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THE USE OF HYPERBOLIC EXPRESSIONS IN ADVERTISEMENTS

Summary. *This article is dedicated to studying the issue of the functioning of hyperbole in English-language advertising texts and its stylistic and pragmatic features. The research is conducted on the material of advertising texts dedicated to perfumery-cosmetic products, hygiene and health products, and slogans of an airline company. The relevance of the study is determined by the significant role of advertising in modern society and the insufficient study of stylistic devices that serve the main persuasive-communicative advertising strategies. The main function of hyperbole is to intensify the concepts of quality, exclusivity, and impact in order to implement leading persuasive strategies.*

Key words: *hyperbola, advertisement, overstatement, text, aim*

In the field of linguistics, stylistics focuses on examining the characteristics, functions, and structure of stylistic elements. It explores the unique style of language, its distinguishing traits, and the impact it has. Stylistic elements are the tools writers use to develop their own distinct style, expressing their message in a personal way and determining the desired effect on the reader. Stylistic functions play a significant role in the use of figurative language, which is essential for a thorough analysis and understanding of an individual's unique way of speaking. Figurative language involves words or phrases that carry meanings beyond their literal interpretation. In contrast, literal language presents information factually. Figurative language employs exaggerations or alliterations to emphasize specific linguistic aspects. This type of language is frequently found in poetry, prose, and nonfiction writing [3]. There are amny stylistic devices that can be used in in both in speaking and in written text such as, simile, personification, hyperbole, onomatopoeia, metonymy etc.

Hyperbole, a stylistic device, serves the purpose of emphasizing a specific characteristic of an object. Originating from a Greek term meaning "over-casting," hyperbole is a figure of speech that involves exaggerating ideas to highlight their importance. This device is commonly used in everyday conversations, such as when someone meet==s a friend after a long absence and exclaims, "It feels like ages since I last saw you." Hyperbole stands out as one of the most familiar types of figurative language, extensively present in daily life, especially in the advertising sector. It involves exaggeration for heightened impact. Authors utilize hyperbole to inject additional drama or humor into a scenario, and sometimes for propagandistic purposes. Furthermore, hyperbole serves as a tool to convey ideas, emotions, and visuals more effectively than straightforward language. A notable Russian linguist I.R.Galperin describes hyperbole as a purposeful exaggeration or overstatement of a key aspect of the object or event. This amplification is often taken to an extreme level, reaching illogical proportions at times. Hyperbole involves exaggeration, typically used in a humorous manner, to emphasize a specific point [3]. For instance, one might say, *"My eyes widened immensely at the sight of the mile, I am so hungry I could eat a horse, My grandmother is as*

old as the hills, Your suitcase weight a ton, If I can't get a smart phone ,I will die" etc. Hyperbole can be categorized into different forms. Claridge identifies seven forms of hyperbole, which include single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the use of superlatives, comparisons, and repetition. [2, p. 36]

a) Single word hyperbole – This form of hyperbole occurs when there is a single exaggerated element within a statement or sentence. Removing that specific word would eliminate the hyperbolic effect entirely. Universal quantifiers such as "all," "every," "everybody," and "nothing" are often used in single-word hyperboles related to quantity. For instance, in the statement *"I am hungry, I want to eat everything now*," the literal interpretation suggests consuming everything, including non-edible items like wood or chemicals, which is clearly impossible. The figurative meaning conveys the speaker's intense hunger for any available food items at that moment.

b) Phrasal hyperbole-Phrasal hyperbole involves a specific combination of words and context that collectively convey a hyperbolic meaning. This form of hyperbole is quite common compared to other types. Noun phrases are the most frequently used, while adjective phrases are less common, and verb phrases outnumber adjective phrases. Prepositional phrases are the least common. An example of phrasal hyperbole is seen in the statement, *"This home cost my entire money"* (Noun phrasal hyperbole). The phrase "my entire money" literally implies all of the speaker's funds until there is no money left. However, the speaker's intention is to emphasize that the house costs a significant portion of their money by using the phrase "my entire money."

c) Clausal hyperbole-Clausal hyperbole involves exaggeration achieved by combining two or more clausal elements. This form is relatively rare compared to other types of hyperbole. An example provided by Claridge [2, p. 87] is "*Nobody ever learns anything."*

d) Numerical hyperbole-Numbers can serve as indicators of hyperbole and are commonly used in this context. Numerical hyperbole can be present in single-word hyperbole, phrasal hyperbole, or clausal hyperbole. Key words that signal numerical hyperbole include "hundreds," "thousands," "millions," and "billions." For instance, in the sentence "*There are still thousands of works waiting for me tonight,"* the speaker conveys that they have numerous tasks to complete, although the number is not meant to be taken literally as thousands.

e) Superlative-The presence of a superlative often implies a comparison and can signal hyperbole. Superlatives emphasize extreme qualities, leading to exaggeration and overstatement. An example of superlative hyperbole is seen in the statement: *"It is the cheesiest thing that I've ever heard."*

f) Comparison-In comparative phrases, there is a comparison being made which may include elements of hyperbole. However, not all comparative phrases effectively achieve hyperbolic effects. An example of a comparison hyperbole is illustrated in the statement: *"She misses more words out than she gets in"*.

g) Repetition-Repetition in hyperbole is commonly observed in spoken language, particularly in conversational settings. It often involves repeating a word multiple times, such as saying 'more X' by repeatedly emphasizing 'X'. In this context, repetition entails strict and continuous restatement of the same element. It's important to note that not all instances of repetition constitute hyperbole; many are simply common forms of repetition.

Language holds significant power to shape people's behaviors, particularly evident in marketing and advertising. The selection of language to communicate targeted messages for influencing individuals is crucial. While visual elements and design play a significant role in advertising, language plays a key role in product identification and recall. Understanding the connotative implications of language is essential. Connotation refers to the emotions or concepts implied by a word, distinct from its literal definition. The language used in advertising typically leans towards positivity, highlighting the unique selling points of a product in

comparison to others. In other words, advertising is a non-personal, commercial message about an organization and its products that is conveyed to the audience through public media channels. According to Mon Lee and Carla Johnson (1986), there are three main functions of advertisement, they are informative, persuasive and reminder function [5].

Hyperbole is a common feature of advertising across various platforms, including print ads, radio broadcasts, television commercials, and promotional websites. Marketing professionals use hyperbolic statements to entice customers through sensationalized exaggerations that do not necessarily align with the truth or factual information about their products. In the examples below some forms of hyperbole have been analysed.

1) "*Thousands of hands to perfect every single jouney"*. [7] (Garuda Airlines)

Hyperbolic expression can be identified by the using of overstatement of numbers and quantities in the description The sentence demonstrates hyperbolic language through the use of the word "thousands," which is intended to convey that numerous staff members from Garuda Airlines are already accompanying you on your journey. In the scenario described employees of Garuda Airlines stand one by one, including multiple flight attendants and a pilot, forming a line while holding hands with each other. The purpose of the scenario is to instill confidence in customers to choose Garuda Airlines for air travel, using the phrase "Thousands of hands to perfect every single journey." It conveys that all staff members work together to ensure passengers' comfort and safety by holding hands, aiming to create a comfortable and secure journey for all passengers. The slogan emphasizes that Garuda Airlines offers a service that ensures a comfortable travel experience for passengers worldwide.

2) "*This fragrance will enchanct your senses and take you to a place of paradise and mysterious elegance"*. (Oriflame).

This slogan has a phrase to describe its hyperbolic expression The marker is described as a heavenly and mysteriously elegant location. The literal interpretation of "place of paradise and mysterious elegance" implies a place filled with joy and unfamiliar beauty. Consequently, the advertisement suggests that by using the perfume, customers will be taken to a realm of immense joy and beauty. However, the place mentioned in the advertisement is unattainable in reality, and the idea of transporting someone solely through fragrance is unrealistic. In reality, the advertisement figuratively assures customers that they will feel happier and more beautiful after using the perfume.

3)*"There is no dandruff from all sides, there is no hidden"* (Clear Shampoo)

This sentence uses repetition of form hyperbolic because in this advertisement repeating the word “ There is no”. The repeated use of the word "No" serves a specific purpose, which is to strengthen the underlying message of connection. The emphasis on "no" in this sentence signals its persuasive nature. The statement implies that achieving a clean scalp without dandruff leaves nothing to conceal. By using a clear shampoo and eliminating dandruff, we can attain a clean scalp, free from the need to hide dandruff as we did before.

4) *"With two step, skin so white blushing. To look white, do not want half measures to be more white and white again"* (PON’S White Beauty).

The hyperbolic phrase is to be more white and white again. it is a form of hyperbolic from comparison. The advertising slogan "more white and white again" suggests hyperbole in the advertisement. The repetition of this phrase aims to capture consumer interest in purchasing the product. By advocating the use of two Pond's products, the advertisement promises a fair and rosy complexion. To achieve this desired outcome, consumers are encouraged to consistently use both products together instead of solely relying on one product.

Hyperbole is a figure of speech employed to evoke a powerful emotion or reaction in the reader. It is crucial to understand that hyperbole should not be interpreted literally; instead, it serves to accentuate a particular statement or attribute. Hyperbole stands out as one of the most commonly acknowledged forms of figurative language, prevalent in everyday life,

especially within the advertising sector. It involves exaggeration to enhance the impact and effectiveness of speech.

Conclusion. As it stands, advertisers use hyperbole in their advertisements to serve their own interests by magnifying the significance and desirability of products, images, or concepts in the eyes of consumers. This exaggeration is employed to persuade and steer consumers towards a specific objective or action intended by the advertiser. The primary function of hyperbolic expressions is to captivate the readers' attention, as advertisements need to be persuasive, eye-catching, and memorable. Hyperbolic language is employed to reinforce the customers' recollection of the product and provide a more elaborate explanation of its features and benefits.

Scientific innovation. According to the author, hyporbolic expressions in English advertisement texts have not been investigated properly. Therefore, the relevance of the study is determined by the significant role of advertising in modern society and the insufficient study of stylistic devices that serve the main persuasive-communicative advertising strategies.

Practical significance of the research. From a purely practical and applied perspective the research might be useful for instructors of English language and can be used in teaching English lexicology and stylistics. Moreover, post graduate and master students can also benefit from this investigation.

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Reklam mətnlərində işlənən mübaliğə tərkibli ifadələr

Xülasə

Verilmiş məqalədə ingilis dilli reklam mətnlərində işlənən mübaliğələr, eləcə də onların üslubi və praqmatik xüsusiyyətləri araşdırmaya cəlb edilmişdir. Tədqiqat işində işlənən mübaliğələr kosmetik, gigiyena və sağlamlıq məhsullarının, eləcə də hava yolu şirkətlərinin reklam mətnlərindən götürülmüşdür. Tədqiqatın aktuallığı müasir cəmiyyətin həyatında reklamın mühüm rolu və bu sahədəki üslubi fiqurların kifayət qədər öyrənilməməsi ilə müəyyən olunur. Mübaliğənin əsas funksiyası ümumi təsəvvür keyfiyyətinin intensivliyidir ki, bu da təsvir gücünün aparıcı persuativ strategiyasının reallaşması məqsədi ilə həyata keçirilir.

Açar sözlər: *mübaliğə, reklam, şişirtmə, mətn, məqsəd*

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Использование гиперболических выражений в рекламе

Резюме

Данная статья посвящена изучению проблемы функционирования гиперболы в англоязычных рекламных текстах и ее стилистическим и прагматическим особенностям. Исследование проводится на материале рекламных текстов, посвященных парфюмерно-косметическим товарам и товарам для гигиены и здоровья и слоганы авиакомпании. Актуальность исследования определяется значительностью роли рекламы в жизни современного общества и недостаточной изученностью стилистических средств, обслуживающих основные персуазивно-коммуникативные рекламные стратегии. Основной функцией гиперболы является интенсификация концептов качества, исключительности, силы воздействия с целью реализации ведущих персуазивных стратегий.

Ключевые слова: *гипербола, реклама, преувеличение, текст, цель*

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