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Verbs in Tatar Advertisements

Los verbos en la publicidad tártara

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ABSTRACT

The article discusses the functioning of the verb in the Tatar advertising texts. Our study of Tatar advertising texts showed that the verb plays an important role in realizing the pragmatic potential. Future tense assures the consumer's right decision about a particular product or service. The past tense is used in the narrative of past actions that have a positive result. The imperative mood is used to encourage action possessing different semantic meanings: command, advice, request to perform an action. The conditional mood expressed by lexical and grammatical means and intonation, strengthens the belief about the right choice.

Keywords: Advertising text, imperatives, tatar language, verb tense, verb.

RESUMEN

El artículo analiza el funcionamiento del verbo en los textos publicitarios tártaros. Nuestro estudio de textos publicitarios tártaros mostró que el verbo juega un papel importante en la realización del potencial pragmático. El tiempo futuro asegura la decisión correcta del consumidor sobre un producto o servicio en particular. El tiempo pasado se usa en la narración de acciones pasadas que tienen un resultado positivo. El estado de ánimo imperativo se utiliza para alentar la acción que posee diferentes significados semánticos: comando, consejo, solicitud para realizar una acción. El estado de ánimo condicional expresado por medios léxicos y gramaticales y entonación, fortalece la creencia sobre la elección correcta.

Palabras clave: Idioma tártaro, imperativos, texto publicitario, tiempo verbal, verbo.

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INTRODUCTION

Advertising is a necessary attribute of modernity, an integral part of modern culture, so is the subject matter of many of the humanities (Makarova: 2018). Economics, sociology, psychology and linguistics study it from different aspects. Being one of the most effective ways of products promotion, advertising is part of our every-day lives and has a significant influence over people and their behaviour. Moreover, people living in various countries can perceive an advertising message differently as every culture may have different expectations with regard to stylistic choices, language use and other preferences in the same genre (Vaicenoniene: 2006).

During the last 30 years, the advertising industry has taken a gigantic step forward in Russia, and it reappeared after perestroika when the acquisition of private property, joint ventures, small business and direct negotiations for products were finally allowed (Ustinova: 2008). Advertising in the Tatar language, in turn, has been actively developing mainly due to booming of Tatar commercial media resources, the immense growth of technology and marketing. The Law of "On the State Languages of the of the Republic of Tatarstan" which aims to preserve, study and disseminate the Tatar language in various spheres of public life also contributed to the spread of Tatar advertisements (Sakaeva: 2018).

Nowadays, Tatar commercial advertising texts became so popular that their powerful influence on the language cannot be neglected for that reason linguistic aspects of studying advertising are currently of particular interest. The goal of any advertisement is in convincing and capturing the attention of consumers by using a wide range of manipulative verbal and non-verbal devices (Davies & Lepschy: 2016; Villalobos et al.: 2018; Rincón et al.: 2019; Annía et al.: 2019). The aim of this study is to analyze the functioning of verbs in Tatar advertising. We have focused on studying the use of imperatives, subjunctive verbs and conditionals in advertisements.

The data for this research is drawn from Tatar mass media and included 50 samples of print advertisements and 20 radio commercials. The samples of print advertisements were gathered during the period 2017–2019 from national and local newspapers, published in Tatar. The radio data contains commercials that were broadcast by two major Tatar radio channels: "Tatar radiosi" and "Bolgar radiosi" between 2015 and 2019.

METHODS

In this paper, we used the descriptive method to study the factual material – advertising texts, to generalize, interpret and classify them. The article contains the experience of Russian, Tatar and foreign researchers on this issue and content analysis.

RESULTS

Researchers who study advertising texts pay attention to the specifics of using various parts of speech in the advertisement. As F. Jefkins noted, the advertisers use encouraging words such as "earn", "enjoy", and "find" in order to create a feeling of urgency in people (Jefkins: 2016, p.318). He also refers to "incentive verbs and adjectives" as effective words with motivating power (Jefkins: 2016, p.318). Russian linguist N.N. Kokhtev (Kokhtev: 1997) recommended using verbs that induce actions, as well as specific nouns and adjectives in advertising texts. In the dissertation research N.K. Dementieva examines the functioning of verbs in advertisements and their role in the implementation of the pragmatic function of such texts (Dementeva: 2004). I.M. Nizamov was one of the first Tatar linguists whose special research is devoted to the language of advertising. Having analyzed a great deal of Tatar advertisements, he came to a conclusion that effective verbs and adjectives are emotional means that help to create a positive image of a product in the minds of

consumers (Nizamov: 1997). As we know, being the most complex and extensive grammatical category in a language, verbs possess dynamics and have much greater power than other parts of speech (Yusupov: 2015).

Most researchers believe that using the verb as the main word increases memorization, due to the fact that the verbs in Tatar convey brighter picture presentation and almost all of them are concrete so closer to reality (Gabbrakhmanova et al.: 2016). H. Kaftanjiev assigns a verb a special role in the advertising text, noting that dynamism of the advertising message is directly proportional to the number of verbs used (Kaftandzhiev: 1995). A.V. Nikolaeva sees the main role of the verb in the advertising text in the action description (Nikolaeva: 2010). Some researchers note that advertising texts are characterized by the use of imperative verbs in order to motivate consumers to use an advertising product (Galiullina et al.: 2016). "Considering verbs in slogans, E.V. Yurieva notes that this language tool creates the illusion of effectiveness, which means rationality, reality and pseudo-truths about the company and the product, which implies very specific results for advertisers"(Yureva: 2016, p.78–83).

Having analyzed Tatar advertisements, we came to the conclusion that the category of mood is the most significant morphological category and plays an important role in achieving the main purpose of the advertising which is to persuade people to buy the product. The mood category indicates the speaker's attitude to reality. It is used to refer to a verb category which indicates whether the verb expresses a fact or statement (the indicative), a command or request (the imperative), a condition (the conditional), or a hypothetical fact or possibility (the subjunctive).

The imperative mood is most important and significant for advertising texts as it has the highest potential for influencing the addressee. As researchers note, copywriters use imperatives, because it creates a sense of one person is talking to another because all ads are urging us to some action (Urazaeva: 2013; Sattar & Annapurna: 2016). Leech establishes certain groups of frequent imperative verbs referring to the acquisition of the product: get, buy, ask for, choose; verbs related to the consumption of the product: have, try, use, enjoy; verbs appealing for notice: look, see, watch, remember, make sure (Leech: 1972). El-Sakhran et al. (El-Sakran & Maklai: 2019) think that the use of imperatives in ads is ubiquitous, and often times, surprisingly useful, as they manipulate readers' thoughts in such a way that gives little room for argument.

The imperative mood of the 2nd person singular in Tatar is expressed by a zero indicator, and the 2nd person plural has the affix -gyz/-gez. As the conducted material show, the number of plural examples is greater than the singular form: "Talanid". Igtibar yzagenda bulygyz! Shaltyratygiz! "Talanid" – elmaerga oyalmagy! – ("Talanid". Be the centre of attention! Call us! "Talanid" – feel free to smile). In Tatar advertising texts, the plural form of imperative expresses a double meaning. On the one hand, it implies a polite, respectful attitude to the consumer, on the other hand, it points to many recipients and in this case advertising text does not appeal to a specific individual, but to any person.

The singular form emphasizes the friendly nature of communication and evokes the sense of personal communication in the consumer, which brings the advertising text closer to colloquial speech: Kazan universitiy studentlary, sez mondamy? 25 Gyinvar – Studentlar kone. "Tatars Radiosi"nda vuzlar korasha! Kondezge 12dän 3kə kadar yaratkan universitiytyn ochen tavysht bir nam any ing yaratkan vuzyn itep tanyt – (Kazan university students, are you here? January 25 is Students' Day! There will be universities competition on "Tatars Radiosi"! From 12 to 3 pm, vote for your favourite university and make it famous). The 2nd form singular is mostly used when referring to a teenager and youth audience.

The incentive in advertising takes on various shades, such as the command or a softer suggestion. Kill! Kur! Iske mashinany yangaga alyshtry! – (Come! Look! Exchange your old car for a new one). In this example, a potential consumer is being directed to do something, and he or she follows instructions without argument.

DISCUSSION

A study by Pennock-Speck and Fuster-Marquez (Pennock-Speck & Fuster-Márquez: 2014) concerns the use of imperatives in British TV commercials, and the authors are of the opinion that they are more akin to suggestions and recommendations. We can say that like with English advertising texts Tatar advertisements contain an indirect appeal to make a purchase as well as suggestions and advice rather than direct commands: Yangyr boltylary kila, a dachagyz tybäsez? Borçylmagyz! Ing kyska sroklarda cherepitsa һәм profnastylny azerlap kisep birabez. Dachagyzga barganda, kerep kena chygygyz! – (Rain clouds are coming, and your datcha has no roof. Do not worry! In the shortest time we will prepare and cut the tiles and profiled sheeting. Stop by on the way to datcha).

The use of conditional mood in Tatar advertising performs the function of influencing and attracting attention. In the Tatar language, the basis of conditional mood is the form *-sa/-sə*, but the syntactic and intonation structure of the sentence is also involved in expressing conditions.

The conditional verbs can be interpreted as examples of suggestions rather than orders; this verb pattern prepares the addressee for the perception of further information, proposing to change the attitude towards the advertised object. The condition expressed in the advertisement is an important factor for the purchase of a product or service, and if the condition is fulfilled, it'll lead to a positive result. The analysis of Tatar advertising texts showed real condition is more common: Mena sezga kagaz bite. Kulygizga karandash aligyz һәм agar yazu kirak-yaraklarygiz betsa, adresny yazygiz. – (Here is a piece of paper for you. Pick up a pencil, and if you run out of writing accessories, write down our address).

In Tatar advertisements, the real condition can be expressed by other verb forms in combination with intonational, lexical and grammatical means. The most common is a combination of the present tense of the indicative mood with the modal word *ikan* (turns out). In this case, the first and second parts of the sentences are contrasted: Yort salyrga telap mashakatlanep yorisez *ikan*, Bailar Sabasynyng sauda yorty iskitkech momkinlek bira. (If you are concerned about building a house, then the mall in Saba gives you a great opportunity).

A significant number of advertising texts contain indicative mood verbs. The main function of the indicative verb is to report real, reliable actions which allow us to consider it as a direct mood, contrasting to indirect moods (imperative and conditional), that usually characterize unrealistic actions.

In Tatar advertisements, the most active form is the present tense 3rd person singular form, which denotes an action simultaneous with the moment of speech, i.e. the paradigmatic meaning of the tense. It should be noted that in the advertising context this general temporal meaning takes on other semantic effects as regularity and repeatability: "Bulochno-konditerskiy kombinat" goref-gadatlarne ale da davam ita ham telne yotarlyk halal konditer-ikmak eshlanmalare zhitshtera. BKK Tatarstan khalkyn yaratip eshli. – ("Bakery and confectionery factory" continues traditions and produces very tasty halal bread and confectionery products. BKK works with love for the people of Tatarstan). The high pragmatic potential of this verb form is in the description of consumer properties and product functions.

Advertising texts on Tatar also contain contextual forms of present extended tense for expressing repetitive actions. This technique allows advertisers to indicate the durability and constancy of the advertised object and shows loyalty to their clients not only at present but in the future as well: "Din-metal" tuba yabu ochen boten narsa, yort tyshlau ochen sayding, koymalarga profnastil takdim ita, iltep ta bira! – ("Din metal" offers everything necessary for roofing, siding for house sheathing, profiled sheeting for the fence, and delivers to your place).

Advertisers often use the future tense form, since the verb indicates a future perspective or effect in case of purchasing the advertised product or receiving the service: Kazanda berenche tapkyr "Yana Sulysh" concerty. Kich buyi sakhnada instrumental ansambl uyanachak. The superpopular yoldizlaryng ing tanylgan zhyrlary sezng ochen yangacha yangyrrar! – (A concert "New Breath" is for the first time in Kazan. The

instrumental ensemble will play on stage all evening. The most famous songs of super popular stars will be performed for you).

Using past tense also leads to the desired positive result. As a rule, advertising texts are very dynamic because as a form of information advertising “lives” in a small time period – right at the moment, when it is being read or listened to. It is quite natural that only past tense forms expressing the intensity of the action are more common here. In Tatar, it is the categorical past tense expressing an obvious and holistic action in the past which is obvious and certain for the speaker. This tense is formed with the affixes -dy/-de, -ty/-te. In Tatar advertisements, the use of the past categorical time allows us to depict a rapid change of events and their successive dynamic development: *Khiyallanyrga tugel, a kiyallarga utyryp yorer vakyt zhitte! “Avtolay” avtosalonyna zavlykly nam yshanychly “Toyota Raf 4” avtomobile kaytty! – (No need to dream, it’s time to ride your dream! The “Autolife” dealership received prestigious and reliable Toyota Raf 4).*

CONCLUSION

The aim of the article was to analyze the language of Tatar advertisement, particularly the usage of verbs. Over the last decades, an advertisement has become prevalent in Tatar mass media, and it is important to study and detect its linguistic features as advertising texts show how the language develops and grows. The obtained data allowed us to conclude that the imperatives are used very frequently in Tatar advertising texts. Present tense forms indicating actions are used by advertisers to describe the properties of the advertised product to potential consumers. The past tense denotes the action that has been completed and has a good result. The future tense works better to show desirable actions as most people tend to believe in what they promise and are interested in knowing what will happen or how this or that problem will be solved after of how the product will be purchased.

Modern Tatar advertising is in constant development, and advertisers are turning to new methods of advertising, which are available since the development of new technologies and with the increasing popularity of social networks, which are becoming a major platform for advertising. The results of the research carried out in this paper may serve as a basis for further studies that aim to investigate lexical and grammatical features of Tatar advertisement.

To sum up, our study of advertising texts in the Tatar language showed that the verb plays an important role in realizing the pragmatic potential in advertising. Verbs not only transmit information, but they also contribute to imparting dynamics to the advertising text, focusing on consumer properties and functions of the advertised object. In the descriptions, when characterizing a product or service, the present tense forms are used in which the action does not have a specific temporal reference. Future time correlates either with the narrative, or with the discussion of future events, assuring the consumer of the correctness of the decision he makes about a particular product or service, and he draws a positive perspective in the case of an action. The past tense is used in the narrative of past actions that have a positive result. The most relevant are the forms of the imperative mood, which are designed to enhance the perception of the advertising text and encourage action.

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