

Stylistic means of influence in the contemporary Chinese sports media advertising

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Abstract

The article determines the urgency of the subject under study, the degree of its development. The theoretical grounds of the study define the value orientation to an addressee as a basic component of the discourse of the Chinese sports media advertising which results in an effective impact on the consumer. Basic methods for influence on an addressee are identified, and the following stylistic expressive means are defined: anaphora, epiphora, epithet, metaphor, personification, and anadiplosis. The verbalization of the Chinese sports media discourse in tropes and its subsequent effect on an addressee is established as a hypothesis for the study; research materials and methods are represented. Stylistic tropes are determined on the basis of advertising texts in Chinese printed sports magazines, on mobile sites and companies' pages in social media. Advertisements of sports clothes, footwear and gyms are used as samples of media texts. The procedure for studying the discourse of the Chinese sports media advertising covers a stylistic analysis of the advertising media text components; the frequency of use of stylistic devices as means of influence on an addressee is determined; the quantification of trope usage is made; an analysis of their semantic component is provided. The analysis of findings of the study represents a detailed review of stylistic devices in the presented media messages; a componential analysis of speech samples and grammatical structures is given; the significance of usage of tropes is clarified. The aggregate quantification of the usage of tropes is made with subsequent presentation of the results obtained in the form of a diagram. In conclusion, general, specific aspects of the usage of stylistic devices are identified; the general purpose of their usage and the degree of effect on the consumer in advertising media messages is determined.

Key words: stylistic tropes, Chinese media advertising, media message, media discourse, media effect, influence, addresser, addressee

Introduction

The research into contemporary media advertising in the discourse of mass media is becoming an increasingly relevant phenomenon among linguists, psychologists, culturologists, and researchers in other branches. The media advertising reflects not only social needs at a certain stage of the social development, but also clearly demonstrates the communicative function of its components, in particular, its capability of conveying accurately an idea from an addresser to an addressee so that the notion of the lingual variant of denoting a thing or a phenomenon coincides. Therefore, the media advertising is one of the areas of the mass communications. The linguistic effect on consumer constitutes an integral part of the media advertising. The advertiser creates a vivid, expressive media message triggering an expected specific response by the target audience, namely, making a choice in favor of one or another product or service and subsequent acquisition of the advertised item. For implementing this goal, the media advertising uses linguistic and non-linguistic components of influence on an addressee, which characterizes it as a phenomenon having a strongly pronounced suggestive orientation, a phatic function, and a motivating nature.

The research of contemporary means of influencing the addressee is no less topical phenomenon in the field of the pragmatic discourse. The topicality of research of the Chinese sports media advertising is attributable to the increasing popularity of the sporty lifestyle among the population of China after the Olympic Games in Beijing in the year of 2008, the desire of the Chinese to active leisure, travel abroad, sessions in gyms and sports grounds. The popularization of the national Chinese sports brands is supported by the State, which is reflected in the national team's outfit in international sports competitions in the sports world of high achievements (Kravcova, 2016: 72). For example, many famous Chinese sportsmen, being ambassadors of one or another sports trademark, promote the healthy lifestyle by their example and call for work on the body and spirit, which subsequently leads to the human health promotion meaning that the Chinese people will generally win.

The research issue of the contemporary techniques of influencing in the Chinese sports media advertising is continuously developed and supplemented due to continuous development and implementation of the new techniques of influencing the addressee in the discourse of an advertising media text.

Theoretical research base: condition of problem's study

The means of influencing the consumer in the discourse of the Chinese sports media advertising include the verbal effect. The verbal effect in advertising media texts is a type of influencing in the field of equitable cooperation and not subordination (formal or non-formal), which presupposes the control by the addresser of the addressee's activity, who is free in choice of its actions to an extent and acts based on its needs (Tarde, 1969; Fiske, 1993; Bove, Arens, 1995; Kljuev, 1996; Pohepcov, 2001; Medvedeva, 2003; Romat, 2004; Kaftandzhiev, 2005; Mokshancev, 2009; Ostroushko, 2009; Kostina, Makarevich, Karpuhin, 2012; Ponomarenko, 2013a;b; Naumova, Budnik, 2014; Zheltukhina et al., 2017, etc.). The linguistic effect in the Chinese sports media advertising is determined by verbal or graphic symbols conveying the information by means of Chinese or English language with the use of main communicative methods (Kravcova, 2015: 82).

The specificity of the discourse of the Chinese sports media advertising is reflected in the system of values, where the values of beauty, health and self-sentiment, self-presentation and the position in society are main arguments when influencing a potential consumer (Ukrainskaya, Zheltukhina, 2017: 133). The verbalization of values in this kind of the media advertising takes place with the use of stylistic means of influence and reflects the person-centered approach to the consumer, which is clearly demonstrated in the sports advertising media messages studied by us. The article describes the variation stylistic means and frequency of their use in an advertising media text. The study is based on the following essential definitions by V.P. Moskvina (2007):

- The metaphor refers to the transfer of qualities, properties, functions, etc. based on the similarity (Ibid. 396).
- Epithet refers to a limiting attribute driven by the task of the artistic image and emotional and image-bearing interpretation of an object (Moskvina, 2007: 897).
- Anaphora refers to the repetition of the beginning of verbal units, thereby lending them emphasis (Ibid. 114).
- Epiphora refers to the repetition of the end of verbal units, thereby lending them emphasis (Ibid. 906).
- Personification refers to the attribution of a seme of a person to those names, which do not have it by the combination of them with anthropomorphic metaphors (Ibid. 498).

- Anadiplosis refers to the repetition connecting the end of the first verbal unit with the beginning of the second one (Ibid. 91).

Methodological bases and research methods

Methodological basis of our work is the system approach including system and complex, systemic-structural and systemic-functional approaches. The study is conducted based on the following hypothesis: the Chinese sports media discourse is implemented in the system of values of beauty, health, self-presentation, and self-sentiment, which is verbalized in stylistic means of an advertising media message and influences the potential customer. The specific nature of the object under study predetermines the following methods: semiotic, lexical-semantic and stylistic analysis of the Chinese sports media texts.

Materials of the study are presented by advertising texts in Chinese printed sports magazines, on mobile sites and companies' pages in social media. A stylistic analysis of an advertising media text is conducted during the study, the frequency of use of one or another stylistic device as a mean of influencing an addressee is identified which is summarized in the diagram enclosed to the study findings.

Results and Discussion

Sportswear, footwear, and gyms as components of sporty lifestyle are advertised objects in the media messages analyzed:

1) The Chinese sports brand Yvette (慧凡特 Yifántè) advertises women's sports leggings and a top.

再快一些, 再劲一些

TEC劲爽系列

专业运动面料

重点散热区域

立体贴身剪裁

时尚简约设计

慧凡特高端女子运动品牌 (健与美 Fitness&Beauty. 07.2016, p. 39)

Zài kuài yīxiē, zài jìn yīxiē

TEC jìn shuǎng xìliè

Zhuānyè yùndòng miànlào

Zhòngdiǎn sǎnrè qūyù

Lìtǐ tiēshēn jiǎnzài

Shíshàng jiǎnyuē shèjì

Yifántè Gāoduān nǚzǐ yùndòng pǐnpái

Even faster, even more, active

Technology of system of energies

professional sports material of cloth face;

focus on the heat transfer area;

it completely shapes the body with the reduced load;

stylish and simple design;

Yvette – High-quality sports trademark for women.

2) The advertised objects of the Hosa sports brand (浩沙 hào shā) are women's sports leggings and a bodice.

HOSA

一个创造健康乐活
之运动健身生活品牌
活得健康
活得开心

活得起劲 (健与美 Fitness&Beauty. 07.2016, p. 13)

Yī gè chuàngzào jiànkāng lèhuó
Zhī yùndòng jiànshēn shēnghuó pǐnpái
Huóde jiànkāng
Huóde kāixīn
Huóde qǐjìng

A brand for gymnastic activity, which creates healthy and fun sports

You live physically vigorous

You live happily

You live encouraged.

3) The Chinese sports brand Li-Ning (李宁 Lǐníng) advertises sports outfit items – training shoes, sports tricots, a balloon, a headband, T-shirts and wind jackets.

再见，赖床。再见，烦恼。胆小鬼，再见。再见，XL。再见·板凳·再见·上
届冠军。再见·昨天的记录。向不可能说再见。 (李宁 广告， URL:
http://www.soku.com/search_video/q_%E6%9D%8E%E5%AE%81%E5%B9%BF%E5%91%8A?f=1&kb=0202000000000000_361%E5%BA%A6%E5%B9%BF%E5%91%8A_%E6%9D%8E%E5%AE%81%E5%B9%BF%E5%91%8A&_rp=1443523868694N52)

Zài jiàn, làichuáng. Zài jiàn, fánǎo. Dǎnxiǎoguǐ, zài jiàn. Zài jiàn, XL. Zài jiàn, bǎndèng. Zài jiàn, shàngjiè guànjūn. Zài jiàn, zuótiān de jìlù. Xiàng bù kěnéng shuō zài jiàn.

Adieu, morning's lazy mood in bed. Adieu, anxiety. Adieu, cowardice. Adieu XL size. Adieu subs' bench. Adieu, ex-champion. Adieu, yesterday's record. Say "adieu" to the impossible.

4) The Anta trademark (安踏 Āntà) advertises the brand on background objects without the presence of people – in the form of a poster on a playground, on the wall in a gym.

你没有他的天赋。世界不公平？但你有梦想的权利。让心跳成为你的宣言。让
疤痕成为你的勋章。让世界的不公平，在你面前低头！ (安踏 广告，
URL:http://www.youtube.com/results?search_query=%E5%AE%89%E8%B8%8F%E5%B9%BF%E5%91%8A)

Nǐ méi yǒu tā de tiān fù. Shìjiè bù gōngpíng? Dàn nǐ yǒu mèngxiǎng de quánlì. Ràng xīntiào chéngwéi nǐ de xuānyán. Ràng bāhén chéngwéi nǐ de xūnzhāng. Ràng shìjiè de bù gōngpíng, zài nǐ miànqián dītóu!

You don't have his giftedness. Is the world still unjust? But you have the right to dream. Let your heart beating come into the spotlight. Let your scars be your medal. Make the world's injustice truckle to you!

5) Advertised items –women's sports top under the Yvette brand (慧凡特 yífántè).

慧凡特高强度防震运动内衣—

将所有的澎湃汹涌藏在心底做骄傲的实力派

MORE POWERFUL

Yvette (健与美 Fitness&Beauty. 08.2017, p. 31)

Yìfǎntè gāoqiángdù fángzhèn yùndòng nèiyī – jiāng suǒyǒu de péngpài xiōngyǒng cángzài xīndǐ Zuò jiāo'ào de shìlìpài

High-endurance Yvette sports clothing with protection from vibrations – it will leave all the turbulence in the depth of your heart.

Create a talented group to be proud of.

More powerful.

Yvette.

6) The youth sports brand Metersbonwe (美特斯邦威 Měitèsībāngwēi) captures the essence of the message by verbal signs with the company's logo on foreign objects not presenting any specific sports facilities.

不管红的, 绿的。不管男的, 女的。老的少的。不管甜的辣的。哪个种个样个

· 静的 · 躁的 · 低调的 · 高调的 · 不管爱我的 · 不爱我 · 总就都是我的。 (李宁

广告,

URL:

http://www.soku.com/search_video/q_%E6%9D%8E%E5%AE%81%E5%B9%BF%E5%91%8A?f=1&kb=0202000000000000_361%E5%BA%A6%E5%B9%BF%E5%91%8A_%E6%9D%8E%E5%AE%81%E5%B9%BF%E5%91%8A&_rp=1443523868694N52

Bù guǎn hóng de, lǜ de. Bù guǎn nán de, nǚ de. Lǎo de shǎo de. Bù guǎn tián de là de. Nǎ ge zhǒng gè yàng gè. Jìng de, zào de. Dīdiào de, gāodiào de. Bù guǎn ài wǒ de, bù ài wǒ. Zǒng jiù dōu shì wǒ de.

It doesn't matter whether it's red or green. It doesn't matter whether it's male or female, old or young. It doesn't matter whether it's sweet or bitter, of which kind or grade. Whether it's quiet or hot-tempered, unshowy or pompous. It doesn't matter whether they love me or not. I always remain true to myself.

7) The advertisement of the Anta trademark (安踏 Āntà) demonstrates the objects of advertising – basketballs, sports outfit.

生命是上天赐予的礼物。每天升起的太阳让你见证奇迹, 也被当成奇迹。你感受到自己的能量。开始冒险与考验, 看到骄傲, 自卑。经历顺境, 逆境。伤害, 原谅。学会坚强, 学会感恩。生命只有一个方向, 不可预知, 但它存在不离不弃 (安踏 广告, URL:

http://www.youtube.com/results?search_query=%E5%AE%89%E8%B8%8F%E5%B9%BF%E5%91%8A)

Shēngmìng shì shàngtiān cìyǔ de lǐwù. Měitiān shēngqǐ de tàiyáng ràng nǐ jiànzhèng qíjī, yě bèi dàngchéng qíjī. Nǐ gǎnshòudào zìjī de néngliàng. Kāishǐ màoxiǎn yǔ kǎoyàn, kàndào jiāo'ào, zībēi. Jīnglì shùnjìng, nìjìng. Shānghài, yuánliàng. Xuéhuì jiānqiáng, xuéhuì gǎn'ēn. Shēngmìng zhǐ yǒu yīgè fāngxiàng, bùkě yùzhī, dàn tā cúnzài bù lì bù qì.

Life is a godsend. Every day, the rising sun gives you a chance to see a miracle and be a miracle yourself. You feel your own capacities. You start risking and trying. You abuse yourself having faced the arrogance. You pass through good luck and bad luck, insult, and apology. You learn to be strong; you learn to be grateful. There is only one direction in life, it cannot be predicted, but it exists together with you.

8) The advertising campaign of the Peak trademark (匹克 Píkè) demonstrates jogging shoes.

无助时，跑吧！喜悦时，跑吧！更轻盈。人生路上跑吧。匹克轻爽跑鞋。(匹克广告， URL: http://www.youtube.com/results?search_query=%E5%8C%B9%E5%85%8B%E5%B9%BF%E5%91%8A).
Wúzhùshí, pǎoba! Xǐyuèshí, pǎoba! Gèngqīngyíng. Rénshēnglùshàngpǎoba. Píkèqīngshuǎngpǎoxiè.
Jog when you feel helpless! Jog when you feel joyful! More smoothly and gracefully. Run on the streets. Peak – light jogging shoes.

9) The advertised items are men and women's T-shirts, women's leggings, men's shorts, and men and women's training shoes of the Chinese sport's trademark 361° (361 度 361 Dù).

One degree beyond. Beyond your expectations. (跑者世界 Runner's world 07.2017, p. 3)

10) The Hosa sports brand (浩沙 hào shā) advertises a network of gyms with the involvement of franchisee.

浩沙健身

行业领先品牌

20年连锁直营

现全面开放加盟

享运动·悦健康。(健与美 Fitness&Beauty. 08.2017, p. 13)

Hàoshā jiànshēn

hángyè lǐngxiān pǐnpái

20 nián liánsuǒ zhí yíng

xiàn quánmiàn kāifàng jiāméng

Xiǎng yùndòng yuè jiànkāng

Hosa Sports Hall

A leading brand in the sports industry

Network of gyms with twenty years of experience

We open a franchise for all

You enjoy sports – you meet your health joyfully.

11) The advertising of Peak sports trademark (匹克 Píkè) demonstrates the advantages of new training shoes for playing basketball.

要赢，靠的不是一个人。你和伙伴，你的兄弟。还有它。让我动得更，跳得更高，更懂我的心。想成为伙伴的骄傲？先上场。(匹克广告， URL: http://www.youtube.com/results?search_query=%E5%8C%B9%E5%85%8B%E5%B9%BF%E5%91%8A)

Yào yíng, kào de bùshì yī gè rén. Nǐ hé huǒbàn, nǐ de xiōngdì. Hái yǒu tā. Ràng wǒ dòngde gèng wěn, tiàode gèng gāo, gèng dǒng wǒde xīn. Xiǎng chéngwéi huǒbànde jiāo'ào? Xiān shàng chǎng.

The win lies not in one person. You and your partner, your brother and they (training shoes of the new generation). Let you move steadier, jump beyond, understand your heart more. Do you want to become the pride of your partner? Go to the playground for a start.

The above examples figure out the quantitative composition of stylistic means used. The most frequently used means of influencing an addressee by the advertiser in the Chinese sports media advertising is identified.

1. Metaphor:

- 所有的澎湃汹涌藏在心底

Jiāng suǒyǒu de péngpài xiōngyǒng cángzài xīndǐ

It will leave all the turbulence in the depth of your heart.

In this example, the body's vibrations felt during the training are compared with vibrations during the travel by airplane. The transferred meaning in nominative units 澎湃涌藏 (péngpài xiōngyǒng 'turbulence'), 藏在心底 (cángzài xīndǐ 'to leave in the depth of one's heart') demonstrates special durability of the sportswear advertised, therewith it enhances the intended effect on the addressee.

- 生命是上天赐予的礼物

Shēngmìng shì shàngtiān cìyǔde lǐwù

Life is a godsend.

The advertising media message begins with this metaphor, which attracts the addressee's attention, and the combination with the epithet 上天赐予的礼物 (Shàngtiān cìyǔde lǐwù 'godsend') enhances the effect thereon by reminding of a high value of human life.

2. Epithet:

- 高端 (Gāoduān) – High-quality.
- 上届冠军 (Shàngjiè guànjūn) – Ex-champion.
- 天赋 (Tiān fù) – Giftedness.
- 梦想的权利 (Mèngxiǎng de quánli) – The right to dream.
- 高强度 (Gāoqiángdù) – High-endurance.
- 骄傲的 (Jiāo'ào de) – Proud.
- 实力派 (Shílipài) – Talented group.
- 轻盈 (Qīngyíng) – Smooth and graceful.
- 上天赐予的礼物 (Shàngtiān cìyǔde lǐwù) – Godsend.
- 奇迹 (Qíjī) – Miracle.
- 领先 (Lǐngxiān) – Leading, advanced.
- 享 (Xiǎng) – Enjoy.
- 悦 (Yuè) – Meet joyfully, be satisfied.

The usage of epithets in advertising media texts tinges the message with a distinction and uniqueness of a kind allowing the addressee to be imbued with the idea produced and unconsciously to imprint one or another speech pattern in its memory, and so, an effective impact on the consumer is achieved.

3. Anaphor:

- 活得健康 活得开心 活得起劲

Huóde jiànkāng. Huóde kāixīn. Huóde qǐjìng

You live physically vigorous. You live happily. You live encouraged.

- 再快一些, 再劲一些

Zài kuài yīxiē, zài jìn yīxiē

Even faster, even more active.

- 再见, 赖床。再见, 烦恼。

Zài jiàn, làichuáng. Zài jiàn, fǎnnǎo.

Adieu morning's lazy mood in bed. Adieu, anxiety.

- 让心跳成为你的宣言。 让疤痕成为你的勋章。

Ràng xīntiào chéngwéi nǐ de xuānyán. Ràng bāhén chéngwéi nǐ de xūnzhāng.

Let your heart beating come into the spotlight. Let your scars be your medal.

- 不管红的· 绿的。 不管男的, 女的。

Bù guǎn hóng de, lǜ de. Bù guǎn nán de, nǚ de.

It doesn't matter whether it's red or green. It doesn't matter whether it's male or female.

- 学会坚强· 学会感恩

Xuéhuì jiānqiáng, xuéhuì gǎn'ēn

You learn to be strong; you learn to be grateful.

The repeated constructions at the beginning and at the end of phrases in advertising media messages demonstrate a personalized, motivating, phatic orientation. Semantically, they reflect a struggle with fears, complexes, and the customary (unhealthy) lifestyle.

4. Epiphora:

- 再快一些, 再劲一些

Zài kuài yīxiē, zài jìn yīxiē

Even faster, even more active.

- 无助时, 跑吧! 喜悦时, 跑吧!

Wúzhùshí, pǎoba! Xīyùeshí, pǎoba

Jog when you feel helpless! Jog when you feel joyful!

- 动得更稳· 跳得更高

dòngdé gèng wěn, tiàodé gèng gāo

move steadier, jump beyond.

The repetition of the end component of the phrase enhances the motivating meaning of the media text, 跑吧 pǎoba "jog" calls for one action in any life circumstances that point indirectly to the product advertised, i.e., jogging shoes, – 些 yīxiē "a little" and 更 gèng "more" enhances the meaning of the phrase by comparative degree.

5. Personification:

- 再见, 赖床。 再见, 烦恼。 胆小鬼, 再见。 再见, XL。 再见, 板凳。 再见, 上届冠军。 再见, 昨天的记录。

Zài jiàn, làichuáng. Zài jiàn, fǎnnǎo. Dǎnxiǎoguǐ, zài jiàn. Zài jiàn, XL. Zài jiàn,

bǎndèng. Zài jiàn, shàngjiè guànjūn. Zài jiàn, zuótiān de jìlù.

Adieu, morning's lazy mood in bed. Adieu, anxiety. Adieu, cowardice. Adieu XL size.

Adieu subs' bench. Adieu, ex-champion. Adieu, yesterday's record.

- 世界不公平?

Shìjiè bù gōngpíng?

Is the world still unjust?

- 让心跳成为你的宣言。

Ràng xīntiào chéngwéi nǐ de xuānyán

Let your heart beating come into the spotlight.

- 让世界的不公平, 在你面前低头!

Ràng shìjiè de bù gōngpíng, zài nǐ miànqián dītóu!

Make the world's injustice truckle to you!

- 每天升起的太阳让你见证奇迹

Měitiān shēngqǐde tàiyáng ràng nǐ jiànzhèng qíjī

Every day, the rising sun gives you a chance to see a miracle.

- 更懂我的心

Gèng dǒng wǒ de xīn

Understand your heart more.

The method of attributing the human qualities to such notions as “world” (世界 *Shìjiè*), “lazy mood in bed” (赖床 *lài chuáng*), “anxiety” (烦恼 *fánǎo*), “cowardice” (胆小鬼 *Dǎnxiǎoguǐ*), “subs’ bench” (板凳 *bǎndèng*) etc. attributes a soul to their form showing to the addressee a struggle with physical phenomena and further exclusion of them from its life.

6. Anadiplosis:

- *One degree beyond. Beyond your expectations.*

- 跳得更高，更懂我的心

Tiàodé gèng gāo, gèng dǒng wǒ de xīn .

Jump beyond, understand your heart more.

The repetition of the end of speech units 高 (*gāo*), 懂 (*dǒng*) enhance the meaning of the word by means of 更 (*gèng*) “more,” which imprints its associative function with these sports goods in the addressee’s memory.

This study sums up the use of the most commonly used tool in the Chinese sports media advertising that is epithet (25%), which is ubiquitously used to enhance and enrich an idea produced by the advertiser.

The anaphora (20%) and personification (20%) are among frequently used tropes, where the anaphora enhances the motivating meaning of a media message, imparts to it the exclamatory function calling for an action targeted directly to each addressee in person, and the personification embodies and attributes a soul to physical phenomena, shows a struggle of man with fears, barriers and habits.

The epiphora (13%) is a relatively often used tool enhancing the meaning of the motivational text by the repetition of the end of a unit of speech.

Metaphor (11%) and anadiplosis (11%) are less frequently used stylistic means among the means described above.

Conclusion

So, there was conducted during this study quantification of the use of stylistic means in the Chinese sports advertising media messages as one of the methods of verbal influencing the addressee by the advertiser. The analysis revealed that the most frequently used stylistic means are epithet, anaphora, and personification. Epiphora is among relatively often-used means; less frequently used tools in the Chinese sports media texts are metaphor and anadiplosis.

The wide use of stylistic tropes enriches the advertising message, allows it is bringing the information to the addressee vibrantly and in details, which helps the addresser to achieve the expected effect of the produced advertising of goods.

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