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The Role of Language in the Effectiveness of Social Advertising

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ABSTRACT

The study aims to analyse and evaluate language's role in shaping social advertising's effectiveness from a linguistic perspective. Methods. The survey method, the method of linguistic analysis and classification of linguistic strategies and techniques, and the Weissman-Ricks Emotional State Inventory (WRESI) were used in the study. The statistical analysis was carried out using the Pearson criterion. The validity of the methods was tested using Cronbach's coefficient. Results. 52% of advertising materials contain emotional words. This result indicates a strong reaction from the audience, which is confirmed by the high Pearson's coefficient (0.83). Words describing the problem were also prevalent in 47% of the advertising materials. They had a high Pearson's coefficient (0.75), which underscores their importance in clearly addressing the problem and strengthening the effectiveness of advertising. The highlighted language means helped to increase the emotional involvement of respondents. Thus, it contributed to the effectiveness of the advertising message. Conclusions. Language plays a crucial role in the effectiveness of social advertising. It conveys information and creates emotional connections with the audience, helping to form and maintain social beliefs and cause changes. This approach increases the effectiveness of social advertising and its impact on society. Prospects. Future research perspectives may include analysing the effect of different language strategies on various audience groups, considering their age categories, social status, cultural characteristics, etc.

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1. Introduction

Social advertising has long been an active tool for influencing the recipient’s mind. Every year, the range of issues social advertising addresses becomes broader and more specific from a linguistic point of view. As soon as social advertising appeared in the media, it immediately became the subject of numerous linguistic studies.

In general, advertising is a purposeful communicative interaction of the addressee to transmit and receive verbal and non-verbal information that constitutes an advertising offer. Advertising is also distinguished by its specificity, pragmatism, semiotic complexity, stylistics, and the desire to optimise the use of language^[1].

From the linguistic point of view, social advertising is a special kind of discourse that includes the cognitive processes underlying the creation and perception of advertising messages and the interaction of participants in an ‘event’^[2].

In a constantly evolving society and with the increasing role of communication tools in shaping socio-cultural perceptions and values, the effectiveness of social advertising plays an important role. Recent research shows that the success of social advertising largely depends on the use of language, its accuracy, its emotional component and its ability to communicate with the audience at a level that is understandable and acceptable to them.

With information flow and technology development, competition in the media space is growing. That is why correctly using language in social advertising is crucial in attracting consumers’ attention and effectively perceiving advertising messages.

Research into the linguistic aspects of social advertising helps understand how it affects the audience and identify the most effective language means and communication strategies. In addition, with the growth of social awareness and active participation of the public in solving social problems, using language in social advertising is essential for motivating and activating the public to take specific actions or change collective behaviour^[3].

The subject of this study is the text of social advertising

as a phenomenon. Many scholars have addressed the concept of “advertising text” by considering its characteristics and studying the changes and variations that occur. For example, Ahn et al.^[4] note that “an advertising text” contains advertising information. The following features distinguish it: first, it includes information on an individual or legal entity; goods, ideas, and undertakings and is designed to create or maintain interest in them; second, it is intended for a particular circle of persons; third, it promotes the sale of goods, ideas, and undertakings^[4]. In their attempt to combine several approaches to working with advertising texts, Zhang et al.^[5] propose the following definition. In their opinion, an “advertising text” is qualified as a complex, appealing and representative genre that combines appealing and emotional functions, representation properties, and influence.

Three central points can be distinguished from the above definitions:

- 1) the advertising text must be addressed to a specific recipient;
- 2) the advertising text appeals to the addressee’s interests;
- 3) advertising text is intended to promote disseminating information about goods or services and their sale^[6].

The main components of the advertising text as a kind of communication act (**Figure 1**) are participants, method of contact, code/language, information communication and reaction to it. The advertiser’s main task in this process is to cause specific changes in the behaviour of a potential communication partner. Therefore, the most essential functions of an advertising text are influence and interaction.

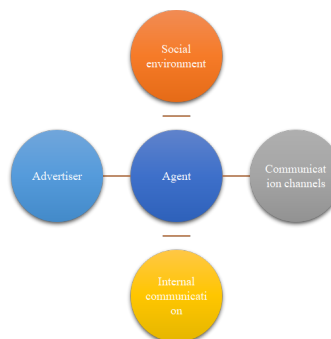


Figure 1. Advertising text as an act of communication. *Source: Developed from Mason et al.^[7].*

Despite the widespread use of social advertising to influence public opinion, the problem of the ineffectiveness of such campaigns often arises. This is primarily due to insufficient understanding and use of the linguistic means of the advertising text, which leads to a low level of attention and reaction of the target audience to advertising messages. Therefore, there is a need to study the role of language in the effectiveness of social advertising to find optimal communication strategies and achieve the goals of the advertising campaign^[8].

The main focus of the research is to study the impact of various language means and communication strategies on the audience's perception and reaction to social advertising. Particular attention is paid to analysing emotionally significant elements of language, the use of psychological and cultural contexts in advertising messages, and optimal strategies of linguistic interaction with the audience, considering the peculiarities of its perception.

The study aims to analyse and evaluate the role of linguistic means in shaping the effectiveness of social advertising from a linguistic perspective.

Tasks/questions:

1. To study the linguistic features of the corpus of advertising texts.
2. Explore the classifications of language strategies and techniques.
3. To identify the effectiveness of language means in social advertising perception.

2. Literature Review

Researchers have always been interested in the influence of language on the perception of advertising in general and social advertising in particular. Thus, in a recent report by Hanzha^[9] on the issue of media linguistic resources in the context of verbal means of influence, she notes the need for a thorough rethinking of language means in forming triggers of influence on recipients. In particular, the report deals with the importance of media linguistic resources in preparing advertising texts.

In their article, Hrynenko and Romanchuk^[10] highlight the semiotic aspect of social advertising. The authors examine what semiotic means are used in advertising messages and how this affects the audience's perception. Their work

is essential to understanding semiotic processes in social communication.

Davydenko et al.^[11] consider the effectiveness of language patterns in forming a successful advertising slogan. In this article, the authors preserve the pragmatism of social advertising slogans during their translation. They analyse how translation affects the effectiveness of the advertising message and the reproduction of its pragmatic content. The work introduces the methods of effective verbal communication and provides a basis for the current research.

Devos^[12], in "The communicative dimension of social advertising: linguopragmatic characteristics of the addresser and the addressee," examines the communicative aspect of social advertising, focusing on the linguistic and pragmatic characteristics of both the addresser and the addressee of the advertising message. The study helps understand communication strategies in social advertising and their impact on audience perception. The article provides an important theoretical background and helps identify the field of current research.

The book by Torresi^[13] is devoted to the problem of translating an advertising and promotional text without losing its semantic meaning. The author studies translation methods, strategies for choosing language means, and other aspects that affect the translation of advertising messages. The methods presented in the book may be helpful for understanding and analysing linguistic techniques in social advertising.

The article by Al Falaq and Puspita^[14] is devoted to the discourse analysis of an advertising text. Thus, the authors use critical discourse analysis to identify the concepts of masculinity presented in L-Men's advertising messages. They reveal how the audience perceives language and images and how they reflect socio-cultural norms. The study contributes significantly to understanding the impact of social advertising on stereotyping and identity formation. Scientists reveal important aspects of qualitative and quantitative research methodology, which helps to determine the methodology of the current research.

Sakhiyya and Martin-Anatias^[15] conducted a socio-semiotic analysis of the linguistic landscape of three cities in Indonesia to assess the threats to the language. They examine the use of language in public spaces and its impact on preserving linguistic diversity. The conclusions drawn by

the authors may help understand the importance of language in advertising and its effect on language culture.

Kim et al.^[16] investigate the effectiveness of brand advertising conducted with the help of virtual influencers on social media and how it affects the audience's perception of the advertising message and their behaviour. The paper contributes to the understanding of current trends in the use of social media for advertising.

Latif and Suryani^[17] investigate the possibility of increasing consumer trust and satisfaction through social advertising and internet memes. They analyse the impact of these communication strategies on brand perception and consumer purchasing decisions. The article reveals the effects of creative approaches in social advertising on consumers.

A study by Casais and Pereira^[18] highlights the prevalence of emotional and rational tones in social advertising. The authors analyse how these appeals attract the audience's attention and stimulate their actions. The work allows us to deepen our understanding of the strategies of speech influence in social advertising.

The issues that need to be clarified and updated include the impact of advertising strategies on consumer behaviour and awareness of social problems, the effectiveness of linguistic strategies in different cultural environments, the use of new media technologies in advertising, the impact of advertising strategies on the formation of public opinion and the interaction of language and visual elements in advertising messages^[19].

3. Methods

Given the importance and relevance of this topic, the research was divided into several successive stages. **Figure 2** presents these stages, their content, and their timeframe.

3.1. Design

The issues that need to be clarified and updated include the impact of advertising strategies on consumer behaviour and awareness of social problems, the effectiveness of linguistic strategies in different cultural environments, the use of new media technologies in advertising, the impact of advertising strategies on the formation of public opinion and the interaction of language and visual elements in advertising messages.

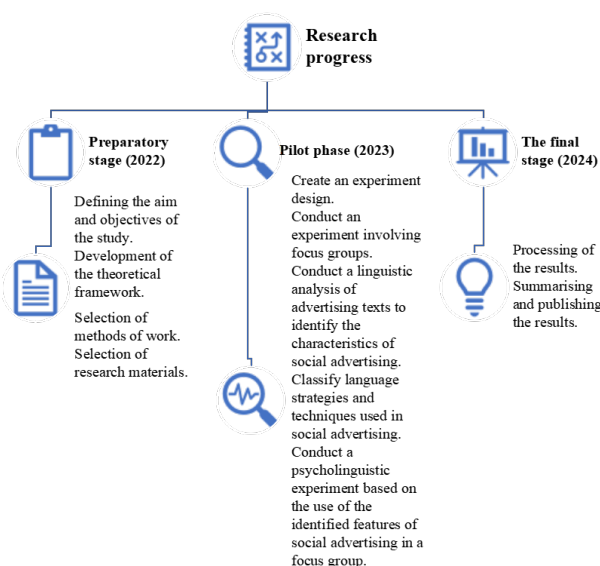


Figure 2. Stages of the study.

3.2. Participants

The study used the Social Advertising Corpus of the O. O. Potebnia Institute of Linguistics of the National Academy of Sciences of Ukraine to analyse advertising texts (<http://korpus.org.ua/>). The corpus contains social advertising texts that were analysed from the point of view of linguistics. The data from The International Corpus of English (ICE) (<https://www.ice-corpora.uzh.ch/en.html>), which includes texts on social advertising, were also used. We analysed 1000 texts in the corpora, 400 in Ukrainian and 600 in English. Only social advertising texts were selected. The work on the material selection and its analysis was carried out within one month.

The focus group was formed by inviting participants through the social network Facebook. A total of 1,054 applications were submitted via the feedback form, responding to targeted advertising on Facebook and Instagram. The main criterion for inclusion in the sample was the consumption of social advertising. Of these, 400 respondents aged 18 to 60 were selected, 56 were women, and 44 were men, of whom 100 were residents of Ukraine, 80 were residents of the UK, and 220 were residents of the EU. This number of respondents meets the minimum requirements for the validity and transparency of a sociological survey and allows us to obtain reliable results. The survey was conducted in Ukraine, the UK and the EU.

3.3. Instruments

The text data was analysed using Google Books Ngram Viewer with the advanced Google Cloud Machine Learning Engine tools to rapidly and accurately process large amounts of information. This increased the accuracy and efficiency of the data obtained in the second stage of the study.

3.4. Data Collection

1. *Linguistic analysis* of advertising texts, considering the language used (lexical, syntactic, stylistic), allowed us to determine the linguistic characteristics of advertising materials. It helped to determine which language means are used in advertising, how they interact with the audience's perception, and which can be most effective in achieving the goals set.

2. *Classification of linguistic strategies and techniques* used in social advertising to encourage specific actions or change social perceptions helps to identify the different ways in which language is used in advertising to stimulate a particular reaction from the audience and their effectiveness in achieving specific social advertising goals.

3. *Conduct psycholinguistic* experiments with representatives of the target audience to determine the perception and effectiveness of advertising messages through testing (**Appendix A**). We demonstrated the linguistic strategies identified during the analysis to the focus group during the experiment. We studied the readiness for action by analysing the emotions that arose after getting acquainted with the identified strategies. The experiment was based on the classification of linguistic strategy. This method allows us to directly assess the impact of advertising messages on the target audience and their reaction to different linguistic strategies. This makes it possible to understand which language means and strategies most effectively encourage specific actions or change social perceptions among the target audience. The Alpha Cronbach's reliability coefficient is 0.74.

4. The Weissman-Ricks Emotional State Inventory (WRESI) is a widely used tool for assessing emotional states. It consists of a series of questions that respondents answer about their own emotions. These questions are designed to measure different aspects of emotional experience. Respondents rate the intensity of each emotion on a scale that typically ranges from 'not at all' to 'very much' [20].

3.5. Analysis of Data

1. The analysis of the data obtained was carried out using Pearson's correlation coefficient (Equation (1)):

$$r_{xy} = \frac{\sum (x_i - \bar{x}) * (y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 * \sum (y_i - \bar{y})^2}} \quad (1)$$

Where x_i is the value of X;

y_i - the value of Y;

\bar{x} is the arithmetic mean for X;

\bar{y} is the arithmetic mean for Y.

2. The Alpha-Cronbach's coefficient of reliability characterises the internal consistency of the test items and is calculated by Equation (2):

$$\frac{N}{N-1} \left(\frac{\sigma_x^2 - \sum_{i=1}^N \sigma_{Y_i}^2}{\sigma_x^2} \right), \quad (2)$$

Where σ_x^2 is the variance of the entire test score;
 $\sigma_{Y_i}^2$ is the variance of element i.

3.6. Ethical Criteria

The study considers the ethical requirements for adherence to the principles of scientific integrity and protection of the rights and welfare of participants. Language norms and cultural peculiarities were observed, and offensive or inappropriate language was avoided. The study used an objective and critical approach to prevent bias and distortion of the results. Adequate presentation of information was ensured, misrepresentation of facts was avoided, and scientific standards and methodologies published results. The sources used in the analysis were indicated. The authors did not cooperate with any advertising agencies and have no conflict of interest, as they declare.

4. Results

At the beginning of the study, a linguistic analysis of the corpus of social advertising texts was conducted. The results of this analysis are presented in **Table 1**. This step involved studying the language used in social advertising to identify recurring patterns and linguistic strategies. The linguistic analysis aimed to identify language means and rhetorical devices in social advertising. The results provided a structured overview of the linguistic characteristics observed throughout the corpus.

Table 1. Linguistic analysis of the language used in social advertising.

Language Pattern	Frequency of Use	Pearson's Coefficient	Interpretation
Emotional words	52%	0.83	Emotional impact on the audience
Words that describe the problem	47%	0.75	A clear description of the problem
Call-to-action Words	38%	0.62	Clear call to action
Artistic means	25%	0.54	Imaginative and emotional impact
Phraseology	18%	0.42	Imaginative and emotional impact
Slang	12%	0.31	Informal communication with the audience
Simple sentences	65%	0.78	Clarity and accessibility of information
Compound sentences	35%	0.56	Detailed description of the information
Exclamatory sentences	28%	0.61	Emotional impact and focus
Rhetorical questions	22%	0.52	Audience engagement in dialogue
Active voice structures	73%	0.81	Dynamism and clarity of presentation
Passive voice structures	27%	0.55	The description of static events
Inversions	15%	0.41	Expressiveness and non-standard presentation
Elliptical sentences	12%	0.35	Conciseness and dynamism of presentation
Parcellations	10%	**0.3	

Source: Developed by the authors of the study.

Table 1 analyses the language used in social advertising and its impact on the effectiveness of the advertising message. For each linguistic means, the frequency of its use in advertising materials was measured, Pearson's coefficient was calculated, and the relationship between these means and the effectiveness of advertising was analysed. In the analysed advertising materials, there is a tendency to evoke an emotional response from the audience. This shows that this approach is efficient. For example, if a respondent sees the words 'unforgettable experience' or 'best offer', they immediately feel interested and want to learn more about the social service.

A critical aspect of social advertising is the use of simple sentences. It helps to understand the advert's information and make it accessible to a broad audience. For example, if respondents see a text with short and simple sentences, they can easily understand what is offered and how it can help them. High Pearson's coefficients (0.83, 0.75 and 0.78) confirm that using emotional words, words that describe the problem, and simple sentences are effective strategies in advertising. These indicators show that this approach attracts the audience's attention and increases the effectiveness of advertising materials.

However, elliptical sentences and parcellations had the lowest values in the table, which may indicate that they are less common in social advertising or have a less significant impact on the perception of the advertising message. The study provided an opportunity to understand which language means and patterns are the most common and effective in so-

cial advertising. This may be useful for further development and optimisation of advertising strategies.

The next step was to study and classify the linguistic strategies and methods of social advertising. The results are presented in **Table 2**.

Table 2 provides a classification of linguistics strategies and methods used in social advertising, with relevant examples. The emotional impact is achieved through an emotive lexicon, rhetorical devices, appeals, rhetorical questions and exclamations. For example, the phrases 'Feel the joy of a tobacco-free life!', 'Make your contribution! Help children!' etc. are examples of effective emotional appeals. The text presents information objectively through a clear statement of the problem, facts, statistics and expert opinions. It follows a formal register and traditional academic structure and formatting. The language is accurate, without grammatical, spelling and punctuation errors. For example, the text cites studies and expert opinions that support the statement that a certain number of people die from alcohol consumption each year.

The texts use logical arguments and emotionally neutral language to persuade the reader, avoiding biased or ornamental language. Smoking cessation leads to increased strength and energy, as well as improved health of loved ones. A healthy lifestyle contributes to happiness. The text follows a generally accepted structure and maintains a formal register.

The advert attracts attention with its unique visuals, original slogans and headlines such as 'What does this picture hide?' and 'The answer to this question can change your

Table 2. Classification of linguistic strategies and methods.

Linguistic Strategy	Language Methods	Examples
Emotional impact	Emotive lexicon, rhetorical devices, appeals, rhetorical questions, exclamations	‘Feel the joy of a tobacco-free life!’, ‘Don’t be indifferent! Help children!’”, “Did you know that every day... people die from smoking?”
Informative impact	Clear problem statement, facts, statistics, expert opinions	‘Every year ... people die from alcohol consumption’, ‘Studies have shown that ...’, ‘According to experts, ...’, ‘Here are facts that will make you think ...’
Persuasion	Logical arguments, emotional appeals, demonstration of positive results	‘Quit smoking, and you will feel a surge of strength and energy!’ ‘Give your loved ones health - quit smoking!’, ‘A healthy life is a happy life!’
Attracting attention	Unusual visuals, original slogans and headlines, intrigue, mystery	‘What does this picture hide?’, ‘The answer to this question can change your life.’ ‘Don’t pass by - stop and think!’

Source: Developed by the authors of the study.

life’. The language of the text is clear, objective and value-neutral, avoiding biased, emotional, figurative or decorative language. Grammar, spelling and punctuation are correct. This classification demonstrates the linguistic strategies and methods used in social advertising to achieve specific goals, such as attracting attention, informing the public, and persuading or evoking an emotional response. The language used in social advertising is carefully chosen to achieve these goals with precision and impact.

Table 3 shows the survey results of respondents on the effectiveness of language in social advertising. This allowed us to enrich the study with practical experimental data that helped to conclude the specifics of the impact of language in social advertising on the end consumer.

The table shows that most respondents (92%) noted that they see social advertising daily. This indicates a strong relationship with the frequency of social advertising perception. Notably, 85% of respondents paid attention to emotive lexicons in social advertising messages, which confirms the connection with attention to emotional vocabulary.

Also, about 83% of respondents believe that emotional influence significantly affects the perception of social advertising, which confirms the connection with emotional influence on perception. In general, the majority of respondents also supported the connection with attention to unusual visual images (81%), the importance of original slogans and headlines (80%), and the frequency of reaction to drawing attention (78%). The results obtained fully correspond to the aim of the study.

However, it is essential to note that this table is only based on the survey results of 100 people, so a study with

a more significant focus may lead to different conclusions. Additionally, Pearson coefficient values range from 0 to 1, where 0 indicates no relationship, and 1 indicates a strong relationship between the variables. **Figure 3** shows the respondents’ emotional involvement change before and after the experimental demonstration of the identified linguistics strategies and methods.

As can be observed from the diagram in **Figure 3**, the demonstration of the identified strategies and methods of social advertising significantly influenced the respondents’ perceptions. The experiment’s results demonstrate a normal distribution of respondents. The results after the experiment show a significant change in the number of respondents with high emotional involvement. Accordingly, the percentage of low and average involvement has significantly decreased.

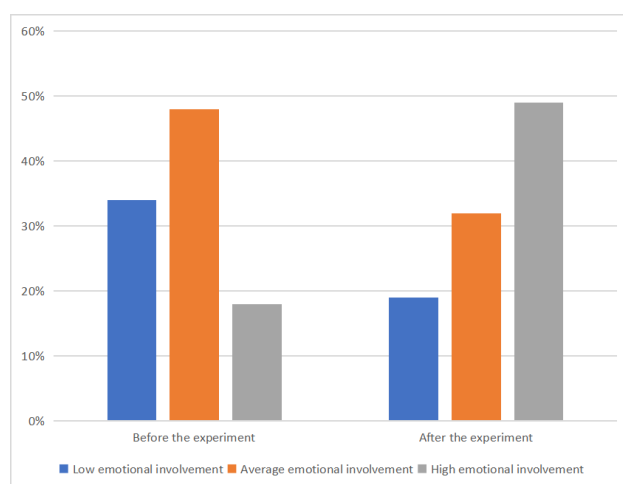


Figure 3. Changes in the emotional involvement of respondents before and after the experimental demonstration of the identified linguistics strategies and methods. Source: Developed by the authors of the study.

Table 3. Analysis of the survey results on the effectiveness of language’s impact on the perception of social advertising.

Question	Percentage of Respondents Who Answered ‘Yes’	Pearson’s Coefficient	Interpretation
1. How often do you see social advertising in your everyday life?	92%	0.87	A strong connection with the frequency of perception of social advertising
3. Have you noticed the use of emotive lexicons in social media advertising messages?	85%	0.76	Connection with attention to emotional vocabulary
7. Do you think that emotional impact significantly affects the perception of social advertising?	83%	0.75	Connection with emotional influence on perception
14. Does using unusual visuals in social advertising attract your attention?	81%	0.74	Connection to attention to unusual visual images
15. Do you think that original slogans and headlines are essential for the effectiveness of social advertising?	80%	0.74	Connection with the importance of original slogans and headlines
17. How often do you respond to drawing attention in social advertising?	78%	0.72	Connection with the frequency of reaction to drawing attention
21. Are you affected by emotive lexicons in social advertising messages?	77%	0.71	Connection with the emotional impact of vocabulary

Source: Developed by the authors of the study.

5. Discussion

The results obtained during the study demonstrate that social advertising uses a wide range of language means to attract viewers’ attention and create an emotional impact. Confirming the effectiveness of the advertising message, the analysis revealed that simple sentences, emotionally charged words, and words describing the problem of the message had the highest correlation coefficient. Such linguistic means increase the emotional response to advertising and attract the audience’s attention, as evidenced by the research results of Sakhiyya and Martin-Anatias^[15].

The survey results also confirmed that these language strategies are important. Most respondents indicated that they often observe social advertising and pay attention to emotional words, unusual visual images and unusual slogans. The experiment showed that certain language strategies were effective, and the emotional involvement of respondents increased significantly. The obtained results are similar to the data presented in the article by Davydenko et al.^[11]. This indicates that the right language tools can significantly influence how people see social advertising and increase its effectiveness.

The results indicate a significant influence of an apt linguistic strategy and techniques on the perception of social advertising. The study revealed speech patterns that can increase the emotional involvement of respondents and, thus,

the effectiveness of the advertising text. As stated in the work of Devos^[21], the most typical means of expression for advertising are allegory, hyperbole, metaphor, metonymy, personification, simile, epithet, anaphora, epiphora, antithesis, ellipsis, allusion, etc. According to Kulykova^[22], phraseological units (customs, rites, history and psychology of the people, etc.) are the least studied but essential means that ensure the functional originality of the advertising text. National, cultural, and social factors determine the use of phraseological units. These expressive and evaluative language units determine the functional load in the text. The data obtained also demonstrate the high effectiveness of language in helping influence respondents’ emotions. The emotional load, not logical meanings, is the key to the success of social advertising.

Klos and Dzhavadian^[23] and Zeng et al.^[24] pay special attention to such techniques of expressiveness as alliteration, rhyme, rhythm and use of adjectives. According to Kim et al.^[25], social advertising texts use various stylistic techniques and expressive means based on a unique sound and rhythmic speech organisation. Alliteration arises from the repetition of sounds, so it is one form of repetition. This repetition of sounds should be pleasant to the ear and not too overt and intrusive because then it becomes annoying. Rhyme is the unity of the endings of words, starting with the last stressed syllable and ending poetic lines or parts of lines. This technique, like alliteration, is used to improve

the expressiveness and memorisation of the slogan. This study did not reveal a relationship between the rhyme and rhythm of the text of social advertising and the effectiveness of respondents' perceptions of it. For the most part, linguistic and emotional triggers influenced decision-making.

According to Gong and Cummins^[26], Khoda^[27], ad creators actively use rhyme to make it easier for recipients to remember the information they need. Another critical aspect of advertising language is rhythm. Some sayings and slogans are often rhythmic. The rhythm ensures ease and speed of memorising details about the product and causes the necessary association in the mind. Within the framework of this study, the dependence between an extensive and apt advertising slogan and its perception was also revealed. Respondents selected short, simple sentences that are easy to remember.

According to Huy and Thu^[28], Xing and Feng^[29], adjectives dominate the large number of grammatical devices used in advertising texts. However, in most cases, adjectives undergo a certain de-semantization; their dictionary meanings are erased and suppressed by a general positive evaluative connotation. According to Sichkar et al.^[30], in advertising texts, adjectives are also used in comparative and superlative degrees, making it possible to strengthen the positive connotations further. According to Kuzmenko et al.^[31], in advertising texts, you can also find adjectives, which in some cases act as epithets, since they appear in the slogan not for the informativeness of the statement, but for its decoration. This study showed that quite casual adjectives often have a significant impact, which leads to the uniqueness of the statement's meaning.

The study's theoretical significance lies in expanding our understanding of the impact of language on the effectiveness of social advertising. This allows for a deeper analysis of the mechanisms of audience perception and reaction to advertising messages and reveals the specifics of the use of language strategies in the formation of social perceptions and behavior change.

The practical value lies in optimising social advertising strategies to achieve greater effectiveness. The study results can be helpful for marketers, advertising agencies, public organisations, and government structures that create social campaigns. With their help, you can choose the optimal linguistic strategies that will significantly impact the

target audience and contribute to achieving the advertising campaign's goals.

6. Conclusions

The results obtained are of great importance in developing effective social advertising strategies. In particular, they show how different language affects the audience's perception of advertising messages. Given the widespread use of social networks and other media, it is essential to understand which tools and strategies are most effective in achieving social advertising goals. The results revealed the significant potential of language in shaping the effectiveness of social advertising. In particular, they confirm the importance of using emotive lexicon, unusual visual images and original slogans to attract attention and stimulate audience response. The study also points to the extent of emotional impact in social advertising and the need to create messages that can evoke an emotional response and attract viewers' attention. Understanding these language mechanisms will enable advertisers to create more effective and impactful campaigns for social change and conscious consumption. Thus, it can be argued that the role of language means in shaping the effectiveness of social advertising turns out to be critical. They convey information, create emotional connections with the audience, and contribute to forming and maintaining social beliefs and changes. This approach can help increase the effectiveness of social advertising and improve its impact on society. The obtained results can be used in marketing and advertising. This data can serve as a basis for developing more effective advertising campaigns, considering popular linguistic strategies and methods that influence the audience most effectively. They will also be of interest to organisations specialising in social change and public awareness to improve how they communicate with the public and achieve greater effectiveness in their campaigns. The analysis of various linguistic strategies for different audience groups, considering their age categories, social status, cultural characteristics and other factors, may be one of the perspectives of future research. The study showed that using simple sentences, emotional vocabulary, and original slogans in social advertising significantly increases its effectiveness, affecting the audience's emotional involvement. Thus, the authors emphasised the importance of careful selection of language

means for the successful delivery of an advertising message.

7. Limitations

Although the research methodology used in this study has some limitations, it is comprehensive and covers a wide range of research on language means in social advertising. Individual responses were also considered, and the results are objective and universal. Future studies can build on this methodology to further increase objectivity.

Although the study focuses on specific sources of social advertising, its findings can be applied to other similar regions. To fully understand the role of language in shaping the effectiveness of social advertising, it is essential to consider a wide range of regional publications. Spatial limitations may affect the representativeness of the sample and the generalizability of the results at the national level.

Author Contributions

Conceptualization, A.D.; methodology, I.O.; software, I.O.; validation, I.F. and T.D.; formal analysis, I.B.; investigation, A.D.; resources, I.O.; data curation, I.F. and T.D.; writing—original draft preparation, T.D. and A.D.; writing—review and editing, I.B.; visualization, I.F. and T.D.; supervision, I.O.; project administration, A.D. All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

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Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

Data Availability Statement

Research Data is available on the internet resources, such as: The Social Advertising Corpus of the O. O. Potebnia

Institute of Linguistics of the National Academy of Sciences of Ukraine: <http://korpus.org.ua/> and The International Corpus of English (ICE): <https://www.ice-corpora.uzh.ch/en.html>.

Conflicts of Interest

The authors declare no conflict of interest.

Appendix A

Studying the impact of linguistic techniques on the perception of social advertising

(Developed by the authors of the study)

1. How often do you see social advertising in your everyday life?
2. How do you assess the overall emotional impact of social advertising on you?
3. Have you noticed the use of dynamic lexicon in social advertising messages?
4. How do you assess the effectiveness of rhetorical techniques in social advertising?
5. Do you perceive the messages in social advertising as emotionally influential?
6. Do rhetorical questions in social advertising influence your decision to act?
7. Do you think that emotional impact significantly affects the perception of social advertising?
8. Do you respond to exclamations in social advertising messages?
9. Do you perceive appeals to emotions in social advertising as a means of persuasion?
10. Does using facts and statistics in social media messages inspire you to take action?
11. Do you pay attention to expert opinions in social advertising?
12. Do logical arguments in social advertising messages influence your decision to act?
13. Do you consider demonstrating positive results as a means of persuasion in social advertising?
14. Does using unusual visuals in social advertising attract your attention?
15. Do you think that original slogans and headlines are essential for the effectiveness of social advertising?

16. Do you see intrigue and mystery as a way to attract attention in social advertising?
17. How often do you respond to attention-seeking in social advertising?
18. Do you think unusual images are essential for the effectiveness of social advertising?
19. Do you pay attention to the originality of slogans and headlines in social advertising?
20. Do you think that intrigue and mystery can attract attention to social advertising?
21. Does emotionally coloured vocabulary in social advertising messages affect you?
22. Do you pay attention to rhetorical techniques in social advertising?
23. Do you respond to rhetorical issues in social advertising messages?
24. Do you perceive appeals in social advertising as a way of persuasion?
25. Do facts and statistics in social media posts influence your decision to act?
26. Do you pay attention to expert opinions in social advertising?
27. Do you respond to logical arguments in social advertising messages?
28. Do you perceive the demonstration of positive results as a means of persuasion in social advertising?

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