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## **PARONYMIC ATTRACTION AS A STYLISTIC METHOD IN ADVERTISING**

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It is generally known that through the existence of the term – “knowledge”, technology and science is developing at the speed of light, as well as people’s life conditions. Accordingly, the knowledge and abilities of people are also growing and their capabilities are gaining new momentum. Characteristically for the people, their field of knowledge may be limitless. This is the main similarity between the development of the XXI century and humanity itself. The more and more people are learning and investigating, the sooner the world is keeping up to date.

In this case, the essential example is the ability of people to learn new and target languages. In the modern world, knowledge of various languages contributes to the advancement of the person in all aspects of his or her life. This is an indisputable fact that has been proven since the concept of the term “knowledge”. Firstly, people should never forget the case that the language is one of the most crucial element in the way of obtaining knowledge.

The English language is a vivid example of the fact that the possibilities of combining language and knowledge will bring a lot in common development of technology, science and human well-being in general, since new discoveries, global opportunities come with the study of this particular language.

The English language is multifaceted in all attitudes of its study. The method or theory of learning English is different in terms of its historical, practical and theoretical value. The first

course work considered the methodology of language teaching and experimental work on the basis of language teaching technology was done by me. Therefore, we could understand the methodological peculiarities of English language teaching. At this moment, we will take into account the theoretical features of the English language. After all, the theory of language is rich in its grammatical, lexical and phonetic features, which are the main constituent points in the study of any language.

English is very diverse in comparison with other languages. For example, the same example can be put forward with our native Kazakh and second Russian languages, that do not consist of articles in front of nouns. On the other hand, there are two types of articles as Definite (The) and Indefinite (A/AN) in English language. Therefore, the theory of the English language is so significant to learn.

In the literature and mass media, one can find examples of using two words – paronyms in one sentence at the same time. They serve to set the stylistic figure – paronomasia or paronymic attraction.

First of all, we should define the term – paronyms. Paronyms (from the Greek language: “Para” – near, near + “onyma”- name) – words similar in sound, similar in pronunciation, lexical and grammatical affiliation and related to roots, but having different meanings. Paronyms in most cases refer to one part of speech. [1]

Paronomasia (from the Greek language: “Para” – near, “onomazo” – I call it) or “paronymic attraction” – a stylistic device using both paronyms in the same sentence. Since two words are involved at once, the technique is sometimes also called a binary stylistic figure. With the help of paronomasia, writers may achieve expressiveness of the author's thought and figurativeness of the statement. Paronomasia is used in poetry, folklore (proverbs, patterns and fairy tales), and journalism. [1]

V.P. Grigoriev reckons paronymic attraction as a phenomenon of poetic language and allows synonymization of the terms "paronomasia" and “paronymic attraction” because the terminological orderliness has not been achieved yet. [2]

L.P. Tkachenko, under paronymic attraction, means “convergence in the text of such consonant linguistic units as “paronyms”, “paronomas”, as well as “anomalous phenomena” and “imaginary tautology”. L.P. Tkachenko considers paronymic attraction as a stylistic device, as “one in the row of many other elements of artistic expression, of which the richness and diversity of our language consists”. [3, p.76]

I.N. Kuznetsova also does not delimit the previously designated terms and defines paronymic attraction (paronomasia) as a semantic likening of similar in form units. However, the differentiation of the concepts “paronomasia - paronymic attraction” still exists. [4, p.77-90]

This discrepancy is confirmed by the work of S.S. Ivanov's, in which paronymic attraction is viewed as “the mechanism of semantization of sound consonances at the syntagmatic level and the mechanism of affinities ” of random words substituted into a certain model at the paradigmatic and parasyntagmatic levels, the source of which lies in the area of the unconscious” [5].

Paronymic attraction is a mechanism for the “affinity” of words. However, here it is necessary to make a reservation: the mechanism of "affinity", bringing together not just random words, but words, named as paronyms, taking into account the specificity of the term "paronymic attraction". This fact should not be overlooked. In the case of convergence in the context of any other random consonant words (repetitions, tautologies) it seems appropriate to use the term "lexical attraction". Considering that from the point of view of psycholinguistics, the word is a means of accessing a unified knowledge system of a native speaker, which excites “a network of images and concepts formed on the basis of individual speech and cognitive experience”. [5, p.21]

It is marked that the writing variant of verbal form of verbal communication a meaningful role belongs to in communicative space. In addition, a writing method is the important means of translation of lingvo and sociocultural traditions. Our research shows that the phenomenon of attraction occupies key position in process realization of the presented descriptions. Analysing the English-language printed sources, we distinguished the universal methods of displaying the attraction,

that take place on different language levels: lexical, morphological, syntactic, phonetic to and other calling to the phonetic level, we will be stopped for such phenomenon, as patronymic attraction.

Paronymic attraction will be realized in speech in the great number of displays and created by different voice segments: by the alliteration of sound, repetition and combination of sounds, reiteration of morpheme, beating of phonetic and morphological likeness, that can be traced on the examples of our experimental corps.

Phenomenon of alliteration (in the wide understanding is repetition of consonantal or vowel sounds at the beginning of close located shock syllables) characteristically enough for the printed texts of mass media and used as a reception of creation of certain emotional tone corresponding to maintenance of expression, and also is effective expressive means, for example:

- 1) «At last, Toddler Training Toothpaste for moms' smile»
- 2) «Wonderfully Witty Wonderfully Washable Ways of Orlon!»
- 3) «Take your lashes Luxurious Lengths» – advertisement of «Lengths Mascara».

Repetition of eventual consonants that copywriters come running at registration of AT (advertisement texts) is possible to trace on the following examples of the printed advertisement:

- «Match the stars to the cars» – advertisement of «Beanz»;
- «Gille-e-e-tte. The best a man can get» – advertisement of man's cosmetic «Gillette»;

Repetition of shock vowels into a line or phrase, named an assonance (by a vocalic alliteration), also the characteristic enough phenomenon for advertisement reports, because assists creation of the special rhythmic picture that gives expression intonation of persistent repetition:

- «Skim milk does not come from skinny cows» – advertisement of milk «Alba dry milk».

It is marked by us, that a rhyme (special type of regular voice repetition, reiteration of more or less similar combinations of sounds on the ends of lines or in other symmetrically located parts of poems) is the highly sought enough method of registration of reports of advertisement character for the different types of target audience:

- «The best part of waking up is Folger's in your cup» – advertisement of coffee «Folger» (up – cup);
- «Winston tastes good like a cigarette should» – advertisement of cigarettes «Winston» (good – should);
- «You'll be lovelier each day with fabulous pink Camay» – advertisement of soap (day – Camay);
- «For the way you play!» – advertisement of «Reebok» (way – play).

A disarticulation in composition of words-homophones is used by an advertiser as a reception of language game:

- «New MAXwear lipcolor» – advertisement of lipstick «Max Factor».

Due to morphological segmentation in advertisement reports the word building function of the paronymic attraction will be realized on the correct reading of text. Like in practical speech of communication in one language there is the erroneous mixing of similar paronymic words at the contact of two languages, for example:

- «MAX factor: Color me naughty. Color me nice. The MAXalicious naughty & nice gloss collection» (MAX factor);

Next English-language editions served as the material of writing sources 2011-2018: “Chemical Week”, “Ceramic World”, “The Economist”, “Free Times”, “glow”, “Jane”, “Partner of the World”, “Scene”, “Self”, “Science”, “The Times”, “Woman's Day”, “The Times” etc. We will mark the choice on a genre and on the informative filling of editions, conditioned the set problem that consists in the exposure of universal and actively used cases of the presented expressive means. These journals' advertisements, topics, headings used patronymic attraction. We analyzed the percentage of each, how often they had used patronymic attraction in their advertisements.

Almost every utterance contains some kind of implicit information of patronymic attraction. Because of its hidden and poorly controllable character implicit information is often used by speakers and writers, including journalists, in order to manipulate the audience and to create the desirable impression. At the same time, the implicit information of culture specific nature can lose its effect

when represented in a different lingual-cultural society. The word has certain connotative meanings and in this context sounds absurd and hilarious because of its improper use. But the English audience would be unable to perceive all this hidden information implied in the Russian context. The pragmatic effect would be different: the English readers would be horrified by the awful state of affairs in the Russian villages but not entertained by the situation. In order to produce greater effect on the audience journalists often come to use various kinds of linguistic tools that make the text more expressive. For example, the readers can come across culture specific comparisons and metaphors. Paronymic attraction makes the addressee the most important element of the communication as the success of the process depends on his ability to understand properly the information contained in the utterance. The use of paronymic attraction in the text can make the narration more intelligent, polysemantic, and vivid. The choice of socio-culturally marked units and their representation in the text plays a big role in shaping opinions, attitudes, beliefs, and stereotypes of one cultural community about another.

In sum, we found that the paronymic attraction is a mechanism of mutual attraction of paronyms within a certain speech situation. Moreover, it is the force of attraction of consonance and between which flexible semantic connections arise, the source of which are associations and mental representations of individual consciousness.

By summarizing every information mentioned before, we understood that:

- ✓ Paronymy is a multidimensional language phenomenon;
- ✓ Paronymic attraction should be interpreted as a phenomenon of stylistics;
- ✓ Paronymic attraction is a mechanism of mutual attraction of paronymic units.

### **Literature**

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