

Article

Language and Style of Advertising Texts in French

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Abstract: This study examines the linguistic and stylistic features of French advertising texts, highlighting their role in attracting attention, generating interest, and motivating action. Advertising frequently employs creative language and catchy expressions to engage audiences, reflecting a dynamic interplay between linguistic innovation and cultural context. Recent advancements in advertising technologies have raised concerns in France regarding morality, literacy, and the growing influence of foreign words on the French language. Despite these challenges, the French language continues to evolve according to its intrinsic rules. This research aims to analyze the linguistic strategies and stylistic patterns in French advertisements, addressing the impact of these trends on language use. The findings contribute to understanding how advertising shapes and is shaped by linguistic norms, with implications for preserving language integrity amidst globalization and technological progress.

Keywords: Advertising text, Effectiveness, Style, Dialect, Comment, Opinion, Suggestions, Interest, Typography

1. Introduction

The language and style of advertising texts are very important, because they are primarily designed to attract the attention of consumers and encourage them to use certain types of services [1]. French-language ads, whether in France, Belgium, Switzerland, or other French-speaking countries, can be analyzed for several elements. When it comes to the language of French advertising texts, French advertisements often contain regional dialects or specific slang. Advertising texts in French are often rich in puns used to attract attention, laugh or surprise [2].

One of the most well-known elements of marketing communication is advertising. The ad text consists of a headline, a subheadline, and body text. These components are located at three levels of language: phonetic, grammatical (morphological and syntactic) and lexical [3]. Advertising uses many different promotional strategies that use various linguistic and extralinguistic means to achieve success. Paradigmatic and syntagmatic means of expression and stylistic devices are linguistic means. The expressive means used in the vocal form include lexical, syntactic, phonetic and semasiological means, as well as stylistic devices used in the linguistic form [4]. Colors, images, different types of fonts and other extra-linguistic means can be used as means of visual communication with potential buyers [5].

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2. Materials and Methods

Advertisements regularly use catchy phrases that show language creativity. The ads represent elements of French identity such as gastronomy, fashion, scenery and lifestyle [6].

The following basic styles and languages are often used in advertising texts:

1. Brevity and clear expression:

The advertising text should be short, clear and concise. Avoid unnecessary words so that customers can quickly receive important information [7].

2. Originality and creativity:

Advertising text should be original and interesting. An innovative and creative approach increases the interest of customers.

3. Emotions:

It is very important to affect emotions in the advertising text. It is important that customers are satisfied with your service or product.

4. Efficiency and benefits:

Customers need to be aware of the benefits of a product or service. It is necessary to emphasize such advantages as leadership and convenience.

5. Social proofs and examples:

Using user feedback, reviews, or success stories can increase customer confidence and increase interest in a product or service.

6. Interesting appeals and exclamations:

"Buy!", "Register today!" appeals like This prompts potential users to take action as soon as they read your ad text headlines.

7. Show the exact time:

Using timestamps associated with limited offers, discounts, or promotions can prompt users to make snap decisions.

8. Writing in a suitable language:

Using language and style appropriate to the target audience of the product or service will improve the results of the advertisement. The language of advertising aimed at young people and advertising aimed at experienced buyers can be different [8].

When creating advertising texts, taking into account the above rules and methods will help to create effective advertising agencies. It is always important to look for new approaches and innovative ideas for future advertising strategies. The choice of colors, staging, and typography reflect aesthetic trends that may be specific to French-speaking cultures. Advertisements often express stories that evoke emotions using characters and situations that are relevant to the target audience. As the means of expression wear out, the language of advertising constantly needs to be updated, which leads to loss of imagery and loss of credibility of advertising [9]. Advertising and speech become more expressive when ambiguous words or expressions are used. Advertising uses words in their basic meanings, not figurative ones [10].

3. Results

As we mentioned above, the language and style of French advertising texts is designed to attract the reader's attention, arouse interest and encourage action, and has several main characteristics: words should be simple and understandable one of the most important aspects is to avoid complicated jargon in order to reach a wide audience. And it becomes simple [11].

The credibility of the advertising text is determined by the use of phrases that convey a sense of urgency or scarcity, such as "limited number of offers" or "don't miss this opportunity." In order to establish an emotional connection with the consumer in advertisements, the use of words that evoke positive emotions such as "unusual", "must

have", "exceptional" is also a characteristic feature. is counted [12]. "Buy now!", "Discover our offers!", "Join us!" The use of verbs in imperative sentences like In addition, style often includes visual elements, such as eye-catching images or dynamic layouts that accompany text, and this enhances its impact [13].

At the same time, using repetition of key words or phrases can help reinforce the main message and make it easier to remember. There are frequently discussed topics. As opposed to family and social relationships, depictions of family and friendship are common in advertisements, emphasizing the importance of intimacy and sharing [14]. Many advertisements seek to evoke positive emotions and promote a sense of belonging. Increasingly, ads are moving to customized language that speaks directly to specific audience segments, making the message more relevant [15].

4. Discussion

There is also copywriting (le copywriting), a technical English term for advertising text, to write advertising texts professionally [16]. Copywriting is the art of creating content to persuade customers to take a specific action: it is therefore an art form of persuasion [17]. The main feature of this type of writing is, of course, the goal, which is to convince customers to buy the product [18]. Copywriting means writing with a specific goal in mind: the advertising message must touch the recipient [20].

For this purpose, the writer uses creative formulas, simple and understandable language, targeting the recipients and convincingly presenting the usefulness of the product [21]. Other characteristics of quality advertising text: appeal to the recipient and engage them emotionally. Sometimes small details, such as the order of words, are enough to make a significant psychological impact on the reader [22]. Success depends especially on targeting the right customers.

Advertising texts come in many forms: they can be advertisements, e-mail marketing newsletters, illustrated brochures, or other promotional materials [23]. Advertising texts should take into account the characteristics of the target audience. In order to communicate with the target group, it is important to know their characteristics and speak to them in their own language.

5. Conclusion

In conclusion, the language and style of French advertising texts depends on many factors and includes different approaches to attract consumers, strengthen emotional connection to the brand and present the product. The language and style of French advertising texts is based on a combination of expressiveness, emotion and aesthetics. Their ultimate goal is to persuade the consumer to make a purchase while leaving a positive impression. Advertising using powerful tools such as language, whether through spoken word or radio or television advertising, is a vital and challenging task in the era of advanced information technology. Consumers become familiar with a product by collecting information from various sources and in various forms. However, unless otherwise required for functionality, this information must be literate. "The norm of a literary language usually recognizes a relatively stable method of linguistic expression, reflecting the internal laws of language development, socially accepted and enshrined in the best examples of modern literature." A speech error reduces the effectiveness of advertising due to violation of the norm. However, such violations can sometimes be deliberately used to create additional expressiveness that attracts the client's attention.

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