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PERSUASIVENESS IN A RUSSIAN-LANGUAGE ADVERTISING TEXT (A CASE STUDY OF THE TELEVISION COMMERCIAL FOR THE BRAND "INDILIGHT")

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Abstract The article deals with the realisation of persuasiveness (verbal influence) in a Russian-language advertising text. Persuasiveness is regarded as a key communicative feature of advertising discourse, realised through the interaction of the verbal, visual and auditory components of the advertising message. The aim of the study is to demonstrate the analytical potential of N. Janich's holistic (integrative) model of advertising-text analysis for revealing the linguistic, argumentative and semiotic means of persuasive influence. The material is a television commercial for the meat products of the brand "Indilight" (Rossiya 1 channel). The analysis follows the six stages of Janich's model — three analytical (extra-textual factors; the structure and form of the partial texts; their content) and three synthetic (the interaction of intra-textual elements; the correlation of intra- and extra-textual factors; the final interpretation of the communicative intention). It is shown that persuasive influence in the text under study is built primarily on implicit argumentation (enthymeme), on the emotional convergence of the ordinary ("lunch") with the value-laden ("celebration"), and on the complementary interaction of the verbal slogan, the visual sequence and the musical accompaniment. It is established that the commercial pursues not only a promotional but also an image-building goal. The results confirm the productivity of Janich's model as a tool for analysing persuasive strategies and can be applied in comparative studies of advertising discourse.

Keywords: persuasiveness, verbal influence, advertising text, advertising discourse, Janich's model, argumentation, enthymeme, creolised text, connotation, television advertising.

Introduction Advertising is one of the most dynamic types of institutional discourse, in which language functions above all as an instrument of influence. The principal communicative orientation of an advertising text is persuasiveness — a purposeful verbal influence on the addressee aimed at changing their evaluations, attitudes and, ultimately, their behaviour. Unlike direct inducement, persuasive influence in advertising is realised predominantly in an implicit way: through argumentation, emotional involvement, an appeal to the addressee's values, and the interaction of heterogeneous semiotic codes.

The study of persuasiveness has deep roots in the rhetorical tradition, going back to the Aristotelian doctrine of the means of persuasion (ethos, pathos, logos), and is developed further in neo-rhetoric and modern argumentation theory, including the doctrine of topoi as sources of arguments [5; 6]. In the linguistics of advertising, persuasiveness is regarded as a category integrating the linguistic, pragmatic and semiotic levels of the advertising message [4]; it is closely connected with the typology of verbal influence [7] and with the pragmatics of speech acts, since inducement to action in advertising is most often expressed indirectly [8]. At the same time, an advertising text has a polycode (creolised) character: its persuasive potential is formed by the interaction of the verbal, visual and auditory components, which calls for a comprehensive analytical toolkit [9].

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One of the most elaborated methods for the comprehensive analysis of an advertising text is the holistic (integrative) model of N. Janich, which synthesises the communicative model of W. Brandt and the semiotic-pragmatic model of A. Hennecke [2; 3]. The model involves a consecutive passage through six stages — three analytical and three synthetic — which makes it possible to describe an advertising message simultaneously from the point of view of its form, its content and its communicative intention. Despite the wide application of the model in German studies, its potential as a tool for analysing specifically persuasive strategies in Russian-language advertising discourse remains insufficiently studied.

The relevance of the study is determined, on the one hand, by the growing role of advertising communication in the contemporary media space and, on the other, by the need to develop methods that make it possible to describe systematically the means of persuasive influence in a polycode advertising text. The object of the study is the Russian-language television advertising text; its subject is the linguistic, argumentative and semiotic means of realising persuasiveness.

The aim of the article is to demonstrate the potential of N. Janich's model for identifying and describing the means of persuasive influence in a Russian-language advertising text. Achieving this aim involves solving the following tasks: 1) to clarify the content of the notion of persuasiveness with regard to advertising discourse; 2) to characterise N. Janich's model as a tool for the comprehensive analysis of an advertising text; 3) to carry out a consecutive analysis of the advertising text through the stages of the model, with a focus on persuasive strategies.

The material of the study is a television commercial for the meat products of the brand "Indilight", broadcast on the Rossiya 1 channel [1]. The choice of the commercial is motivated by its representativeness with regard to the combination of verbal, visual and auditory means of persuasive influence; the rhetorical aspect of contemporary television and radio advertising has repeatedly become the subject of special research [9]. The methods of the study are the descriptive method, the methods of contextual and componential analysis, and elements of argumentative and semiotic analysis, implemented within the framework of Janich's integrative model [2]. The scholarly novelty of the work consists in applying Janich's model to the analysis of the persuasive strategies of a Russian-language advertising text, which makes it possible to describe the mechanism of interaction of the different-code components in the realisation of the persuasive function of advertising.

Analysis of the advertising text using N. Janich's model Let us turn to a pragmalinguistic analysis of an advertising text in Russian. For this purpose, a commercial for turkey products of the brand "Indilight" was selected, which was broadcast on the all-Russian state federal channel Rossiya 1 [1].

Title: a television commercial for the meat products of the "Indilight" company. Duration: 9 sec. Participants: voice-over (VO). Brief description of the situation: the frames show and prepare all kinds of the advertised company's meat products.

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01 VO: (--) ((Mexican music) Indilight turkey is not a lunch but just a real celebration; [original: инДЕйка индиЛАЙТ не обед а просто ПРАЗДНИК какой-то]



02 VO: (--) Indilight (-) it will surely be juicy; [original: ИНДИлайт (-) СОЧно будет ТОЧно]



"Indilight" is a brand of the Damate group of companies — the largest vertically integrated agricultural holding, offering a wide range of semi-finished products from turkey meat. Turkey products under the "Indilight" brand entered the market in the summer of 2013 and are today represented in all federal districts of the Russian Federation. The "Indilight" range comprises about 400 turkey items: minced meat, semi-finished products, marinades, forcemeat and offal [11]. Competition in this field, according to the information and analytical agency IMIT, is very high: Damate holds 52.5% of the market, Tambovskaya Indeyka 17%, Krasnobor 5.8%, PK Ural 5.7%, and the Ruskom group of companies almost 5% [12]. In addition, the company has begun to supply halal turkey to Uzbekistan: as the company explains, entering the Uzbek markets is an important step in the development of Damate's export direction, since the middle class in the country is actively growing

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and, with it, the demand for convenience food and sausage products [13]. The aim of the advertisement is to promote the products; it is addressed to people who prepare food in the household.

Considering the product name at the second stage of the analysis, it should be noted that it belongs to conceptual names. The part "indi" is an abbreviation of the word "indeyka" (turkey), while "light" from English means "light", "lightened", and is most often used with reference to low-calorie products [12]. This implies that the consumption of turkey meat is beneficial for the human body. The slogan, which not only sounds at the end of the commercial but is also visualised on the screen, refers in its content to the product itself. The advertising text consists of two sentences, which gives grounds for classifying it among texts that create plausibility. From the lexical point of view, the key words celebration and juicy are present here. The connection between the first and the second sentence (and, given that the text consists of only two sentences, between the first and the last) is effected through the explicit recurrence of the product name Indilight.

The commercial is broadcast to Mexican music. In form, it is a kind of instrumental accompaniment. Mexican music is characterised by a major mode, a lively — often very rapid — tempo and an energetic rhythm; the communicative potential of sound accompaniment in advertising has long been noted by researchers [10]. The visual partial text consists of the following images: a frame of three kinds of the "Indilight" company's products, five different frames of the preparation of these products, three frames of food already ready for consumption, and again the first frame. The trademark can be traced in almost every frame. Between the words indi and light there is an image of a turkey, which allows it to be classified among combined trademarks.

Following the analysis of the construction, structure and form of the partial texts, let us consider them at the third stage of the analysis from the content side. In the advertising text, lunch is compared with the notion of celebration, which in the direct sense means a day of festivity in honour or in memory of some outstanding event. The connotation, however, is the enjoyment experienced from something — a pleasant, joyful feeling — as well as the very source of enjoyment and joy [14]. A large role is also assigned to the musical accompaniment: as noted above, Mexican music is very rhythmic, which evokes positive feelings in potential customers. It is precisely at this point that the verbal and the visual partial texts interact and complement each other. In addition, the text guarantees that the lunch will be juicy, and the word juicy, used in combination with meat, is in most cases associated with very tasty meat.

Let us analyse, at the first stage of synthesis, the combination of intra-textual elements. In this commercial, as in many others, there is no explicit order, request or offer prompting the recipient of the message to make a purchase — the inducing illocution is expressed indirectly [8]. Here the argumentation is built using an enthymeme. Equating lunch with celebration acts as an argument leading to the conclusion that one should buy the products of this particular company, because a celebration is always pleasant and joyful; moreover, this argument appeals to the feelings of the potential customer. Then follows a second argument, according to which this company's meat products are always juicy — it is aimed at describing the properties of the product.

When analysing the correlation of intra-textual and extra-textual factors at the second stage of synthesis, let us consider the functions of the advertising text and, once again, the aim of this advertisement. The following functions can be singled out here: the product name is stated; the product is assigned to a particular brand; a property of the product is listed; the packaging is shown; the ways of consumption are demonstrated (the visual partial text); situations of possible use are

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described (for lunch); the properties of the product are especially highlighted (juiciness); positive emotions are evoked (through the visual, auditory and verbal partial texts); and an attempt is made to link the consumer's values with the product (comparing lunch with a celebration).

Conclusion The analysis carried out using N. Janich's model shows that persuasive influence in the advertising text under consideration is realised not through direct inducement but through a complex of implicit means. At the linguistic level, the key role is played by evaluatively and connotatively loaded words (celebration, juicy) and the recurrent brand name; at the argumentative level, by an enthymematic construction in which the conclusion about the need to purchase is not made explicit but is completed by the addressee; and at the semiotic level, by the complementary interaction of the verbal slogan, the visual sequence and the rhythmic musical accompaniment, which together form a positive emotional background.

The final interpretation (the third stage of synthesis) allows us to conclude that this advertisement pursues not only a promotional but also an image-building goal: the use of the advertised products is presented as a way to turn the process of preparing and consuming food into a "celebration", at which the meat will always be "juicy". In this way, an everyday consumer action is endowed with additional value significance. The analysis carried out confirms the productivity of N. Janich's holistic model as a tool for describing persuasive strategies in Russian-language advertising discourse; a further prospect is the application of this toolkit to the comparative analysis of advertising texts based on different languages.

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