Within the framework of this work, the concept of "slang" in linguistics, in particular, in the English-language advertising text and its influence on the advertising text field were considered.

In advertising texts, slang is a widespread linguistic phenomenon that allows advertisers to influence the target audience to encourage it to certain, pre-conceived actions. At the same time, the main focus is on the associative thinking of the recipient and his internal desires, to which advertisers appeal. Hence, the advertising text and its stylistic content they contribute to the creation of a pragmatic and communicative message aimed at covertly influencing the target audience by appealing to their desires and preferences [6].

The cliché does not attract the attention of advertising consumers. They are attracted to bright, unusual, but at the same time understandable words and expressions-slangisms. People are more likely to respond to the conversational style. And if the advertiser has a burning desire to get to the intended goal, slang is one of the most effective means [7].

Overall, slangs in advertisements increase public attention and awareness compared to standard language and makes the commercial more memorable. Our findings could be useful for advertisers in selecting the appropriate language to achieve their desired advertising target. Slang expressions used in due course and appropriate amounts will be a good tactic to sell your product.

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