

COMPOUND ADJECTIVES IN MODERN ENGLISH ADVERTISING TEXTS

Compound adjectives are used most often in modern English advertising texts since they express the property of a thing offered and describe its qualities most accurately, fully, vividly and comprehensively using the ability to underpin every significant feature due to the great variety of the word formation patterns.

Compound adjectives used in modern English advertising texts regularly correspond to free phrases. Graphically it can be represented in the following way:

1. Polysemantic pattern N+Adj:

Examples are mostly connected with colours: *blood-red, sky-blue, pitch-black*; with dimensions and scale: *knee-deep, breast-high, nation-wide, life-long, world-wide*.

b) Adj+prp+N:

-Adj+of+N: *pleasure-tired, weight-sensitive, health-conscious*.

-Adj+in+N: *moisture-rich, mineral-rich*.

-Adj+from+N: *care-free, soap-free, cellulite-free, colourwonderful*.

-Adj+for+N: *energy-efficient, host-specific*.

-Adj+against+N: *water-proof, flame-proof, child-proof, climate-proof*.

2. Monosemantic pattern N+Ven=Ven+with/by+N: *honey-glazed, sugar-coated, sun-streaked, love-worn, sun-bleached, sugar-baked, orange-flavoured*.

There is a considerable group of compounds characterized by the type word *man-made*, i.e. consisting of Participle II with a noun stem for a determinant.

The semantic relations underlying this type are remarkable for their great variety: *tailor-made* 'made by tailor' (the relationship expressed is that of the agent and the action); *home-made* 'made at home' (the notion of place); *safety-tested* 'tested for safety' (purpose); *honey-glazed* 'glazed with honey' (instrumental notion); compare also the figurative compound *heart-broken* 'having a broken heart'. Most of the compounds containing a Participle II stem for their second element have a passive meaning.

3. Monosemantic pattern Num+N: *one-year, two-year, ten-mode, nine-day, eighteen-month, four-step, four-strand*.

This form makes up attributive compound words that do not create dictionary units but are formed ad hoc. The sign of their unity is the usage of their second components in the singular in the combination with numerals (*seven-day business training, five-year contract, nine-day residential sessions*).

Only a small part of such words is fixed in the language and in dictionaries: *one-fold, two-fold, two-foot, two-hand, two-way, three-corner, three-fold*. There are synonymic suffix formations for some of them: *two-step-two-stepped*.

Second components most often are represented by words that mean units of time (second, minute, hour, day, week, month, year).

4. Monosemantic pattern of derivational compound adjectives:

a) Adj+N, [(Adj+N) +ed] = with (having) +Adj+N: *short-term, good-quality, high-fashion, green-fingered, straight-laced, silver-plated, hard-lined*.

This word form is one of the most often found in modern English advertising texts.

The great number of compound adjectives developed after this pattern are highly popular in the advertisements since they are represented as a single lexical unit, that is able to characterize the thing from different points of view simultaneously. It is rather comfortable and profitable in this kind of texts because it reduces the length of the sentence cutting down the number of words to describe the thing you need.

Let us have a look at the advertising text where this pattern is used:

A wealth of features elegantly concealed. The Nokia 8800 phone is technology encased within a slim, high-grade stainless steel body. A unique slide mechanism and fine-pitched scratch resistant screen. Sounds exquisitely designed by renowned composer Ryuichi Sakamoto. The Nokia 8800 phone-Designed for the sensed.

This form of the compound adjective is used to express shortness and accuracy. The pattern, after which the compound adjective was formed, serves the function to simplify the sentence, to squeeze it but at the same time to represent the goods properly without losing any significant feature.

The first component – the adjective *fine* is rather neutral, it doesn't have any extraordinary stylistic colouring that is appropriate exactly in this kind of advertising texts which offers a high-class smartphone. This advertising is counted for people who know what they want and what they need. Therefore, there is nothing odd here, everything serves to make the notion simple, clear, concise and comprehensible.

The next word-forming patterns are:

b) [Num+N] +ed] = with (having) +Num+N: *three-roomed, three-pronged*.

c) [N+N], [N+N] + ed] = with (having) +N+N / with +N+of+N: *economy-size, water-based, silicone-based, oil-based, state-of-art, acrylic-coated, glass-topped*.

5. Adj/Adv + Ven: *clean-shaven, wide-spread, foreign-built, open-ended*.

6. Adj+Adj: *bitter-sweet, social-economic, white-hot, reddish-brown, silver-blue*.

This type consists of two adjective stems, the first is expressing the degree or the nuance of the second. It is correlated with free phrases of the type adjective₁ ad adjective₂ (*bitter* and *sweet*) that are rather numerous in modern English.

7. N + Ving: *breastfeeding, light-reflecting, life-loving, skin-protecting, page-turning, age-defying, life-changing, award-winning, eye-catching*.

This type consisting of a noun stem and this participle stem is very productive at present. Temporal and local relations underlie such cases as *sea-going, picture-going, summer-flowering*.

The type is now literary and sometimes lofty, whereas in the 20s it was very common in upper-class slang, e. g. *sick-making* 'sickening'.

This pattern of a compound adjective is also one of the most spread in modern English. The overwhelming majority of compound words developed after the pattern transfer relations that occur between the object and the act. The second components that are used in a great number of compound words, widespread in advertising texts, rather often are represented by the following gerunds: *making, bearing, containing, resisting, retaining, absorbing, carrying, eating*. In this pattern rather productive are gerunds from verbs that express processes as the result of which something is created: *make, produce, generate, form, process, work, cut, etc.*

This pattern has been found in the immense quantity of advertising texts and the fact of its great productivity can be accounted for the simplicity of its formation and high semantic transparency and comprehension. Let us have a look at the following text that contains the compound adjective of the reviewed pattern.

INVEST IN TURIN AND PIEDMONT

The Winter Olympics of Torino 2006, with the infrastructures, created for record-breaking challenges. Arts, culture, nature, food and wine. Tradition and innovation.

The pattern of the compound adjective *record-breaking*, apart from its feature mentioned above, creates the atmosphere of the present time, as if the event or accident being described takes place now that can be of great importance for the advertising text since the copywriters intend to develop the situation of the real time to make the potential consumer realize his/her needs and wishes, feel the stream and fullness of life that is fast and multi-sided and in which the person has to take an active part to get the real satisfaction from it due to the goods and services offered.

8. Adv + Adj: *dark-green, light-green, deep-yellow.*

9. Adv + Ving: *long-lasting, quick-beating, best-selling.*

The *hard-working* type structurally consists of an adjective stem and a participle stem. It is not difficult to notice, however, that *looking, smelling, reaching* do not exist as separate adjectives. Neither is it quite clear whether the first element corresponds to an adjective or an adverb. They receive some definite character only in compounds.

10. Compound adjectives that were developed from various phrases:

a) Nouns connected by prepositions and conjunctions: *a steak-and-eggs breakfast; day-to-day obligations; a tear-out-and-take-with-you shopping list; smelt-in-the mouth chips.*

b) Adjectives and nouns: *first-class car; open-space architecture.*

Compound words of exactly this part of speech are of great importance for the advertising text due to the fact that while reading the written information the first thing that the potential consumer does – he/she perceives the description of properties of an item and afterwards visualizes everything in his/her mind making the picture as full, bright and comprehensible, as informative this compound word is.

Compound adjectives are indispensable in the texts where description is especially necessary (it may be an advertisement of new trends in fashion and hairstyle, food, household advice, items of furniture, residents for spending holidays and vacations, jewellery, etc.), since they not only combine all the features, characteristics of some goods and service offered but also economize the reader's time, sustain the attention, concentrate the great semantic richness and functional intention. In this way compound adjectives are highly profitable, since being a compound laconic combination of several words they provide the potential consumer with the opportunity to imagine the represented goods better, to visualize it in the person's own imagination leaving an indelible impression after reading.

Let us take, for example, the advertising of the new tendency in fashion:

Relax, unwind and take it easy in love-worn and sun-bleached separates.

Carefree dressing for a California state of mind.

The analysis of the advertisement leads us to the conclusion that compound adjectives play an enormous role in the since they describe and accompany the main advertising object that is the summer dressing. But we can see perfectly well that the

compound adjectives express the main ideas that are usually associated with this time of the year. They are the following: love; relaxation; rest; sun; sea; sunburn.

So, we can say that all these compound adjectives are completely suitable for this advertising text not only semantically, but also stylistically since this text is intended for young, freedom-loving, positively-thinking, comfort-adoring and relaxation-oriented people who are interested in modern tendencies and fashion and give space to their thoughts and feelings.

So, compound adjectives are highly popular and frequently used in advertisements due to their pragmatic potential to attract the reader's attention, create a specific mood and intention of the text and make a person interested in the whole body of an advertisement offer.

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ЗНАЧЕННЯ РОЛЬОВИХ ІГОР У ФОРМУВАННІ СОЦІОКУЛЬТУРНОЇ КОМПЕТЕНЦІЇ

З кожним роком наша країна все більше інтегрується у світовий економічний і культурний простір. Все більше наших співвітчизників спілкуються у процесі спільної праці або навчання з носіями іншої мови та іншої культури. Для повноцінного діалогу і розуміння співрозмовника вже недостатньо знати правила граматики, лексику та особливості вимови. Виникає необхідність ознайомитися з культурою народу, зрозуміти культуру спілкування і поведінки.

Одним із напрямків діяльності викладача іноземних мов є формування соціокультурної та комунікативної компетенції студентів [5, с. 7]. Для реалізації практичної мети навчання необхідно навчити студентів співвідносити наявні мовні засоби із завданнями та умовами спілкування. Отже, студент повинен навчитися організовувати мовленнєве спілкування з врахуванням соціальних норм поведінки, тобто широкого спектру попередніх умов, що враховують особливості національної культури країни, мова якої вивчається. Якщо під час організації своєї вербальної стратегії студенти враховують цей аспект комунікації, їх мовленнєва діяльність має шанс бути успішною.

Ефективне рішення професійної, виховної, освітньої та розвивальної цілей навчання іноземної мови також вимагає знання історичних, культурних, релігійних, політичних, економічних та інших особливостей тих країн та народів,