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## **PSYCHOLINGUISTIC DIMENSIONS OF MODERN ADVERTISING: SUGGESTIVE ASPECT**

**Introduction.** Modern society lives in the world totally controlled by the media. Probably each of us understands that our thoughts, biases, desires and actions are somehow shaped by the influence of advertising. We are exposed to a variety of ads every day. We see ads in newspapers, billboards, listen to the radio and see a lot of TV ads. Undoubtedly, there are many ads in the World Wide Web. Have you ever wondered how the world of advertising works? What is it? Advertising is sometimes accused not only of the desire to promote the product, but also of the desire to sell it at any rate, because very often artificial needs are promoted, moral and intellectual corruption of people and turning them into humble buyers. Advertising is one of the spheres of functioning of the language, which actively generates new syntactic phenomena requiring linguistic analysis. Therefore, now there is a need for studying creolized texts (that is, the ones in which verbal, nonverbal and visual means of information transmission are combined), whose main operation area is the advertisement from the linguistic point of view.

**Objectives of the paper.** The topicality of the paper is viewed due to the increase of creolized advertising share in the media; the need for practical investigation of the impact specificity of this type of advertising texts; the need to develop a general theory of understanding modern advertising text suggestion. The purpose of this piece of research is as well to study the verbal and non-verbal means used in advertising, and the effectiveness and causes of their psychological impact on the consumer.

This defines the need for solving the corresponding tasks: 1) to analyze the main approaches to the interpretation of advertising; 2) to disclose the main types of advertising; 3) to investigate and describe suggestively meaningful structures of the advertising text; 4) to find out the pragmatic load of verbal means in advertising.

**Results of the research.** As follows from the results of this piece of research some scholars consider advertizing as a means of popularizing a product or service, and others are viewed as an effective means of influencing human behavior, decisions and actions. But if we summarize it then it turns out that advertising is a complicated process, a message that not only makes the buyer acquainted with the product, promoting it, but also, on the basis of a suggestive component and being guided by some principles of neuro-linguistic programming, prompts the recipient about the desired behavior model and stimulates to perform "correct" actions.

There are various means of influencing the mindset of the buyer, but each of them in one way or another is connected with internal beliefs, emotional state and mentality of the target audience to which the advertising is configured. For example, to improve one's attitude to the product, "warm", "sweet" words are used: *the most sophisticated, juicy, pleasant, lucrative, home*, etc., as well as actively use images of the *family, pets, children, bright, "delicious" videos and pictures*, as it creates trust and positive emotions. In the end, advertising is not designed to promote the idea in any way, because it simply will not work.

Advertising specialists are looking for a problem, providing a way to solve it and offering their help (it means that the advertised product can improve the situation), gradually leading to a decision that the only way out is to purchase their product.

The best result in advertising is achieved by combining verbal and non-verbal information in it. Advertising text, as a children's fairy tale, is better perceived when it is attached to an illustration with the same idea. Such a text is called *creolized*. In addition to the fact that the image should have a parallel view, it also has a number of requirements: correct location, pleasant eye color, size, unusual performance, which helps the picture remain fixed in memory.

Another tool which is actively used by advertising companies is *metaphor*. Like poems, anecdotes or winged expressions, the metaphorical slogan is quickly and permanently captured in memory. An attractive, concise, sometimes humorous expression has a much more intense emotional impact on the consumer than a large, intelligent professional text that simply loads the person's head and is immediately forgotten. Therefore, if you want to become a good specialist in advertising – you need to be able to correctly and easily combine an illustration and a text so that your product makes the buyer interested, leads to the action that one needs and remains in their memory.

Advertising in Ukraine is highly developed and uses professionally knowledge of its suggestive aspect. The Ukrainian advertising is very familiar with the phenomenon of creolized text. Verbal and non-verbal information is well-suited, the image is original and well-received. The metaphor and the principles of neuro-linguistic programming in advertising are widely used. The most popular techniques of neuro-linguistic programming are trusteeship, submodalities, adjustments to values, presupposition, mis-viruses. Advertisers adhere to the structure of advertising: the definition of the problem and needs of the buyer, the search and offer of a way to solve it, call to action.

**Conclusion.** Summing up, advertising can be defined as an informational process directed at certain consumer criteria in order to influence their decisions, to push for a certain action or conclusion about a product or service that is given a positive or negative evaluation. The main criteria to the ads text are: concreteness, conciseness, relevance. The main objectives of advertising are formation of demand and promotion of sales. It can also inform, persuade, remind, hold the consumer, position the product or firm and create its unique image. Advertising is a message that not only acquaints the buyer with the product, promoting it, but also, on the basis of a suggestive component and guided by certain principles of neuro-linguistic programming, prompts the recipient about the desired behavior and stimulates the implementation of "correct" actions.

In the area of Ukrainian advertising various means of influencing the buyer's consciousness are actively used, each of them in one way or another is connected with internal beliefs, emotional state and mentality of their target audience. Generally, advertising in Ukraine is well-developed, however, its suggestive aspect is not fully studied from the linguistic point of view. Researchers have got rather wide, but incredibly interesting prospects for activity in the plane of linguistic suggestion mechanisms.

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