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PRAGMALINGUISTIC ANALYSIS OF A RADIO ADVERTISING TEXT: RECONSTRUCTING N. JANICH'S MODEL (BASED ON RUSSIAN-LANGUAGE RADIO ADVERTISING)

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Abstract The article deals with the pragmalinguistic analysis of a radio advertising text and with the development of an analytical toolkit for describing it. The starting point is N. Janich's holistic model of advertising-text analysis, which is oriented mainly towards print and television advertising and lacks a stage for analysing sound elements. The main aim of the study is to reconstruct (extend) Janich's model with regard to radio advertising by adding a stage for the analysis of the auditory partial text, drawing on H. Stöckl's research into radio advertising. The material is a Russian-language radio commercial for Lada cars (Radio Ruxsor station). The analysis follows the stages of the model with reference to speech-act theory: it successively considers the extra-textual factors, the structure and form of the verbal and auditory partial texts, their content, as well as the synthesis of intra- and extra-textual factors and the final pragmalinguistic interpretation. It is shown that in radio advertising the persuasive potential is formed by the interaction of the verbal component (cohesion, recurrence of key words, argumentation in the form of questions and answers) and the auditory component (instrumental accompaniment, monological narration). The proposed reconstruction of the model is methodological in nature and can be applied to the analysis of radio advertising texts based on different language material.

Keywords: radio advertising, advertising text, pragmalinguistics, Janich's model, auditory partial text, speech-act theory, argumentation, cohesion, recurrence, verbal influence.

Introduction Radio advertising is a special type of advertising discourse whose persuasive potential is realised exclusively through the auditory channel — the verbal text, music, noises and the characteristics of the voice. Despite the wide dissemination of radio advertising, in the pragmalinguistic aspect it has been studied considerably less than print and television advertising. In the CIS countries, individual aspects of the radio advertising text have been considered — its genres [5] and its phonostylistic features [6] — however, a comprehensive pragmalinguistic description of Russian-language radio advertising has hardly been undertaken to date, which determines the relevance of the study.

The theoretical and methodological basis of the study is N. Janich's holistic model of advertising-text analysis [1], supplemented by the tenets of speech-act theory [4]. However, this model was developed mainly for print and television advertising and does not contain a stage for the analysis of sound elements. In this connection, the need for its reconstruction arises: for a comprehensive description of a radio advertising text, the model is extended with a stage for the analysis of the auditory partial text. As a support for this stage, the works of H. Stöckl, who systematically describes radio advertising, are used [2; 3]. According to the typology proposed in them, radio advertising may take the form of a dialogue, a monologue or a polylogue and is realised through various combinations of sound, music and voices [2].

The object of the study is the Russian-language radio advertising text; its subject is the pragmalinguistic means of constructing a message aimed at influencing the consumer. The aim of the article is to reconstruct N. Janich's model of analysis with regard to radio advertising and to test it on specific material. Achieving this aim involves solving the following tasks: 1) to substantiate the need to supplement the model with a stage for the analysis of the auditory partial text; 2) to describe this stage on the basis of research into radio advertising; 3) to carry out a consecutive analysis of a radio advertising text using the reconstructed model.

The material of the study is a radio commercial for Lada cars, broadcast on the Radio Ruxsor station. The methods of the study are the descriptive method, the methods of contextual and componential analysis, and elements of argumentative analysis, implemented within the framework of the reconstructed model of N. Janich. The scholarly novelty of the work consists, first, in the reconstruction of N. Janich's model through the introduction of a stage for the analysis of the auditory partial text and, second, in the application of the resulting toolkit to Russian-language radio advertising, which has not previously been studied in this aspect.

Analysis of the radio advertising text As in the analysis of a print and a television advertising text, we rely on speech-act theory in pragmalinguistics and on the model of analysis of the advertising super-text; however, we consider the role not of the visual but of the auditory partial text [4]. To describe the formal and functional side of radio advertising, its description by analogy with television advertising is used. According to the typology of radio advertising, a distinction is made between: national and foreign advertising; autobiography, narration and drama; sign-based means (various combinations of sound, music, voices); parodies and interviews [2]. These aspects are incorporated into the pragmalinguistic model of analysis.

Let us consider the advertisement of the Lada company on the Radio Ruxsor station. Let us compile its transcript. Title: a radio commercial about the sale of a car. Duration: 14 sec. Participants: voice-over (VO). The transcript of the sounding text is given below, followed by an English translation of each cue.

01 VO: ((instrumental music) *Are you planning to buy a car?* (.) [original: планируете приобрести АВТОмобиль?]

02 VO: *Don't want to wait in a queue for months?* (.) [original: не хотите ждать в очереди месяЦА:МИ?]

03 VO: *Start your journey in a new LADA (.) already today;* [original: НАЧните свой путь на новой LADA УЖЕ сегодня]

04 VO: *Lada cars are available on credit, on lease and through the trade-in system;* [original: автомобили lada доступны в креДИТ, лиЗИНГ и по системе TRAde-in]

05 VO: *details on the number 71 215 02 30;* [original: поДРОБности по номеру 71 215 02 30]

The extra-textual factors indicate that the aim of the advertisement is to promote new models; the recipients are taken to be people interested in an instant purchase of a car. Competition in this field is low.

The name of the car concern is borrowed and derives from the boat (*lad'ya*) depicted on the manufacturer's emblem (*lad'ya* is an ancient sea and river vessel). A slogan and a headline are absent from the advertisement. The advertising text itself is informational and consists of five sentences. It

uses such key words as *waiting in a queue for months*, *already today*, *credit*. The cohesion of the first and second sentences is provided by the word *car* in the first sentence: in the second, its covert recurrence takes place. The second and third sentences are linked by the deictic term *today*, and in the fourth sentence there is an explicit recurrence of the word *Lada*.

The auditory partial text consists of the instrumental musical accompaniment of a monological text in the form of a narration, which is read out by an announcer. The introduction of a separate stage for the analysis of the auditory partial text makes it possible to take into account this component, which is absent from the original model: it is precisely the sound design (instrumental music, the intonational highlighting of key words) that participates in the realisation of the persuasive function of radio advertising [3; 7].

At the content level, the choice of the key words *queue*, *today*, *credit* is explained by their connotations. At present, the purchase of a new car from a local car manufacturer is associated by the consumer with waiting: a popular model cannot be bought and immediately put into use. It is precisely at removing this negative association that the text is directed.

In this commercial, the following functions of the advertising text are realised: the name is stated, the properties of the product are listed, the situation is described, and an influence is exerted on the consumer's emotions by means of music.

At the first stage of synthesis of the intra-textual factors, let us note that the argumentation in this advertisement is built on a comparison of sales conditions. At the beginning of the text two questions are posed, the answers to which follow in the two subsequent sentences. The argumentation, relying on the words *already today*, appeals to the emotions of the buyers.

At the second stage of synthesis of intra- and extra-textual factors, the following functions of the advertising text are taken into account: the product name, the arguments, and the features of purchasing this product.

Conclusion The analysis carried out shows that, for a comprehensive pragmalinguistic description of radio advertising, N. Janich's model requires reconstruction — the introduction of a stage for the analysis of the auditory partial text, which is absent from the original version. Testing the reconstructed model on the material of the radio advertisement for Lada cars has demonstrated its workability: it proved possible to describe the interaction of the verbal (cohesion, recurrence of key words, question-and-answer argumentation) and the auditory (instrumental accompaniment, monological narration) partial texts in the realisation of the persuasive function.

The analysis of the constituent parts of the advertisement led to the following pragmalinguistic conclusion: this message is addressed above all to buyers interested in an instant purchase of a car, and its aim is to show the clear advantage of purchasing the goods of this car concern over the competitors. The proposed reconstruction of the model is methodological in nature: it can be used in the analysis of radio advertising texts based on different language material, including in comparative research.

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