'The old man was larger than life in every way… That, thought Richard, correctly, must be the earl' [1, p. 152].

'Earl's Court, thought Richard. Of course. And then he began to wonder whether there was a baron in Barons Court Tube station, or a Raven in Ravenscourt or,…' [1, p. 164].

To find out how to get to Islington, the characters get to Earl at the 'Earl's court'. The name of the tube station becomes a proper name, so as Barons Court, Ravenscourt.

Conclusion. Thus, proper names in Neil Gaiman's novel 'Neverwhere' play an important artistic and plot-forming role in the creation of the visionary world that was described in the novel. The author uses common names as proper names, reveals etymological connections between them, thereby shows the specifics of the named objects and exposing the implicit meanings inherent in them.

1. Gaiman, N. Neverwhere: A Novel / N. Gaiman. – New York : Harper Collins, 2009. – 480 p.
2. The Encyclopedia of Fantasy / John Clute, John Grant. – New York : St. Martin's Press, 1999. – 1079 p.

SLOGANS AND THEIR PRAGMATIC IMPACT ON THE AUDIENCE

Elena Paygert
VSU named after P.M. Masherov, Vitebsk, Belarus

Advertisement is regarded as a complex phenomenon that pervades all realms of human live. Analyzing advertisement, we should pay attention at the essential meaning of the slogan. The pragmatic influence of the slogan incorporates implicit inner content.

The aim of our research is to analyze the main classifications of slogan and to identify which psychological and linguistic techniques are used.

Material and methods. In our research we have use slogans from English newspapers ("Metro", "The Telegraph", etc.) The examples of advertisement from these sources have many techniques to enhance the pragmatic effect influence the consumers. During our analyzes we have used descriptive method and method of selection.

Findings and their discussion. Advertisement is a type of marketing communication, which passes on the information necessary for promoting or selling a product, service or idea. It is distributed through mass media (television, magazines, radio, mailing, billboards, blogs, social networks, sites, etc.) [1, p 34].

Analyzing the focus on a specific audience, advertising is divided into commercial "for business to consumers" (B to C) and "business to business consumers" (B to B) [2, p 75].

There is a model, which is used to describe the stages of advertisement. It is called AIDA. Acronym AIDA means Awareness, Interest, Desire and Action. There are four main functions suitable for every type of advertisement: communication function, marketing function, social function, economic function [1, p 112].

In some classifications, more advertising functions are distinguished, in particular: control (demand management); ideological (advertising should cultivate the values of nation in person), educational (determines the norms of behavior in various situations, determines what is acceptable and what is not), attractive (attracting attention), popularizing, evaluating (forming a positive attitude to the product).

Slogan is a catch phrase or series of words used as motto of the advertising campaign, individual firms and products.

The slogan has the following characteristics: brevity, rhythmic and phonetic repetition, contrast, language game and the effect of implicit dialogue.

Moreover, the slogan is always focused on its targeted audience. Lexical and psychological techniques are selected according to gender, age, profession, and sometimes even the region of potential consumers.

Furthermore, advertising applies a classification of the targeted audience based on the idea of archetypes. The term "archetype" is based on Carl Jung's theory that humans have an innate tendency to use symbolism to perceive concepts and that the subconscious has a great influence on deciding which advertisements people retain. Archetypal images are characters that represent deeply fundamental human needs and desires, and are often used in the advertising industry to subtly persuade consumers to purchase products or services. Although names vary, there are 12 archetypes: the creator, the ruler, the caregiver, the innocent, the sage, the explorer, the hero, the magician, the outlaw, the everyman, the jester and the lover [2, p. 204].

One of the most important classifications of slogans in accordance with the method of influence on the addressee is the division into slogans with an emotional accent and slogans with a rational accent.

Rational slogans carry information about the usefulness of the advertised product, focus on significance, relevance, practical use. It means they address to the logic of the consumer. For example, slogan of M&M's *"Melt in your mouth, not in your hands"*.

Emotional slogans draw the attention of the addressee to the symbolic value of the product, a sense of belonging of the addressee to a particular social group, therefore they suggest an impact on emotions and imagination. They are characterized by the presence of evaluative adjectives, figurative stylistic figures

and have a high degree of generalization (expressed by the words "always", "never", "everybody", etc.) For example, slogan of Adidas *"Impossible is nothing",* slogan of L'Oreal *"Because you're worth it"* and slogan of Mercedes Benz *"the Star always shines from above".*

According to the laws of psychology, a person makes a decision emotionally and then justifies it logically. Therefore, slogans with an emotional accent are more effective.

In order to influence the consumer a variety of linguistic techniques is used: quotes, reminiscences, allusions and parodies; epithets; aphorisms; metaphors; neologisms; rhyme; repetition; pun, wordplay, etc.

In addition, there are some psychological technics:

Modulation or unexpected ending; question; authoritative thesis; contrast comparison; incentive, etc. [2, p. 117].

To conduct a more complete analysis of slogans, we need to understand what the Maslow's hierarchy of needs is. It is consists of 5 levels: physiological needs, safety needs, love and belonging, esteem and self-actualization. The slogans often emphasize precisely these five levels of needs, because they causes a response from consumers.

For example, the physiological need is shown in the slogan of KFC "Fingers lickin' good". Belonging is used by Levi's in the phrase *"Quality never goes out of style".* We can speak about self-actualization in the slogan *"Have it your way"* of Burger King.

Social stereotypes replicated by slogans are manifested primarily in key concepts and intertextual relations with other texts. Social stereotypes are associated with the neoconservative system of values, which reflects the culture of the modern metropolis that is formed in the era of globalization and is devoid of ethnic signs. Neoconservatism itself is an adaptation of traditional bourgeois values to modern conditions.

Conclusion. To summarize the slogans need to consider various factors thus fully influence the audience. It is necessary to take into account the numerous classifications of the targeted audience and choose the most suitable for a specific slogan. There is a diversity of linguistic and psychological techniques to attract consumer attention.

1. Davis, J.J. Advertising Research: Theory and Practice / J.J. Davis. – New York: Pearson, 2011. – 378 p.
2. Федотова, Л.Н. Реклама. Теория и практика. Учебник / Л.Н. Федотова. – Москва: РГГУ, 2015. – 392 с.