MORPHOLOGICAL STRUCTURE OF ENGLISH ADVERTISING TEXTS FOR TONIC DRINKS: A COMPARATIVE QUANTITATIVE STUDY

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This article explores the morphological level of English-language advertising texts for tonic drinks and their translations into Ukrainian, using a corpus-based approach. A research parallel corpus has been built, with structural and part-of-speech tagging applied. The frequency of parts of speech with high style-distinguishing potential has been determined. A linguistic and statistical comparative analysis has been then conducted between the original and translated subcorpora. It was justified the significant discrepancy between the general quantitative characteristics of English-language and Ukrainian-language advertising texts can be attributed to translation strategies such as localization and transcreation. It can be concluded that only partial quantitative equivalence between the source and target text is based on the general corpus indicators. The morphological analysis of selected advertising texts for tonic drinks has revealed significant differences in the usage of parts of speech in both the texts (word usage) and the dictionary registers (lemmas). In both the source text and the target text, the highest frequency of usage has been observed for nouns, which is related to the function of nomination. There has been a predominance of action verbs, extensive use of adjectives and adverbs with positive evaluative semantics, and the use of pronouns, which facilitates the task of the personification of the address. Predominance of nouns, which contributes to a nominal style characterized by a static, descriptive nature and an objective lexical background. This high degree of nominality is preserved in the target text. It can be argued that the construction of the advertising message employs an informative strategy aimed at a broad audience. This strategy seeks to influence the recipient through the provision of information and appeals to their interests, as the informativeness of the advertisement is often the primary reason consumers engage with it.

Key words: *advertising text, corpus-based approach, aligned parallel corpus, parts of speech distribution, translation strategies.*

Ноговська Світлана. Морфологічна структура англійських та українських рекламних текстів тонізувальних напоїв: порівняльне квантитативне дослідження

Стаття присвячена дослідженню морфологічного рівня англомовних рекламних текстів тонізувальних напоїв в оригіналі та перекладі на основі корпуснобазованого підходу. Побудовано дослідницький паралельний корпус, проведено його структурне та частиномовне маркування, з'ясовано частоту вживання частин мови з високим стилерозрізнювальним потенціалом. Здійснено лінгвостатистичний порівняльний аналіз підкорпусів оригіналу та перекладу. Виявлено значну розбіжність між загальними квантитативними характеристиками англійськомовних та українськомовних рекламних текстів, що дозволяє констатувати лише часткову квантитативну еквівалентність оригіналу та перекладу на основі загальних показників корпусу. Така тенденція пояснюється застосуванням таких перекладацьких стратегій, як локалізація та транскреація. У ході морфологічного аналізу дібраних рекламних текстів тонізувальних напоїв виявлено істотні відмінності у вживанні частин мови, і у текстах (слововживання), і у реєстрах словників (леми). Як в тексті оригіналу, так і в тексті перекладу зафіксовано найвищу частотність вживання іменників, що пов'язано з функцією номінації, переважання дієслів дії, широке використання прикметників і прислівників позитивно-оцінної семантики, використання займенників, завдяки чому розв'язується завдання персоніфікації звернення. В текстах рекламних повідомлень про тонізуючі напої зафіксовано переважання іменників, що зумовлює номінальний стиль викладу, дещо статичний та описовий, об'єктивний лексичний фон, підтверджений високим ступенем номінальності, який був збережений при перекладі. Таким чином реалізується інформативна стратегія побудови рекламного повідомлення, яке розраховане на широке коло споживачів. Ця стратегії покликана впливати на адресата через інформацію, апелювати до його інтересів, оскільки для більшості споживачів саме інформативність реклами є причиною звернення до неї.

Ключові слова: *рекламний текст, корпусний підхід, вирівняний паралельний корпус, розподіл частин мови, стратегії перекладу.*

Introduction. Advertising has become an integral part of modern society, with texts playing a crucial communicative role. Advertising communication is rightly considered a component of human culture, evolving according to its own internal dynamics. As an object of study, the advertising text has constantly attracted the attention of numerous researchers. The analysis has been carried out as a general linguistic description with certain aspects of advertising being studied such as pragmalinguistic, psycholinguistic, and cognitive. The linguistic analysis has been performed at multiple linguistic levels, including phonetic, lexical, morphological, syntactic, semantic, and structural levels, with discourse studies of advertising also being undertaken. Another significant perspective in the study of advertising communication is translation studies, where comparative analyses dominate, often focusing on the structural elements of advertising texts in different languages. In the context of globalization and the overwhelming presence of English-language advertising, the relevance of translation studies has increased, thereby justifying the importance of our research.

The synthetic structure of an advertising text, as a polycode message, requires an integral multidimensional approach to its study. This is due to its composition of sev-

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eral non-homogeneous semiotic layers and its dual function of informing and influencing. Consequently, the interpretation of advertising texts requires the application of diverse and multidimensional analytical methods. Advertising is studied from the pragmalinguistic, psycholinguistic, and cognitive perspectives with linguistic analysis conducted at various linguistic levels, including phonetic, lexical, morphological, syntactic, semantic, and structural levels. Additionally, textual categories within advertising are thoroughly explored [1–5].

Another critical area of linguistic research on advertising that demands a comprehensive analysis based on the synthesis of different methods and techniques is based on the translation approach. Within this field, comparative studies are predominant, typically focusing on the comparative analysis of advertising texts across different languages [6–8].

Recent foreign studies have focused on various aspects of advertising translation. For example, I. Torresi's "Translating Promotional and Advertising Texts" [9] explores various strategies of cultural adaptation of advertising texts using material of many languages and sources. Similarly, B. P. Faber's "The Translation of Advertising Texts in Culturally-Distant Languages" discusses the challenges of translating culturally coloured texts, to which the author of the advertisement is referring, on the example of unrelated languages, such as Arabic and Spanish [10].

The purpose of our article is to conduct a morphological analysis of the verbal layer of English-language advertising texts for tonic drinks (tea, coffee, lemonades, carbonated drinks, energy drinks, etc.) in the original language and its translation into Ukrainian, using a corpus-based approach. This morphological analysis follows the framework outlined by O. Selivanova, which includes identifying the cognitive basis for part-of-speech differentiation, analysing the communicative significance of various grammatical classes and categories, and describing the grammatical organization of the texts [11].

Materials and methods. The analysis of advertising texts of tonic drinks has been carried out on the basis of the research parallel corpus of advertising texts. The first stage of the research involves the formation of a research corpus.

To do this a series of procedures have been performed in the following sequence:

1) extraction of authentic advertising messages about tonic drinks in the format of videos, banners, posters, creolized and traditional texts from Internet sources (social networks Facebook and Instagram, Internet application Pinterest, video hosting site YouTube, as well as publications in specialized Internet blogs, such as Your Coca Cola, Tea-and-Coffee.com, Coffee & Tea Blogs, Coffee Tea Club, etc.);

2) defining the verbal component;

3) systematization and division into groups by the type of the advertised product (tea, coffee, carbonated soft drinks, juices, etc.).

At the next stage of the research, using the InterText Editor [12] program the text array has been transformed into a parallel bilingual corpus. With the help of the corpus manager AntConc [13] lists of word forms of the original and translation have been created. The generated lists (original and translation) have been transferred to the MS Excel environment where lemmatization has been made (the word forms were reduced to the initial dictionary forms).

During the lemmatization the following principles of combining word forms under the lemma have been used:

− for the Ukrainian language: noun forms have been reduced to the nominative singular case; verbs – to the infinitive form; all adjectival forms, including forms of degrees of comparison, have been reduced to the nominative case of the masculine singular; declension forms have been summarized according to the type of declension of pronouns and numerals;

− for the English language: possessive forms and noun plural forms have been reduced to the initial form; all tense forms of verbs, gerunds, Participle I and Participle II have been reduced to the infinitive form; degrees of comparison of adjectives have been reduced to the positive degree.

The absolute frequency of each lemma has been automatically calculated with the help of a specially written computer program.

To establish the significance / non-significance of the statistical difference between the index values the χ^2 (homogeneity test) has been calculated.

Discussion. The general quantitative characteristics of the research corpus, which includes 1,000 contexts in both English and Ukrainian, are presented in Table 1 (ST – subcorpus of 500 English-language advertising texts; TT – subcorpus of 500 Ukrainian-language advertising text). To ensure chronological and thematic homogeneity in the corpus-based research, advertising texts for the same products within the specified category have been selected.

Table 1

General characteristics of the corpus

Index	ST	TT
Number of word usages	91245	64552
Number of word forms	42728	39417
Number of lemmas	19278	11736

As observed, Ukrainian texts contain 39.19% fewer word occurrences compared to the English-language advertising texts. This discrepancy can be attributed to differences in the reproduction of specific structural elements in English-language advertisements. The verbal components of an advertising text include the slogan, headline (or lead), informational block, coda (or conclusion), and utilitarian information. Researchers identify numerous elements within these categories and may use alternative terms, such as headline complex, main body, referential information, echo phrase, etc. It is important to note that the headline and slogan are always translated and often retain equivalence in translation. When the headline and slogan are creatively translated (transcreated), they maintain equivalence at the quantitative level. However, the informational block in Ukrainian translations is often

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significantly shortened, merged with the coda, or omitted entirely. For instance, on the original NESCAFÉ company website, the informational block for the new Nescafe Classic is presented as follows:

'Nescafe. Are you ready to win? The Nescafé Get Started promo is here! And you too can be a winner! To participate by the Nescafe 3-in-1 10 sachet pouch. Check inside the scratch card And scratch to get the 8 digit number. Now when you've got a number Simply dial the code on the card. For example *347*400* 8th digit number on the scratch panel pouch And follow the instructions. If you choose to use the website – that's easy. Enter the 8 digit Number on the Scratch card panel on to the landing page and follow the instructions too! Loads of instant mouthwatering prizes UP FOR GRABS! With a brand new JAC S3 SUV, 10000 to 100000 cash. Everytime worth 500 to 1000 cash PLUS you win a free sachet of Nescafe in every Nescafe 3 in 1 sachet pouch! With Nescafe 3 in 1 sachet YOU WIN SOMETHING! YOU WIN SOMETHING! EVERYBODY WINS SOMETHING! JUST BUY MORE and WIN MORE! Terms and conditions are applied' (167-word usages).

In the Ukrainian version of the website, the same brand is represented with the following advertising message:

'Nescafe. Нова акція від Nescafe Classic. Торік мені Nescafe Classic подарував 10 років яскравого життя. Вірю, цього року удача всміхнеться вам. Акція від Nescafe Classic це Ваш шанс отримувати 10000 грн щомісяця протягом 10 років. А вже зараз гарантовані поповнення мобільного. Все починається з Nescafe' (45-word usages).

The significant discrepancy between the general quantitative characteristics of English-language and Ukrainian-language advertising texts can be attributed to translation strategies such as localization and transcreation. This trend partially contradicts Andrew Chesterman's theory [14] of S-universals and T-universals, which suggests an increase in the volume of the target text compared to the source text. Therefore, it can be concluded that only partial quantitative equivalence between the source and target text is based on the general corpus indicators.

The morphological analysis of selected advertising texts for tonic drinks has revealed significant differences in the usage of parts of speech in both the texts (word usage) and the dictionary registers (lemmas). In both the source text (ST) and the target text (TT), the highest frequency of usage has been observed for nouns, which is related to the function of nomination. There has been a predominance of action verbs, extensive use of adjectives and adverbs with positive evaluative semantics, and the use of pronouns, which facilitates the task of the personification of the address, etc. The distribution of parts of speech in word usage and lemmas is presented in Tables 2 and 3 and on diagrams (fig. 1, 2, 3, 4) (ST – subcorpus of English-language advertising texts; TT – subcorpus of Ukrainian-language advertising text, AF – absolute frequency, RF – relative frequency).

Table 2

Distribution of word usage in the corpus

Part of speech	ST		TT	
	AF	RF	AF	RF
Adjectives	16338	17,91%	8388	12,99%
Adverbs	4515	4,95%	2008	3,11%
Function words	17934	19,65%	18124	28,08%
Nouns	36344	39,83%	21176	32,80%
Numerals	364	0,40%	384	0,59%
Pronoun	5943	6,51%	5064	7,84%
Verb	9807	10,75%	9408	14,57%
Total	91245	100,00%	64552	100,00%
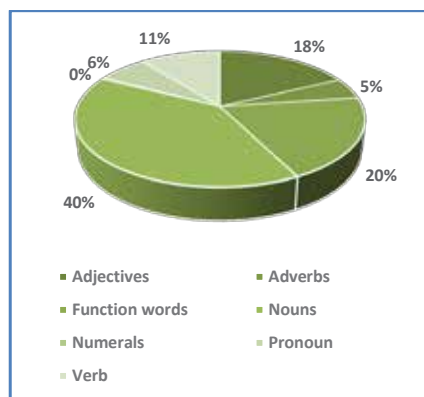
Fig. 1. Distribution of word usage in ST

Fig. 2. Distribution of word usage in TT

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Table 3
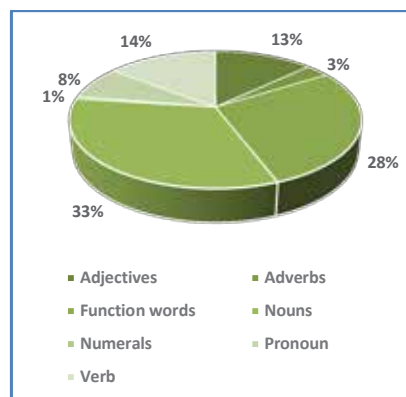
Distribution of lemmas in the corpus

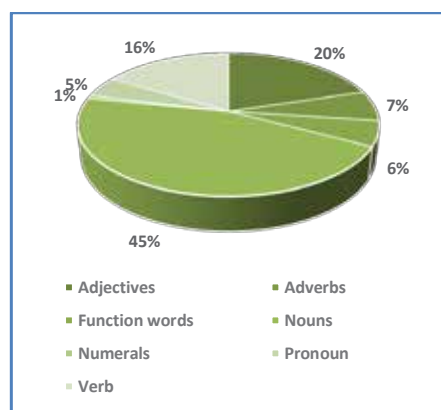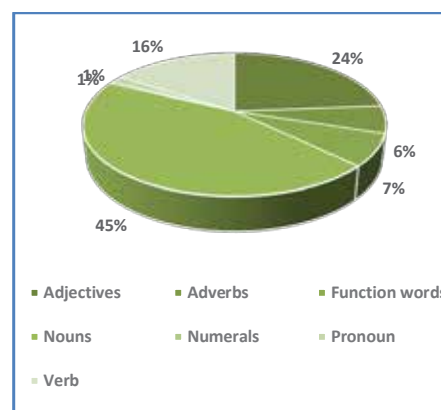| Part of speech	ST		TT	
	AF	RF	AF	RF
Adjectives	3920	20,33%	2784	23,72%
Adverbs	1309	6,79%	732	6,24%
Function words	1092	5,66%	844	7,19%
Nouns	8729	45,28%	5280	44,99%
Numerals	133	0,69%	60	0,51%
Pronoun	917	4,76%	164	1,40%
Verb	3178	16,49%	1872	15,95%
Total	19278	100,00%	11736	100,00%

Fig. 3. Distribution of lemmas in ST

Fig. 4. Distribution of lemmas in ST

The comparison of the distribution of parts of speech in word usage and lemmas revealed no significant difference in the usage of stylistically distinguishing parts of speech, both in the source and target text (Fig. 5). Nouns were the most frequently used, accounting for 39.83% and 32.80% of word usages and 45.28% and 44.99% of lemmas in the source and target text, respectively. Adjectives followed with 17.91% and 12.99% of word usages and 20.33% and 23.72% of lemmas in the source and target text, respectively. Verbs comprised 10.75% and 14.57% of word usages and 16.49% and 15.95% of lemmas in the source and target text, respectively. These parts of speech form the core content of both the source and target texts, and their distribution confirms that the nominal nature of the source text has been preserved in the target text.

The most frequent words in both the source text and target text are function words. They account for 5.66% of the lemmas in the source text and 7.19% in the target text, playing a highly active role within the text, comprising nearly a quarter of it (19.65% in the source text and 28.08% in the target text). However, our research did not focus on the analysis of function words, as their stylistic distinguishing potential is minimal.

Now, let us examine the most frequent parts of speech in the corpus at the morphological level.

Nouns are the most frequently used part of speech, largely due to their informational and pragmatic roles in advertising texts. Specifically, nouns in advertising texts serve to represent several key categories: the type of adver-

tised product (e.g., *tea, coffee, juice, чай, кава, квас*), product characteristics (e.g., *taste, aroma, flavor, аромат, пінка, нотка*), methods of drink preparation (e.g., *cup, blend, water, drink, зерно, обсмаження, поєднання*), and the feelings and emotions associated with consuming the advertised product (e.g., *energy, love, життя*). The most frequent nouns in the corpus, along with their relative frequencies, are presented in Table 4.

We have also observed the use of emotive adjectives that evoke the desired emotions in the readers, as intended by the advertiser. These are primarily lexical units that describe the taste, aroma, colour, and quality of tonic drinks.

The most frequent adjectives in the corpus with their relative frequencies, are presented in Table 5.

Emotive adjectives constitute 73.5% of the total number of adjectives in the corpus of advertising texts for tonic drinks.

The results of our analysis align with the findings of I. Horodetska [15], who, based on the works of D. Crystal and G. Leech on the frequency of adjectives in advertisements, identified the 20 most commonly used adjectives in English-language cosmetic product advertisements: *1. new 2. good/ best 3. free 4. fresh 5. delicious 6. full 7. sure 8. clean 9. Wonderful 10. special 11. crisp 12. fine 13. big 14. great 15. real 16. easy 17. bright 18. extra 19. safe 20. rich.*

Other researches on advertising texts [16; 17] also confirm that the adjectives *new* and *good* are the most frequent in advertising texts.
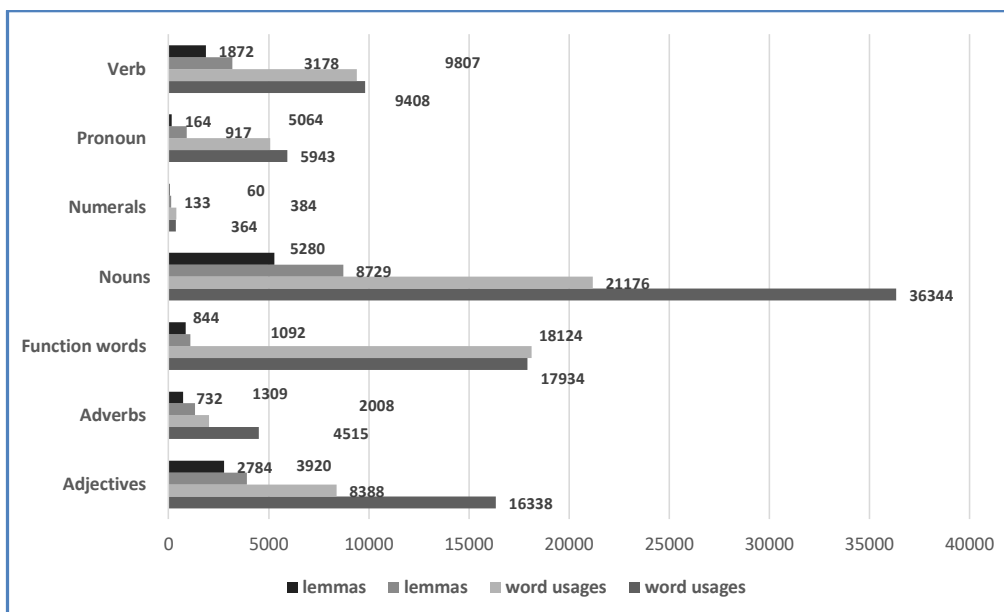
Fig. 5. Comparison of the part-of-speech distribution of word usage and lemmas in the corpus

The most frequent nouns in the corpus

English subcorpus					
Rank	**Noun**	**RF**	**Rank**	**Noun**	**RF**
1	tea	1,67%	11	juice	0,22%
2	coffee	0,71%	12	flavor	0,22%
3	taste	0,65%	13	time	0,20%
4	flavour	0,34%	14	water	0,20%
5	day	0,33%	15	moment	0,19%
6	energy	0,29%	16	love	0,19%
7	aroma	0,25%	17	fruit	0,17%
8	Ice	0,25%	18	hell	0,16%
9	cup	0,24%	19	world	0,16%
10	blend	0,22%	20	drink	0,15%
Ukrainian subcorpus					
Rank	**Noun**	**RF**	**Rank**	**Noun**	**RF**
1	чай	1,70%	11	рік	0,32%
2	смак	1,62%	12	чашка	0,28%
3	кава	1,45%	13	сік	0,26%
4	аромат	0,61%	14	життя	0,24%
5	напій	0,59%	15	момент	0,21%
6	зерно	0,53%	16	обсмаження	0,20%
7	арабіка	0,43%	17	нотка	0,20%
8	квас	0,39%	18	поєднання	0,19%
9	день	0,37%	19	вітамін	0,18%
10	пінка	0,37%	20	ранок	0,17%

The most frequent adjectives in the corpus

English subcorpus					
Rank	**Adjective**	**RF**	**Rank**	**Adjective**	**RF**
1	new	0,41%	11	good	0,13%
2	Red	0,31%	12	Green	0,13%
3	natural	0,26%	13	smooth	0,13%
4	perfect	0,24%	14	Gold	0,12%

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English subcorpus					
Rank	**Adjective**	**RF**	**Rank**	**Adjective**	**RF**
5	refreshing	0,21%	15	real	0,12%
6	delicious	0,17%	16	unique	0,12%
7	great	0,16%	17	cool	0,11%
8	rich	0,16%	18	Fresh	0,11%
9	better	0,14%	19	cold	0,10%
10	best	0,14%	20	special	0,09%
Ukrainian subcorpus					
Rank	**Adjective**	**RF**	**Rank**	**Adjective**	**RF**
1	новий	0,46%	11	збалансований	0,13%
2	насичений	0,30%	12	свіжий	0,13%
3	яскравий	0,24%	13	вишуканий	0,12%
4	кращий	0,19%	14	улюблений	0,12%
5	ніжний	0,19%	15	унікальний	0,12%
6	смачний	0,16%	16	довершений	0,11%
7	чайний	0,15%	17	чорний	0,11%
8	зелений	0,15%	18	білий	0,11%
9	натуральний	0,15%	19	Класичний	0,11%
10	справжній	0,15%	20	ідеальний	0,09%

Verbs in advertising texts are another crucial morphological group, contributing significantly to readability and dynamism. The most frequent verbs in the corpus, along with their relative frequencies, are presented in Table 6.

Among the most frequent verbs in the corpus are those related to movement, attitude, influence, and modal verbs expressing desire and intention.

It is important to note that while the lists of the most frequent nouns and adjectives in the English and Ukrainian subcorpora contain some overlapping lexical items, their frequency rankings differ. Additionally, the lists of the most frequent verbs coincide by only 30%.

Thus, at the morphological level, there is a notable high frequency of nouns, which is explained by their nominative function, and adjectives, which serve to evaluate the adver-

Table 6

The Most Frequent Verbs in the Corpus

English subcorpus					
Rank	**Verb**	**RF**	**Rank**	**Verb**	**RF**
1	be	2,16%	11	know	0,21%
2	make	0,50%	12	go	0,19%
3	refresh	0,47%	13	drink	0,18%
4	have	0,46%	14	enjoy	0,17%
5	do	0,44%	15	need	0,17%
6	can	0,39%	16	will	0,17%
7	get	0,28%	17	create	0,14%
8	like	0,25%	18	look	0,14%
9	take	0,22%	19	come	0,14%
10	give	0,21%	20	live	0,12%
Ukrainian subcorpus					
Rank	**Verb**	**RF**	**Rank**	**Verb**	**RF**
1	бути	0,34%	11	підходити	0,12%
2	могти	0,25%	12	насолоджуватись	0,11%
3	мати	0,19%	13	зберігати	0,10%
4	додавати	0,17%	14	ставати	0,09%
5	робити	0,17%	15	отримати	0,09%
6	спробувати	0,17%	16	любити	0,07%
7	розкривати	0,15%	17	хотіти	0,07%
8	знати	0,14%	18	йти	0,07%
9	створювати	0,12%	19	дивитися	0,06%
10	відчувати	0,12%	20	сприяти	0,06%

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tised product and the outcomes of its use. Verbs are primarily employed to motivate and prompt action.

Conclusions. The analysis of parts of speech in a text and their relationships is considered a crucial step in determining the lexical-semantic characteristics of the text. Texts of a narrative or descriptive nature are primarily noun-based, as nouns contribute to the static quality of the description and brevity. Adjectives highlight the attributes of objects and phenomena, while verbs are used to structure texts that describe human activities and various processes.

In advertising texts for tonic drinks, there is a noticeable predominance of nouns, which contributes to a nominal style characterized by a static, descriptive nature and an objective lexical background. This high degree of nominality is preserved in the target text. Thus, it can be argued that the construction of the advertising message employs an informative strategy aimed at a broad audience. This strategy seeks to influence the recipient through the provision of information and appeals to their interests, as the informativeness of the advertisement is often the primary reason consumers engage with it.

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