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ՀԱՄԱԼՍԱՐԱՆ
ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
ИМЕНИ В. БРЮСОВА
BRUSOV STATE UNIVERSITY**

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ЛИНГВИСТИКА И ФИЛОЛОГИЯ

LINGUISTICS AND PHILOLOGY

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**Վ. ԲՐՅՈՒՍՈՎԻ ԱՆՎԱՆ ՊԵՏԱԿԱՆ ՀԱՄԱԼՍԱՐԱՆԻ
«ԼԻՆԳՎԱ» ՀՐԱՏԱՐԱԿԶՈՒԹՅՈՒՆ**

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LINGUISTIC PECULIARITIES OF SOCIAL MEDIA ADVERTISEMENTS

SPARTAK MKHITARYAN

Abstract

The article explores linguistic strategies in social media ads, uncovering tactics for effective digital marketing. Through analyzing samples from various platforms, it reveals how language is strategically used to engage audiences. Additionally, emerging trends like user-generated content. This research provides valuable insights into the dynamic interplay between language and digital advertising, offering practical knowledge for marketers navigating the ever-evolving realm of social media.

Keywords: *linguistic strategies, social media ads, audience engagement, influencer marketing, advertising tactics, language usage, audience persuasion*

Introduction

In today's digital era, our daily lives are inundated with a plethora of advertisements and commercials, forming an omnipresent phenomenon from which no one can escape. Whether it's billboards, television, radio, or the internet, individuals encounter diverse advertisements nearly every day, with social media platforms such as Facebook, Instagram, and Telegram emerging as particularly prominent channels for advertising. The advent of technology has revolutionized the process of ad creation, with an increasing number of companies leveraging social media platforms and harnessing their full suite of features for promotional purposes.

The purpose of this article is to explore and analyze the unique linguistic features and strategies employed in social media advertisements.

The focus of this study centers on the advertisement text in English and its constituent elements within the realm of social media. Through a comprehensive examination of these aspects, we seek to gain deeper insights into the dynamic relationship between language and digital advertising practices in the contemporary digital age.

ADVERTISING TYPES AND THEIR COMPONENTS

In the 21st century, advertising plays a crucial role in promoting products, blending seamlessly into our daily lives filled with various visual and

audio ads. This has prompted scientists worldwide to study advertisement text characteristics and types. Advertising text is a form of paid non-personal communication, aims to promote products or services to targeted audiences using persuasive messaging across various media channels, including interactive platforms (Moriarty, 2005, p. 6).

The structure of written advertising text and the choice of words take a special place due to the fact that through words the text can influence a person, thereby causing the desire to buy a product. Depending on the purpose of the advertising text it can stimulate a person to buy something or to take some action. Advertising text should be accessible, concise, bright, informative and expressive. That is why those who write advertising texts use various psychological and linguistic techniques. Advertising text is a whole structure, which consists of several parts, each of which has a certain function and purpose. The main components of advertising texts are:

- Slogan;
- Headline;
- The main body of the advertisement text.

(<https://www.mbaknol.com/marketing-management/the-components-of-an-advertisement/>)

The slogan embodies a condensed version of the advertising idea, polished to linguistic excellence, capturing a memorable concept; a distinctive verbal depiction of a company, product, or political figure. Not every advertising text features a slogan. Key criteria for a slogan include brevity, memorability, logical consistency, integration of the brand symbol, and facilitation of translation into different languages.

Example: “*Just Do It*” (<https://www.nike.com/>)

Nike's iconic slogan, "Just Do It," is universally recognized for embodying the brand's ethos of action and empowerment. This succinct phrase motivates consumers across the globe to associate Nike with overcoming challenges and achieving personal success through determination and perseverance.

The headline stands out as the paramount verbal element in advertising. Conventionally, headlines summarize the primary appeal and argument of an advertisement, aiming to communicate the central message, recognizing that consumers might bypass the body text entirely. Studying advertising texts David Ogilvy in his book “Confessions of an Advertising Man” highlights several critical functions of the headline, including:

- capturing attention;
- sparking interest;

- identifying buyers/target audience;
- describing goods/services;
- selling goods/services (Ogilvy, 2021, p. 27).

Example: " *F3: Fuel your Body, Focus your Mind, and Finish your Fight* " (<https://twitter.com/F3Energy/status/1760695946437169438>). This headline effectively promotes F3 Energy Drink as a product enhancing performance and productivity, appealing to the reader's desire for energy and vitality with empowering phrases like "Fuel your Body" and "Focus your Mind". It captures attention, identifies the target audience, and describes the product's benefits, fulfilling key functions in selling to consumers.

COMMUNICATION MODELS OF ADVERTISEMENT

The main body of the advertisement text refers to the central portion of the advertisement where detailed information about the product, service, or message being promoted is presented. The main body of the advertisement text is crucial for conveying key information and convincing the audience of the value or utility of the advertised offering. Depending on the structure, the body text will express a particular communication model of the advertisement. According to J. Thistlethwaite there are 4 body types of advertisement:

- Factual
- Narrative
- Interest arousing
- Humorous (<https://blog.copify.com/post/types-of-body-copy-in-advertising>)

Factual advertisement provides essential information about a product or service, aiming to convince the reader to make a purchase. As it concentrates solely on presenting facts, it can be relatively brief, although there's no strict rule dictating its length. Contrary to common belief, consumers are indeed interested in factual details. In reality, providing more information often leads to increased sales.

Example: "*no prep, no cooking - Huel Black Edition contains all 27 essential vitamins and minerals in one balanced, plant-based meal, delivered straight to your door. From 2.20\$ per meal - try Huel today!* " (<https://foundr.com/articles/social-media/facebook-ad-examples>)

In this advertisement, the most important information is presented straight away, such as its key features and its value proposition that is the affordable price.

Narrative advertisement engages readers by telling a story before introducing a product or service that could address their needs. Rather than bluntly urging consumers to buy, narrative advertising takes a gentler

approach, allowing readers to emotionally connect with the storyline and develop positive associations with the brand. An exemplary instance of narrative advertising is the “One Foolish Act advertisement” by the Florida Department of Transportation. While the headline highlights the tragic outcome of a drunk driving incident resulting in the death of a cyclist on his 16th birthday, the body delves into the repercussions:

" He also killed the first guitar his parents would have given him that night. The band he would have played in during his first year at the University of Texas in Austin..." (<https://www.jamesrosene.com/work/onefoolishact>).

Though not directly selling a product, the ad conveys a significant message. It effectively tugs at the reader's heartstrings and reinforces the main message that is "One foolish act can kill a thousand great ones."

The aim of **interest arousing advertisement** is to evoke the reader's emotions. Instead of focusing directly on the features and advantages of a product, it relies on appealing to individuals' senses to indirectly encourage sales. Essentially, it taps into emotions that stimulate our senses of sight, hearing, smell, taste, or touch.

Example: *"Steak. Just a salmon steak on charcoal. Simply fresh. Simply tender and delicious. Yes, and three more types of vegetable side dishes to choose from. And two sauces. No one can resist such a salmon steak"* (https://vk.com/@cerebro_vk-restorannyi-smm-vkusnye-teksty-o-vkusnoi-ede-i-ne-tolko)

The advertisement directly strikes taste senses of a person by such words like “Simply fresh” and “Simply tender and delicious” making him or her imagine all diversity of taste and thus evoking the desire to order the dish.

Creation of a **humoristic advertisement** demands that a copywriter possess a deep understanding of their target audience. This approach has been proven effective over time and can ensure that a campaign remains memorable and influential for an extended period.

Example *"Doughnuts are bad for you. So are cream cakes, lie-ins and loud rock music. So is sugar. If you take it in your tea, stop immediately. If you take two sugars in your tea, obviously you're trying to commit suicide and it's a cry for help. Don't do it. Your life is precious."* (<https://gasp.agency/blog/kreme-kopywriting>)

At first glance, it may seem to violate a fundamental rule of advertising by admitting that the product has negative health implications. However, they've cleverly transformed this apparent drawback into an advantage by

using the remainder to illustrate that it's not just doughnuts that pose health risks.

THE LANGUAGE OF ADVERTISING ON SOCIAL MEDIA

Advertising language has a dual role: informing and persuading. It should be distinct, purposeful, and persuasive, backed by evidence and logical structure. Its artistic dimension lies in originality and entertainment. Language, as a symbolic system, extends beyond written and oral forms to social phenomena and social media advertising is a big part of that. (Widyahening, 2005, p. 73). In advertising, language not only reflects the practical utility of advertised products or services but also serves as a powerful tool for maneuvering the society in the direction that we need and this is carried out through usage of different linguistic technics in the advertisement texts.

Interesting and modern example of ads on social media is the advertisement of the game named "Mortal Kombat 1"

Example 1:

🔥 Relive the Ultimate Fight: Mortal Kombat 1 Game! 🎮👊

🌟 Get ready for a legendary showdown in the gaming world! Introducing Mortal Kombat 1 – the iconic game that started it all. Immerse yourself in brutal battles, spine-tingling fatalities, and an unforgettable gaming experience.

Exploring the linguistic aspect of this ad we can conclude that:

Imperative Mood: The text includes imperative verbs like "Get ready," "Introducing," and "Get your hands on," which are commands or calls to action aimed at encouraging the reader to take a specific action, in this case, to engage with the Mortal Kombat 1 game.

Visual Elements: The use visual elements such as emojis ("🔥", "🎮", "👊", "🌟", "👊") throughout the text emphasizes excitement and enthusiasm, further contributing to the energetic tone of the promotional message.

Emotive Language: The text uses emotive language such as "legendary showdown," "brutal battles," "spine-tingling fatalities," and "unforgettable gaming experience" to evoke excitement and anticipation in the reader. These phrases are designed to appeal to the emotions of the target audience and create a sense of anticipation and thrill.

Colloquial Expressions: The phrase "FINISH HIM" is a well-known catchphrase from the Mortal Kombat series, which adds authenticity and familiarity for fans of the game.

Hyperbole: There is an element of hyperbole in the text, as it portrays Mortal Kombat 1 as the "iconic game that started it all" and promises an

"unforgettable gaming experience." This exaggerated language is commonly used in marketing to make products or experiences seem more impressive and desirable.

Example 2:

Have you ever taken a trip to the cosmos? 🚀🌌

Our performances allow you to dive into space, journey through distant galaxies, and experience extraordinary emotions.

📍 Visit Planetarium No.1 for a cosmic escape and rendezvous.
Let's get lost in space together! 🌍

Imperative Mood: The ad includes imperative verbs like "Visit," "Let's get lost," and "Learn more," which serve as calls to action, encouraging the reader to take specific steps such as visiting the Planetarium No.1, getting lost in space, and learning more about cosmic performances.

Visual Elements: The ad incorporates visual elements such as emojis (🚀, 🌌, 🌍) and formatting (---) to enhance visual appeal and capture attention. Emojis like 🚀 and 🌌 symbolize space and space travel, aligning with the theme of the ad.

Emotive Language: The ad uses emotive language such as "dive into space," "journey through distant galaxies," and "experience extraordinary emotions." These phrases aim to evoke a sense of wonder, excitement, and adventure in the reader, enticing them to explore further.

Rhetorical Question: The ad starts with a rhetorical question, "Have you ever taken a trip to the cosmos?" This question is intended to engage the reader and pique their curiosity about the subject matter, setting the stage for the rest of the ad.

The following example is an advertisement for a school where people can develop their intellectual abilities.

Example 3:

Brainety
Sponsored · 🌐

🤔 Are you smarter than the national average?
👉 The average IQ is 98.
That's 62 less than Einstein and Stephen Hawking!
Think you're more intelligent than that?
Put your mind to the challenge with Brainety and see how intelligent you really are:
💡 Fun training games to test your memory, speed, and logic
✅ Test yourself over time to see your cognitive abilities improve
🕒 Quick brain tasks you can do while you're bored
Plus, keep training your brain daily and watch your intelligence soar.
Get started with Brainety now and bring out your inner nerd 🧠

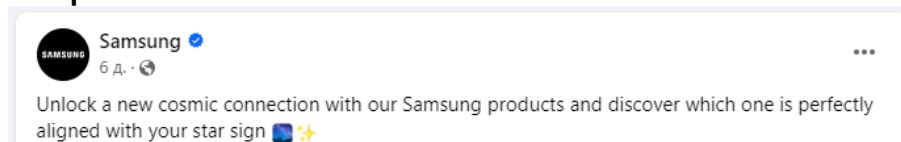
Imperative Mood: The ad encourages readers to "put your mind to the challenge with Brainety" and offers specific benefits of using the platform, such as fun training games, cognitive improvement over time, and quick brain tasks. The call to action is reinforced with phrases like "Get started with Brainety now," which urges the reader to take immediate action.

Visual Elements: The ad employs casual language and emojis (🧠, 🎮, 🌟, 📱, 🚀) to make the content more relatable and accessible to the target audience.

Emotive Language: The ad uses emotive language such as "put your mind to the challenge," "watch your intelligence soar," and "bring out your inner nerd" to evoke excitement and enthusiasm in the reader. These phrases are designed to appeal to the emotions of the target audience and motivate them to engage with the advertised product.

Rhetorical Question: The ad begins with a rhetorical question, "Are you smarter than the average American?" This immediately engages the reader by prompting them to consider their own intelligence relative to a benchmark.

Example 4:



Imperative Mood: The ad calls readers to action through the phrase "Unlock a new cosmic connection" and offers specific benefits of using the product.

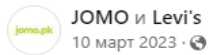
Visual Elements: The use of emojis, specifically the galaxy 🌌 and sparkling stars ✨, adds visual appeal and reinforces the cosmic theme of the ad. Emojis are commonly used in marketing to convey emotion or enhance messaging.

Cosmic Imagery: The use of words like "cosmic" and "star sign" creates a celestial and mystical atmosphere, appealing to those interested in astrology or the concept of cosmic connections.

Metaphorical Language: By suggesting that Samsung products can unlock a "cosmic connection," the ad uses metaphorical language to imply a deeper, almost spiritual relationship between the consumer and the product.

Conciseness: The ad is brief and straightforward, emphasizing key aspects such as performance and uniqueness without overwhelming the reader with excessive details. This ensures that the message is easy to grasp and recall.

Example 5:



Join the denim revolution with Jomo and Levi's! 👖🔥 Experience the ultimate denim shopping experience with the latest jeans and shoes. Upgrade your wardrobe with new styles and express your unique style today!

Imperative Mood: The call to action is achieved through the phrases "Join the denim revolution...", "Experience the ultimate denim..." and "Upgrade your wardrobe" which urges the reader to take immediate action.

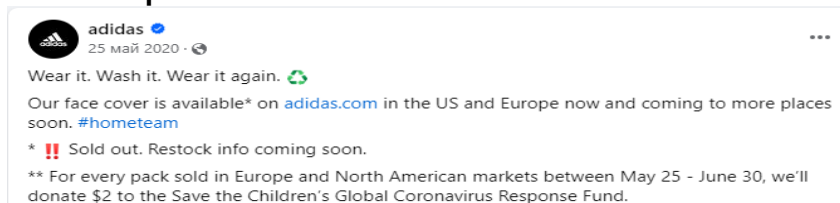
Informal Tone: The use of "Join the denim revolution with Jomo" creates an informal and inclusive tone, inviting the audience to participate in something exciting and trendy.

Visual Elements. The use of emojis like the jeans 👖 and fire 🔥 adds visual interest and reinforces the idea of something hot and fashionable.

Emotive Language: Words like "ultimate," "upgrade," and "express" evoke emotion and excitement, encouraging the audience to envision themselves as part of the experience and suggesting that purchasing these products will enhance their lives.

Repetition: The repetition of "experience" emphasizes the idea that buying denim from Jomo and Levi's isn't just about acquiring clothing; it's about immersing oneself in an enjoyable and fulfilling shopping experience.

Example 6:



Imperative Mood: The use of short, imperative sentences such as "Wear it. Wash it. Wear it again." delivers a clear and concise message, highlighting the product's durability and reusability.

Visual Elements: The recycling symbol ♻️ communicates the eco-friendly nature of the product, highlighting its sustainability and environmental consciousness. This resonates with consumers who prioritize ethical consumption and sustainability.

Hashtag Usage: The use of hashtag like #hometeam helps to increase the visibility of the advertisement on social media platforms and reinforces the brand's identity.

Attention to Detail: The asterisks (*) and double asterisks (**) are used to provide additional information and disclaimers about the product's

availability and donation initiative, respectively. This demonstrates transparency and ensures that customers are well-informed.

Conciseness: The ad keeps it short and simple, highlighting important points like performance and uniqueness without giving too much information. This makes it easy to understand and remember.

Example 7:



Targeted Language: The use of "busy dudes" in the ad's copy targets a specific demographic, likely young men who lead hectic lifestyles. This language choice helps to create a connection with the intended audience by acknowledging their lifestyle challenges.

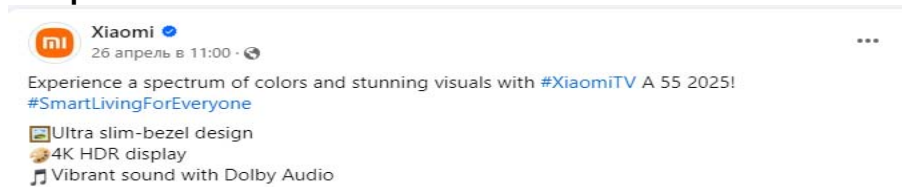
Visual Elements: The checkmark symbol ✓ is used to reinforce the idea of success and approval. It is strategically placed after each benefit mentioned in the ad ("quick ✓" and "as easy as washing your face ✓"), serving as a visual cue to signal the advantages of using the product.

Informal Tone: The use of "hack" suggests a clever shortcut or solution, appealing to a contemporary, tech-savvy audience. The informal tone throughout the ad can be seen in the phrases like "busy dudes".

Emphasis on Efficiency: The repetition of words like "quick" and "easy" reinforces the idea that using the product is a time-saving solution. This appeals to the target audience's desire for convenience and efficiency in their grooming routine.

Simple Language: The ad employs straightforward language to convey the product's benefits clearly and succinctly. This approach ensures that the message is easily understood, especially for busy consumers who may be scanning the ad quickly.

Example 8:



Imperative Mood: The ad includes a call to action (CTA) with a link to learn more about the product on Xiaomi's website. This encourages interested customers to take the next step in their purchasing journey by providing them with a direct path to obtain more information or make a purchase.

Emotive Language: The ad focuses on the emotional experience by mentioning "spectrum of colors," "stunning visuals," and "vibrant sound." This appeals to potential customers' desire for immersive entertainment experiences and emphasizes the high-quality display and audio features of the TV.

Conciseness: The ad communicates the key features of the product in a concise and clear manner, using bullet points to highlight the ultra-slim bezel design, 4K HDR display, and vibrant sound with Dolby Audio. This approach ensures that potential customers can quickly grasp the main selling points of the XiaomiTV A 55 2025.

Hashtag Usage: The use of hashtags like #XiaomiTV and #SmartLivingForEveryone helps to increase the visibility of the advertisement on social media platforms and reinforces the brand's identity and commitment to providing smart living solutions for everyone.

Example 9:



Elevate your journey with the perfect blend of performance and individuality.

The new BMW 4 Series Gran Coupé.

#THE4 #BMW

Elevated Language: The use of the word "elevate" suggests sophistication and improvement, appealing to customers who are seeking a higher-quality driving experience. This language choice conveys a sense of luxury and excellence associated with the BMW brand.

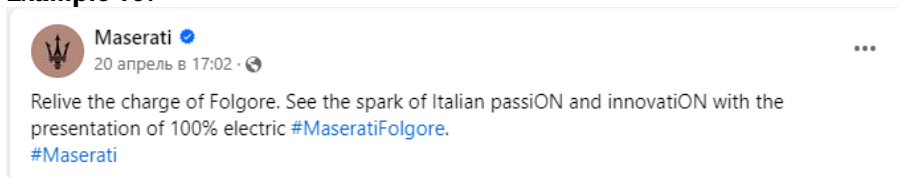
Emphasis on Performance and Individuality: The ad highlights the "perfect blend of performance and individuality," suggesting that the BMW 4 Series Gran Coupé offers both superior driving dynamics and a unique sense of personal style.

Hashtags: The inclusion of hashtags like #THE4 and #BMW helps to increase the visibility of the advertisement on social media platforms and reinforces the brand's identity. It also encourages engagement from consumers who may be interested in exploring further or sharing their own experiences with the BMW 4 Series Gran Coupé.

Product Naming: The ad introduces the BMW 4 Series Gran Coupé as "the new," indicating freshness and innovation. This language choice suggests that the vehicle offers the latest in automotive technology and design, encouraging potential customers to consider it as a modern and desirable option.

Conciseness: The ad is brief and to the point, focusing on key selling points such as performance and individuality without overwhelming the reader with excessive information. This allows the message to be easily understood and remembered.

Example 10:



Emotive Language: The ad uses emotive language to evoke strong feelings and associations. Words like "charge," "spark," and "passion" evoke excitement and energy, while also hinting at the vehicle's performance and innovative features.

Wordplay: The ad cleverly incorporates wordplay with "Folgore," which means "lightning" in Italian. This not only adds a dynamic and memorable element to the brand name but also suggests speed, power, and electrification, aligning with the theme of electric vehicles.

Hashtags: The hashtags #MaseratiFolgore and #Maserati are used to increase the visibility of the advertisement on social media platforms and reinforce the brand identity. The repetition of the brand name through hashtags helps to strengthen brand recognition and association.

Capitalization for Emphasis: The use of capitalization in "ON" and "ON" in "passiON" and "innovatiON" highlights these key words, drawing attention to the themes of passion and innovation associated with the Maserati Folgore. This helps to reinforce the brand's values and messaging.

Slogan-like Structure: The structure of the ad, with the repetition of "charge of Folgore" and the parallelism in "passiON and innovatiON," gives it a slogan-like quality. This makes the message memorable and reinforces the key attributes of the Maserati Folgore.

Upon reviewing multiple advertisement texts, it's evident that social media ads predominantly employ a call-to-action method. This approach, characterized by its imperative mood, emotive language, and conciseness, effectively appeals to consumers' emotions and prompts them to take action.

Conclusion

Throughout our study, we have analyzed 10 advertisement texts and found that they primarily utilize the imperative mood, emotive language, and conciseness. These advertisements are designed to craft a captivating story that connects with consumers and motivates them to take action.

The imperative mood is extensively utilized to instill a sense of urgency and prompt immediate response from viewers. By employing direct commands or calls to action, such as "Buy now" or "Learn more," advertisers compel users to engage with the ad content promptly, maximizing the chances of conversion.

Emotive language plays a crucial role in establishing an emotional connection with the audience. Through the use of evocative words and phrases, ads evoke specific feelings or desires in viewers, tapping into their aspirations, fears, or desires. By leveraging emotions such as joy, excitement, or nostalgia, advertisers can elicit a strong response and foster a deeper connection with the brand or product being promoted.

Conciseness is key in ensuring that the message is effectively communicated within the limited attention span of social media users. By distilling complex ideas or features into clear and concise messaging, ads are able to convey their value proposition quickly and memorably. This enables viewers to grasp the key benefits or selling points of the product or service without being overwhelmed by excessive information.

Moreover, a plethora of different linguistic techniques are employed to capture the attention of audiences and convey persuasive messages effectively. Among these techniques, hyperbole, metaphorical language, repetition, and wordplay stand out as particularly prominent.

Metaphorical language, on the other hand, allows advertisers to convey complex ideas or emotions by drawing parallels with familiar concepts or experiences.

As the advertising industry expands, it continuously pioneers new methods to promote products. This drive for innovation fosters creativity, resulting in the development of fresh strategies to captivate audiences. Advertisers actively explore emerging platforms and trends, constantly adapting to the changing preferences of consumers. This dynamic environment underscores the ongoing evolution of advertising, where staying ahead requires constant exploration and experimentation with novel approaches.

In conclusion, the strategic use of imperative mood, emotive language, and conciseness underscores the effectiveness of advertisements on social media platforms. By appealing to consumers' emotions, prompting immediate action, and delivering messages succinctly, the linguistic techniques enable advertisers to capture attention, drive engagement, and ultimately influence purchasing decisions in the fast-paced digital landscape.

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ՄՊԱՐՏԱԿ ՄԵԽԹԱՐՅԱՆ - ԼԵՁՎԱԿԱՆ ԱՌԱՆՁՆԱՀԱՏԿՈՒԹՅՈՒՆ-ՆԵՐԸ ՍՈՑԻԱԼԱԿԱՆ ՑԱՆՑԵՐԻ ԳՈՎԱԶԴՈՒՄ

Հիմնաբառեր՝ լեզվական ռազմավարություններ, սոցիալական ցանցերի գովազդ, լսարանի ներգրավում, ազդեցիկ մարքեթինգ, գովազդային մարտավարություն, լեզվի օգտագործում, լսարանի համոզում

Այս հոդվածն ուսումնասիրում է սոցիալական ցանցերում գովազդի լեզվական ռազմավարությունները՝ բացահայտելով արդյունավետ մարքեթինգի մարտավարությունը: Տարբեր հարթակների նմուշների վերլուծության միջոցով բացահայտվում է, թե ինչպես է լեզուն օգտագործվում մարդկանց ներգրավելու համար: Այս հետազոտությունը արժեքավոր պատկերացումներ է տալիս լեզվի և թվային գովազդի դինամիկ փոխազդեցության վերաբերյալ՝ առաջարկելով գործնական գիտելիքներ սոցիալական ցանցերի անընդհատ զարգացող տիրույթում նավարկող շուկայավարների համար:

СПАРТАК МХИТАРЯН - ЯЗЫКОВЫЕ ОСОБЕННОСТИ РЕКЛАМЫ В СОЦИАЛЬНЫХ СЕТЯХ

Ключевые слова: лингвистические стратегии, реклама в социальных сетях, вовлечение аудитории, маркетинг влияния, рекламная тактика, использование языковых техник, убеждение аудитории

В настоящей статье исследуются лингвистические стратегии рекламы в социальных сетях, раскрываются тактики эффективного цифрового маркетинга. Посредством анализа образцов рекламы, размещенной на различных платформах, автор эксплицирует характер стратегического использования языка, нацеленного на привлечение аудитории. В статье представлены также и новые тенденции в данной сфере, среди которых – пользовательский контент и маркетинг влияния. В исследовании приводятся существенные характеристики динамического взаимодействия языка и цифровой рекламы, предлагаются практические знания, необходимые маркетологам, ориентирующимся в постоянно развивающейся сфере социальных сетей.

Ներկայացվել է՝ 19.03.2024 թ.
Գրախոսվել է՝ 03.05.2024 թ.