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Means of expression in social advertising about the benefits of reading

Abstract

The article aims to describe the composition of tropes and figures used in modern social advertising about the benefits of reading to participate in forming the argumentation of messages. The material for the study is composed of 800 related to the area posters that were collected by continuous sampling from various Internet sources. The obtained data were compared with the previously conducted analysis of the means of expression in other thematic clusters of social advertising. As a result, it was found that in the thematic cluster considered, the visual component, as a rule, does not have an independent meaning, does not introduce any additional meanings into the message but only illustrates and details the text. In this regard, unlike in other thematic clusters, there are no expressive visual forms of tropes that needn't be explained by text. However, among the verbal types of tropes and figures, only the simplest models are characterized by high frequency while those that have original forms are rare. As far as the antithesis – the most frequent figure in social advertising – it was discovered that contrary to other clusters where the most often emphasized negative member of the alternative is the one condemning the behavior pattern that violates moral standards accepted in society, in social advertising about the benefits of reading, the behavior pattern approved by society to follow is most often emphasized.

Keywords: social advertising, means of expression, tropes, figures, effectiveness of social advertising

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