

**ESTUDO EDUCACIONAL DAS CARACTERÍSTICAS SINTÁTICAS DOS TÍTULOS
DE TEXTOS PUBLICITÁRIOS**

***ESTUDIO EDUCATIVO DE LAS CARACTERÍSTICAS SINTÁCTICAS DE LOS
TÍTULOS DE TEXTOS PUBLICITARIOS***

***EDUCATIONAL STUDY OF SYNTACTIC FEATURES OF ADVERTISING TEXTS'
HEADINGS***

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RESUMO: O artigo descreve os resultados do estudo educacional de avaliação da percepção de vários títulos de textos publicitários. O estudo envolveu 12 indivíduos que, usando óculos e software Pupil da Pupil (Alemanha), observaram 6 posições diferentes orientadas para o hemisfério esquerdo ou direito do cérebro. De acordo com os resultados do processamento dos resultados da observação, não foi confirmada a possibilidade de aumentar a atratividade dos títulos através do uso de sintaxe focada na ativação preferencial de um dos hemisférios cerebrais. As conclusões são tiradas sobre a conveniência de usar exclamações curtas ou tipos não alocados de ofertas promocionais.

PALAVRAS-CHAVE: Cabeçalho, Texto publicitário, Características sintáticas, Pesquisa olográfica, Estudo educacional.

RESUMEN: *El artículo describe los resultados del estudio educativo de evaluación de la percepción de varios encabezados de textos publicitarios. El estudio involucró a 12 sujetos que, utilizando las gafas Pupil y el software de Pupil (Alemania), observaron 6 encabezados diferentes orientados hacia el hemisferio izquierdo o derecho del cerebro. De acuerdo con los resultados del procesamiento de los resultados de la observación, no se confirmó la posibilidad de potenciar el atractivo de los encabezados mediante el uso de una sintaxis enfocada en la activación preferencial de uno de los hemisferios cerebrales. Se extraen conclusiones sobre la conveniencia de utilizar tipos de ofertas promocionales de exclamación corta o no asignados.*

PALABRAS CLAVE: *Encabezamiento, Texto publicitario, Rasgos sintácticos, Investigación olográfica, Estudio educativo.*

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ABSTRACT: *The article describes the results of the educational study of assessing the perception of various headings of advertising texts. The study involved 12 subjects who, using Pupil eyewear glasses and software from Pupil (Germany), looked at 6 different headings oriented to the left or right hemisphere of the brain. According to the results of processing the observation results, the possibility of enhancing the attractiveness of the headings through the use of syntax focused on the preferential activation of one of the cerebral hemispheres was not confirmed. Conclusions are drawn on the advisability of using short exclamation or unallocated types of promotional offers.*

KEYWORDS: *Heading, Advertising text, Syntactic features, Oculographic research, Educational study.*

Introduction

Educational Dictionary of Advertising Terms and Public Relations edited by E.E. Topilskaya (Radchenko, 2007.) contains a fairly complete definition of the term «advertising text» - this is a message about an individual or legal entity, goods, ideas and undertakings, intended for an indefinite circle of people, designed to generate or maintain interest in them and facilitate promotion and implementation.

The main purpose of the advertising text is to manage behavioral scenarios and motives of consumers, for this it should solve the following tasks:

- attract the attention of the message recipient to the advertisement itself;
- arouse interest, increasing the likelihood that the addressee will consciously familiarize themselves with the advertising material or most of it;
- ensure the occurrence of the required behavioral reactions or various emotions of the addressee, provoking a desire to make a purchase;
- memorized to save in the memory of the recipient of the received advertising information.

The listed tasks are recommended to be achieved due to the specific structure of the advertising text:

1. **Headline** is a brief reflection of the essence of the advertising message, designed to capture the attention of the reader. It largely determines the success of the whole work, as it is the first link in the advertising structure with which a person interacts. This aspect is reflected in detail in the AIDA model (Ukhova, 2012).

2. **Subheading** is a connecting block between the heading and the main text of the advertising message, necessary for the development of interest in advertising.

3. Lead or the first paragraph of the advertising text is used to enhance interest and create a desire to be acquainted with the main part of the text.

4. The main text is a description of the advertising object, according to the lexical and semantic content corresponding to the requests of the addressee, takes up to 85% of the advertising text (Kuranova, 2015).

5. Echo phrase (slogan) is a simple phrase that reflects the essence of the advertising text, stimulating its memorization and the possibility of subsequent identification in the information field.

Despite the exhaustive logic of the processes for preparing the advertising text in practical activities, this work is one of the most complex and determines the high risks of implementing the company's marketing communications program. Difficulties are caused by the variability of grammatical and lexical units, stylistic devices, syntax, the use of elements of various sign systems, as well as the combination of the text itself with various visual elements of advertising (Mcquarrie & Mick, 1999).

In other words, a unique selling proposition or other advertising statement of a company can have dozens of presentation options. The choice of a specific one is carried out mainly based on the use of various techniques (for example, testing materials in focus groups), recommendations from text improvement services (for example, «Glavred») or through intuitive decisions of responsible persons. Moreover, the range of evidence-based decisions on the preparation of advertising texts is extremely limited. This is due to the fact that, in the scientific aspect, issues of the language of advertising are poorly understood. In the national literature over the past 20 years, works devoted to the structural analysis of advertising texts have dominated. At the same time, researchers do not use common methods of analysis; freely interpret the logic of creation and the semantic content of such texts without receiving comments and clarifications from direct developers (Tikhanova, 2013; Tiskova, 2012). And, most importantly, they do not provide data on the economic effect or overall effectiveness of the studied advertising texts. Quite a lot of articles are devoted to the theoretical analysis of discourse or the linguistic interpretation of advertising texts (Fomin, 2001; Kartavenko & Nikulina, 2006; Talalay, 2011; Shutova, 2019) that do not have direct practical applicability.

Purpose of Research

In this regard, it is of interest to study the syntax headings of the advertising text as the most important part of the advertising text, and to identify the most preferred formulations that take into account the peculiarities of the perception of textual information by a person.

Based on this, the research hypothesis is formulated - various forms of proposals that reflect the essence of the advertising message in the headline do not have the same ability to attract the attention of representatives of the target audience.

Methodology

In order to test the hypothesis, a pilot neuromarketing study was conducted in the period from September to October 2019, which consisted in determining the sequence and duration of eye contact with various conditional advertising headlines and comparing the results of observations with subjective assessments of the material seen by its participants.

The material base of the experiment: glasses-trackers Pupil Headset 200 Hz Bino (Germany); Lenovo YOGA 530-14IKB laptop (China), BENQ GW2780 27 monitor (China); computer mouse DNS ES-300G (China) software for recording and processing signals Pupil Capture, Pupil Player (Germany).

Selecting test subjects, we adhered to uniform criteria used in all neuromarketing studies and experiments. The number of participants - 12 people (50% - men, 50% - women) aged 25-37 years with higher education, permanent work, different marital status and income per household member above the average wage in the region of 2 or more times. Subjects with the indicated socio-demographic characteristics have formed consumer preferences, individualized criteria for choosing goods (services) (Pospyanova, 2012) and sufficient solvency.

Results and Discussion

At the first stage, conventional headings of the advertising text were formulated. Money acted as an object of advertising, as a product, to a certain extent, possessing equal high perceived value for all participants in the observation.

The syntax of the headings of the advertising text is aimed at activating one of the cerebral hemispheres (Storozhuk, 2009; Ivanov, 1978). The left hemisphere, among other things, specialized in speech, writing and reading, unlike the right one - processing non-verbal information. In the left hemisphere are “shells” of words, and in the right are information to fill them with meaning. The vocabulary of the left hemisphere can be expressed in verb forms, and the vocabulary of the right hemisphere is more substantive and gravitates to nouns.

In the scientific world there is ambiguous interpretation of which of the hemispheres is dominant in making the final decision, and is there such a dominance in principle, but at different periods of time the role of the dominant was assigned to the left or the right hemisphere. In this regard, we formulated the headings of the advertising text theoretically

capable to affect the left or right hemisphere of the human brain in a more pronounced way (table 1).

Table 1. The specification of the conventional headings of the advertising text, focused on the left and right hemispheres of the human brain

№	THE LEFT HEMISPHERE OF THE BRAIN		№ II/II	THE RIGHT HEMISPHERE OF THE BRAIN	
	Wording	Type of offer		Wording	Type of offer
1	«Take the money!»	Exclamation	4	«Your money»	Unextended
2	«Where do you get the money?»	Interrogative	5	«People went for the money»	Narrative
3	«Go for the money»	Imperative	6	«The long-awaited money came»	Extended

At the second stage of the study, there was an instrumental fixation of the time and duration of the participants' gaze with the use of IT trackers and the selection of the most interesting headline using a computer mouse (Fig. 1).

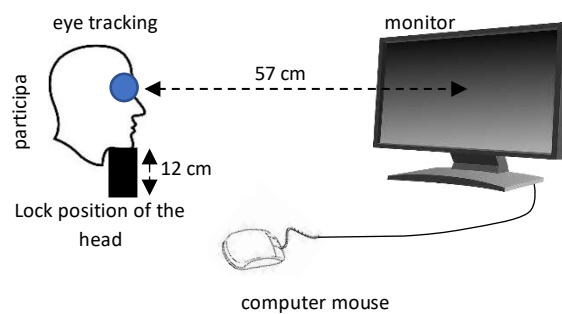


Figure 1. Diagram of the observation process

After conducting a briefing on the monitoring procedure, its goals and safety precautions, the participants were asked to get acquainted with the headings on the screen as quickly as possible (within 10-15 seconds) without thinking about their contents, and click on the most attractive at the moment. For leveling the influence of the F-shaped reading template (people tend to start viewing (reading) horizontally from left to right from the upper left point of the surface containing the information) formulated advertising headers did not appear in a grouped form and randomly on the monitor screen (Fig. 2).

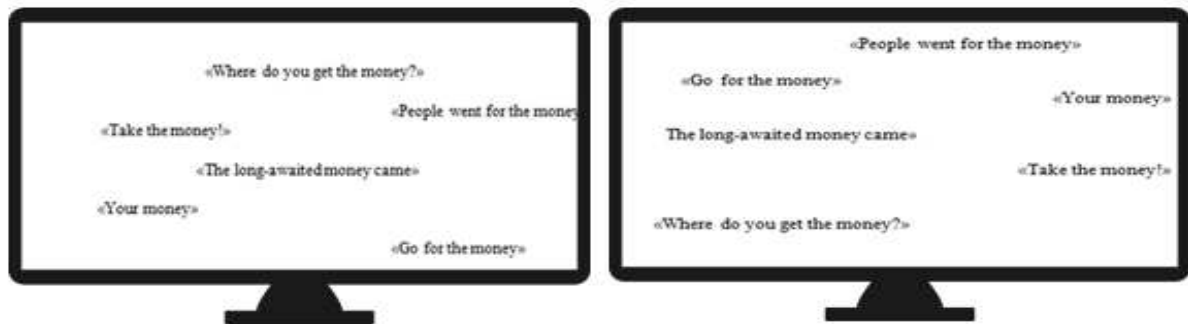


Figure 2. Diagram of options for presenting information on the monitor during observation

In the preparation of the headings, the sans serif font Arial was used, and the size is 18, which, according to the authors, adequately corresponds to the used headsets (typography) of advertising texts in print media and on the Internet. The boundaries of the text were not indicated by frames to reduce the influence of the secondary visual cortex, oriented toward recognizing geometric shapes, and attempts to speed up the activation of the tertiary visual cortex, which is responsible for the «recognition» of the letters of the alphabet.

The procedure for demonstrating the headers was repeated three times in succession and had no time limits in the form of timers in order not to provoke a stressful situation and allow participants to make an informed choice, rather than clicking in a hurry on a random heading. Showing a new combination of headers began after clicking on the most preferred heading in the current version with a computer mouse.

In addition, the elimination of the time factor was required to increase the accuracy of the observation results, since with extremely fast eyeball movement, the used eye tracking glasses are not able to reliably capture the trajectory of the person's gaze and focus on the object.

At the third stage of the study, without the use of technical measuring instruments, the participants were asked to once rank the headings from 1 to 6 by the degree of attractiveness, where 1 is definitely interesting and attracting attention, 6 is the least memorable heading. Information for ranking was presented in tabular form on paper.

For greater uniformity of the data array in the further analysis, only three headers are taken into account, marked with serial numbers - 1, 2, 3.

The observation results are structured according to four parameters⁶ (table. 2):

⁶ The final results of the observation took into account the fixation of the gaze of participants on any heading lasting at least 1 second

1) «first eye contact» is the frequency of fixing the first look of a participant in the observation on a specific heading (%);

2) «duration of eye contact» is the average time of fixing the gaze of a participant in the observation on each heading (sec.);

3) «heading clickability» is the frequency of the participant choosing a particular heading as the most attractive on the monitor screen using a computer mouse (%);

4) «priority of headings» is the frequency of getting a particular heading among the first three most attractive, according to participants (%).

Table 2. Structuring of observation results (rounding is taken into account)

Title	First eye contact,%	Duration of eye contact, sec.	Header clickability,%	Header priority,%
«Take the money!»	33	2,0	50	75
«Where do you get the money?»	8	1,5	8	33
«Follow the money»	17	1,0	0	25
«Your money»	25	1,5	25	75
«People went for money»	17	1,5	17	42
«The long-awaited money came»	0	1,5	0	25
Total	100	x	100	x

The largest number of first eye contacts occurred with the «left hemisphere» heading «Take money!» (33%) and «right hemisphere» - «Your money» (25%). These headings were also among the leaders in clickability and ranking by observation participants by attractiveness.

On average, the total time spent studying the headers on the screen in one iteration was uniform, with the exception of two cases when it took the observers about 17-18 seconds. We attribute this to the fact that the participants sequentially read the headings themselves and the decision to choose a specific heading is not related to the direct duration of eye contact with it.

Conclusion

Thus, as intermediate, due to a small sample of observations, it is possible to draw the following conclusions:

- 1) the hypothesis of the study as a whole is confirmed, not all forms of proposals for the advertising headline are highly attractive to the target audience;
- 2) the most interesting are the headings, consisting of two words, related to the exclamation and unextended type of sentences;
- 3) in a situation where a representative of the target audience pays attention to the headline, this is not enough for him to want to further get acquainted with the advertising material. To increase this probability, it is necessary to organically place a subheading that can enhance initial interest;
- 4) there was no significant dominance of the syntax of the header oriented mainly to the left or right hemisphere of the human brain.

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