

SERIOUSLY FUNNY OVERVIEW OF THE LINGUISTIC PARADOX IN ADVERTISING DISCOURSE

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The aim of the research. Language is a complex and unique phenomenon that consists of multiple aspects that blend together and develop into a certain form of communication. Generally, language has its own rules and regulations that constrain it, yet, it also has numerous deviations and contradictions that are used to bring the spark to the language itself. The language of contemporary advertising discourse has recently become the focus of many linguistic research; however, the effect of linguistic paradox or contradiction still lack some thorough observations. The aim of the current paper is to overview the most common cases of linguistic paradox found in the advertising discourse.

Keywords: advertising discourse, contradiction, desired effect, linguistic paradox

Research Methodology. The paper presents the theoretical background of the language of advertising discourse in general, as well as the phenomenon of the linguistic paradox and its effect on the target audience. The practical analysis is based on the examples of linguistic paradox, such as oxymoron, hyperbole and litotes. The descriptive linguistic method has been applied for describing the collected examples and revealing the most common cases of linguistic paradox in the texts of advertisements.

Results. The analysis revealed that advertising has become an integral part of our daily life and plays an increasingly significant role in modern society. Most businesses nowadays now seek to stand apart from their competitors by cutting through the clutter of traditional advertising and grabbing the attention of customers by different and controversial linguistic means.

Practical implications. The analysis showed that consumers nowadays are much keener on unconventional ways and tactics of new product and service promotion. They tend to view those advertisements as more organic, attractive and memorable. The collected examples, their analysis and the findings drawn at the end of the research reveal the flexible nature of the language and current trends of modern advertising discourse.