

Traditionally, there are categories that are more associated with the female half (food, health products, clothing) and conversely products associated more with men (alcohol, cigarettes, cars, appliances).

On the "Gender" of products affects everything: color, form, size and so on. Unique Features of women's products: lighter and brighter colors, floral patterns, smooth lines, rounded form, light weight and small size. For men – conversely: dark colors, strict lines, boxy shapes. Therefore, when the company «Dove» decided to enter the market of skin care tools for men, they changed the color of the packaging to gray and made the square form, to give it a more "masculine" appearance. As a result, in one year they have attracted millions of customers in 30 countries and a profit of \$ 150 million.

From birth, man meets a gender segmentation. Because in children's clothing store most of clothes will be in pink and blue tones. Apart clothes painted in these colors have become household appliances and furniture. Absolutely absurd outlines of color separate began to acquire from the beginning of the 1980s, when pink no longer simply only for girls, and became practically the only choice. At the same time the company decided that, dividing the market for products for both boys and girls and selling multiple versions of the same product, they will be able to earn more money.

To summarize, the separation of for adults and children subjects continues throughout. Packing toys and drawings on the clothes literally screaming to whom they are targeting. Boys offer a bed in form of racing car, with superheroes rucksacks, guns; and girls - pink dress with princess ruler, jewelry and dolls. Due to the separation of children's clothes at things for boys and girls child's world begins to clearly divide into 'their and others'. Violations of gender boundaries cause ridicule, misunderstanding and rejection from others. Classmates will laugh at the boy who came to school with a portfolio with Barbie, and at the girl, putting on shoes with Spider-Man. By adulthood, people are so accustomed to differences in consumption that little doubt in their natural origin.

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## **THE LANGUAGE OF ADVERTISING: CHOOSING A CREATIVE APPROACH**

Advertising as a part of our everyday life is often recorded somewhere at the back of our minds and is recalled when we buy something or look for a particular service.

The subject of this research work is the language of printed advertising. The object is printed advertising and its stylistic features.

The main objectives of the presentation are to find English advertising in different media and to research the stylistic features of advertising – lexis, syntax and semantics.

American Marketing Association (AMA) defines advertising as: “Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.”

The message which is presented or disseminated is called advertisement. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common.

The language of advertising decision making takes into account the objectives to be determined, the type of advertisement to be used, media selection etc. Choosing the language requires creative approach. The language of advertising is normally very positive and emphasizes why one product stands out in comparison with another. The adjectives used mostly are *new, good, free, fresh, delicious, full, sure, clean, wonderful, special, crisp, fine, big, great, real, easy, bright, extra, safe, rich*. The verbs usually used are *make, get, give, have, see, buy, come, go, know, keep, look, need, love, use, feel, like, choose, take, start, taste*. They are known to be used in active, not passive voice, weakening the idea and making it difficult to understand. The widely used disyllable and multi-syllable verbs include *accept, adopt, assure, award, contact, design, discover, enjoy, hurry, introduce, obtain, offer, provide, receive, request, remember, secure, supply, welcome*. Generally, *you* is used in advertising instead of *we*. English compounds become a conspicuous characteristic of English advertisements. Familiarity and recognition of an idiom increases the ability to perceive, remember and reproduce the slogan. Using idioms in everyday speech, people automatically recall advertising. In advertising idioms are used in four ways: paraphrase - replacing one of the words; pure idioms - a ready word combination is used, which can include a word that has a direct attitude to the object of advertising; reinterpreted idiom - holistic meaning of the idiom is divided into individual meanings of its words and, as a result, the phrase gets a new meaning, which is inseparably connected with the object of the advertising; concrete and abstract words.

Advertising does not tolerate verbosity and complication-speed amorphous syntax, since its very nature must be dynamic. The syntax characteristics of advertising in English are the following: general use of short sentences, the use of imperative sentences, frequent use of interrogative sentences, the use of noun phrases, appropriate use of conditional sentences, flexible use of quotations, extensive use of elliptical sentences, frequent use of parallel phrase structures, the use of separative sentences.

When a big advertising text is needed, some more difficult syntax constructions are used: segmented construction, nominative sentence, question-answer, antithesis, rhetorical appeal, exclamatory sentence, conversational syntax (direct speech, incomplete sentence). There are also some semantic groups, they are: words of the basic needs (by Maslow) and words of age and social groups.

To conclude, advertising is an essential part of our life and it plays an important role in our lives. It is used in order to attract the customers to buy a product. Its importance is the greatest when the customer has a choice.