

BEYOND WORDS:
MULTIMODAL TEXT ANALYSIS

ЗА МЕЖАМИ СЛОВА:
АНАЛІЗ МУЛЬТИМОДАЛЬНИХ ТЕКСТІВ

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LINGUA-PRAGMATIC MODE OF SOCIAL ADVERTISING

Стаття присвячена дослідженню лінгвопрагматичного модусу соціальної реклами (реклами суспільних послуг), через який реалізуються різні види мовленнєвого впливу інформації на реципієнта, що спонукають адресата формувати свою поведінку як члена суспільства. У статті розкриваються функціонально-прагматичні особливості соціально орієнтованих креолізованих рекламних текстів на основі специфічних лінгвістичних явищ англійської та української мов.

Науковий аналіз феномену реклами вимагає певних концептуальних та методологічних підходів, зокрема: комунікаційного підходу. Вирішальна увага зосереджена на вивченні психологічних та культурних аспектів цього виду комунікативної діяльності. Мовна складова, що сприяє реалізації компонентів комунікації із суспільством, вважається прикладною та становить значний інтерес для лінгвістики; отже, вона є актуальною в нашому дослідженні. *Метою дослідження є визначення потенціалу впливу креолізованих меседжів соціальної реклами* (яка швидко розвивається під впливом різних соціальних та інших позамовних явищ), зокрема, лінгвістичної та прагматичної унікальності англійських / українських текстів соціальної реклами та впливу мовних засобів на їх ефективність, враховуючи мультимодальну семіотичну природу сучасної реклами загалом.

Вивчення рекламного дискурсу (у нашому випадку) передбачає комплексне застосування наукових *методів дослідження*, що базуються на міждисциплінарному підході, зокрема: стилістичного аналізу та контекстуального аналізу; системно-структурного методу для аналізу структури в цілому та її складових моделей соціально орієнтованих рекламних текстів, мультимодального дискурс-аналізу з елементами структурно-семіотичного аналізу; функціонального та лінгвопрагматичного методів, а також кількісного аналізу для демонстрації можливостей лінгвістичних засобів імплементації прагматичної цінності меседжів розглянутої соціальної реклами.

Результати дослідження доводять, що ілокутивна сила меседжів соціальної реклами впливає на свідомість реципієнта та спонукає до соціальної активності. Кількісний аналіз ефективності різних видів мовленнєвого впливу через функціонально-прагматичний потенціал лінгвістичних засобів соціальної, зокрема креолізованої, реклами показує реалізацію психолінгвістичного вектора впливу на реципієнтів інформації: МОТИВАЦІЯ → ПОЧУТТЯ → МІРКУВАННЯ → ДІЯ, що відкриває нові перспективи для дослідження перлокутивно-



го ефекту через ілокутивні можливості креолізованого рекламного дискурсу, підкріпленого екстралінгвальними / метаграфемними компонентами, які володіють високим асоціативним потенціалом комунікативного процесу.

Ключові слова: соціальна реклама, креолізований текст, меседж, лінгвопрагматичний модус, типи мовленнєвого впливу, екстралінгвальний фактор, реципієнт інформації, адресант/адресат, іллокутивний ефект, метаграфеміка

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Introduction

There is a constant transformation in contemporary society: not only science and technology but also people's interests, values, and moral attitudes in the modern world are developing rapidly. In this regard, linguistics experiences a period of intensive development of new scientific paradigms that radically change our understanding of language and verbal communication. The anthropocentric approach in linguistics places humans as speaking and perceiving objects at the center of research. This paradigm intensifies the interest in the pragmatic aspects of communication, which are realized not only through language but also through additional nonverbal semiotic systems that play a significant role in this process. Language is a complex, multi-layered, and interconnected component of human cognition and social interaction. Advertising texts, particularly social advertising / public service advertisements, represent a bright example of public communication.

As a separate type of advertising, social advertising has appeared relatively recently; it intensified in the early twentieth century, and in contrast to commercial advertising, which aimed at making a profit by selling various goods and services, social advertising is aimed primarily at the formation and development of the moral standards of citizens. Modern social advertising is a reflection of fundamental problems of any society. Still, it is not the dominant communication factor influencing it because the development, production, and distribution of social advertising depend on the initiators of communication (nonprofits, charities, etc.), most of which consider social advertising within different campaigns and activities. However, social advertising demonstrates many components (patterns of behavior, norms, values, knowledge, etc.) that affect humanization within society.

The scientific analysis of the advertising phenomenon requires conceptual and methodological approaches, particularly the communication approach. Regarding the socio-cultural approach, advertising is characterized as a kind of public communication; it considers the interdependence and interaction of social and cultural aspects of social activity, and it is presented as a social phenomenon that expresses the values and principles of society. On the one hand, the aspects of advertising and its social importance reflect the cultural and philosophical views of public thought, which, on the other hand, influence the importance of advertising as part of the socio-cultural space, and its impact on the value orientations of society. Understanding the semiotic nature of advertising, in general, is impossible without the works of famous philosophers and sociologists of the twentieth century: R. Barthes [1968], J. Baudrillard [1986], U. Eco [1984], M. McLuhan [1964], I.D. Zvereva [2006], and others.

Methodology and material

The methodological and general theoretical basis of our social advertising study is the research of such scientists as A. Andreasen [1994], L. Chen [2015], O. Devletov [2016], S. Dmitriev [2011], W. Fletcher [2010], P.J. Greene [2010], A. Karmin [2004], D. McQuail [1998], and others. Many Ukrainian and foreign researchers have studied the technologies of modern social advertising, such as M. Georgiadis [2013], N. Hrytsiuta [2013], G. Nikolaishvili [2008], D. Oltarzhevsky [2016], Ye. Romat [2017], C.A. Scolari [2012], T. Shalman [2015], Hai-bin Wu [2013], and others. In particular, the works of such authors as T. Loboyko [2013], V. Moskalenko [2013], and A. Tymoshenko [2004] include the study of the significant impact of social advertising on the process of socialization.

Social advertising is an element of the humanization of society, the basis for the formation of a system of cultural values and norms, contributing to the spiritual and mental development of the nation; hence, the study of social advertising as a cultural phenomenon and social institution is relevant in today's world. It is universal, understandable to all people, but due to genre specifics and functional-pragmatic characteristics, it has ethnocultural peculiarities, which are manifested in the structural and compositional organization, tone, motivational, and value intentions reflected in advertising, as each culture has its logic and conception of the world. The crucial attention of specialists is focused on the study of psychological and cultural aspects of this type of communicative activity, and particularly, the language component that contributes to the implementation of the other components of communication with society is considered as applied, but of great interest to linguistics; hence, it is *relevant* in our research.

In the field of linguistics, this study is based on the works of foreign and domestic researchers, namely: S. Gieszinger [2001], A. Goddard [1998], N. Chomsky [2006], W.S. Comanor [1999], G. Cook [1992], G. Leech [1966], W. Shramm [1973]; particularly concerning language means in social advertising: O. Akinbode [2012], O. Bugayova [2015], *E.P. Hamp [1957]*, E.V. Mayorova [2003], O. Medvid et al. [2020], Yu.A. Sorokin [1990], T. Zabolotna [2014], V. Zirka [2005].

Today, speech and text are not considered purely linguistic aspects but as the result of the speaker's activity, determined by their cognitive abilities, communicative goals, social context, and many other factors. This cognitive-pragmatic approach is based on the idea that language is a tool for creating meaning, not simply a set of signs with predetermined meanings. Developing new conceptual models of language and speech allows for a deep understanding of utterance production and perception mechanisms, including subtle nuances of meaning that often remain beyond the traditional linguistic analysis.

The *goal* of the study is to reveal the potential influence of creolized social advertising messages (which are rapidly evolving under the influence of various social and other extralingual phenomena), in particular, the linguistic and pragmatic uniqueness of English / Ukrainian social advertising texts and the influence of language means on social advertising effectiveness, regarding the **multimodal (creolized)** nature of advertising in general. In our research, we use multimodal discourse analysis [Machin, Mayr, 2012], which involves a close critical examination of language and other forms of communication, such as visual types (photography, films, tables, graphs, etc.) to reveal hidden ideologies that serve particular interests and overlook others [Leddin, Machin, 2018]. In interaction with signs of a different nature, verbal signs successfully realize their communicative functions.

Contemporary linguistics has turned its attention to semiotically heterogeneous texts, which are called *creolized* (dictionary explains it through the synonyms: *code-mixing, interculturalism, interculturality, etc.* (in sociolinguistics); *code-switching, interlanguage, multilingualism, bilingualism, etc.* (in linguistics). The synergy of the constituent components of such texts (including advertising) is actively studied by psycholinguistics, where creolized text is defined as "the texture of which consists of two inhomogeneous parts: verbal (linguistic/speech) and non-verbal (belonging to other sign systems than natural language)" [Sorokin, Tarasov, 1990]. Texts of this type are also called multimodal, polycode, and combined [Kress, van Leeuwen, 2001, 2006]. These terms emphasize the multi-symbolic nature of advertising; hence, the study of such texts has recently gained popularity in the advertising field. The structure of an advertising text consists of verbal and nonverbal components. Nonverbal components (pictorial and graphic: size, color, sound, composition, etc.) perform an informative and expressive function and operate in close connection with verbal components – slogan, topic name, name of the advertised subject, communicative-address block, arguments, advertising image, and tone of the advertisement [Mayorova, 2003].

In the foreign scientific works, the term "paragraphemics" [Hamp, 1957] is used in the analysis of advertising texts, considering the wide range of expressive possibilities of paragraphemic elements. *Paragraphemic code* is divided into: syngraphemic means (a mechanism of punctuation variation), supraphraphic means (a mechanism of font variation), and topographic means (a mechanism of variation of the planar syntagmatics of the text, often in combination with the possibilities of a plot image, creating a single united creolized advertising text). In this regard, the purpose of our study is to observe the components of the creolized social advertis-

ing texts and their correlation, to identify their lingua-pragmatic function in such texts, creating conditions for the implementation of social tasks through this form of communication with society as a whole and with each citizen individually.

Comprehensive analysis of social advertising (public service advertising) texts within the advertising discourse in our study involves the integrated application of scientific *research methods*, based upon complex interdisciplinary approach, particularly: the lingua-pragmatic approach; stylistic analysis and contextual analysis of the message texts within advertising; system-structural method to analyze the structure as a whole and its component patterns of socially oriented creolized advertising texts, discourse analysis with the elements of structural-semiotic analysis; functional and comparative methods, and the quantitative analysis to show the linguistic means potential for the pragmatic value of advertisements under consideration.

The study is based on a broad *corpus* of English and Ukrainian texts (150 samples) of visual-graphic (creolized) social advertising, available in print and online. The data is collected from the media's online portal through the available search engines, found on banners, posters, street advertising structures, and the Internet, which affect the recipient's consciousness and encourage social activity.

The main characteristics of social advertising

Advertising is operational information that not only participates in the formation of society's needs but also has a specific impact on overall human life. Advertising, acting as a mechanism of persuasion, also affects the values and lifestyle of a person, and this influence has both positive and negative aspects. This function is essential for social advertising.

Today, there are many classifications of advertising based on various parameters: functions, location, purpose, audience, features of the product offered by advertising, and so on. Existing classifications allow us to identify the main advertising types based on their pragmatic purpose: commercial, political, and social.

Social advertising is a type of communication focused on drawing attention to current problems of society and its moral values:

The Law of Ukraine "On Advertising" [Verkhovna Rada, 1996] stipulates that "social advertising" is "information of any kind, disseminated in any form, which aims at achieving socially useful goals, the promotion of universal values and the dissemination of which is not for profit."

For our study on this definition, the most critical aspect is the impact of social advertising on society, which is carried out by achieving socially beneficial goals and promoting universal values, which are part of humanization and socialization. Many Ukrainian researchers note the active role of social advertising as a factor influencing society, in particular, N. Hrytsiuta writes that "social advertising re-formulates some moral and ethical beliefs of a certain audience" [Hrytsiuta, 2013, p. 141], T. Loboyko points out that social advertising "can act as educational information, thereby involving young people in active public life" [Loboyko, 2013, p. 13], and according to T. Shalman, "the purpose of social advertising is achieved by creating advertising appeals, which promote a positive phenomenon or talk about the consequences of negative habits and phenomena" [Shalman, 2015, p. 68].

A. Tymoshenko draws attention to "such specifics of social advertising as the duration of action, as a result of which, its effectiveness, can be detected only after a certain period" [Tymoshenko, 2004, p. 154]. Hence, we can talk about the long-term impact of social advertising on the individual's socialization because, as noted by Ye. Romat, "social advertising more than all other types of advertising is associated with established among the recipients of the social messages traditions, morals and standards of behavior," "social advertising gives an ideal picture of the 'strategic' attitude to life" [Romat, 2017, p. 47]. The content of social advertising sometimes demonstrates an idealized world and popularizes social ideals, about which V. Moskalenko writes: "social ideals perform the function of socialization of the individual if they are transformed into individual ideals" [Moskalenko, 2013, p. 255].

It is worth mentioning that the term "social advertising" (used by us) is popular mainly among post-Soviet researchers (Ukrainian, including), because abroad, non-commercial communication aimed at solving socially significant goals is called: "public service advertising," "public service announcement," "public interest advertising":

– Public service announcement definition is “an announcement made for the good of the public” [Gove, 1986];

– Public service announcement (abbreviated as PSA) – an advertisement intended to change the public interest by raising awareness of an issue, affecting public attitudes, and potentially stimulating action [Salazar, 2020].

Contrary to commercial advertising, the information provided in social advertising is not new and includes a socially important idea or draws attention to socially significant issues. The non-novelty is fundamental: the more the recipient of the social advertising knows about the topic of the social message, the stronger he reacts to it, the more successful the advertising is.

The first task for social advertising is comprehension. Understanding a question or problem is half of a good result; the other half is an activity to solve the problem.

The second task for social advertising is to convey and solve an idea. The social responsibility for this type of advertising is manifested in the ability to choose ways to solve this problem or at least react to it. The choice is always there; perhaps a person in chronic stress or difficult life circumstances does not see it, but it is. The nuance of the second task is the alternative, the importance of seeing a way out of the situation, and free choice of action. It is essential not only to visualize the idea but also to verbalize it because a person better absorbs information when he / she experiences similar feelings. Social advertising is caused by social problems that constantly arise in any society. The thematic field is identical in all countries, as almost all social issues are global and compatible. Thus, the problems affected by social advertising can be divided into four groups:

1) fight against defects and threats, prevention of ecological catastrophes or undesirable consequences, declaration of charitable purposes;

2) declaration of values (health, work, career, family, children, safety, etc.);

3) calls for change based on the desire to achieve social and individual ideals;

4) social psychotherapy: it is used in cases when negative emotional states and feelings are massive (fear, anxiety, worry about one’s fate and the fate of loved ones, depressive states, etc.) [Zvereva, 2006, pp. 113-115].

Social advertising discourse has the following pragmatic components in its structure: communicative, emotional, cognitive, and motivational:

– the communicative component can be characterized by a slogan, a word, and a text – these are all things that form strong “hooks” in the memory and then follow unconsciously in the discourse;

– the emotional component includes pictures, colors, voices, and melodies – all of the above lead to good feedback from the recipient;

– the cognitive component is represented by socially important information and symbols, which are essential to understand, review, consolidate, and pay more attention to;

– the motivational component makes the problem, values, and interests of the target audience relevant; it leads to the formation of their moral code, attitudes, and encourages the solution of the problem or at least the desire to put an end to “and” [Miakota, 2003, pp. 125-126].

Contemporary linguists studying the correlation of verbal and visual iconic systems, i.e., nonverbal, graphic means of communication accompanying written language, agree that creolized text has all the above-mentioned pragmatic components [Akinbode, 2012].

The semiotic nature of social advertising

The semiotic aspect plays a vital role in the creation of social advertising. The semiotics of advertising involves the consideration of different options for analyzing the message that allow us to find out the structure and semantics of advertising, to understand what its influence effect is based on, as well as to create an advertising text based on the structural patterns, independently analyze one or another type of advertising message, identifying advantages and disadvantages. Regarding this aspect, the semiotics of advertising expands the knowledge related to the functioning of advertising as a sign and communicative phenomenon. The semiotics of advertising is understood as a paradigm of the science of signs, which is a fundamental basis for studying all aspects of advertising because the symbolic nature of any advertising is beyond doubt. The study of the main components of semiotics as signs,

symbols (their interpretation), texts, etc., is the basis for the correct composition of advertising messages and the adequate perception of the final advertising product. The interaction of social advertising and mass culture (considering national characteristics) is also the subject of consideration of the advertising image in the semiotic aspect. American scientist M. White [2005] believes the image can exist only in a real incarnation. Figurative and expressive means, in this case, acquire material and thus sensory reality, capable of causing the corresponding reactions of the addressee.

For example, the image of a young woman leaning over a baby in a cradle with a smile evokes many allusions, such as “all mothers love their children,” “all children love their mothers,” and “if this mother feeds the child with this product, why don’t you do it?”

Considering the semiotic factor, advertising has a high degree of connotation, largely dominating the denotation. The advertising image consists of a set of semiotic elements, but the recipients need to create a semiotic series to decode them correctly. At the implementation stage of the message idea, semiotic elements of the advertising image materialize in artistic figurative means: color, light, composition, etc., and such artistic means as the author’s style, including lingual means, can also be considered semiotic components.

Through sight, a person receives most of the information about the world, so the visual part of the advertising image plays a crucial role in its influence and perception. U. Eco’s [1984] opinion is well known: advertising always uses visual signs with a fixed meaning, provoking associations that play the role of rhetorical preconditions arising in most recipients. Other sensory images play the same functional role in advertising as visual ones, although their place and role in the sum of sensory perceptions are less significant. Visual images are more profitable for communication than words because they are more informative. The dominant importance of the visual nature of the image in advertising can be explained as follows: “The image is always a picture, and the picture is not always an image.” The image is a successfully tested and effective tool of influence, but the word can also be figurative. One of the first to use semiotic advertising models was the French semiotician R. Barthes; he emphasized the fundamental difference between visual (iconic) signs and verbal signs and proposed clarifying the meaning of a verbal sign concerning the visual [Barthes, 1968]. Visual images are usually more emotional than meaningful, so verbal images complement the visual ones.

U. Eco notes that the message contained in the advertisement can be presented both verbally and iconically. Still, the meaning of the iconic sign is not always clear, and this is confirmed by the fact that, in most cases, it is accompanied by a signature [Eco, 1984, p. 89]. Even though it is often used and recognizable, the iconic sign can be interpreted ambiguously and therefore requires an explanation through the advertising text. Thus, there is almost no advertising message without language (various language means) as a sign system known to most.

Speech influence on a social advertising recipient

Advertising as an integral, multimodal phenomenon has various tools, including a set of fonts, punctuation (mostly exclamation and question marks), and the choice of color background, sound, image mode, etc. The effectiveness of the advertising message depends on a successful combination of all components. At the same time, linguists point out the importance of the verbal component of advertising, i.e., a verbal text. Visual images of an advertising message do not completely displace the text, but they significantly reduce it, acting as a kind of hybrid form of text (creolized), combining elements of different semiotic systems.

The pragmatics of the advertising text is explicated through the peculiar language means, i.e., the selection of grammatical and lexical units, stylistic devices, specific syntax constructions, organization of printed material, the use of elements of different sign systems, etc.

Advertising language analysis can contribute to the accuracy and persuasiveness of advertising messages. Advertising text is an example of the most laconic and effective use of language tools.

There are two remarkable features of advertising text creation, and social advertising in particular: brevity (conciseness of message) and expressiveness (capacity of information). In trivial advertising, the construction of the text reduces to the simplification of grammatical

structures or a variety of clichés and limited vocabulary with repetitions. However, the most effective advertising texts are based on more complex principles. The advertising style is multi-layered: it combines journalistic, scientific, popular science, partly conversational, and business styles. This combination stems from the very nature of advertising, from its main functions – message and influence [Fletcher, 2010].

Often, social advertising not only informs the addressee but also conveys a clear appeal or warning through a system of figurative and expressive means of speech. Having the aim of intensive, concentrated influence, the language of advertising constantly requires updating, as the means of expression “wear out” and no longer affect, spreading rapidly. As a result, the imagery and emotionality disappear, and the persuasiveness of advertising and its pragmatic value are reduced.

The analysis of advertising messages proves that they implement a whole repertoire of speech techniques. The Italian semiotician U. Eco identifies in advertising the same six functions of speech that R. Jakobson proposed: reference (communicative), phatic (function of establishing a connection with the recipient of information), metalinguistic (function of explanation), aesthetic, conative (the motivational and volitional process of behavior, which realizes through imperative / exclamatory forms), and the most important is the emotional (expressive) function (expression of the addressee’s attitude to the transmitted information), on which the pragmatics of advertising is based [Eco, 1984, 226], particularly social advertising.

A specific paradigm of lingua-pragmatic means is based on the classification of language functions mentioned; it functions at different levels of speech influence on the information recipient.

Attracting the attention of potential addressees to the main characteristics of social advertising is implemented through language manipulation, i.e., the selection and use of such means of speech by which one can influence the recipient of advertising, contributing to its humanization and socialization. Our study is based on the classification by R.I. Mokshantsev [2003], which includes such types of speech influence in advertising as: cognitive (understanding through thought, experience, and the senses), suggestive (hinting), conative (wish, intention, or effort to do something – motivation of behavior), affective (emotional effect, attitude formation):

1. Cognitive (transmission of information messages), the essence of transferring a certain amount of data, a set of facts about the “product.” This level appeals more to the rational in the potential recipient’s consciousness structure.

2. Suggestion (hinting) involves using both conscious and unconscious elements. The result of the suggestion can be a conviction obtained without logical evidence. (It should be noted that suggestion is possible, firstly, if it meets the needs and interests of the addressee, and secondly, if the source of information has a high authority and enjoys unconditional trust. The idea becomes evident with the help of suggestions).

3. The conative component of emotional influence is realized in “pushing” the recipient of the advertising message to action, prompting what he/she should do.

4. The purpose of affective influence is to transform the array of transmitted information into a system of attitudes, motives, and principles of the appeal recipient. The tools for forming an attitude to the “problem” are frequently repeating the same arguments, giving logical evidence of what is said, forming favorable associations, and so on. The affective component of emotional influence aims primarily at memorization. In the balance of different types of memory (symbolic, verbal, sound, etc.), the primary tool for manipulation is emotional memory. Any information, if not supported by the “memory of sensations,” quickly disappears.

Speech influence through lingua-pragmatic means of social ad creolized text

Discussing *social advertising (ad)* texts, we refer to their nonverbal components as the means of graphic expression. In this regard, some special attention is paid to creolized text form, which can manipulate the consciousness and consequently become a basis for causing varied feelings and emotions of the addressees [Chen, 2015].

It gives a chance to a «depersonalized» addressee not only to view, but also to copy the content. Such kinds of texts can influence not only individuals but also social groups. Creolized texts of social ads are a special phenomenon where verbal and non-verbal components are

combined into a visual, structural, semantic, and functioning coherent whole that is supposed to have a complex pragmatic impact on an addressee.

In written, particularly printed communications (in our case, advertising) and the perception of static or dynamic images, the visual sensory channel is used. When presented in visual form, any linguistic configuration is not only represented by means of a particular language units (abstract graphemes), but is additionally conveyed by means of the other semiotic systems, which can conveniently be designated by the term “metagraphemics,” proposed by I.E. Gelb [1982], who referred to E. Hamp [1957].

Hence, an advertising message, like any linguistic communication, is not simply captured in writing by a specific grapheme configuration, but it is realized through the use of different marking tools. The combination of such implementation options defines the metagraphemics of the text. The grapheme configuration may have a specific color (chromographemics). It is displayed using various fonts or typefaces (supragraphemics), which are arranged in a certain way on a plane, or in space (topographemics). The visual presentation of a natural language message can be supplemented by various punctuation marks, the variation of which has its own meaning (syngraphemics). In modern technologies, a written text can be animated and appear in a dynamic form – moving, flickering, etc. (cinemographemics). Graphemes can be arranged into an image (stylized drawing), illustrating the text by an image (iconic supragraphemics) [Gelb, 1982].

Thus, metagraphemic means, on the one hand, through an abstract graphemic configuration form the written speech (formal interpretation). On the other hand, the metagraphemic means themselves, as instruments of formal text variation (and the result of such variation), receive a particular semantic interpretation, which can be very diverse [Mayorova, 2003]. Metagraphemic means create an additional channel (and even channels) for conveying meaning, its complication, enrichment, and differentiation. However, their explication is significantly more complex and demands broader perception than the meaning expressed by its “traditional” signs, the lexical and syntactic units of the proper language. The specific instruments of the formal metagraphemic transformations (especially supra- and topographemics) and their interactions are incredibly diverse. Thus, identifying the author’s pragmatic intentions and linguistic semantics requires serious analysis.

Today, we have extensive material from the field of advertising communications, the description and study of which is impossible without the use of metagraphemic elements, which accompany written language and significantly influence its perception and comprehension. This is a kind of “auxiliary language” that expands the pragmatic potential of the text and enriches its semantic space. Unlike purely linguistic means, metagraphemics uses elements of other sign systems, including graphic, pictorial, and other elements widely used in creolized social advertising texts.

In the contemporary digital environment, the role of *pictorial images* in the metagraphemics (iconic supragraphemics) of social advertising is especially significant, as they can quickly and effectively convey complex ideas and emotions.

As a means of visual communication, pictorial images play a crucial role in advertising; their functions are multiple. In addition to attracting attention, they can illustrate text, clarify its content, create an emotional background, enhance the effect of specific fragments, and also act as independent information carriers, complementing or even replacing written text. The social advertising corpus of our research has different options: text with a pictorial image in the advertising message, text may be completely absent, or conversely, may dominate without graphics, pictures, or other visual images. Anyway, the message’s text aims to inform the addressee about the social problem and its possible consequences (or demotivate), to get one of the above-mentioned speech influence effects.

The article proposes several examples of creolized social advertising messages and our vision of how their lingua-pragmatic mode helps to achieve the influence goals through the created metagraphemic complex.

The pragmatic purpose of the proper text in *Example (1)* (Fig. 1) is to implement the *Suggestive influence* motivating a message recipient to perform a socially significant act, to stimulate the action fixed in the slogan, which is expressed by syntactical imperative forms:

(1) *Eng.* Don't let your friendship die on the road. Look out for your mates. (Conative + Suggestive influence).



Fig. 1. Don't let your friendship die on the road [Gibson, 2010].

Moreover, the interaction of various metagraphemic elements generates new, more complex meanings, which help to interpret the communicative function of a particular advertisement's message. Analysis of metagraphemic elements allows for a deep understanding of text perception and interpretation mechanisms. In this case, the *emotional /conative* effect, leading to a specific comprehension (cognition) of the information and the implied subsequent action (perlocution), is also achieved through the interaction of chromographemics and supragraphemics, represented by the white, flat font contrasting with the overall, almost black background of the advertisement. In this connection, apart from the textual component with the basic influential function, the graphic component becomes an image background through a combination of black and white colors that attracts special attention in posters like this one (demotivators). Black color – a background one – is predominant. It symbolises a challenge, aggression, producing an effect of melancholy, and the oppression of the addressee. On the contrary, the white color can motivate; there is openness and sincerity in it. White color is considered to be the symbol of fairness that can be semantically correlated with the content itself – exhortations expressed either implicitly or explicitly [Whelan, 2004].

The sad image of a girl in the advertisement, with eyes full of tears, is a kind of demotivator (to cause contrast and attract attention to the poster). All this testifies to the predominance of the picture role over the text in this advertisement, although the illocutionary effect, being additive, is not diminished.

(2) *Ukr.* Пристебнісь, інакше буде пізно. 50% водіїв та пасажирів могли б вижити, якби пристебнулися (Fasten, otherwise, it will be too late. 50 % of drivers and passengers could survive if they buckled up) (Fig. 2) (Affective + Cognitive influence (through logical evidence)).



Fig. 2. Пристебнісь, інакше буде пізно
Fasten, otherwise, it will be too late [AGAMA, 2019].

The essential linguistic forms of this social advertising text (*Example 2*) include the use of imperative verb forms, both negative and affirmative, which actualize the appeal of the advertising message to the recipient, causing a perlocution effect through the action. Motivation based on a negative example, description of a case that has already happened or may happen to everyone, is typical for social ads-demotivators, despite the long subordinate clauses, complex syntactic structures, etc. (which is entirely unacceptable / a rare case for advertising messages):

Along with the lingua-pragmatic potential of the text, elements of supragraphemics (font variations: its size, the presentation of information not only through words but also numbers, etc.) and especially topographemics (spatial-planar pictorial image) are at work in this ad. The syntagmatic nature of the text is reinforced by the narrative image, enhancing the *affective influence*. The pictorial image of this creolized advertising message plays a dominant role. It serves as a visual demotivator, evoking angst, which is also reinforced by the black-and-white chromographemics (often used in social advertising) (see *Example 1*).

Color has some special significance. According to R. Barthes, color can immediately activate the complex of individual knowledge and experience, switching on the logical thinking. Color allows for clarity and integrity in a composition and sets a definite sense of the advertising text's interpretation. Color influences the consciousness decisively, serving as a means of information distribution. Being ergonomic means any color attracts the audience's attention and provides essential information accentuation [Barthes, 2007].

Metagraphemics in *Example (2)* enhances the *affective* speech influence of the linguistic means of the advertising message. From the below *Example (4)* ("*Suddenly it got scary*"), we see that if the recipient of the message does not follow the recommendation to take the necessary actions of the social advertising text, it may lead to negative consequences (shown in the picture). It is a typical sample of a social ad-demotivator (through logical evidence).

In the texts of social advertising, there is often a type of message in which the need for action is expressed due to law or specific rules of conduct (to ensure safety). This type of social advertising usually comes on behalf of any government agency that provides a *cognitive* level of manipulative influence on recipients of the information.

(3) Ukr. В Україні близько 25 000 дітей чекають на усиновлення. Змінити їх життя у Ваших силах! (In Ukraine, about 25,000 children are waiting for adoption. Change their lives in your power!) (*Cognitive + Affective influence*) (Fig. 3).



Fig. 3. Social advertising “Waiting for Mom” [Vitamin ADV, 2013].

In *Example (3)*, the *affective influence* is achieved through cognitively accurate information, given in the proper text of the ad. One of the most effective ways to influence the recipients with information is to provide usually shocking statistics. Statistics can accurately express complex and diverse facts clearly and concisely, without taking up much time and space (*cognitive influence*).

The text semantics may seem precise, but the message’s topographemes are more eloquent: a little girl sleeping on gray asphalt with her drawing of Mom is precisely what evokes not just emotional empathy, but a state of *affect* (emotional stress) in the recipients. This is a case where verbal and nonverbal components are equally functional in a creolized text; their relationship is equivalent.

The syntactic form of the infinitive is often an implicit imperative in social advertising (as in this case, a strong lingua-pragmatic means), it encourages active perlocution through understanding information: *Змінити їх життя у Ваших силах!* (*Change their lives in your power!*)

Using various punctuation marks in creolized texts (syngraphemics) also contributes to realizing pragmatic, expressive, and entertaining functions. To make a message clear, its idea is often transmitted by means of punctuation marks. Rhetorical questions, for example, are a specialized means of speech influence in the social advertising texts, a characteristic feature of both Ukrainian-language and English-language messages. Rhetorical questions attempt to express the message’s intention implicitly, make a recipient think about the problem, and look for an answer. The expressive potential of a rhetorical question is inherent in this syntactic structure’s very essence, which consists of the inconsistency of form and content: in form, it is a question, and in content, it is the motivation for the correct answer and action.

Hint questions (with *conative* influence) have a good perlocutionary response in recipients, based on topographemic means. In the following *Example (4)*, the text without a pictorial image is not functional; it is the image that indicates the cause of evil: a visual metaphor is used – an image of a beast (*affective influence*) appears through a bottle of alcohol, i.e., the image performs an attractive / dominant function. However, in this case, the text and picture possess high associative potential.

(4) Eng. *Suddenly it got scary? It’s hard to tell when fun becomes the disease. Don’t try to check it yourself* (Conative (hint, push, motivation) + Affective influence) (Fig. 4).



Fig. 4. Suddenly it got scary [Alcohol Awareness, 2016]

Sometimes, visual support is insignificant, and the proper text dominates in a creolized advertising message. *Example (5)* attracts attention through linguistic stylistic means; the image in this case serves as part of the context of the information presented (“*Drinking milk kills*” – similar to “*Smoking...*”), and it contains a metaphorical answer to the questions posed in the main advertising text. *Conative* influence is enhanced by the *suggestion* expressed through metaphorical imagery speech, which affects the recipient’s emotions and activates perception.

(5) Eng. *If it were this way, would you buy milk? Then why buy cigarettes?* (Suggestive + Conative influence) (Fig.5).



Fig. 5. If it were this way, would you buy milk? [Social Advertisement, 2025].

The following advertisement (*Example 6*) draws attention primarily owing to the red background of the poster. The use of specific colors creates a corresponding emotional and expressive effect. Any color, or combination of colors, also contains exhortation, not just the words. In Western culture, red can be associated with danger or passion, while in Eastern cultures, it can symbolize luck or happiness. This example demonstrates the importance of the text itself and its supragraphemics in interpreting the nonverbal component of a creolized context. Paralinguistic devices, elements of text design, extend beyond the text itself, playing a diverse role in conveying its semantics and shaping the perception of the information. The functional load of the components in the advertising context varies. For example, in this advertisement, the varying font size and color serve to focus the recipient's attention. At the same time, the staggered arrangement of keywords, in addition to the apparent function of separation, structures the text and sets the reading rhythm – all of this improves navigation through the text. The use of a so-called diagonal line, crossing the plane of the text carrier from left to right and top to bottom, like a resolution on a document, is another characteristic example of iconic topographemes. The use of a "resolution diagonal" in the text allows for the introduction of a strong volitional imperative into the speech message, which in this example is reinforced by the "hand diagonal" of the central "hero" from bottom to top of the social ad.

One more tool typical for both English- and Ukrainian-language social advertising is the use of Indicative Mood in the sense of Subjunctive Mood, the present tense form in the mind of the future (for pragmatic purposes). Such messages, like at the bottom of the given text (*Example 6*), use lingua-pragmatic means to emphasize the inevitability, the likelihood of a situation with a negative and undesirable for the recipient "scenario" of events. If the recipient of the message wants to change the course of events positively, he / she must follow the instructions provided:

(6) Eng. *Stop. Don't **smoke** that **stick**. **Smoking causes** diseases. **Cancer, bronchitis, and heart disease may follow heavy **smoking**.*** (Suggestion + Conative influence: persuasion occurs due to the repetition of the unit *smoke* and a synonymous series of diseases – *cancer, bronchitis, and heart disease*) (Fig. 6).



Fig. 6. Smoking in Nigeria [Garge, 2024].

A very popular technique in advertising is lexical blending (“playing” of words and morphemes) [Medvid et al., 2020]. Advertisers sometimes use this tool in social ad texts. Combining two (or more) words / parts of words or adding a particular morpheme (non-standard) can get an unusual and catchy slogan. Sometimes in social advertising, we can trace this characteristic component, but mainly in the English language (having an analytic structure).

The topographemic means of the following advertisement (*Example 7*) (a red frame drawing attention to the central image: children against a backdrop of bars, behind which there is their current “home” – tents for refugees) are both frightening and visually reinforcing the perceptual effect. The supragraphemics enhance the impact on the audience: the small print of the dictionary article, which explains what a children’s playground is in the universal sense, is incredibly outdated and distorted in the perception of refugee children, so it is crossed out and written in a childish hand (in italics) through the prism of their lives: *a place where we used to play, but can’t anymore because of the bullets and bombs (affective influence)*; what may not be immediately noticeable at a glance. Still in the main text of the advertisement, the key element is the formally small morpheme RE-, but with a very strong pragmatic content, the *cognitive influence* of which is complemented by the “talking” image:

(7) Eng. War is re-defining childhood (Cognitive + Affective influence) (Fig. 7).



Fig. 7. Save the Children Social Advertising [Bhasin, 2024].

The next *Example 8*) of social advertising has a very vivid dynamic image, warning of great danger primarily through a picture, and for “those who have time to read,” it pushes to a conclusion not only through the “compression” of vehicles, but also due to the formal compression of linguistic units: *Tailgating* (in the dictionary: “parking in the backyard,” “drive too closely behind another vehicle”) concisely conveys the pragmatics of information, performing *conative-cognitive* speech influence, and expanding its semantic meaning through the metaphorical stylistics of the text and due to the dominant function of the picture. Syntactically simple sentences make it possible to convey information very concisely, and the means of metaforisation sharpen the pragmatics of the message.

(8) Eng. Tailgating is not worth it (Conative-cognitive influence) (Fig. 8).



Fig. 8. Tailgating is not worth it [Skyba-Yakubova, 2018].

Both examples of the social ads above demand some ground knowledge and visual support to comprehend the situation and achieve the needed perlocution effect.

The blending of linguistic units in the proper texts used in the given creolized ads is very concise and capacious verbal means. Advertising messages that have such lexical items in the context, on the one hand, do not need explanation but rely on the recipient cognitive ability to assess the situation only by “hint,” with a minimum of verbalization, and on the other hand, are not often used in social advertising because they should be clear and compelling for all members of society, regardless of age, education, social status, ethnicity, etc.

Everybody knows about the *Stop Smog campaign*, which began during Margaret Thatcher’s time. The chromographemics of eco-themed ads are predominantly green and blue. In *Example (9)*, the smog phenomenon is activated through these colors of the ad’s principal image, but the gray hue of the smoke overshadows them. Furthermore, the pictorial image with the essential message is framed in black with contrasting white text (typical for demotivational ads), which seriously impacts the overall image of the advertising message.

(9) Eng. *It was not fog, as you thought. It was smog. Find the solution, not the pollution! Fight for Earth, fight for your health!* (Cognitive influence) (Fig. 9).



Fig. 9. “Stop Smog” Campaign Posters [Impossible Become Possible, 2025].

However, considering our study's findings, complex non-standard linguistic means are less often used in social advertising than in commercials, which should be more vivid and attractive in their unusualness (being profitable ones). In social advertising, such a popular commercial pragmalinguistic technique as blends is much less common, due to possible incomplete or incorrect understanding of the information by recipients.

The research shows that the lingua-pragmatic means used in advertising texts are multilevel and need complex multimodal analysis; they determine the pragmatics and intention of the speech effect of the message. Particularly, studying the speech means of the lingua-pragmatic mode in the creolized advertising messages corpus (150 samples), which encourages social activity, helps to do the quantitative analysis regarding the proposed stratification of speech influences, most of which are implemented through mixed (borderline) types.

DIAGRAM of % ratio of speech influence types in social advertising

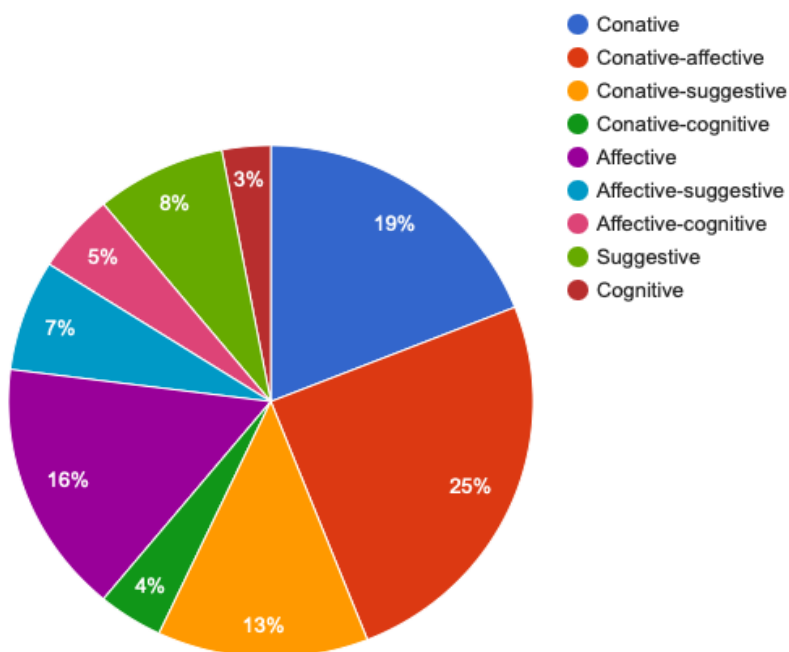


Diagram 1. Effectiveness of speech influence in social advertising

- Conative - 19%
- Conative-affective - 25%
- Conative-suggestive - 13%
- Conative-cognitive - 4%
- Affective - 16%
- Affective-suggestive - 7%
- Affective-cognitive - 5%
- Suggestive - 8%
- Cognitive - 3%

It is necessary to conclude that the interpretation of ad creolized texts depends on the accuracy of their visual component, which is endowed with specific potential for its investigation. It is evident that a creolized text has a specific set of stylistic devices and influential ways that can be identical and typical of the traditional text. A visual component typical of a creolized text **also enforces its verbal one**, touching the addressee psychologically.

The quantitative analysis of the effectiveness of different types of speech influence through the functional-pragmatic potential of lingua-pragmatic means of social advertising shows the implementation of the psycho-linguistic vector of influence on the recipients of information: MOTIVATION → FEELINGS → REASONING → ACTION, which opens new prospects for the research of perlocutionary effect through the illocutionary possibilities of creolized advertising discourse, supported by extralingual (metagraphemic) components, possessing **high associative potential** of the communication process.

Conclusions

The mission of social advertising is to change the behavioral model of society and people's attitudes to everyday reality, keeping to traditional social values and forming new ones. The principal purpose of social advertising is the humanization of society. These tasks are implemented within the lingua-pragmatic mode of social advertising.

Any traditional text is not so attractive to the audience; it can be easily lost in the information flow. Hence, social advertising messages are mostly creolized and supported by contemporary visual images. In such cases, a graphic component (or their combination) plays a «signal» role, and **any creolized text can become an instrument of manipulation among the representatives of various ideologies and groups**. Nonverbal means of communication can transmit various nuances of verbal components; they have definite abstract and specific ideas, content, and imagery, and possess **high associative potential**.

To enhance the informational and expressive pragmatics of social advertising texts, such types of speech influence on a potential recipient of the message as cognitive, suggestive, conative, and affective (as well as their mixed types) are widely used, being realized through various lingua-pragmatic means of different language levels: in particular imperative, negative, rhetorical grammar forms; non-standard implicit syntactic structures, stylistic metaphorical deviations, as well as often used clear explication of statistical and legal information, appealing to both the mind and feelings of the addressee.

The comprehensive linguistic analysis shows that social advertising in both English and Ukrainian does not require bright stylistically attractive texts; simple linguistic means of implementing the speech effect on the recipient of information are predominant: lexical units easy to understand, simple stylistic means, and syntactic structures – this is due to the dynamism, expressiveness of the advertising text, which the recipient should quickly and effectively perceive through the familiar speech patterns, being complimented by additional visual components of the creolized ad messages.

It is crucial to emphasize that the effectiveness of an advertising text is based on a successful combination of all components of an advertising message, namely: the text (its lexical, stylistic, grammatical and syntactic means), as well as extralingual / metagraphemic components, the integrated use of which is a prospect study, leading to a more accurate understanding of the role of nonverbal means in creating the content and effectiveness of the communication process.

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LINGUA-PRAGMATIC MODE OF SOCIAL ADVERTISING

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The mission of social advertising is to change the behavioral model of society. The purpose of social advertising is the humanization of society and the formation of moral values. This task is implemented within the linguistic-pragmatic mode of social advertising. The article reveals the functional-pragmatic features of socially oriented advertising texts based on specific linguistic phenomena of the English and Ukrainian languages.

The scientific analysis of the advertising phenomenon requires some conceptual and methodological approaches, in particular: the communication approach. According to the socio-cultural approach, advertising is characterized as a kind of public communication; it considers the interdependence and interaction of social and cultural aspects of social activity, and it is presented as a social phenomenon that expresses the values and principles of society.

The crucial attention is focused on the study of psychological and cultural aspects of this type of communicative activity. The language component that contributes to the implementation of the other components of communication with society is considered applied but of great interest to linguistics; hence, it is *relevant* in our research. The *goal* of it is to analyze the language of advertising (which is rapidly evolving under the influence of various social and other extralingual phenomena), in particular, the linguistic and pragmatic uniqueness of English / Ukrainian social advertising texts and the impact of language means on social advertising effectiveness, regarding the multimodal semiotic nature of advertising in general. This paper aims to identify and analyze linguistic means that perform a lingua-pragmatic function in the texts of social advertising, creating conditions for the implementation of social tasks through this form of communication with society as a whole and with each citizen individually.

The studying of advertising discourse (in our case) involves the integrated application of scientific *research methods*, particularly: the system-structural approach to analyze the structure as a whole and its component patterns of socially oriented advertising texts; discourse analysis, stylistic analysis and contextual analysis of the message texts within advertising; structural-linguistic analysis, as well as the elements of structural-semiotic analysis; functional and comparative methods, and the quantitative analysis to show the linguistic means potential for the pragmatic value of advertisements under consideration; to summarize the results of the research generalization method is used.

The study is based on a broad corpus of English and Ukrainian texts (150 samples) of visual-graphic social advertising, available in print and online. The data is collected from the media's online portal through the available search engines, found on banners, posters, street advertising structures, and the Internet.

Conclusions. The findings prove that the illocutionary force of social advertising messages affects the recipient's consciousness and encourages social activity. To enhance the informational and expressive pragmatics of social advertising texts, such types of speech influence on a potential recipient of the message as cognitive, suggestive, conative, and affective (as well as their mixed types) are widely used, being realized through various linguistic means of different language levels: in particular imperative, negative, rhetorical grammar forms; non-standard implicit syntactic structures, stylistic metaphorical deviations, as well as often used clear explication of statistical and legal information, appealing to both the mind and feelings of the addressee.

It is important to emphasize that the effectiveness of an advertising text is based on a successful combination of all components of an advertising creolized message, namely: the text (its lexical, stylistic, grammatical and syntactic means), as well as extralingual / metagraphemic components, the integrated use of which is a prospect study, leading to a more accurate understanding of the role of nonverbal means in creating the content and effectiveness of the communication process.

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