Features of the application of stylistics for the formation of a person's appearance in modern english-language discourse

Características de la aplicación de la estilística para la formación de la apariencia de una persona en el discurso moderno del lenguaje inglés

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Abstract

English-language advertising discourse today is undergoing significant improvement and changes. This is due to the transition to online modes, where a person's personality is manifested through the criteria of affection, awareness and attractiveness. However, the negotiation system of a separate feature of the English-language (appearance, manner, knowledge and application of business etiquette) discourse is subject to improvement and practice. If before the transition to the online mode,the tools, means and methods of English-language advertising discourse were worked out, then with the transition to the digital dimension, they require clarification, explanation, adaptation, excluding audio technical transmission channels. The purpose of the study is to outline the main directions in which the developed tools of the English-language advertising

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discourse are transformed. The methodology was statistical research, which analyzed the appearance of a person in English-language advertising discourses, taking into account forms and types. An approach was also used in which a comparison of a person's appearance was made, taking into account the advertising slogans of foreign companies, as well as various segments in which the analyzed companies operate. As a result of the study, a significant influence of English-language constructions and techniques was noted in comparison with various external images of a person. A theoretical mechanism for the formation of modern English-language advertising discourse is proposed. In general, a list of priority effective means and forms in the formation of modern English-language advertising discourse has been revealed.

Key words: advertising discourse, stylistic coloring, reflection of appearance, English discourse, lexical and semantic constructions, parts of speech, adjectives.

Resumen

Hoy en día, el discurso publicitario en inglés está experimentando mejoras y cambios significativos. Esto se debe a la transición a modalidades en línea, donde la personalidad de una persona se manifiesta a través de los criterios de afecto, conciencia y atractivo. Sin embargo, el sistema de negociación de una característica separada del discurso en idioma inglés (apariencia, manera, conocimiento y aplicación de la etiqueta comercial) está sujeto a mejoras y práctica. Si antes de la transición a la modalidad en línea se elaboraron las herramientas, medios y métodos del discurso publicitario en idioma inglés, entonces con la transición a la dimensión digital, requieren aclaración, explicación, adaptación, excluyendo los canales de transmisión técnica de audio. El propósito del estudio es esbozar las principales direcciones en las que se transforman las herramientas desarrolladas del discurso publicitario en inglés. La metodología fue la investigación estadística, que analizó la apariencia de una persona en los discursos publicitarios en idioma inglés, teniendo en cuenta formas y tipos. También se utilizó un enfoque en el que se realizó una comparación de la apariencia de una persona, teniendo en cuenta los lemas publicitarios de empresas extranjeras, así como diversos segmentos en los que operan las empresas analizadas. Como resultado del estudio, se observó una influencia significativa de las construcciones y técnicas del idioma inglés en comparación con varias imágenes externas de una persona. Se propone un mecanismo teórico para la formación del discurso publicitario moderno en inglés. En general, se ha revelado una lista de medios y formas efectivas prioritarias en la formación del discurso publicitario moderno en lengua inglesa.

Palabras clave: discurso publicitario, colorido estilístico, reflejo de la apariencia, discurso en inglés, construcciones léxicas y semánticas, partes del discurso, adjetivos.

1. Introduction

In the context of modern marketing development, the peculiarities of forming the foundations of stylistic means of reflecting a person's appearance in advertising and advertising vocabulary are changing. The difference between vocabulary and discourse lies in the difference in the content and use of language structures. When introducing such means by advertising semantic and terminological features, attention is focused on the use of positive means. This approach is due to the rapid development of the digital corporate sector, which stimulates the search for new customers and the possibility of establishing contact. The use of appearance design can be a qualitative tool to create a favorable climate for negotiations. Human attention can perceive different forms of phrases, but modern science shows that short appeals are popular in English-

language advertising discourse. As a rule, semantic constructions of advertising discourse should appeal to the emotional and mental intelligence of a person, to influence it. Therefore, one of them was the reflection of human appearance as a qualitative tool of communication with non-verbal intelligence (Kostruba, 2021). The current state of development of English-language discourse indicates a high multiculturalism and standardization. It is manifested in the use of pronouns of respect and adjectives that focus on the positive features of appearance and spiritual traits of a person. The peculiarity of modern English-language advertising discourse is the use of spiritual traits and appearance and the possibility of their combination for the most qualitative reflection of human activity. Consider the features of the definition of discourse and advertising discourse in the example of scientific literature and their application.

The aim of the article is to analyze the stylistic means of reflecting a person's appearance in English advertising discourse and the possibility of its further development. As one of the key tools to use and improve the quality of the business climate. That is why, using this approach, the article evaluates the stylistic means of reflecting a person's appearance, the distribution of advertising discourse by segments and the possibility of using linguistic constructions in them. The objectives of the study were to define the definition of advertising discourse based on the literature review and the modern English-speaking environment, to analyze the most popular forms of stylistic images of human appearance in popular sources of advertising value. The results of the study indicate the characteristic aspects of the development of stylistic means of displaying a person's appearance and the possibility of their use in modern English-language advertising discourse. Thus, the conducted study of stylistic means of reflecting a person's appearance indicates the need to determine the effective semantic and lexical tools in advertising English discourse.

2. Literature review

Modern scientific literature contains different approaches to the interpretation of discourse through a wide content segment. There is also a discussion about the feasibility of using advertising discourse as separate from marketing and aimed at the psychological sector as well (Kolisnychenko & Koropatnitska, 2021). The essence of the concept of discourse, as defined by Waites (2020), is a set of features that are inherent in a certain group of people who profess one idea. This approach indicates that the author believes that a spoken discourse is one that uses effective means of communication and can implement them in accordance with its culture. In fact, discourse is a certain set of lexical and semantic constructions that is characteristic of representatives of a certain group. Discourse is more than a sentence, notes Vasyliuk (2019). The scientist defines the whole structure of negotiations, usually in a dialogue. According to Tsyliuryk (2020), a feature of the use of discourse is an effective mechanism for tracking common features and the possibility of grouping them. This view of the author is quite reasonable, since the discourse has common features for people who are its supporters. With the help of this approach, it is possible to determine in more detail the qualitative characteristics of national identity, ideological identity and conditional development, according to Ignatova (2020). According to his approach, modern English-language advertising discourse uses the means of projecting a person's appearance in order to emphasize the advantages and create a favorable business climate. The problem of creating a favorable business climate is key, because as Kovalenko (2018) notes, the use of stylistic means of reflecting a person's appearance makes it possible to appeal to the non-verbal intelligence of a person and stimulate direct contact. Modern advertising discourse of the English-speaking environment defines it as a key priority in the implementation

of the marketing strategy of an enterprise or entrepreneur. Modern scientific approaches, according to Stapleton & Wilson (2017), are quite unstructured regarding the possibility of using appearance in English advertising discourse, as there is a significant segment of their implementation and ways of lexical formation. In addition, it should be noted that the means of reflecting the stylistic features of a person's appearance can be used in different ways, not only by variant dialects of English, but even by different regionalization. This hypothesis is confirmed by Torop (2019), who defines the English-language advertising discourse as quite young and necessary for further development, because it can constitute a characteristic environment for its development and opportunities for further activities in accordance with the effective state of activity (Belova, 2021). In addition, in the context of the development of the modern advertising environment, it is necessary to introduce stylistic means of reflecting a person's appearance based on effective linguistic constructions, combined with appropriate phrases and phrases, according (Kolisnichenko, Osovska, & Tomniuk, 2022). The literature review shows that in modern conditions there is no single approach to the use of means of stylistic reflection of human appearance. However, there are certain common features at the semantic and semantic level.

3. Materials and methods

During the study, scientific methods were used to analyze the stylistic means of reflecting a person's appearance in modern English-language advertising discourse. Using the methods of synthesis and implementation of analytical research, an applied analysis was carried out on the use of effective forms of communication with the client by designing his appearance through stylistic constructions and emotional emphasis. The use of the search method made it possible to study the peculiarities of communication interaction of online stores in the English-speaking environment and identify the key structural elements for the implementation of human appearance characteristics and their evaluation. This approach indicates the stylistic means of reflecting a person's appearance in the modern English-language advertising environment and stimulates him to use the most effective and efficient means of attracting attention and influencing the psychological state. Using the statistical method, the results of the analysis of advertising appeals, slogans, corporate work within the English-language advertising discourse were grouped and the key result was determined, about the tendency of using certain linguistic constructions. The importance of using comparison methods lies in the design of lexical and semantic constructions for the English language environment, which can qualitatively improve communication processes in it.

The methodology of the research is to conduct a theoretical and analytical study that can most thoroughly reveal the main problems of the use and formation of stylistic means of reflecting a person's appearance in modern English-language advertising discourse. Thus, the given methodology and research methods lead to the following results.

4. Results

As of today, psychological tools for the use of advertising entail means of influencing the emotional intelligence of a person through verbal means - a special discourse. The peculiarities of advertising discourse are the possibility of using an effective structure of phrases that can directly influence a person and form a certain feeling towards a propane product or service. The modern English-speaking environment has established its own culture of advertising discourse, which can qualitatively reflect the basic principles of creating advertising and emphasizing key phrases and their emotional coloring (Shevchenko, 2019). The essence of the concept of discourse is the

possibility of acquiring a set of speech tools, phrases and parts of speech used in a meaningful segment of conversation or writing. The main characteristic features of discourse are:

−   Own terminology and style of negotiations/correspondence;
−   Specific emotional image that may be typical for a particular subject;
−   Special and unique linguistic means used in negotiations.

These features are characteristic of the concept of discourse, because it contains more than a combination of certain linguistic units on the same topic. Discourse, in its turn, consists of a complex speech structure that conveys the semantic load and contains its own terminology and its emotional coloring.

The concept of advertising discourse is the presence of certain parts of speech, which clearly defines the principles of negotiating with a person and the possibility of its implementation of advertising proposals, terminology and other means related to the advertising vocabulary. The peculiarity of modern advertising English discourse is the use of various ways to reflect a particular advertising situation (Yakhshieva, Ortiqova, Babadjanova & Khasanova, 2021).

Modern features of English-language advertising discourse are its wide use in different directions. The possibilities of its application are also different. As a rule, they can be divided into the following:

−   Slogans and headlines - "WARNING! Then …", "Nothing better", "Just go ahead". Such English-language discourses are aimed at the possibility of using in the topics of sales and direct contact with the client, while communicating online or offline, the motivational segment, which is then projected on the use of the reflection of a person's appearance.
−   Terminology and scientific speech. It is used in advertising activities and advertising campaigns. For instance, the following can be used: "Targeted advertising is like clothes, after all", "He was tired of the targeting ad campaign". All of these stylistic phrases are used in scientific discourse on advertising activities.
−   Newspapers, magazines, publications, banners on websites, digital platforms. Such means are used to reflect effective interaction with the client, through physical absence and the possibility of semi-automatic contact. Usually the means that emphasize the features of appearance "Intelligent eyes", "You have a wonderful view and perception of the world" are used. They are clearly combined partly with the person's appearance and life preferences.

Such discourses are widely used to implement the practice of gaining experience, to reflect the advertising agreement with the client. As a rule, companies are aimed at forming a certain feeling of a person and the possibility of its reflection, in fact, a slogan that will accompany a potential client. For example, let's compare the peculiarities of English-language advertising discourse among advertising slogans that do not use the means of projecting a person's appearance or its certain symbolism, because they use the characteristic features of their formation and the possibility of formation, as this is how you can achieve effective interaction with the client. More details about the presented English discourses can be seen in Table 1.

Table 1.
Details about English discourses

Word combinations of popular slogans in advertising discourse	The word combination of projecting a person's appearance in advertising discourse
I'M LOVIN' IT	You look great when you're not hungry!
Free	Do you want to be the most beautiful? Welcometo the club
Life is a game	Join to beautiful and smart club
Just for you	A big leg is a low price
Best deal	The best glasses for your eyes
Forever saving	Wide shoulders - a wide range
Stars here / starts now	Please, dear, my guest, your friend

*Source: compiled by the autor

From the data presented in Table 1, we can see the peculiarities of the use of advertising discourses in the English-speaking environment and all of them are the peculiarities of non-numerical advertising discourse. The semantics is built on similar features, because mostly adjectives are used, which can emphasize the advantage for a person based on his psychological state and desires. In addition, the advantages of the advertising discourse of the English-speaking environment are the observance of business etiquette and the introduction of gradual negotiations.

In business negotiations, exclamations such as "Sir", "Mr, Smith", "Right now" are frequently used. These indicate the use of authoritative means of discourse, which consist in the possibility of emphasizing the authority of the interlocutor, the opportunity to express respect to him. According to this approach, the English-speaking environment uses a number of words that express feelings of gratitude, guilt or respect. The most popular slogan of any advertisement or show is known all over the world, beginning with the words "Ladies & Gentlemen". This tool allows us to emphasize the peculiarities of creating and using advertising discourse. Thus, the peculiarity of the beginning is the importance of addressing the person. As a method of establishing contact, the means of giving compliments are used and the more assertive accent will be those that emphasize the appearance of a person. "Want to be beautiful?", "Beauty secret", "Be who you want to be - get some gym!". Such advertising discourses are aimed at appeals to visit such places as beauty salons, hairdressing salons or other establishments aimed at working with human appearance. Thus, modern English-language discourses that are used in appeals to beauty salons or any other beauty facilities use the following slogans: "best hairstyle", "the cheapest prices", "most styled person in the world!", "Big Bob". The latter is very popular when used in advertising for gyms and sports, such discourse often indicates the projection of a certain trait on a person and the possibility of its reflection on the appearance. Each English-speaking discourse, when calling for a visit, uses its own approach to reflecting the advantages of a person's appearance and the possibility of using it to call for a visit to a certain place.

Another typical example of advertising discourse in the English-speaking environment is the use of emphasis on the feeling of lightness and freedom. For example, such characteristic exclamations as "Get up!", "Hey now!", "Common, once in a lifetime!", "Nothing better" and others. As a rule, such advertising discourses are used during online advertising, which are aimed at motivating people to take action. Stylistically, they are used as adjectives to reflect positive human traits and pleasant factors of appearance. "Start changing now", "A better body for a better

person", "Tall and strong", "Strong body, strong life". All these advertising discourses sound like slogans and are aimed at emphasizing the features of a person's external advantages, so they are commonly used in negotiations with the client.

The stylistic image of a person in the formation of English-language advertising discourse can also be aimed at emphasizing the superiority of the human body, and be in a respectful and humorous form. For example, in the 1950s-1990s, such English-language discourses were popular as: "For such a high leg - a great blessing is needed", "He is so tall - he must have seen a lot", "Sale! Each of your kilograms is a percentage of the discount". Such promotions and opportunities to use effective ways of attracting customers are widely present in modern English discourse.

An important feature of the use of modern specific means of displaying information about a person's appearance is the ability to use effective projection of things on the human body. For instance, in the modern media and photo environment (Internet advertising, magazines, blogs, newspapers, etc.), the use of such means as "You're beautiful and the product is amazing", "Such a head needs a warm hat", "Your physical charisma is our car", "Nice eyes, they would suit you …" is popular. With the help of such an advertising discourse, characteristic features are used to implement and form effective means of reflecting a person's appearance from the positive side and the possibility of giving preference to key external reflections. It is also important to focus on the fact that English-language advertising discourse contains such popular stylistic turns:

- "On such a wonderful day, allow such a beautifully dressed person to propose …"
- "You look good, maybe you are in a good mood? Allow me to suggest …".
- "So nice look, can make a good offer», «Great look, you're ready for our product launch",
- "You have a nice hairstyle, would you like to know about our promotions?"
- "You have good taste in clothes, this jacket suits you, we have an offer for you".

The use of such means of English-language advertising discourse can qualitatively improve a person's activities in the implementation of marketing activities and the possibility of implementing the main forms of their activities. Therefore, through the formation and use of such stylistic turns, which are proposed for English-language advertising discourse. Moreover, they reflect the advantages of a person's appearance, which creates a favorable business climate and provides an opportunity to make an advertising offer, attract attention, etc.

They are used mainly in everyday real life, where people should use concise exclamations and means of addressing the audience. It was through the use of short meaningful exclamations that the advertiser was able to attract attention. Modern advertising banners, websites and other digital platforms work according to this approach. Each of them contains exclamations to attract the attention of the client. In addition, the keyword "Discount …" is placed, which can attract the attention of the client at the price level. Moreover, using such keywords qualitatively can improve the use of the advertising campaign and create a discourse of its implementation. "You are like a holiday", "As it was taken from the sky", "Beautiful as sea water", "Beautiful eyes and a pleasant voice" are popular in English advertising discourse.

Let us conduct a study, taking the advertising campaigns of clothing companies that will pay attention to the appearance of a person as a key tool for establishing a positive climate for negotiations and define them as stylistically designed according to the discourse.

For the study, the research on advertising campaigns of online clothing stores has been analyzed. 10 discourses with a meaningful message for the reader have been selected and an analytical calculation has been made based on the principle of the percentage of the number of parts of speech used in such discourses.

Table 2.
Calculation based on the principle of the percentage of the number of parts of speech used in discourses

	Advertising slogans	Appeals	Sales
Adjectives	87	56	67
Nouns	55	44	52
Verbs	43	54	48
Pronouns	57	51	45
Adverbs	43	36	39
Numerals	31	54	43

Source: compiled by the author

The most popular in English advertising discourse is the use of adjectives. This indicates the use of comparison and comparison of a person's appearance with a certain symbol, which stimulates the formation of a certain advertising offer.

As we can see, in the analyzed advertising discourses of the English-speaking environment, the main differences are the use of adjectives in slogans and a greater number of numerals in appeals and sales. The advantages of such an approach are based on the fact that the peculiarities of the use of English discourse and business ethics involve the use of numerical beliefs for the client. However, we can also observe a significant number of adjectives in each of the discourses, even among those that call only for numerical benefits. The advertising discourse of the English-speaking environment, due to its culture, rarely resorts to a material list of advantages, as a rule, in the English-speaking environment it is customary to use adjectives that are directed to the human intellect and his feelings. In addition, the advertising discourse of the English-speaking environment has been formed through the use of symbols and deep culture, which is why a large number of adjectives can be seen through symbols and the transfer of feelings.

The peculiarities of modern advertising discourse in the English-speaking environment are in the aspects of its use and the possibility of creating the most effective method of influencing the psychological state of the client and the implementation of the situation to offer him the best quality and good product. For use in traditional English advertising discourse, it was customary to use such broad phrases as: "Your appearance makes me want to make you a good offer …", "For a person with such eyes, all doors are open, that's why we offer today …".

As we can see, from the study of modern English-language advertising discourse we can conclude that it is formed and used on the basis of the introduction of means and the possibility of their effective implementation in accordance with advertising activities. In the context of modern English-language business etiquette and advertising campaigns, exhibitions, sales, a wide range

of stylistic turns is used, which are aimed specifically at the attention of the client, describing the benefits that a product or service can provide. In addition, the study has shown that modern

popular advertising discourses are those that give preference to the appearance of a person in real life, which makes it possible to move on to the advertising part of the dialogue.

Thus, the study shows that the stylistic means of English-language advertising discourse relate to the appearance, clothing, the possibility of using them to describe the height, eyes and psychological perception of the porter of a person. The expressions that can describe the life and appearance of a person as a whole are very popular, so they are given a significant advantage over other advertising lexical and semantic turns. This approach is implemented for the formation and use of effective means of conducting advertising activities and qualitatively increases the positive attitude of a person to the dialogue.

5. Discussion

The results of the study show that the current conditions of the business environment and the development of digital technologies stimulate a change in the stylistic color of the English-language advertising discourse. This is reflected mainly with a change in the paradigm of using marketing communications in the market and the use of effective means of influencing a person, which can qualitatively reflect the current conditions and quality of English-language advertising discourse. The key promising areas for further research may be the peculiarities of the use of advertising discourse on appearance during distance communications. The analysis of such discourse is important due to the global trend of transition to remote work and education, which changes traditional communication to online. Such circumstances force enterprises and firms to search for effective means of communication that can qualitatively improve the interaction between the client and the sales firm.

Another feature of the study was the analysis of the use of stylistic coloring of advertising English discourse, which shows that the traits of character and symbolism are projected on the appearance of a person. This approach can much better create a favorable environment for business communications and negotiation opportunities, so the use of adjectives is popular in this segment of development. From the analyzed research we can observe the peculiarities of their use in the formation of vocabulary, slogans or advertising appeals. They are used in order to reflect a person's perception of a particular event. Further research can be determined to investigate the factors of such transformations and the evolution of the development of advertising discourses, to characterize which were the most popular in advertisements where marketing with tools to describe a person's appearance was used.

Identifying the key aspects of slogans and headlines in online media is an important segment of the study, as it creates a discussion about the interaction of human appearance with digital space. A person does not directly communicate with an advertising agent, but uses automated communication. Therefore, it is worth investigating the effectiveness of such communication through the use of effective stylistic images of human appearance that could be suitable for a wide audience, because the system will not interact directly with a person. Such a study could be interesting in terms of what kind of discourse is better to use in the online segment.

Prospects for further research should be determined on the peculiarities of the use of modern stylistic colors of English-language advertising discourse, the possibility of conducting research and modeling its impact on a person and the quality of its use in modern advertising campaigns, slogans or promotions. An important factor in the formation of future research should be the factor

of phraseological units and reverse words, according to the segmentation of languages and their semantic structure. The possibility of using dialects and specific English advertising discourse may be interesting to distinguish, for example, Irish advertising English discourse from the indigenous British English discourse.

The proposed approaches can qualitatively improve the features of the development of modern English-language advertising discourse and highlight its main features. An important direction for the analysis of the stylistic image of a person's appearance in advertising slogans and promotions can be its applied use in the context of environmental transformation.

6. Conclusion

Thus, the conducted research in the article characterizes the qualitative changes in the modern English-language advertising discourse aimed at reflecting the appearance of a person. More and more frequent is the use of more concise and meaningful phrases that can improve the projection of human appearance in the modern advertising environment. In addition, the stylistic means of English-language advertising discourse, the most popular are the features of appearance, metaphor and a number of epithets that are used to enhance the image of a person in his imagination and the possibility of providing an advertising offer.

The peculiarities of reflecting the stylistic coloring of a person's appearance in online media are characterized by grouped and generalized characteristics that can target a large segment of people. This method is effective because it allows establishing non-verbal contact with a person in modern English-language advertising discourse.

The results of the study indicate that within the defined framework of advertising discourse, it is customary to use a wide range of adjectives that can reflect the peculiarities of the use of advertising slogans or certain advertising tools projected on the appearance of a person and transferring it to a certain object. This makes it possible to create a positive climate for negotiations, as well as to promote the development of a negotiating position. In modern English-language advertising discourse, it is customary to use adjectives to use human appearance and elements of symbolism. This approach was created historically, which forms the basis for the formation of the English-speaking space.

The outlined characteristic constructions of the stylistic image of a person's appearance testify to creativity, ingenuity and the ability to use the tools of influence on a person, precisely with the help of such a practice, which will be most used in modern advertising discourse. Moreover, the reflection of modern advertising discourse can attest to the qualities of emotional emphasis and polite business etiquette. The English-speaking sector is characterized by a respectful attitude to the person and the use of a number of adverbs that contain the social status of a person or a positive perception of him/her by the advertiser. There is a tendency to use numerals as a way to convey quantitative advantage in advertising. This approach is used to strengthen the client's memory for numbers and the possibility of connecting them with the appearance of the client. Modern English-language advertising discourse is developing rapidly, due to a number of circumstances and the possibility of their use in modern tools of psychological influence on the client through the design of his appearance.

Prospects for further research should be the determination of the features of the reflection of human appearance in media magazines and online platforms as a product of the digital development of English-language advertising discourse.

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