THE EMOTIONAL-PRAGMATIC FUNCTIONS OF CONCEPTUAL METAPHOR AND COLLOCATIONS IN TELEVISION ADVERTISEMENTS OF A RETAIL CHAIN

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ABSTRACT

The study analyzes television advertising discourse in Slovakia from the perspective of pragmalinguistics. The theoretical framework draws on and further advances previous research on advertising discourse. The advertisements are subjected to content analysis and narrative discourse analysis. The aim of these analyses is to reveal the occurrence and frequency of indirect nominations, which are strategically employed within advertising discourse. The advertising language plan includes functional collocations, which are grounded in conceptual metaphors. The authors of the advertisements engage in an ingenious play with the recipient, relying primarily on semantic shifts. Advertisement creators anticipate the onset of associations in the recipient, as this influences the memorability of the product. The language game in a short narrative relies on the opposition between the primary, assumed meaning of a word and its actual, intended meaning - that is, the secondary or additional meaning of an identical lexeme. The semantic shift causes the recipient to be surprised and amused, while the positive emotion that results reinforces the memory trace associated with the advertised product or retail chain. Ultimately, this process contributes to a certain type of persuasiveness.

Keywords: pragmalinguistics, television advertising discourse, COOP Jednota's advertisements, polycode texts, persuasiveness, conceptual metaphor, polysemy

INTRODUCTION

Advertisements employ various means of expression that predominantly originate from other art forms or communication systems. Most often, these are linguistic devices, excerpts from songs, parts of musical compositions, or well-known clichés. They can also involve the use of color symbolism or particular animal species, each attributed with unique meanings within different cultures. In other words, advertisements strategically employ the full spectrum of precedent units to penetrate the consciousness of the mass audience as deeply and for as long as possible, thereby influencing their consumer preferences.

The theoretical framework of pragmalinguistics employed in this study is based on Halliday's concept of pragmatics, as presented in his work *An Introduction to Functional Grammar* [1]. Pragmatics describes and analyzes how the effective and meaningful transmission of meaning depends not only on the linguistic knowledge (particularly grammar and lexis) of the speaker and listener but also on the context, shared knowledge of the communicants, inferred intentions, and other situational factors. The fundamental idea of pragmatics is that understanding is possible only within the broader context of the use of language as a system of communication. Van