

**LINGUISTIC TOOLS FOR RATIONAL PERSUASION IN THE BODY COPY
OF MODERN DENTISTRY PRINT ADVERTISEMENTS****ЛІНГВІСТИЧНІ ІНСТРУМЕНТИ РАЦІОНАЛЬНОГО ПЕРЕКОНАННЯ
В ІНФОРМАЦІЙНОМУ БЛОЦІ СУЧАСНОЇ ДРУКОВАНОЇ РЕКЛАМИ
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The presentation of information in dental advertisements significantly influences engagement and drives sales of dental materials, tools, equipment, software, and other products. Rational persuasion in contemporary commercial print advertisements involves the use of logical arguments, factual evidence, and clear information to convince potential customers to buy a product or service, appealing to the reader's intellect and reason rather than emotions. The objective of this study is to elucidate the linguistic tools employed for rational persuasion in the body copy of contemporary commercial print advertisements targeting dental professionals.

A corpus of 250 printed advertisements showcasing innovative dental products was compiled from three leading dental journals published between 2021 and 2024. Our analysis revealed a strategic use of various linguistic tools to craft compelling and persuasive messages. Effective advertisements involve a sophisticated selection of lexis. The use of industry-specific vocabulary builds credibility and establishes trust with dentists who appreciate targeted language. Action verbs and dynamic language emphasize product effectiveness and resonate with dentists focused on results. Quantitative and precise language, including numerical data, measurements, and time expressions, ensures clear communication of key details crucial for informed evaluation. While dental advertisements employ common commercial advertising syntax patterns, they also exhibit particular linguistic features. Prevalent clipped sentences mirror the communication style within the dental community, enhancing message effectiveness. Parallelism is prominently used to highlight product characteristics, improving memorability and message processing. The strategic use of vocabulary and syntax plays a crucial role in creating a rational and persuasive message for dental professionals by focusing on clear communication, technical accuracy, and addressing their specific needs.

Key words: dentistry commercial print advertisement, linguistics tools, rational persuasion, industry-specific vocabulary, syntax patterns.

Представлення професійно важливої інформації в стоматологічній рекламі суттєво впливає на просування та обсяг продажів матеріалів, інструментів, обладнання, програмного забезпечення та інших товарів. Раціональне переконання, органічно вплетене в сучасну комерційну рекламу, орієнтовану на фахівців як цільову аудиторію, ґрунтується на логічних аргументах, чітких фактах та вичерпній інформації, щоби спонукати потенційних клієнтів до придбання товару чи послуги, апелюючи до їхнього інтелекту. Мета запропонованого дослідження – визначити лінгвістичні засоби раціонального переконання в текстах інформаційних блоків сучасної комерційної друкованої реклами, орієнтованої на фахівців зі стоматології.

Матеріалом дослідження слугували 250 друкованих рекламних оголошень, які просували інноваційні стоматологічні продукти (інструменти, обладнання, матеріали, програмне забезпечення тощо), вибрані з трьох провідних стоматологічних журналів за 2021–2024 роки. Отримані дані продемонстрували стратегічне

використання різних лінгвістичних інструментів для створення привабливих і переконливих повідомлень. Одним із ключових елементів раціонального переконання є ретельний підбір лексики. Застосування специфічної галузевої термінології, фахової лексики чи, подекуди, професійного жаргону, сприяє формуванню довіри стоматологів до виробників продукції, оскільки свідчить про глибоке розуміння виробниками професійної мови та, відповідно, потреб і цінностей своїх клієнтів. Активне використання дієслів дії створює динамічний стиль мовлення, який резонує з професіоналами, орієнтованими на результат. Лексичні засоби, що позначають різні аспекти об'єктивної дійсності, такі як одиниці позначення часу, швидкості, маси тощо, сприяють точному опису ключових деталей, характеристик, які є критичними для обґрунтованого ухвалення рішення. Хоча стоматологічна реклама використовує загальні синтаксичні моделі, характерні для комерційної реклами в цілому, вона також має певні особливості, що відрізняють її від інших видів реклами. Це, зокрема, чергування простих коротких речень, які відображають стиль спілкування у конкретному професійному середовищі, зі складними чи ускладненими, які властиві науковому стилю. Паралелізм широко застосовують для підкреслення характеристик продукту, що сприяє їх кращому сприйняттю та запам'ятовуванню. Стратегічне використання лексики та синтаксису відіграє вирішальну роль у створенні точних переконливих повідомлень, адаптованих до потреб фахівців у галузі стоматології.

Ключові слова: комерційна друкована реклама в галузі стоматології, лінгвістичні засоби, раціональне переконання, галузева лексика, синтаксичні моделі.

Introduction of the problem. Advertisements are pervasive in the dental industry, reaching professionals through numerous channels. Whether participating in webinars, reading dental magazines, attending trade shows, or interacting on social media, dental practitioners are continually exposed to marketing efforts. The way information is presented in these advertisements significantly influences their engagement, driving sales of dental materials, tools, equipment, software, and other products. In essence, advertisements enable marketers to communicate key information about their products to dental professionals. Moreover, the impact of these advertisements extends beyond product promotion, shaping perceptions and decisions within the dental community.

Analysis of recent research and publications. As professional communication becomes an increasingly vital component of social interactions, it has drawn considerable attention from researchers across various interdisciplinary fields on a global scale. Although a wealth of studies exists that examine various aspects of medical texts, genres, and discourse, there remains a notable scarcity of research dedicated to investigating the intricate linguistic, stylistic, and pragmatic features of dental commercial advertisements [5–7]. Specifically, there is a significant gap in understanding of advertisements targeting dental professionals, including materials that are meticulously crafted and strategically disseminated to influence dental practitioners, whether through publication, display, distribution, or practical utilization in the dental field. This gap underscores the necessity for a deeper and more comprehensive investigation into the nuances of dental advertising to fully appreciate its impact on professional practice.

R. Williams, a prominent figure in cultural studies, contended that advertising functions as “the official art of capitalist society”, reflecting and perpetuating its core values [19, p. 6]. Ukrainian scholars V. M. Slyusar et al., in their examination of various definitions of advertising in contemporary humani-

ties, highlight the challenges associated with formulating a definitive definition due to multiple factors [14, p. 104]. Several scholars [3; 9; 11] concur with M. Sutherland’s perspective that advertising “an act of specific communication, involving the influence of the addressee on the intellectual, emotional, and volitional structure of the recipient’s psyche” [16, p. 55]. Another interpretation of advertising describes it as “a non-personal form of communication performed through paid means of information spreading with a clearly specified source of funding” [8, p. 67]. Thus, in the very general terms, advertising can be characterized as a form of mass communication intended to pragmatically influence the recipient to purchase a product, service, or idea.

Advertising, a multifaceted construct, has been the subject of extensive scrutiny by researchers who have sought to delineate its core attributes. These attributes encompass a spectrum of functions, including the informative (providing knowledge to consumers), pragmatic (eliciting a desired action), aesthetic (appealing to the senses), representative (reflecting cultural values), regulatory (adhering to ethical and legal guidelines), prescriptive (influencing behavior), and sociocultural dimensions [8; 13; 18]. To effectively fulfill these diverse functions, advertisements strategically employ a unique set of linguistic features. According to M. T. Cabre Castelvi [2, p. 151], specialized texts exhibit consistent linguistic features at various grammatical levels, including graphic-phonologic, morpho-syntactic, and lexico-semantic. These features encompass lexical choices, the presence or absence of specific units and structures, and the use of diverse codes. Though the field of advertising language is well-researched, as evidenced by the works of scholars like A. Goddar [4], G. Leech [10], R. Smith [15], M. Vasiloaia [17], and W. Wells et al. [18], there remains a gap in understanding how language is tailored for specific professional communities. While these researchers have undoubtedly shed light on the intricacies of advertising messages, less

attention has been paid to the unique linguistic features that resonate with healthcare professionals, or other targeted audiences with specialized knowledge and terminology.

The main purpose. Modern dentistry, reliant on a combination of advanced skills and multidisciplinary knowledge [6, p. 55], necessitates that dental advertisements targeting dental professionals do not solely depend on catchy slogans or headlines; instead, they strategically utilize language to create a rational impact. Rational persuasion in contemporary commercial print advertisements refers to strategies that employ logical arguments, factual evidence, and clear information to convince potential customers to buy a product or service [3; 13; 16; 17], i. e. appeals to the reader's intellect and reason rather than emotions. Thus, the objective of this study is to elucidate the linguistic tools employed for rational persuasion in contemporary commercial print advertisements targeting dental professionals.

Materials and methods. For this purpose, a corpus of 250 printed advertisements showcasing innovative dental products such as tools, equipment, materials, software, etc., was compiled from three leading dental journals published between 2021 and 2024: *Dentistry Today* (USA), *Compendium of Continuing Education in Dentistry* (USA), and *The Journal of the American Dental Association*. In this study we primarily focused on the body copy, a key structural component of print advertisements. The body copy constitutes the main text of the advertisement, fully developing the message. It offers detailed information about the product or service, including its features, benefits, and unique selling propositions. The main function of the body copy is to persuade the reader by addressing their needs and demonstrating the value of the product or service.

The methods employed in the study included linguistic observation and description, elements of discourse analysis to reflect the social context of interaction, genre analysis to investigate the conventional features of dental advertisement messages and their adherence to or deviation from established genre norms, and structural and semantic analysis.

Results and discussion. There is a viewpoint that consistently regards the language of advertising as a distinct and specialized variety of language. For instance, G. Leech defines the language of advertising as loaded language, different from other forms of loaded language (such as political journalism and religious oratory) due to its specific material objective – to alter mental attitudes and elicit the desired behavior, namely, prompting the target audience to purchase a product or service [10, p. 25]. This per-

spective underscores the unique characteristics and functions that differentiate advertising language from other linguistic forms, highlighting its tailored use in commercial contexts to achieve specific communicative goals. Proponents of this view argue that the language of advertising possesses a set of distinctive features and strategies that are systematically employed to capture attention, persuade, and influence consumer behavior [4; 15].

Conversely, other researchers consider the language of advertising to be neither a distinct variety nor a register in its own right. Instead, they argue that the language of advertising is highly adaptable and versatile, capable of assuming any form necessary to communicate its message effectively [3; 5; 17]. This view posits that advertising language draws from the entire linguistic continuum, utilizing a wide range of linguistic resources and styles to achieve its communicative objectives. According to this perspective, the flexibility of advertising language is one of its defining strengths, enabling it to resonate with diverse audiences and contexts. Thus, rather than being confined to a specific set of linguistic features, the language of advertising is seen as a dynamic and fluid entity, shaped by the needs and goals of each individual advertising campaign.

In the context of dentistry commercial advertisements, the communicative purpose often revolves around providing information to the audience. Depending on this purpose, information in dental ads can be categorized into three main types: content-factual, and content-conceptual [9].

Content-factual information in dental ads includes details about facts, events, or processes related to dental products, treatments, or services. This type of information is explicit and straightforward, focusing on conveying information about the product or service being advertised, for example: *Optimized translucency and exceptional gingival and tooth anatomy – without the risk of fracturing layered porcelain (BruxZir®)* (a zirconia-based dental restoration material).

Content-conceptual information, on the other hand, involves the correlation of the author's perspective or modality with the conceptual framework of the audience. In dental advertisements, content-conceptual information may be expressed through all structural components: title, headline, body copy, or echo phrase. This type of information may delve deeper into the underlying concepts, values, or benefits associated with the advertised product or service. For instance, a dental advertisement may emphasize the advantages and functionalities of using a particular product: *CHROME GuidedSMILE: superior*

immediate load prosthetic performance through small hole technology; full osteotomy visualization & irrigation (a tooth restoration system).

Content-conceptual information goes beyond factual claims and delves into the deeper meaning and values associated with a product or service. In dental advertisements targeting professionals, this information connects the advertised product to the dentist's core values and aspirations, influencing their perception and decision-making. For instance, headline "*Empowering Confidence: Achieve Natural-Looking Smiles with Our Biomimetic Restorations*" does not just state that the product creates natural-looking restorations (content-factual). It connects the benefit (natural look) to the dentist's value of patient confidence (content-conceptual). By using the term "empowering confidence", the advertisement appeals to the dentist's desire to provide optimal patient outcomes and satisfaction.

When creating a rational impact in dental advertisements, both content-factual and content-conceptual information play crucial roles. Content-factual information provides evidence to support claims made in the advertisement. This includes statistics, research findings, and technical specifications. This evidence assures dentists of the product's efficacy and builds trust. Content-conceptual information appeals to the audience's beliefs, and aspirations. It influences their perception of the product and can guide their decision-making process. Of all structural components in the advertisements analyzed, the body copy, the largest text section, contains the most of content-factual information.

Using industry-specific vocabulary demonstrates an understanding of the expertise of target audience, establishes credibility, and demonstrates the legitimacy of products. For example:

OMNICHROMIA FLOW is the world's first one-shade flowable composite to esthetically match every color of tooth from A1 to D4 with a single shade of composite.

KaVo MASTERmatic handpieces and contra-angles – best access, optimal view.

Action verbs, also known as dynamic verbs, are another commonly used lexical means emphasizing effectiveness and efficiency thus resonating with the dentist's focus on results. Such frequent verbs like "reduce", "feature", "improve", "maximize", "enhance" etc., demonstrate the ability of product to solve problems. Action verbs are essential for creating dynamic and engaging sentences that convey a sense of activity, energy, or accomplishment.

Dental professionals rely on accurate and specific information to make informed decisions about prod-

ucts and treatments, and incorporating quantifiable language tools, such as numerical data, units of measurement, quantitative adjectives, frequency adverbs, time expressions, ensures that key details are communicated clearly and precisely, for example: *Get up to 38% More Image Area – SCAN X SWIFT* (the ScanX Swift digital radiography system).

Compared to conventional halogen lights, A-dec LED delivers 25% more illuminance at one-fifth of the power consumption (a LED dental light).

Quantifiable language tools enable advertisers to present comparative data, such as performance metrics or cost-effectiveness analyses, make statements more specific, objective, and convincing and, thus, facilitate decision-making.

The syntax of dental advertisements plays a significant role in creating a rational impact on the target audience [6; 12; 18]. Clear sentences with a logical flow in the body copy ensure easy comprehension of the message, while complex sentence structures might hinder understanding in a fast-paced advertising environment. This feature is evident in dentistry advertisements, which often use clipped or truncated sentences in their body copy. These sentences omit certain words or parts while still conveying the intended meaning, making them impactful, easier to read, and commonly used to convey urgency, emphasize key points, for example:

Cuts faster: less chair time, happier patients.

Lasts longer for multiple preps. (Two-Striper Ultra-Premium Diamond Burs).

2-Stage Viscosity – initially flowable for easy, low-force application, then stabilizes for optimal reaction. (VOCO Retraction Paste).

This type of sentence can also be used to reduce formality in communication and is effective in situations where the speaker aims to create a more casual atmosphere, similar to those found in daily professional environments such as dental clinics. The use of clipped sentences can significantly impact communication style by creating tension or urgency, emphasizing points, making an impact, clarifying complex information, reducing formality, and speeding up communication. In dentistry print advertisements, their use not only reflects the prevalent communication style typical for English-speaking dental professional community, but also enhances the effectiveness of the message: such sentences can create a sense of tension or urgency, emphasize key points, and leave a lasting impression; they help clarify complex information by breaking it down into more digestible parts, reduce formality to foster a more approachable and relatable tone, and streamline communication by simplifying and

speeding up the delivery of the message. In our further studies, we will focus more attention to the various types of truncated sentences employed in dentistry advertisements, analyzing their formation and the elements they omit.

The body copy of dentistry advertisements targeting dental professionals exhibits a distinct variety in sentence structure. While both short and long sentences are utilized, short and direct sentences are more prevalent as they help to capture immediate attention and convey key points succinctly, making it easier for busy professionals to quickly grasp the essential points. In contrast, longer sentences are employed to provide more detailed information, data, or clinical results, offering comprehensive information and substantiate claims to persuade the professional audience, for example:

Introducing the Bora 2: a game-changer in air-driven handpieces. With an optimized rotor design and advanced ceramic ball bearings, it delivers 35% longer service life, saving your money. Its light-weight Unifix quick-connect coupling ensures seamless operation, while a 20% boost in power and torque allows you to work twice as fast, saving precious time. Plus, its compact head enhances comfort and provides better access to the mouth.

In terms of sentence function, our study has demonstrated that imperatives in the body copy are less prevalent compared to advertisement headlines, nevertheless, directly telling the dentist what to do, and thus, creating a sense of urgency or prompting action, they serve as important linguistic means to influence the reader's behavior or decision-making process (see Fig. 1).

Declarative sentences are the most commonly used, while interrogative and exclamatory sentences constitute the smallest proportion. This pattern can

be explained by the nature of the body copy, which aims to provide detailed information and persuade through factual and reasoned statements rather than direct commands or questions. The preference for declaratives helps maintain a professional tone and delivers the message more effectively to a specialized audience.

Parallelism, a prominent feature in dental advertisement body copy, is employed to emphasize product or service characteristics (features, benefits, specifications, usage). This emphasis is achieved through three primary mechanisms: grammatical parallelism (elements within a sentence maintain consistent grammatical forms), semantic parallelism (concepts hold equal weight and are presented similarly), and syntactic parallelism (repetition of sentence structures creates a pattern). Our analysis of the body copy messages reveals a tendency towards the interweaving of all three parallelism types as demonstrated in the Figure 2 (a, b).

We can suggest that parallelism is used in the body copy of dental advertisements targeting dentists for several reasons: first, from the perspective of the rational appeal, it creates a sense of order and structure, which can contribute to an ad feeling more professional and trustworthy that is important for dentists, who are looking for reliable information about products they might use in their practice; second, repeating similar sentence structures creates a rhythm that makes the key points stand out and is particularly helpful for conveying technical information or benefits in a concise way. Finally, parallelism can make the advertisement message more memorable: when information is presented in a similar format, it is easier for dental professionals to recall later.

The strategic use of voice can also contribute the rational impact of advertising message. Our analysis

Prevent Secondary Caries with Infinix™

Prepare yourself for the future of restorative dentistry with Infinix™, the first FDA-cleared restorative materials containing non-releasing, non-leaching Quaternary Ammonium particles that electrostatically attract and kill bacteria on contact.

Infinix™ antimicrobial products are scientifically proven to reduce demineralization and secondary caries by up to 68% and provide solid, long-lasting restorations.

Fig. 1. Sample body copy of dentistry advertisement featuring an imperative sentence (Dentistry Today, November /December, 2022, P. 31)



Fig. 2. Examples of parallelism in dentistry advertisement body copy
(a) Dentistry Today, June, 2023, P. 63; b) Dentistry Today, May, 2022, P. 45)

demonstrates that active voice mostly emphasizes the product’s action and benefits directly, for example:

Pac_Dent iVac® irrigation system provides the synergic effect of negative pressure, continuous irrigation, and ultrasonic activation in one easy-to-use device.

Conversely, the passive voice might focus on the result or the design features, potentially highlighting the product’s quality and engineering:

The 3.5mm and 4.0mm mini fixtures are designed with thicker walls for a stronger implant.

This nuanced use of voice can cater to different aspects of persuasion, enhancing the overall effectiveness of the advertisement.

Conclusion. Dental advertisements targeting dentists prioritize detailed and accurate information, clearly presenting features, benefits, specifications, and usage. Rational persuasion, which employs logical arguments, factual evidence, and clear information to convince potential customers to buy a product or service, is of great importance. Our analysis revealed a strategic use of some linguistic tools to craft compelling and persuasive messages.

Effective advertisements imply a sophisticated selection of lexis. The use of industry-specific

vocabulary builds credibility and establishes trust with dentists who appreciate the targeted language. Action verbs and dynamic language emphasize product effectiveness and resonate with dentists focused on results. Quantitative and precise language, including numerical data, measurements, and time expressions, ensures clear communication of key details crucial for informed evaluation.

While dental advertisements employ common commercial advertising syntax patterns, they possess somewhat particular linguistic features. Prevalent clipped sentences mirror the communication style within the dental community, enhancing message effectiveness. Parallelism is prominently used to highlight product characteristics, improving memorability and processing of the message.

High readability prioritizes rapid comprehension of the key message, ensuring a lasting impression on the target audience. Overall, these advertisements effectively persuade and engage dentists by focusing on clear communication, technical accuracy, and addressing their specific needs. The strategic use of vocabulary and syntax plays a crucial role in creating a rational and persuasive message tailored for dental professionals.

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