

29. PHRASEOLOGICAL UNITS IN ADVERTISING CAMPAIGN

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This paper deals with the problem of selection and displaying proverbs, sayings, phraseological units and stable comparisons in advertising messages and also reveals the impact they produce on advertising campaign.

Phraseological units are used in almost all advertising text composition elements: heading, slogan, main text, reference information. However, it is worth mentioning that phraseological units used in

advertising slogans and their sound reflection (jingles) are most frequently met. These units act as the main element of the brand's corporate identity and being essentially nominated for the second time, often become an advertising name, and have a symbolic meaning. Even slogans that at first do not use idiomatic expressions as a linguistic means of creating an advertising image can furthermore become phraseological units. This happens due to the fact that one of the significant properties of idioms is the frequency of use, and this factor is of a particular relevance, since advertising communication involves the repetition of contacts with consumers. The target audience remembers advertising slogans and, in particular, jingles, associates them with specific products and perceives them in the appropriate meaning, largely created within the advertising text [1].

In order to be analyzed, the famous chocolate dragees M&M's advertising slogan was chosen. It is used in the promotional video of the M&M's advertising campaign and pictured on various banners (Figure 1).



Figure 1 – The advertising slogan for the chocolate dragees M&M's [2]

It sounds like: "Melts in your Mouth, not in your Hands. [3]" The phraseological unit in the fragment "melts in the mouth" in relation to chocolate, can have two meanings: "to be very tasty" and "to be sweet and soft." This idiom is nominative-communicative. In this case, we are dealing with a rethinking of the phraseological unit, since there is also a second part that opposes and contains the phraseological unit and is logically directly connected with the first. The first part of the idiom (chocolate melts in your mouth) can have three possible meanings: "this chocolate is very tasty", "this chocolate is sweet and soft" and the literal and most obvious "this chocolate melts in your mouth". The second meaning complements the list of positive properties of the product. The third meaning defines "not melt in the hands" as the advantage over the melting products. But this is just a marketing ploy, as these sweets melt from the heat the same way as the others. This phraseological unit forms an advertising slogan, attaching a homogeneous term, but somewhat different in meaning. It is an example of a successfully chosen idiom, since it emphasizes all the best qualities of the product and complements the picture for the better.

In conclusion, it is worth saying that successful use of phraseological units in advertising campaign as a means of verbal imagery allows you to create an emotionally colored image of the advertised object and thereby increases the interest of potential clients. Phraseology may successfully solve this problem in case it corresponds to the purpose of the advertisement in which it is used, and the advertising message is appropriate, targeted, adequate and organic.

References:

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