

## BILLBOARD. LANGUAGE AND VISUAL CHARACTERISTICS

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**Introduction.** It's difficult to imagine the appearance of contemporary Ukrainian cities as well as the media space without the advertising. Unusual bright billboards and banners compete for the attention of passers-by, but quite often they violate the architectural ensembles of ancient cities, impose services and goods (often inaccessible to ordinary Ukrainians, unnecessary, and sometimes harmful). It seems that most of the promotional messages are addressed to an adult, experienced and well-considered audience.

But it is precisely outdoor advertising through its prevalence actively influences the formation of a system of values of adolescents, creates a visual series - on the development of esthetic taste, verbal formulation influences the formation of linguistic culture.

A complex study is to take into consideration the visual range, linguistic excellence and territorial aspect (the location of billboards near educational institutions and places popular for recreation of the youth in Kharkiv) is done for the first time.

**Aim.** Aim of this work is to analyze the visual image of the billboards and the advertising slogans located on them in relation to its morphological, lexical, stylistic and syntactic features.

The achievement of the research goal involves the realization of the following tasks: to consider and to study the term "advertising", to define the functions of advertising; to consider and to study the terms "billboard" and "slogan"; to review the existing concepts, to present our own classification of the studied slogans; to analyze the quality of the visual images of billboards and also to study the linguistic features of these slogans to give examples of successful design of billboards.

The object of our research is billboard and slogan as one of the main elements of the advertising text.

The subject is a presentation of the visual image and the linguistic form of slogans on billboards along Sumska street in Kharkiv.

**Methods of researches.** The paper uses a comprehensive approach that allows to consider the slogans of advertising texts as an integral system, in particular using such methods as descriptive, observation, comparison.

The material for research is 57 billboards and slogans located in the center of Kharkiv (Annex). Billboards, in the course of which the Law of Ukraine "On Advertising" was violated, were not taken into account.

**Results and discussion.** As a result of our research, we arrived to the following conclusions:

Attracting the attention of the consumer promotes the use of non-editable visual solutions on billboards, in particular images of exotic animals, festive attributes.

For 80% of the investigated images there is a photo of a person; on 6 billboards the image of a cute child or a children's toy (option – a bed) is used, designed to learn, to cause compassion, and 3 representations of the animal.

The attention is also drawn to figures. Prevailing discreet colors are black, gray, and blue, but part of the billboards studied attracts attention in red, yellow, lilac.

For linguistic design there are typical following features: the use of pronouns, adverbs and adjectives with the significance of exclusivity, the imperative method of the verb (in inductive sentences), the use of syntactic sentence constructs from the dash between the subjective and the predicate, among the typical syntactic constraints, also attract nominative sentences, metaphorical statements

**Conclusion.** Advertising text is an example of the most effective use of language resources. Usually the following requirements for slogans are defined: clearness, ease of memoriation, accuracy, conciseness, simplicity and originality.