

# **ПРИКЛАДНА ЛІНГВІСТИКА Й ФУНКЦІОНУВАННЯ ДЕРЖАВИ**

*Huliyeva D.O.*

*National Technical University "Kharkiv Polytechnical Institute"*

## **VERBAL MEANS OF EMOTIONAL AND RATIONAL MOTIVATION IN GENDER SPECIFIC ADVERTISING**

The aim of this paper is to establish verbal means of rational and emotional motivation of English advertising addressed to men and women.

Advertising text for men and women has its own special characteristic features. In every single case they can be different but the aim has remained constant - to capture the attention of the potential consumer. They use different motivation: rational, appealing to reason and emotional, appealing to emotions.

Prototypical verbal means of emotional motivation include emotionally colored attributes like *heavenly, dazzling, stunning, fabulous, sensational, perfect* etc. which are devoid of any denotation meaning and are applied just to create the special world of gloss, excitement and luxury suggesting that buying the advertised goods will automatically make buyers a part of it. Rational motivation is rendered through attributes having just denotation meaning describing ontological qualities of the goods advertised which make them attractive to the buyers for some definite reason. Rational advertising is backed by: utilitarian motives of reliability (*it's dependable and welcoming*), efficiency (*advanced high-efficiency Worcester Bosch*), quality (*high-performance wrist instruments designed and tested for the most demanding professionals*), etc.; esthetic motives: good looks (*Siemens Mobile. Sleek, sophisticated and sexy; stylish form*); motives of prestige (*Sitting in the world's best-selling sports car has never been such a unique experience; it's the unique titanium body colour of the new limited edition MX-5 Phoenix; there is something about being individual*); motives of tradition and custom (*legendary Bosh quality; traditional*

*tailoring*).

**Characteristic features of the advertisement, aimed at women:** advertisement of cosmetic (*Ultimate shine, brilliant colour, magnified volume all in one. Sexy lips, "dressed" in hugging vinyl skin.* (Dior) (Vogue, Jul. 2004, p. 200); advertisement of household equipment (*Don't let damp laundry hang over you like a cloud every weekend. Buy a Bosch Logixx condenser dryer and you are guaranteed a brighter outlook. So, now, whatever the weather, Bosch gives you the freedom to enjoy it.* (Style, Sunday Times, Oct. 9, 2005); advertisement of decorations and accessories (*A 59.37 heart - Shaped diamond sautoir with a 15 CT d/colour heart pendant and 24.23 CT diamond chandelier drops. Created by Jeremy Morris, (advertisement of earrings and necklace) (Vogue, Jul. 2004, p. 190); advertisement of clothes (*To be a new woman from 12 to 28. (clothes from Marina Rinaldi) (Good Housekeeping, Apr. 2004, p. 264)**

**Characteristic features of the advertisement, aimed at men:** advertisement of cosmetic (*Clinically tested to be strong, yet gentle on your skin (New Gillette Series Sensitive Skin Deodorant) (Style, Sunday Times, Oct. 9, 2005); advertisement of cars (*Creatures of comfort. It is not about getting anywhere. There is something about being an individual.* (Renault cars) (Vogue, a Conde Nast Publication, June 2006, p. 144); advertisement of technical equipment (*26 in iDTV; 1,366 x 768 pixel screen; HDTV capable, but no digital socket; Splitscreen mode, stereo output: 10 watts per channel; connections: 2 SCART (RGB), component, audio, video, common interface analogue PC.* (the advertisement of JVC TV). (Good Housekeeping, September 2001, p. 53); advertisement of hot drinks (*Beer is freshest the day and just so you know the beer you are drinking is in its prime, we put a "Born On" date on every bottle. Old beer could have a stale taste. So taste a fresh beer – its better.* (Beer of Budweiser)( Vogue, Autumn 1999, p.35)*

According to the data received 68% of all the advertising studied appeal to emotions while only 32% appeal to reason, Most of advertising based on emotional motivation is addressed to women (38% against 30%») while rational motivation more often aims at men (25% against 7%).

Studies of advertising motivation help to understand the mechanism of verbal regulation of social behaviour.