

2000, 154-170. 2. Civegna K. Authentische Texte. *Mehrsprachiger Fachunterricht in Ländern Europas* /Hrsg. v. Hans-Ludwig Krechel. Tübingen, 2005, 168-172. 3. Wicke R. E. Kontakte knüpfen. Langenscheidt, 1995. 168 S.

## **ALLUSIONS IN DENTAL COMMERCIAL ADVERTISEMENT TARGETING DENTISTS AS CONSUMERS**

Kostenko V. H. (Poltava)

Advertising has become the primary marketing tool for capturing attention and transforming non-consumers into consumers, establishing itself as “all-pervasive form of discourse” [1, p. 142]. While advertising maintains a clearly defined and easily identifiable purpose, its expressions vary across discursive, generic, and semiotic dimensions. Advertising discourse is usually considered in the context of intertextual analysis. According to N. Fairclough, “Discourse should not be considered in isolation; rather, discourses act upon and influence one another in an act of intertextuality” [2, p.56]. Intertextuality is considered as a combination of previous texts into a new text whereby the previous discourses are possibly influencing, somehow and somewhere, along a new designed discourse.

Advertisements are based on cultural facts as well as being greatly influenced with conventions of social class, cultural and ethnic background, politics and many other aspects. Understanding the mechanisms engendered in advertising within the professional context enables not only to create more sophisticated and persuading professional advertisements in terms of commerce, but to contribute to the formation of a shared professional identity.

The purpose of this study is to explore the linguistic peculiarities of incorporating allusions into slogans in the dentistry commercial as well as to assess their role in elaborating consumer-oriented strategies.

In this study, allusion is considered as a stylistic device that may feature a clear indication or subtle suggestion of literary, historical, mythological, political elements,

or other pop culture touchpoints as well as well-known quotations, aphorisms, fixed expressions found in written or spoken language. Allusions signal to the deep structure of the text, which includes the connotative meanings created by the reader's interpretation of the quotation, and, according to H. F. Plett "imply a twofold reference, one to a pre-text and another one to an external reality" [3, p. 321].

200 written advertisement samples were examined from highly reputable specialized journals (The Journal of American Dental Association, British Dental Journal, and Dentistry Today for 2017 – 2022), encompassing both printed and e-format versions accessible on the respective journal websites. The study has revealed that allusion, as a stylistic device, is not commonly employed in dental commercial advertising, with only 34 instances of allusions identified. 17% of them can be categorized as literary allusions, e.g.: "*To Drill or Not to Drill*" for promoting the electronic caries detector Ortek-ECD®); but most of the samples as pop-culture allusions, e.g.: "*Don't Worry. Be Happy with Bib-Eze. Easy and clean*" for promoting disposable bib holders by Dux Dental, «*White – it's the new black. A bright white smile is the perfect fashion statement for every event and every day. And now it can yours with Philips Zoom!®*». The texts in commercial dental advertising, though to a lesser extent compared to other forms of advertising, are demonstrating transformations in terms of applying more expressive linguistics elements and strive to go beyond standard professional language. Most of the allusions identified underwent certain lexical or grammar transformations that prompt the addressees of the advertisement to unveil the existing intertextual connections for correct interpreting the message. The semantic and evaluative potential of allusive signals are in line with the advertising idea. Thus, allusions are used to explicitly or implicitly characterize the product of advertising and to strengthen the pragmatic impact of advertising enhanced by the credibility, persuasiveness and high associative potential of the expressions.

## References

1. Ali A., Aslam, A. Intertextuality: An effective tool in selling products through advertisements. *PUTAJ Humanities and Social Sciences*. V. 23. 2016. P. 141–150. URL: <https://ru.scribd.com/document/637290574/Untitled> (Last accessed: 01.12.2023).
2. Fairclough N. *Analysing Discourse: Textual analysis for social research*. New York and London. Routledge. 2003. 288 p.
3. Plett H. F. The Poetics of Quotation. *Von der verbalen Konstitution zur symbolischen Bedeutung*. Hamburg: Helmut Buske Verlag. 1988. P. 313–334.

## **ВИКОРИСТАННЯ ДОСТУПНИХ ЦИФРОВИХ ТЕХНОЛОГІЙ ЯК СКЛАДОВА САМОСТІЙНОЇ ПІДГОТОВКИ ДО ПОСЛІДОВНОГО ПЕРЕКЛАДУ**

Котляров Д. М. (Харків)

При підготовці майбутніх фахівців з усного/послідовного перекладу часто виникає ситуація, коли студенти не можуть зосередити увагу на повідомленні, запам'ятати його або/та зафіксувати графічними засобами, і зрештою перекласти мовою перекладу. І це часто відбувається при належній мовній підготовці, коли вміст незнайомої лексики/термінології та складних граматичних/синтаксичних структур або зовсім незначний, або нульовий. Причиною такого явища, імовірно, є недостатнє сформованість психофізичного компоненту [1], що входить до особистісної компетенції перекладача за класифікацією проф. Черноватого Л.М. Іншими словами, саме різке зростання тривожності під час усного перекладу призводить до нездатності студента сконцентрувати увагу та пам'ять, а отже, заважає ефективно здійснити переклад. Така психологічна реакція є цілком природньою, але її можна навчитись контролювати за допомогою збільшення впевненості студента, що досягається великим обсягом практичних вправ на послідовний переклад, які б імітували реальні умови. Рівень складності таких вправ має зростати поступово