

Interior Advertisement: Anthropocentric Aspect (Based on the Material of the French and Russian Languages)

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Abstract: Relevance of the problem under research is conditioned by the need to study the advertese in comparison, to define language and linguistic-cultural specific features of various communities for successful intercultural communication and handling of applied problems, in practice of studying students (interpreters, in particular) and improving the advertising creativity. This study is aimed at the comparison analysis of advertisements of similar goods designed for the French and Russian audiences as well as at finding the common in the vision of these advertisements and in their appraisal by the respective communities. The leading approaches to study this problem are anthropocentrism and linguistic culturology which suppose focusing on the factor of the addressee. The following results of the research may be referred to as the main ones: coinciding characteristics of the product and its perception by recipients are defined; partial similarities/dissimilarities of lexical and stylistic markers are shown; cases of non-conformities of these characteristics are found; differences in social and cultural and mental terms are exposed regarding items of the interior. The study materials could be useful for the advertising activity, for teaching advertising as well as for development of books in linguistic culturology, stylistics and intercultural communication.

Key words: Advertising text, the Russian and French languages, linguistic pragmatics, anthropocentrism, linguistic culturology

INTRODUCTION

At present, the advertising is an integrated part of the today's society and the advertese keeps constantly attracting attention of researchers of various levels. A considerable literature both in general characteristics of the advertising and its specific features (Kostomarov, 1994; Kokhtev, 1991) and in reporting on its separate forms focused on various fields of human activities has been stored up. By this time, a number of papers in problems related to our topic have been existed (Zherdev 2005; Pankratova, 2007), the work at the comparison study of advertisements has been brought in Nasibullina while we have found out no linguistic papers in advertising of the interior in French and in Russian though importance of appeal to this aspect has no doubt since if "the advertising only demanded in the past" (reclamer-demand, Fr.), constantly repeating to the consumer that he should buy one or another product adding the simplest explanation to this demand (...) then today's advertising have a more pressing and fastidious effect on the consumer's inner world reminding of unsatisfied wishes of what he lacks and what distracts him to live in security" (Yves and Colli, 1997).

Reliance on universal human values, on the one hand and impact of attitudes, customs and goals of separate communities, on the other hand, stimulates agreement/disagreement with priorities regarding purchased products including those designed for the residential/interior field as well as items for comfort and convenience. The respective literature emphasizes that home is the centre of room utilization and "it is possible to study people's views of the world, how they understand it, by their house" while we are interested, within the research, in the term "interior" as a part of home. In compliance with Ozhegov's Explanatory Dictionary, the "interior means inner space of a building, room as well as its arrangement and decoration" in French "interieur est habitation de quelqu'un considerée du point de vue de sa decoration, de sa modelite, de la vie quotidienne" (Larousse) ("interior is someone's dwelling place in the terms of decoration, easy change and daily life", our translation from this point onward). The consumer's consciousness of the Russian and French ethnic groups was compared on the base of advertising texts in catalogues of IKEA, one of the largest world's companies manufacturing goods for home and interior.

MATERIALS AND METHODS

Comparison analysis of key lexical items in Russian and French advertising texts. The analyzed material represented by advertising texts in Russian and French considering the factor of the addressee makes it possible to conclude that there are three main versions of correlation of the common and the specific in the lexical content of the compared advertisements when accenting pragmatically-charged words which directly characterize the product, on the one hand and are aimed at the recipient, on the other hand:

- Complete, or more often, close agreement with perception of the goods
- Incomplete agreement
- Disagreement with perception of the offered product

As household items are similar in their purpose (a sofa, a wardrobe, a bed, etc.), the first version is quite often though original elements can be often traced along the functional similarity. This group includes lexical items which are relevant in the meaning and translation into other languages, for example: *La recette du bonheur un convertible confortable, quelques tables basses et une connexion wi-fi ultra rapide* (The recipe of happiness a cosy folding sofa, several coffee tables and wi-fi ultra high-speed connection) = What is happiness? It's a cosy convertible sofa, a couple of coffee tables and wi-fi stable connection. When advertising the upholstered furniture, attributes "cosy" (confortable) and "soft" (doux) are of great priority while other features of these products are not verbalized as a rule but are shown with a colorful picture.

It should be noted that lexical items "comfortable/comfortably" can be used in direct appeal to the addressee characteristic: *Lorsque tu prends confortablement place dans l'un de nos canapes Ikea, une seule question reste en suspens: qui prepare le repas?* (as soon as you make yourself comfortable on one of our canapes, only one question will be left: who is cooking?) = When you make yourself comfortable, you will have only one question who will refresh a dish with snacks?

Choisissez le meilleur matelas, les oreillers les plus confortables et le linge de lit le plus doux et vous etes bien parti pour enfin dormir comme vous en avez besoin (choose the best mattress, the coziest pillows and the softest linen and you finally have everything to sleep as you want) = Choose the most comfortable mattress, the softest pillow, suitable bed-linen and forget the insomnia forever! The last example shows impact emphasis due to multiple use of the superlative degree. It should be noted that it is hardly reasonable to speak of full content coincidence of advertizing texts in Russian and French as additional semantic inclusions are often detected.

Group 2; versions of incomplete semantic agreement with characteristic lexical items of products and the recipient are sufficiently represented. *Un lit qui durera longtemps et qui te plaira pendant toutes nes annees* (the bed which will serve long and which you will like for all these years). Everything is made of the sound materials you won't change for a long time as well as the style. As you can see by the example, it highlights such general qualities as strength and reliability but in Russian, the focus is on the long use while in French a positive perception is emphasized.

Pas plus grande mais plus pratique. Que vous prepariez un diner pour une ou dix personnes , ce n'est pas la taille de votre cuisine qui compte, c'est la facon dont vous l'utiliser (not bigger but more practical. Whether you cook the dinner for one or ten people, it is not the size of your kitchen which is important but the way you use it). Success of both a humble dinner for two and a large dinner-party depends not on the size of your kitchen but on its efficiency and certainly on your cooking skills. The word combination "the size of the kitchen" and the definition that it is not the main point in the interior as well as efficiency of the use are in agreement but the Russian text differs by some additions (cooking skills).

Regarding group 3; disagreements with lexical and culturological aspects it is behind the first two groups in quantity but it is quite illustrative: *Si tout le monde est presse le matin, la salle de bain se transforme le soir en havre de paix pour se detendre apres une dure journee* (...in the evening, the bathroom turns into a peaceful harbor).

And if this room resembles a buzzing hive from the morning on, in the evening it is a real spa... In these examples, a set expression supposing only peace is used in French and a popular foreign-language lexical item implicating relax, health improvement and body care is used in Russian.

The advertisements demonstrating various perception of a person in the kitchen are rather interesting: if the French highest appraisal of the skill is a professional approach to the cookery, then the Russians, vice versa, think the easier to cook the better: *Week-end de chef. Apres une semaine bien chargee, vous pouvez enfin vous activer aux fourneaux pour preparer quelque chose extraordinaire* (A chef's weekend. After a busy week you can finally become active by the stove to cook something unusual). In the kitchen which is equipped right, even a man will be able to cook.

Pragmalinguistic aspect and tools to implement it in the texts under research: In Russian and French advertisements, lexical items comfort, atmosphere, coziness, surroundings, ambiance, atmosphere, confort are widely used. Some of them coincide in frequency of

use. In informal surroundings. From time to time, one should forget the table setting and take the liberty of eating directly in front of a TV-set while sitting on a soft sofa; after dark, this small lantern and a common tea light will give you inimitable effects of the light and shadow on the walls of your house. The evening will pass heartily and warmly in such an atmosphere!; Nos luminaires vous aident a creer une atmosphere la plus adaptee a votre interieur; a big table and open space will let you comfortably spend time with your family-cook, draw, play and just talk to each other at the dinner. They are aimed at the recipient and are pragmatically filled up while performing a linguo-pragmatical function. Regarding lexical items *ambiance* and *coziness*, their use is conditioned in a cultural way.

The French part attaches great importance to the notion *ambiance* which covers several meanings of a comfort state and the French culture is inconceivable without it. Larousse's explanatory dictionary gives the following definitions:

- "Ensemble des caracteres definissant le contexte dans lequel se trouve quelqu'un, un groupe; climat, atmosphere" (the whole of characteristics determining the conditions in which someone or a group of people is located conditions, surroundings)
- "Contexte de gaiete, d'entrain ou de desordre" (situation of fun, animation or mess)

Des lampes qui mettent de l'ambiance (the lamps creating atmosphere); Lorsque l'ambiance a table est bonne, tout va bien (when the atmosphere at table is good everything goes well); Pour creer a chaque fois une nouvelle ambiance, il te suffit d'appuyer sur l'interrupteur (to create a new atmosphere every other time, it is sufficient to push on the switch); Les tapis... non seulement ils creent une ambiance chaleureuse, mais ils protegent egalement du froid... (carpets both create a warm atmosphere and protect from cold). Our material shows frequency of this lexical item as a part of the interior advertisements. As you can see by the example, this lexical item differs by a semantic deepness and corresponds to the French character.

Russian advertisements are mostly focused on the notion *coziness*. As Ozhegov's dictionary runs: "*coziness* means a suitable order of things, pleasant arrangement of the household, surroundings" and Dal's dictionary runs: "*Coziness* means a lodgment; quietness, spaciousness and comfort; warm in the room, hand reach of anything required, etc." Floor lamps can lighten your room in a new way without occupying much space. They can be easily removed thus any nook can be made cozier; a soft and cozy light will contribute to the magic spirit of winter holidays. Many luminaires have built-in LEDs, thus you can be sure: their soft and cozy shining will decorate your

Winter holidays for other 20 year. For coziness with an attitude; the house with outdoor lighting looks welcoming and cozy even after dark.

A curious moment the Russians and the French turn out to range such accessory as candles in different ways: the first consider them as an item of friendly surroundings (*convivialite sociability, amicable character (lingvo)*) while the latter mean them by creation of a shade of romance, easiness, intimacy.

Illumine chaque jour. Qui a dit qu'il fallait une occasion speciale pour allumer des bougies et utiliser ses photophores preferes? Il n'y a ni jour ni heure pour les moments de *convivialite*. Tu trouveras tout ce qu'il faut pour tamiser l'ambiance dans notre vaste gamme d'accessoires et de bougies, parfumees ou non (Illuminate every day. Who said that a special reason was required to light the candles and put down the favorite candlesticks? Neither special day, nor hour is required for moments of *amity*). Romance for every day. Who said that candles could be lit only in special cases? You can create an atmosphere of intimate coziness at any time. Our wide range of aromatic and common candles, unique candlesticks and additional accessories provides you with everything you need to create romantic surroundings in your home.

RESULTS AND DISCUSSION

Since, a human in his nature is seeks to the comfort in one way or another, researchers of advertizing messages employ various stylistic tricks to deep the potential buyer into the atmosphere of home comfort by lulling and enveloping consciousness. What a wonderful morning! A cozy bed, soft blanket, comfortable pillow, sunny day behind the window... You have had a great rest for the night. You feel clarity of thoughts and liveliness of the body but you still want to laze in the bed to have that wonderful feeling of peace and absolute comfort for as little as a couple of minutes!

A phenomenon of increasing the push to buy is observed in French advertizing texts, too: Dring! Le reveil sonne! Pelotonne dans les draps confortables, eclaire par la douce lumiere du soleil, vous sortez lentement du sommeil. Encore quelques minutes a ecouter la radio au chaud et vous serez pret a attaquer une nouvelle journee. Enfin, si vous resistez a la tentation de rester au lit... (Ting-a-ling! An alarm-clock is ringing! While the sun is throwing soft light on you, you are cuddling in cozy bedsheets and slowly coming out of the sleep. Some more minutes to listen to the radio in the warm and you'll be ready to start a new day. In short, if you withstand a try to stay in bed...). As it follows from the examples, efficiency of the advertisement is also increased due to the use of words with the meaning of the ameliorative evaluation.

To slightly enliven the text, lexical items fun, funny and less frequently merry are introduced: having the right furniture for a hall, you can arrange the space in such a way that you'll be able to find everything you need with no trouble. As you are not involved in searching the needful things you will have time for fun for example, to give to your family a hug good-bye or hello; to cook is as funny as to eat. Since, much depends on the kitchenware, we offer reliable pots and pans which turn out the cooking process into pleasure; using the kitchen accessories which make it possible to perform two tasks at the same time, it will be funnier to create a new recipe even if no special efforts are required. Beside the general-evaluation lexical items (best, beautiful, wonderful), those which are less common (funny, merry, etc.) and not used in French advertizing texts can be introduced.

One of the advertizing elements attracting buyers is a financial aspect. *Le tout a des prix si bas (at such low prices) qu'il ne faudra meme pas se priver de dessert... All this is at such a price that you can afford to enjoy the desert. Meme les prix sont beaux! (Even the prices are beautiful!); accessibles a tous les porte-monnaies (available for any purse), un prix abordable (available), a des prix equitables (fair), a toutes les bourses (for any budget), sans pour autant faire exploser ton budget (your budget won't be exceeded), a nos prix preferentiels (privileged), nos prix extremement attractifs (at a bargain price).*

In Russian texts about the interior, the price is highlighted less frequently and originally: due to the reduced prices for members of the IKEA FAMILY, you may buy them all! It's a great news both for your budget and for the planetary ecology as a whole.

Stylistic level of the compared advertizing texts: Both the words we consider and a stylistic level of the language supposing inclusion of such figures of speech as metaphors, comparisons, gradations and so on in the advertese are a tool of the linguistic manipulation of the addressee. Metaphoric words are mostly used which is characteristic of the French advertizing. *Les diners en famille peuvent etre tres simples. Quelques plats a partager, une presentation sans chichis: la joie s'invitera d'elle meme a votre table (family dinners can be very simple. Several dishes and service without ceremony: the joy will thrust itself at your table); Le placard n'aura pas raison de vous! Faites-le deborder, ouvrez ses portes et creez un espace d'exposition qui vaille le coup d'oeil (the wardrobe is overwhelmed by you! Open its doors and create an exposing space which is worth a look); La table a manger. Du petit dejeuner au coucher elle est la complice de toutes vos activites (from breakfast to sunset, he is an accomplice in all your doings).*

In Russian advertisements, the text has less metaphors: hide everything that is left in the bedroom after long roaming in closed boxes of the chest of drawers; a quick-fix table; Lerhamn. Solid pinewood will give you warmth of natural wood every day.

CONCLUSION

Following the consideration of lexical levels of the languages in the compared advertizing texts we can conclude that much resemblance is observed when characterizing items of the interior while the words aimed at the addressee are more versatile and specific. The content of the French and Russian discourse shows both the universal and the unique. The most speech effect is done by axiological and emotional words in Russian advertisements while in French ones, words of aesthetic and rational nature prevail. A stylistic level (use of metaphors, personification, gradation, etc.) is more common for the French advertizing though Russian advertisements have these figures of speech, too. The analyzed material shows that advertisers focus on the belonging of the addressees to a certain community, their cultural and social demands and the way of thinking when characterizing similar products. The advertizing texts being considered are notable for brevity of verbal units which is compensated by pictures of the offered products, thus the IKEA advertizing has a polycode nature.

ACKNOWLEDGEMENT

The research is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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