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LINGUO-PRAGMATIC ANALYSIS OF FRENCH ADVERTISING TEXTS

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Abstract. Contemporary advertising has become an essential means of social, economic, and cultural communication. In the context of the rapid development of media and digital technologies, advertising texts occupy an important place in everyday life and exert a significant influence on consumers' behavior, opinions, and choices. The linguo-pragmatic study of French advertising texts makes it possible to analyze not only their linguistic characteristics but also the pragmatic mechanisms employed to attract the attention of the target audience and produce a persuasive effect. This research focuses on the analysis of discursive strategies, stylistic devices, and expressive means used in modern French advertising.

Keywords: linguo-pragmatic analysis, French advertising texts, advertising discourse, persuasive communication, discursive strategies, stylistic devices, linguistic influence, pragmatic functions, speech acts, advertising vocabulary, expressive syntax, linguistic manipulation, communicative interaction, sociocultural context, advertising language, advertising rhetoric, communicative impact, consumer behavior, expressive means, discourse pragmatics.

The pragmatic dimension constitutes one of the most important aspects of modern advertising discourse. In French advertising texts, every linguistic unit performs a specific communicative function aimed at influencing the recipient. Advertisements do not merely convey objective information about a product; they also seek to produce psychological, emotional, and behavioral effects on consumers. Therefore, pragmatics enables the study of the relationship between the advertising message, the communicative context, and the interpretation of the target audience.

The effectiveness of advertising texts largely depends on advertisers' ability to employ implicit pragmatic mechanisms. Consumers are influenced not only by the explicit content of a message but also by hidden meanings, cultural associations, and emotions evoked by language. In this context, advertising communication becomes a complex interaction between the producer of the message and its recipient.

French advertising slogans represent an excellent example of pragmatic communication. They are generally short, expressive, and easy to remember. Their primary objective is to create an immediate impact on consumers. For example, slogans such as *"Because You're Worth It"* or *"Impossible Is Nothing"* do not directly describe the product; rather, they convey psychological values such as confidence, success, and self-esteem. These slogans function as indirect persuasive speech acts that reinforce consumer identity.

Implicitness also plays a crucial role in French advertising. Advertisers often prefer to suggest ideas rather than express them explicitly. This strategy allows consumers to participate actively in interpreting the message. When the audience discovers the implicit meaning independently, the persuasive effect becomes stronger and more memorable. This phenomenon is particularly evident in luxury advertising, where products are associated with abstract concepts such as elegance, freedom, or social prestige.

Another important aspect is the use of emotions in advertising discourse. French advertisements frequently exploit human feelings in order to create an emotional bond with consumers. Positive emotions such as happiness, love, security, and success are

often emphasized to enhance the attractiveness of a product. This emotional strategy influences not only the perception of the product but also purchasing behavior.

Linguistic manipulation is also a significant characteristic of advertising texts. Advertisers employ various discursive techniques to unconsciously guide consumer choices. For instance, the use of scientific or pseudo-scientific terminology creates an impression of credibility and reliability. Likewise, references to experts, statistics, or studies strengthen the authority of the advertising message.

Linguistic repetition represents another effective pragmatic strategy. Keywords, slogans, and evaluative expressions are frequently repeated to enhance memorization. Such repetition affects the consumer's subconscious and contributes to strengthening the brand image. In contemporary French advertising, visual and linguistic elements work together to produce an overall communicative effect. Images, colors, typography, and sounds complement the verbal message and participate in meaning construction. This multimodal interaction demonstrates that modern advertising extends beyond the boundaries of written text and becomes a complex communicative phenomenon.

The development of digital media has also transformed advertising discourse. On social networks and digital platforms, advertisements employ a more interactive, personal, and dynamic language. Consumers become not only recipients but also active participants in advertising communication. Comments, shares, and reactions on social media modify the traditional relationship between brands and audiences.

Moreover, globalization strongly influences the linguo-pragmatic strategies of French advertising. International companies must adapt their messages to the cultural and linguistic specificities of different markets. Such adaptation requires a thorough understanding of cultural values, communicative habits, and social expectations of the target audience.

The linguo-pragmatic analysis of French advertising texts therefore contributes to a better understanding of the persuasive mechanisms used in modern communication. It reveals that advertising language is never neutral; it is always oriented toward a specific objective: attracting attention, evoking emotions, constructing social representations, and influencing consumer behavior.

In conclusion, French advertising texts constitute a rich and complex field for linguistic and pragmatic research. Through the integration of several theoretical approaches, including pragmatics, discourse analysis, and cognitive linguistics, it becomes possible to explain how advertisements achieve their communicative effectiveness. Linguo-pragmatic studies thus contribute to a better understanding of the relationship between language, society, and communication in the contemporary world.

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