

and stress' [1], *a blowout* – 'a big party' [1], *session* – 'a party where people consume large quantities of alcohol with the intention of getting drunk' [2]); slang describing music (*jam* – 'one's favourite song' [1]; *bop, banger* – 'a good song' [1]); slang referring to fun and humour (*so done* – 'means that something is funny and is used after a good laugh or seeing something ridiculous' [2], *crine* – 'means crying from laughing' [1], *dead* – 'a reaction to someone or something being funny' [1]).

Slang words included in the thematic group "Appearance" (10%) are divided into slang that directly describes appearance (*swole* – 'being in a good shape', *popping* – 'beautiful' [1], *slamming* – 'looking great and amazing' [1], *on point, on fleek* – 'excellent, perfect' [1]) and slang referring to fashion and style (*snatched* – 'fashionable' [2], *fly* – 'cool, in style' [1], *fierce* – 'eye-catching and fashionable' [1], *drip* – 'a good and fashionable outfit' [2]).

The thematic group "Character" (8,6%) includes slang units describing different personal traits: *sassy* – 'lively, smart, energetic and talkative person' [1], *beast* – 'an extremely talented person that always displays great determination, dedication, and resilience to everything he does' [2], *feckless* – 'ineffective, incompetent, lazy person that has no sense of responsibility' [1], *basic* – 'unoriginal person interested in popular and mainstream things' [1].

Slang words referring to the thematic group "Intelligence" (6,6%) characterize, mostly negatively, the level of mental development of a person: *plonker* – 'a stupid person' [2], *sped* – 'a retard' [1], *doofus* – 'a foolish, incompetent person, who often thinks he is smarter than everyone else' [1], *derf* – 'an unintelligent person' [2].

Slang words of the "Types of people" (5,6%) thematic group describe different stereotypical images of people: *snowflake* – 'a very sensitive person who is easily hurt or offended by the statements or actions of others' [1], *soy boy* – 'a male who completely lacks all necessary masculine qualities' [1], *prepper* – 'someone who actively prepares for worst-case scenarios' [2].

In the thematic group of "Popularity, success, respect" (3,3%) can be found such slang words as *trill* – 'someone who is considered to be well respected' [1], *juice* – 'to have authority and influence' [2], *clout* – 'being famous and having power' [1], *sliving* – 'being glamorously successful, self-empowered and fulfilled' [1].

The thematic group "Animals" (2,3%) includes slang words describing pets and their actions: *chonky* – 'an affectionate way of referring to animals that are slightly overweight' [1], *doggo and pupper* – 'affectionate terms for dog and puppy' [2], *ded* – 'a playful way to describe a sleeping pet' [1].

Conclusion. Slang is a very prominent phenomenon of the language that becomes an integral part of social life. In daily communication in social networks it's used to describe various spheres of human life: description of the person (appearance, character, intelligence, types of people); feelings, states and behavior; relationships between people; leisure, humour; animals. Additionally, there is a special group of slang vocabulary that describes features peculiar to social networks. The ongoing research has shown that the largest thematic group is "Interpersonal relationship", thus indicating the significance of this sphere of human life.

1. Urban Dictionary [Electronic resource] / ed. A. Peckham. – California, 1999–2020. – Mode of access: <https://www.urbandictionary.com>. – Date of access: 25.02.2020.

2. The Online Slang Dictionary [Electronic resource] / ed. W. Rader. – 1996–2020. – Mode of access: <http://onlineslangdictionary.com>. – Date of access: 25.02.2020.

SYNTACTIC MEANS OF PERSUASION IN BELARUSIAN AND BRITISH TOURISM SLOGANS

Kovryga V.M.,

the student of the 4th year VSU named after P.M. Masherov, Vitebsk, Belarus

Research tutor – Kazimirova O.V., associate professor

Currently the tourism industry is experiencing a period of rapid growth: more and more travel companies and tour operators are appearing, tourist offers are being updated, covering more and more countries and corners of the globe, and, consequently, the level of tourism services is increasing. Such a dynamic development of the industry is ensured by the improvement of methods and means of promoting a tourism product. In the tourism sector, a huge number of different cultures are concentrated. Tourism advertising is one of the most common and influential types of advertising activity [1, p. 121]. The growing interest in tourism slogans is explained by the development of the tourism industry, as well as the process of globalization, as a result of which people have more opportunities to travel, countries seek to simplify the visa regime, ameliorate various types of transport, and improve living standards.

The aim of our research is to identify the prevailing syntactic means used in British and Belarusian tourism slogans and make comparative analysis of them.

Material and methods. The research material comprises 200 tourism slogans hosted on British and Belarusian web-sites [2], [3] for 2019 – 2020. Research methods include the method of observation and analysis, descriptive and comparative analysis, the method of interpretation.

Findings and their discussion. Most modern scholars agree on the following definition of *slogan*: a clear and concise formulation of an advertising idea that is easy to understand and remember. Its goal is to create a

positive image of the advertised product and facilitate the task of choice. There are numerous linguistic phenomena that have a strong performing potential and are able to put certain meanings associated with them in the spotlight. These techniques are found at all language levels. Let us consider the most frequent linguistic means of the syntactic level which are characteristic of the Belarusian and British tourism slogans.

1. The use of interrogative sentences in the form of **appeal** (*Heading to Patagonia but don't want to miss the Wine Region and the home of the Aconcagua, the highest peak in American Continent? Хотите прогуляться по Львову, его улицам с лёгким флёром романтики, посидеть в уютной кофейне за чашечкой ароматного чёрного или заглянуть в неординарный бар за острыми ощущениями? Вы готовы к нереальному путешествию в Австрию?*).

The analysis has shown that in Belarusian tourism slogans the use of interrogative sentences is much more common than in British ones: 17.94% and only 5.88% of tourism slogans, respectively.

2. The use of dialogue (question-answer) constructions. These patterns are borrowed from the colloquial syntax and represent a stimulating technique that encourages the audience of potential customers to take a specific action (purchase of a tourist service/product). Their use creates the effect of casual conversation with the author and the addressee of the tourist message. It is noteworthy that the dialogue form imitates a real conversation (*All this in just one reasonably priced week? This is America, the land of opportunity!; Готовы покорять новые вершины? Отлично!; Не хотите делать выбор? И не стоит! В туре в Бельгию из Минска выбор уже сделан – Берлин, Брюссель, Брюгге и Гент*).

The study of the selected units has identified that using question-answer constructions is a typical method for Belarusian tourism slogans: 28.20% of Belarusian slogans and 17.64% of British are dialogue constructions.

3. The use of exclamatory sentences. It makes the tourism slogan more effective. Thanks to them the slogan acts as an appeal to a certain action (*Wanderlands Bali & Lombok offers you an extended mind-blowing trip in Bali that you'll never forget! From Buenos Aires take a short detour and visit Mendoza! Сейчас самое время поддержать идею путешествия!; Италия рада приветствовать Вас*).

The research of the selected units indicates that the frequency of using exclamatory sentences in the British and Belarusian tourist slogans is the following: 20.51% of Belarusian and 35.29% of the British studied units.

4. The use of nominative sentences (*A great balance between culture, fun & adventure... ; Дрезден, Цюрих, Мюнхен... Трио, от которого кружится голова!; Релакс на пляже, бархатный загар, погружение в богатую историю и оригинальные сувениры*).

Clearly, the tourism slogan containing nominative sentences bears the result and impressions that a potential client can get from the tourist service offered to him. We see a greater prevalence of nominative sentences in the Belarusian slogans: 17.94% of the units studied, while among British slogans this method of persuasion relates only to 5.88%.

5. The use of homogeneous parts of the sentence is due to the fact that one of the tasks of tourism slogans is to list the advantages of the proposed tours and services. Homogeneous parts of the sentence are used to emphasize the semantic role of words allocated in the text, as well as to cause associations with oral speech (*Lemurs, wild landscapes, village culture, beaches – Madagascar might be an island but there's nothing small about it; This Arizona & California, with a pinch of Nevada tour promises cacti, canyons, epic waterfalls, bright lights and fun times on the iconic Route 66; Весёлая компания, яркая культурная программа с горными виражами, шумными застольями, релакс-оздоровлением понравится всем без исключения*).

According to the survey, slogans with homogeneous sentence parts are more typical for the British tourism discourse: 35.29% of the units examined, while among the Belarusian slogans this technique of persuasion relates to 15.38%.

Conclusion. Thus, it is to be concluded that tourism services and goods possess a high degree of persuasion. Thanks to tourism slogans travel agencies draw attention to the goods and services being sold, striving to create the most favorable impression of the products offered. Our study has shown that on the syntactic level the most typical means of persuasion for British slogans are the following: *the use of homogeneous sentence parts* (35.29%) and *exclamatory sentences* (35.29% of the units analyzed). For Belarusian tourism slogans it is more typical to use *question-answer (dialogical) constructions* (28.20% of the units investigated) which maximally promote the immediate person-to-person approach to recipients, bring the tourism slogan closer to reality and lively communication with a client.

1. Романовская, Ю.К. Текст туристической рекламы в аспекте лингвистики / Ю.К. Романовская // Актуальные аспекты современной науки. – № 4. – 2014. – С. 121–125.

2. Tourradar [Electronic resource]. – Mode of access: <https://www.tourradar.com>. – Date of access: 24.02.2020.

3. Хэппи турс [Electronic resource]. – Mode of access: <https://turobzor.com>. – Date of access: 24.02.2020.