

Linguistic Means for Image-building in Internet Advertising (The Case of Slavonic Restaurants Web-Site)

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ABSTRACT

Advertising online over the last dozen years becomes the most effective and efficient method to promote your business, hinged on fierce competition and pursuit of distinctiveness and recognition. The relevance of the study is, basically, due to the question of advertising image-building in online communication. This paper is aimed at analyzing the language and defining the linguistic means used in image-building in Online advertising (based on data from the sites of restaurants serving menu of Slavonic origin), and at studying the Online advertising image of a restaurant (verbal one) in collaboration, taking to consideration the perspective of philology and marketing, within the scope of the contemporary scientific direction – Lingua-marketing (the scientific study of linguistic and marketing together). This paper significantly contributes to the development of lingua-marketing and puts forward new theoretical submissions to language units' discursive analysis. In the course of our study, the cuisine of the east, south and west Slavic was considered, i.e. (Russian, Belarusian, Ukrainian, Bulgarian, Polish, Serbian, and Czech). More than one hundred online advertising web media text– sites of Slavonic menu serving restaurants were the materials of our study. To meet the objective of our paper, numerous methods and approaches were used: theoretical, analytical and systemic methods, quantitative method, continuous selection method (of the linguistic means of marketing communications units that build an image of a product from Internet advertising texts); quantitatively symptomatic part of linguo-statistical method. The analysis of the linguistic means of advertising image-building of a restaurant in this work is carried out from semantics, pragmatics and lingua-marketing point of view. The authors kept an eye out to the linguistic means of image-building, functioning in various parts of the composition of the advertising appeal: heading, slogan, information block, code, echo phrase - simultaneously acting as text units of marketing communications. The authors of this paper spelled out stylistic features and figurative language as one of the most influential means in Internet advertising. They stated that **brand names, epithets, comparisons, metaphors and phraseological units** are among the most productive linguistic means of building an advertising image of Slavonic cuisine restaurant. These linguistic means play significant role in building advertising image of Slavonic cuisine, through typifying its specificity, location, atmosphere, furniture, interior, quality of products, dishes and their preparation, prices, national flavor, visitors and their reviews, wishes, service, merits of the chef, etc. The study demonstrates that the advertising image conferred in the advertising communication of the Slavonic cuisine may indicate its high quality products and national flavor, soaring up its attractiveness to the consumer and giving it additional consumer value. This paper presents practical value for students of humanitarian specialties and areas, for specialists in the field of advertising, as well as for all those who love and study modern advertising.

Keywords

Internet communication, online advertising, restaurant advertising, image-building, linguistic means, lingua-marketing

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

INTRODUCTION

Modern society communication carries out an integrating function, implanting in consumers homogeneous and intertwined prerequisites and requests largely ruled by advertising motives (rational, sentimental, social and ethical). However, today the borderlines between mass media are blurred since the print newspapers, electronic magazines, radio and television

distribute the same messages but with differing degrees of presentation and declaration in the minds of the addressee. Innovations have significantly advanced the capabilities of traditional communicating means and expanded the limitations of existing technologies [1].

No doubt, modern consumers are free to make choice of a communication channel through which they get information about the world and

reality. The most frequent option is the Internet; in 2019, the total number of users reached 4.39 billion, which is 366 million (9%) more than in January 2018. In Russia, there are 109.6 million Internet users (76%) [2].

Foreign studies stated the number of only 605 million users in 2002, and since then, the use of the Internet is evolving by 18% annually [3].

Language existence was affected by the Internet, as a special communicative social environment and as a previously non-existent sphere of language realization. It brought new ways of communication, stereotypes of speech behavior, and new forms of language.

Internet communication is characterized by communicative diversity, multifunctionality, dynamism and a high degree of influence on other areas of communication.

Russian and foreign researchers have shown great interest of Internet communication specifics (E.N. Galichkina [4], O.V. Dedova [5], M.S. Ryzhkov [6], D. Crystal [7], J. Sanderson [8], etc.). Several concerns in this area are debatable – for instance, researchers disagree significantly in determining the pertinent features of Internet communication. The typology of Internet communication forms is being discussed in the ongoing debate; this demands further analysis of its language features. The language-game specifics in the virtual space and the problem of building advertising image are not fully studied, and neither is the linguistic means representing the verbal image of the advertising in the electronic texts of marketing communications, that determine the nature of Internet communication and formulate the way of presenting marketing information.

T.N. Kolokoltseva defines Internet communication as multifunctional communication in an electronic environment, characterized by distance, mediation, dialog, multimedia (and as a result, multi-code messages), hypertextuality, variety of discursive and genre incarnations, and wide variation in personality/institutional parameters [9].

Recently, many linguists have studied language functioning on the Internet (G. N. Trofimova [10], P. V. Moroslin [11], E. B. Shtukareva [12], etc.).

The influence of the Internet communication language and style on offline communication and natural (non-special) Russian language is raised by N. B. Mechkovskaya on metalanguage reflection in the Internet age. The work discusses the expansion of Internet communication and its codes into ordinary communication and into natural language. The author systematizes these facts from less to more significant in terms of deep penetration of Internet discourse into everyday communication [13].

E.I. Goroshko calls language as systematically important feature of the Internet as a social space [14]. The Internet influences processes in the language such as democratization, strengthening the internationality of communication, and cosmopolitanism of communication as global communicative interaction.

Nowadays, it is an indisputable fact that the Internet is the most colossal source of information ever known to mankind. Yet its capabilities, such as speed and accessibility of communication between users over long and short distances, make it possible to use the Internet not only as a tool for cognition, but also as a tool for communication.

In the virtual world, a person puts on a mask that facilitates the process of communication, removes psychological barriers, and releases the creative self. Unique opportunities for self-expression are provided by interactive forms of communication on the Internet, such as all kinds of chats, forums, e-mail varieties, newsgroups, etc. Their momentum also facilitates communication, removing the burden of responsibility for the long-term consequences.

The birth of the Internet, significantly changes the fate of the text in society, since in the Internet community a person-image is equal to the text, which is especially produced in chat rooms where the person's basic desire for creative

expression is realized. Thanks to the Internet, electronic text has become a fully-fledged communicative reality. Special principles of compositional organization based on the use of hypertext technologies have been developed, and also specific textual features have been acquired.

Consequently, the Internet is a new sphere of language functioning, in which predominantly, conversational style operates. And despite the fact that not all forms of Internet communication involve masks for its participants, the trend of democracy and simplification penetrates even business papers and marketing communications texts created and existing in the online format, which greatly simplifies the process of communication with the consumer of advertising.

Moreover, the state of maximum convergence of Internet-style speech with the traditions of conversational style significantly increases trust in the statement, which is extremely important in business communication implementation.

On the one hand, there is an opinion that the Internet makes the language evolve at a faster pace, reflecting the trends of rapid social development. On the other hand, we have to admit the negative trends that there is a one-dimensional approach to discourse, and the inability to distinguish between the genre and stylistic relevance of linguistic means.

Language is the only means of web content and web personality formation and functioning; therefore a person and society are actualized on the Internet in an exclusively verbal essence.

M. Bugayski researcher in this area comes to the conclusion that modern language is mainly formed under the influence of the mass media [15]. In our opinion, in this sense, Internet mass media are especially relevant, possessing the essential set of classical features necessary to classify them as mass media, as well as variations of these features.

The features of online media include: hypertextuality; interactivity; multimedia [16].

Internet advertising that is addressed to a large number of clients is persuasive and has, as a

rule, a two-stage nature. Thus, the first stage is the external advertising placed by the advertiser with the publishers – the advertising medium (banners, text blocks, advertisements, mini-sites, Interstitials). The second stage is related to the fact that such advertising usually has a link directly to the advertiser's website.

Internet advertising is characterized by the following properties: multimedia, interactivity, providing the advertiser with an effective way of focused impact on the target audience, as well as providing the widest possible operational and in-depth analysis of the results of advertising events [17].

Attract the attention of the recipient and convince them of the need to use a product or service is the ultimate goal of online advertising. The communicative process in this case does not take place in the most favorable conditions, since it is a by-product of other activities, for example, searching for information, browsing the site, etc. The active role of the addressee in Internet communication is related to their being network users.

In this regard, a large number of questions remain open related to identifying the features of composing an advertising text, adapting it for publication on the Internet, finding methods and techniques for influencing a consumer, and language means for expressing them. Very significant factors are the placement and type of advertising unit.

In fact, most types of online advertising contain a link to the website of the company, service or product that is the subject of this advertising. As A.N. Nazaykin rightly stated, any website in itself is regarded an advertisement for the company or product to which it is dedicated. The researcher argues that an effective site should have high-quality content and design, as well as technical support [18]. Therefore, this study considers sites as advertising texts.

The existence of any institution these days is constructed by means of a website, through which the basic marketing information is provided to the consumer. Thus, a site acts as a

management tool, as well as a means of marketing communication also as a way of cognitive processing of society and the individual with the aim of forming a special advertising image of these institutions.

The term '**web media text**' is the most successful term [19]. Firstly, it indicates the type of media channel: it is considered as a marker of belonging to the World Wide Web communicative environment (web edition, web design). Second, it reflects significant aspects of the texts under consideration: they all exist within the framework of the WWW service which is part of the Internet.

As a semiotic phenomenon modern online advertising represents a combination of diverse sign systems. At the same time, it reflects language development main trends. However, the research on Internet advertising language creolization is insignificant, which emphasizes the relevance of this study.

The special role of the advertising language in the dissemination of various linguistic phenomena and the functioning of signs of different systems in the Russian advertising discourse have been demonstrated by the works of modern authors (Yagodkina [20], Tumsky [21] and many others), as well as (Anisimova [22], Gordeev [23] and others) respectively.

There are various types of online advertising (digital display, contextual, search, location-based (geo-context), viral, product-placement, etc.).

Thus, I.M. Belyakov, exploring Internet banner advertising, concludes that a greater coherence is observed in texts with complete creolization, where synsematic i.e. dependent relations between the verbal and iconic components are established. The verbal text on the whole depends on the visual range, and the image itself acts as an obligatory element of the text [24].

All other advertising tools on the Internet are primarily designed to attract visitors to a website.

It should be noted that advertising message informational effectiveness depends both on the

direct iconic element and on the verbal text. It is noted that advertising non-verbal aspect attributes half the deal of transmitting information. Text and image interact in advertising and form a single multi-layered character, introducing several meanings into the context at once.

The **object** of this study is the Internet advertising of Slavonic cuisine restaurants, and the **subject** is image-building linguistic means in advertising restaurants of Slavonic cuisine.

The **purpose** is to consider the linguistic means of building an advertising image in the online advertising of restaurants.

Advertising is a systemic phenomenon that represents various images; the prerequisite for their existence is their focus on creating the image of a promoted product or service.

The consumer is urged to discover something new about the advertised product through the advertising image and to see this novelty through copywriter's attitude to the product.

Figurative language is considered to be as one of the most influential means in Internet advertising. The advertising connotation created by various linguistic means is associated with advertising text pragmatic properties. Before making a purchase decision, the user must approve the product being promoted; therefore, the advertising connotation image is aimed at a positive perception of information by the target audience.

The linguistic means of creating a restaurant advertising image (based on input from the sites of Slavonic origin restaurants in Moscow) in this work is carried out from semantics, pragmatics, and lingua-marketing (is the scientific study of linguistic and marketing together) point of view.

The **basic hypothesis** of the paper is the presupposition of restaurant advertisement as a means of marketing communication, which in turn operates the verbal components (language, techniques and text units of marketing communications) of advertising image-building, represents axiologically important subject-object

relationships of advertising communication, which allow us to define the role of language in the cognition of the world, represented in the advertising discourse, and to solve the problem of advertising image-building with emphasis on language system semantic, pragmatic and lingua-marketing aspects.

Lingua-marketing is the scientific approach in this study [25], which is a scientific field, found in the successful collaboration between language and marketing.

The main objective of lingua-marketing is to qualify verbal space i.e. text by the semantic value, which is the basis of product figurative system that operates in marketing communications. Advertising impact image of the target audience is systemically important in the language description. It is able to achieve a new synthesis of knowledge about the advertising language from a theoretical point of view, based on language anthropocentric essence, fascination, axiology, suggestiveness, advertising active and invocative nature, dynamism, and connotation. Hereof, the significance of this study is undeniable.

Materials and methods

The material for this paper was more than 100 web media texts posted on the websites of Slavonic cuisine restaurants located in Moscow city.

To meet the objective of the study, several methods and techniques were used:

- A. **analytical and theoretical method** used to describe lingua-marketing problems (the conceptual context of cognitive terms, the current state of research on real estate advertising, the reflection of the dialogue of cultures in a language, the role of reklamemiki (the sphere of advertising language) linguistic identity research, the main directions of lingua-marketing research, language tools for creating an advertising image);
- B. **systematic method** used to describe the actual language material (language means

of building an advertising image) at the lexical and phraseological levels;

- C. **quantitative method** used to identify the frequency of language units and their components in lingua-marketing;
- D. **continuous selection** of linguistic means that create the image of the restaurant, from Internet advertising texts;
- E. **linguo-statistical, quantitative-symptomatic method** to identify the frequency of language units functioning in the Internet advertising of Slavonic cuisine restaurants.

Results

Recently, the market of restaurant services has reached an unprecedented stage in its development, visiting restaurants, eateries, and bistros gradually passed into a certain routine. Yet this does not happen everywhere. Russian restaurant market, to some extent is characterized by the varying degree of population culture in relation to visiting a restaurant.

Cooking is a space for creativity, imagination and fiction. Both in painting and in cooking, not everything created can become a masterpiece, but sometimes culinary creations are highly valued, and due to the high demand they become one of the restaurant's distinguishing dishes, acting as an important element in building an advertising image and reinforcing consumer loyalty.

A culinary specialist with an array of ingredients creates a culinary object - an artificial existence which is a work of cooking art in appearance, smell, color and taste [26].

Internet advertising of a restaurant is the most effective way to promote one's business, based on high competition and the struggle for uniqueness and recognition. There are a lot of similar restaurants in Moscow for visitors which make it difficult to remember them all. Using the Internet most visitors are looking for a place to eat and sit with friends, to celebrate a birthday, wedding, christening, or to hold a corporate party.

A high-quality site should contain valuable information and be convenient at the same time. It is necessary to observe a clear logic of submitting materials, links, and pages. There can be several pages, yet the most important ones are main page (the 'home page' of the site), selling pages (landing pages), contacts and details [18].

Advertisement has not been fully studied in modern linguistics. Only one research by M.A. Alekseeva [27] examines precedent phenomena in restaurant business Internet advertising.

Therefore, we can talk about the relevance of the undertaken research, since it explores linguistic specificity of building restaurant advertising image.

Copywriters advise building a restaurant website with a simple interface and filling the sales pages with relevant and understandable information which primarily performs a pragmatic function: it raises interest, builds restaurant advertising image, and invites potential consumers to go to a promoted establishment. The site must have a menu, phone and address with a map, the possibility of booking a table online, and a slider with promotional offers.

According to copywriters special attention should be given to the pages of contacts and details, since they give users the necessary information about the restaurant and increase confidence in the site. Therefore, this part of the site should be as complete as possible. Photos and names of restaurant employees (chefs, waiters) who serve customers will also be relevant. It is also necessary to set up contextual advertising and update content.

Distributing e-mails, advertising the restaurant on social networks, in the city reference services and on thematic resources is also effective.

In general, all restaurant sites contain the following sections: restaurant, chef, cuisine, virtual tour, menu, interior, news, booking, contacts with some differences and similarities.

Cuisine is an integral part of the culture of every nation. Speaking about Slavonic cuisine,

most often traditional Russian, Ukrainian or Belarusian cuisine is meant.

In the framework of this paper, the cuisine of the eastern (Russian, Ukrainian, Belarusian), southern (Bulgarian, Serbian) and western (Polish, Czech) Slavic was considered.

The most productive linguistic means of building an advertising image of a Slavonic restaurant, according to our data are brand names, epithets, comparisons, metaphors and phraseological units. Rare cases of using other linguistic means (personifications, puns, etc.) and techniques in Internet advertising of Slavonic cuisine restaurants are detected, therefore, they were not considered in this study.

The specificity of the Slavonic cuisine restaurants in Moscow is largely due to the fact that they can be divided into restaurants where the Slavonic cuisine itself is presented, and international restaurants, which, along with other cuisines, have Slavonic cuisine.

Slavonic cuisine has crossed a long and interesting way from simple dishes to dishes with a complex components and very interesting cooking methods. They developed gradually, being in close proximity to other peoples with their culinary preferences. Russians, Ukrainians, Belarusians and other Slavic built their own unique set of products and methods of preparation.

Traditional Slavic cuisine is not as simple as it might seem. Slavic dishes included milk, cottage cheese, cheese, eggs, fish, cereals, and meat [28].

Porridge is the national dish of Russian cuisine. "Porridge is our mother, and rye bread is our father," a Russian proverb [29].

Ukrainian cuisine has always been extremely practical. Often breakfast, lunch and dinner were cooked together in the same oven (Borsch, porridge, pierogi with potatoes). Vegetables are the base of Ukrainian table.

Lard is one of the most favorable and frequent products in the Ukrainian national cuisine. It is served not only salty, but also sugary with black treacle.

1) *Belarusian cuisine offers simple dishes which are at the same time unusually tasty and satisfying: cold borscht, potato babka, pickled pig ears, Gomel salad, kalduny with mushrooms, machanka (dairy or meat dish), Kluski, etc. [30].*

2) *Identification card for the Bulgarian recipes is being richness with vegetables which can be fresh, such as Shopska salad, or in the form of canned food. Moreover, vegetables in Bulgarian cuisine are also present in meat dishes [31].*

3) *National Polish cuisine is made up of such dishes as żurek (soup based on rye flour), bigos, zander, duck with apples, flaczki, goose roll, etc.*

The main features of Serbian cuisine are its bright taste, naturalness and being substantial. Among the traditional dishes, there are roštilj (grilled meat), *muchkalitsa* (a type of goulash) and *pršut* (dried and smoked pork or beef ham).

The basis of Czech cuisine is meat and poultry, potatoes and flour products, perfectly matching the main Czech drink – beer. Soups and, of course, *knödels* (cooked or steamed flour products, remotely resembling wet bread) occupy an important place in Czech national cuisine.

The main marketing task of the analyzed web media texts that are placed on the sites selling pages is to provide relevant information about the restaurant specifics, the nature of the dishes, as well as to increase the impact on the recipient. Therefore, it is especially important selecting and collecting the correct language resources.

First of all, in the texts of marketing communications (advertising of Slavonic cuisine restaurants), attention is drawn to the brand names. The name of the institution is often mentioned in headlines, information block.

Being filled with emotional motives brand names are very effective: “Kokhanochka”(mistress), “teshen borscht”(mother in-law borscht soup), “Baba Marta”(mythical female character in Bulgarian folklore), “Slavyanka”(Slavian), “Fisherwoman Sonya”(an amazing example of an undisclosed female image “interesting freak”, “Bulbashonok”(imagining live

in a bubble), “U Berozki”(By the birch), “Matryoshka”(little matron, is a diminutive form of Russian female first name "Matryona" or "Matryosha"), “Staraya Bashnya”(old tower-story by Russian writer Alexei Nikolaevich Tolstoy), “Kumanek”(godfather), “Kupyanchanka”(dining room) and others. Such names create positive associations in the minds of consumers, filling them with emotional warmth and forming the desired image of a restaurant where visitors will be greeted most warmly.

Geographical names (toponyms) are very productive among the names of Slavonic cuisine restaurants, (“Serbia”, “Moscow”, “Voronezh”, “Odessa-Mama”, “Czech Yard”, “Balkan Yard”, “Yugoslavia”, “Dikanka”, “Moscow Sky”, “Czech Pivnitsa”, etc.). Such names have precise targeting and enclose information about the cuisine specifics. However, research shows that these brand names are unproductive. According to the calculations of V.S. Elistratov and P.A. Pimenov, brand names derived from a topographical feature do not exceed 8-9% of used names in restaurant naming [32].

Rational motives are also employed in naming restaurant. Such brand names are predominantly peculiar and detailed and often highlight the national flavor: “Slavonic meal”, “Russian Inn”, “Belaya Rus”, “Khata”, “Ukrainian night”, “Zakarpatska patterns”, “Cossack”, etc.

There are figurative names based on linguistic means of advertising image-building (metaphor, epithet, phraseology, etc.): “Seven Fridays”, “Honest Cuisine”, “Happiness is just around the corner”, “Three from the casket”, “Favorite city”, “Beer Gulf”, “Pechki-lavochki”, etc.

Some of the names are associated with the heroes of literary works or surnames of famous personalities (writers, poets, scientists) who are the National pride of the Slavic: “Dobrynya”, “Ilya Muromets”, “Chekhov”, “Ermak”, “Nikola Tesla”, “Dr. Zhivago”, “Obломov”, “Nekrasov”, “Hašek’s Dacha”, “Taras Bulba” and others.

In advertising Russian cuisine, the most frequent **epithets** are: an *elegant and witty* version of Russian cuisine (Beluga), a *stylish, luxurious and ironic interior, fantastic views on Red Square, reasonable prices* (Beluga), *bright* but at the same time *friendly and understandable* cuisine (Beluga), daily delighting visitors with new, *high-quality, tasty and always healthy* dishes (Grechka LAB), a *trendy and stylish* restaurant (Dr. Zhivago), the place is *amazingly beautiful and atmospheric* (Dr. Zhivago), the *most delicate, almost airy* fish pudding (Dr. Zhivago), *rosy* cheesecake and *fluffy* omelet, *substantial* borsch, *crispy* cucumbers, *most delicious* mille-feuille (Mari Vanna), a *cozy* restaurant with *delicious* Russian cuisine (Matryoshka), only *natural* and *fresh* products, *polite* staff (Russian Inn), *incredibly cozy and warm* atmosphere (Russian Inn), *true, understandable and tasty* food for *fair* money (Honest Cuisine), *delicious and satisfying* dishes of traditional Russian cuisine in *luxurious* dining halls (Dobrynya), *atmospheric and hospitable* restaurant (Oblomov), *incredibly tasty and refined* dishes from the chef (Slavyanskiy), etc.

The following **metaphors** are very typical for advertising image-building of Russian cuisine restaurant: *light breathing space* (Ruski), *reliable Russian classics in the author's performance* (Bryansk Bull), *a new level of gastronomic bliss* (White Rabbit), *three floors of great meat* on Kropotkinskaya (Voronezh), buckwheat is *the embodiment of a healthy diet* (Grechka LAB), *perfect balance between Russian traditions and modern trends* (Dr. Zhivago), *exact stylization of Soviet cuisine* (Mari Vanna), *works of art on a plate* (Thaw), *atmosphere of old Russia in the very center of Moscow* (Dobrynya), *true paradise for fans of Russian cuisine* (Moscow Kukhmisterskaya) etc. **Phraseological units** are broadly used: *breathhtaking views from the 354 m height* (Ruski), *in the heart of the restaurant there is unparalleled and completely open Russian cuisine* (Ruski), all this is assembled and prepared with the *mind, soul and heart* (Ruski), Alexander Rappoport *expanded the topic* of Russian

gastronomy from a new angle (Beluga), at a *bird's-eye view* (White Rabbit), located in *the very heart* of Moscow (White Rabbit), here for the first time Russian cuisine *sounds in tune* with the latest gastronomic trends and Russian products *rise to the height* of recognized delicacies thanks to chef Vladimir Mukhin (White Rabbit), we are confident that from the gastronomic point of view it is possible *to get closer to the ideal* (Grechka LAB), tinctures that a caring hostess kept in a special cellar for more than a month are *flowing like a river* (Mari Vanna), *to fully understand* the charm of this house, you need *to drop by* at least once and *bask in the soft light* of its lampshade (Mari Vanna), *the dream has come true*, and guests of the Oblomov restaurant have been seeing it for 19 years; *old traditions are cherished* here, regulars are *known by name*, everybody gets a glass of fragrant home-made liquor *for the road* (Oblomov), *quench your thirst* on a hot day (Oblomov), everything is *thought out to the smallest detail* so you can *have great fun* (Russian Inn), will *appeal* to couples in love (Russian Inn), dishes of Russian cuisine are always *nice and steaming* (Old Tower), etc.

There are also cases of using **comparisons** to build an advertising image: a panoramic restaurant occupies the entire 85th floor of the OKO Tower in Moscow City and, thanks to continuous window panes is *floating in the air* (Ruski), Ruski boasts the *highest situated ice-bar in the world*, one of the largest *vodka lists* in the world (Beluga), in the depths there is another room, a chamber, similar to a *Palekh laquer box* (Dr. Zhivago), etc.

The most frequent **epithets** in advertising Ukrainian cuisine are: only the *freshest* products, *first-class* service (Babel), *normal* city café with *abnormally tasty* Odessa food (Odessa-Mama), *hospitable and cozy* restaurant (Shinok), *incredibly delicious* Ukrainian cuisine (Shinok), feel the *real* Ukrainian hospitality in a *welcoming* restaurant (Shinok), a *generous and welcoming* restaurant (Shinok), the most *sincere and kind* restaurant (Zhuravlina), *rich* borsch with *rosy* garlic pampushkas, *fragrant* lard, *crispy* milk-

caps, *tasty buns* (Zhuravlina), *delicious home cuisine at attractive prices* (Lighthouse), *juicy pork chops with rich fried potatoes, tender homemade meatballs with mashed potatoes* (Cozy Nook), *airy dough, rich filling, unique aroma of home cuisine* (Cozy Nook), *amazing sweet pies* (Cozy Nook), *calm, cozy and warm atmosphere* (Paulhouse), *relevant and relaxing atmosphere of a calm and pleasant pastime* (Paulhouse), etc. **Metaphors** are also employed: *love in every dish* (Bab Hrenovuha el), *your source of good mood* (Odessa-Mama), *a place where all hardships recede under the onslaught of positive, Vorschmack and hrenovuha, and a tsunami of troubles crashes against a breakwater of sincerity of green cabbage soup with calf ribs* (Odessa-Mama); *the miracle of home cooking* (charlotte with milk, Zhuravlina), *cherry heart* (pie, Zhuravlina), etc. **Phraseologisms** are involved: *cheesecake melting in mouth will help start the day with new strength and good mood* (Cozy Nook), *care for each guest, commitment to traditions and quality are at the head of the table* (Babel), *appetizing dishes will sparkle with new flavors*, Alena Komar, brand chef of the restaurant, *a native Odessa woman, skillfully reveals the Odessa soul of dishes, toying with combinations and strictly following traditional recipes* (Babel), *there are a lot of little things, and a professional submits them to their will* (Shinok), *the herbal infusion will dispel anxiety, and Russian traditions tea will bring back strength* (Shinok), *the best creative ideas come to mind outside the ordinary* (Shinok), *we always wholeheartedly welcome guests* (Mother-in-law Borscht), *you will not only sate your hunger but also enjoy the meal* (Kumanek), *a variety of dishes will excite your imagination and work up your appetite* (Cozy Nook), *made from the bottom of the heart* (Pirogovaya Lavka), *a restaurant with an open kitchen and an open soul* (Paulhouse), *we will be happy to set a rich table for your friends and relatives, we will shower you with attention and care so that you can enjoy a hearty feast* (Shinok), *the very atmosphere of the restaurant and its style set the tone for an evening of calm*

business negotiations (Paulhouse), *our team will try to make your wishes come true* (Paulhouse), *as if by magic* (salad, Zhuravlina), *as happy as a pig in mud* (pork roast, Zhuravlin), etc. **Comparisons** are also used: *a common red thread* permeates all our café – cuisine, where the main dish is the legendary Pierogi (Varenychnaya No); *just sit back and eat like at your Mum's*, *eat deliciously, elegantly and in a southern hospitable way, like in Odessa* (Odessa-Mama), *it is tasty and cheap, like at your Mum's* (Zhuravlina), *pancakes like at my Granny's* (Zhuravlina), *have a comfortable time with a big company or alone, as if you have dropped by for a meal at your beloved mother's-in-law* (teshen borscht), etc.

In the advertisements of Belarusian, Bulgarian, Serbian, Polish and Czech cuisine, the most common are **epithets** (*delicious* desserts and *light* snacks before meals (Belaya Rus), *tasty, hearty and healthy* food (Trapeza), *we feed visitors not fast but high-quality, wholesome healthy and tasty* food (Trapeza), *pleasant, amazing interior* (Kobzar), *original Bulgarian cuisine, authentic interior, an exclusive collection of Bulgarian wines, live music* (Baba Marta), *tasty and healthy* food (Baba Marta), *plentiful and satisfying at affordable prices* (Baba Marta), *warm and comfortable atmosphere for socializing and relaxation* (Baba Marta), *special emotional atmosphere that promotes thoughtful tasting of a foamy drink* (Budweiser Budvar), *an impressive assortment of dishes prepared in a unique wood-burning stove* (Budweiser Budvar), *delicious food, excellent beer, pleasant atmosphere, more than affordable prices* (Gambrinus), *fresh beer, delicious dishes, friendly staff* (Gambrinus), *original Czech atmosphere* (Zer Gut), *incredibly tasty and hearty dishes* (Klashter), *Czech beer house with a special mood, quality beer and excellent national cuisine* (Kozlovitsa), *hospitality and emotional atmosphere make the Prazhechka restaurant the best place for lovers of relaxation as a friendly company for a cool, good mug of tasty beer* (Prazhechka), *wonderful Czech cuisine, a cozy interior* (Strazhek), *delicious, fresh beer* (Czech Yard), *cozy and relaxed atmosphere*

(Czech Yard), *fresh, light Mediterranean atmosphere* (Boat of Peter), *homely cozy atmosphere, special mood, excellent Serbian cuisine* (Boemi), *sunny, a truly Balkan atmosphere, excellent Serbian cuisine, attentive service* (Boemi), *a special unique aroma of roshtil* (Subbotitsa), *rich and interesting cuisine* (Yugos), etc.) and **phraseological units** (invites you to *embark onto a true gourmet holiday* (Belaya Rus), we welcome guests from *all over the world*, no matter what languages they speak and *no matter their views* (Küchenmeister), for those who *know a lot* about good snacks (Küchenmeister), many recipes have been *passed down from generation to generation* (Baba Marta), our staff is *ready to fulfill any wish* (Gambrinus), you will *plunge into the atmosphere* of the life of *Josef Švejk* (Zer Gut), a bottle of your favorite hop and malt drink will *brighten the evening* and *cheer you up*

(Kozlovitsa), *enjoy the taste* of fresh beer and original snacks (Beer Gulf), interior and cuisine – everything is *thought out to the smallest detail* (Prazhechka), in these dishes the national cuisine *fully reflects* the history and traditions of the Czech Republic (Strazhek), it will not *leave* any gourmet and connoisseur of real Czech cuisine *indifferent* (Strazhek), *enjoy* grilled halibut with lime and thyme (Shtirbir), soft light, comfortable armchairs and sofas *were offered for spending good time and getting real pleasure* of home-cooked food *with a national Serbian character*, that the Muscovites are already fond of (Subbotitsa), a Slavonic restaurant that has *absorbed the spirit of old Moscow* (Ostozhye), etc.

Detailed information on the frequency of linguistic means for image-building of a Slavonic restaurant is presented in Table 1.

Table1: Frequency of linguistic means in advertising restaurants Slavonic cuisine

Linguistic means	Frequency of occurring in marketing communication texts						
	Russian cuisine	Ukrainian cuisine	Belarusian cuisine	Bulgarian cuisine	Serbian cuisine	Polish cuisine	Czech cuisine
Epithet	30 %	35%	35%	50%	40%	50%	40%
Metaphor	25%	20%	20%	10%	15%	10%	10%
Phraseological unit	30%	30%	35%	30%	35%	30%	40%
Comparison	15 %	15%	10%	10%	10%	10%	10%

Discussion

The analysis of more than 100 marketing communications texts (web media texts) revealed that, when consumers get acquainted with the marketing information on the restaurant’s website, they first of all pay attention to brand names and slogans. Thus, their attention is mainly attracted to the menu which presents an assortment of dishes on offer. Then the consumers analyze the restaurant’s name and then pay attention to the advertisement and arguments given on the selling pages of the site.

Discussing advertising motivation, undoubted precedence is given to emotional

motives. They draw consumer’s attention to restaurant advertising image, restaurant specifics, national flavor, dishes diversity, and etc. Rational motivation is ranked second in importance. And then considering restaurant prices of dishes and drinks, analyzing the suggested advertisement, comprehensively evaluating restaurant image revealed in the advertising text, Internet user makes a decision on its significance and value.

As seen from the analyzed material, linguistic means form restaurant image of Slavic (Russian, Ukrainian, Belarusian, etc.) cuisine, characterizing its specifics, atmosphere, location, interior, furniture, quality of food, dishes and the

method of their preparation, prices, national flavor, visitors and their reviews, wishes, service, merits of the chef, etc.

Certainly, restaurant image is primary in marketing communication. However, it is important to combine this image with that of the target audience. The coincidence is manifested in the *benefits* gained by the consumer as a result of visiting this restaurant and in the *main characteristics of the restaurant*. The consumer should clearly understand what kind of restaurant it is, how it works, what assortment of dishes it offers, what is new, different, unique. The target audience identifies the target characteristics of the advertised product with his needs and desires, how important this restaurant is, will it help in organizing his leisure time and change his life, and what feelings and emotions it will give.

Conclusion

A modern consumer is absolutely free to choose a channel of communication for getting detailed information about what is happening in the world around. In this regard, in the conditions of modern society, the fact that the vast majority of visitors using the Internet are looking for a place to eat and sit with a company, to celebrate a birthday, a wedding, a christening, or to hold a corporate party is undeniable.

Slavonic cuisine has come a long way in its development, with periods of formation, improvement and prosperity and also of decline; there were bright distinctive finds and borrowings but also regrettable losses.

The present study contributes to the evolution of lingua-marketing and offers new theoretical approaches to the discursive analysis of language units. It was the first to analyze the linguistic means of advertising image-building of a Slavonic restaurant in the aspects of semantics, pragmatics, and lingua-marketing.

The study concentrates on the linguistic means (of building the image of the restaurant) functioning in various parts of the advertising message: headline, slogan, information block,

echo phrase and simultaneously performing as textual units of marketing communications.

Figurative language is one of the most influential means in Internet advertising. The analysis of linguistic means revealed that brand names, epithets, comparisons, metaphors and phraseological units are most productive in building the image of a Slavonic cuisine restaurant in Internet advertising. For instance, among the linguistic means of building images of restaurants of Russian and Ukrainian cuisine, epithets, metaphors, comparisons, and phraseological units are relevant. Epithets and phraseological units are used to create images of Bulgarian, Czech and Polish cuisine restaurants. Epithets, metaphors and phraseological units are productive in building the images of Belarusian and Serbian cuisine restaurants.

Thus, a positive pragmatic advertising image of a Slavonic cuisine restaurant, created by various linguistic means and presented in Internet communication, may suggest its national flavor and high quality products, increasing its attractiveness to consumers and giving it additional consumer value.

The results of the present study can be used as part of teaching the following courses: Advertising, Copywriting in advertising and public relations, Fundamentals of integrated communications in advertising at the Institute of World Economy and Business, as well as in the development of the following disciplines: Russian language stylistics and Russian language and culture of speech for students of the philological faculty.

For 2nd-year students of the law institute studying Fundamentals of Rhetoric and Communication, the section "Advertising Image in the Communication System" was introduced, which examines the specifics of the figurative system of advertising discourse and linguistic means for building image.

In the future, the study may appeal to the images of restaurants of Greek, Caucasian, European, Oriental cuisine, to the system properties and relationships of linguistic means of image-

building of the product, and to consideration of phonetic, syntactic, and morphological means of the advertising text.

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