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**КОММУНИКАТИВНАЯ ИНВАРИАНТНАЯ МОДЕЛЬ
НАРРАТИВНОГО КОНСТРУКТА В РЕКЛАМЕ
COMMUNICATIVE INTERACTION INVARIANT MODEL OF
NARATIVE CONSTRUCTION USAGE IN ADVERTISING DISCOURSE**

Ключевые слова: интерактивная модель коммуникации, нарративный конструкт, интерактант, рекламный дискурс

Keywords: communicative interaction invariant model, narrative construction, interactant, advertising discourse

В статье рассматривается феномен взаимодействия интерактантов, включенных в систему рекламного дискурса. Автор предлагает проанализировать эффект данного феномена на функционировании трех основных типов представленных моделей.

The article discusses issues related to the phenomenon of the interactant cooperation included into the advertising discourse system. The author offers to analyze the effect of this phenomenon founded on the main three types of given models functioning.

The problem of interaction is considered to be the key factor for the successful communicative cooperation within social community. The special importance of this problem is revealed in the detailed research of theoretical and applied studies concerned with the subject role in communication-role space of social world.

Interaction space of social world is based on the language practices common for all individuals of the social space; these practices are grounded on the narrative experience of live activity. Depending on the communicators' perception of reality, main discourse practices of the interpretative process and their influence on the interaction recipient's mind in communicative-social world can be marked out

Well-known facts say that one of the most important issues examined by pragmatic linguistic is the issue of the necessity of subjects' narrative practices comparison for their successful interaction in social space.

Communicative sets of one individual interact with communicative sets of another individual and lead to the creation of discourse field where (within its framework) the process of interactive behavior of subjects in the modern society occurs.

It should be stated that some aspects of the reality examined in the light of one of the most significant in the modern world communication's segment – advertising discourse – allow telling us about the presence in the subjects' mind of

interactive discourse practices which are equal by the interaction power between each other with great certainty.

The presented practices are based on general for all members of the certain social community narrative “bricks” of the subjects’ perception of his/her “I-reality” in the visual environment.

The advertising discourse intention allows telling about availability of some communicative models influencing on the subject’s mind, his or her interpretative process and recognition of one’s own social role.

Our research has shown the interaction between sender and addressee in advertising discourse is held at the opposite stages of communicative-interpretative interaction’s formation of this communicative interaction space subjects.

The important role with making of interaction motions’ combinatory stairs play the recipients’ narrative experience. Social demonstration and significance of subject in the society is the fundamental basis of narrative experience where foundation stone is the recipient status in social hierarchy.

We have worked out three types of narrative construction: 1) narrative construction of relative opened verbal type; 2) narrative construction of relative closed verbal type; 3) narrative construction of relative closed nonverbal type.

The typical characteristics for the first type are: 1) usage of graphically fixed linguistic tools; 2) limit of time board of aim realization; 3) stepped instruction description for the assigned task achievement; 4) implementation fact of the presented in the advertising article promise; 5) fact cognition result.

It’s often used in the form of “I-reality”; it reproduces the aim meant by sender in the article. It means – not to affect the private feelings of addressee showing only the example of avoiding not making up the mistakes used the strange experience.

For example: «Biotherm Более 1 000 000 женщин* выбрали его! Вот уже год! Skin Vivo – 1-й реверсивный антивозрастной уход с чистым термальным планктоном. Молодость вашей кожи: решение также заложено в вашей ДНК, в ваших генах. Новинка – сыворотка 30 мл по специальной цене. www.biotherm.com».

To short some forms not to waste writing place in this research we take the short forms of signs (for example: 1) usage of graphically fixed linguistic tools – we designate as 1) etc.)

So, we examine this example: 1) – the condition is executed; 2) «вот уже год!»; 3) «решение также заложено в вашей ДНК, в ваших генах»; 4) «молодость вашей кожи»; 5) «более 1 000 000 женщин выбрали его!».

We can compare it with the next example of given narrative construction type: «Vax’in for youth. Косметический уход, подобно вакцине, сохраняет молодость кожи. Что, если регулярное воздействие микродоз стресса оказывает благоприятный эффект на сохранение молодости вашей кожи? Сегодня последнее научное открытие перевернуло представление взаимосвязи между стрессом и процессом старения кожи. – уникальный комплекс, способствующий воспроизводству микро-стимулов, побуждающих клетки производить свой собственный, защищающий от признаков старения

протеин – HSP70*. – усиление механизмов защиты и восстановления клеток кожи*. – морщины сокращаются. Упругость и тонус кожи восстанавливаются. Тон лица однородный и сияющий. Словно вакцинированная от возрастных изменений, кожа сохраняет свою молодость. www.givechy.com Givenchy».

1) – the condition is executed; 2) «сегодня»; 3) «морщины сокращаются...»; 4) «...кожа сохраняет свою молодость»; 5) «косметический уход, подобно вакцине, сохраняет молодость кожи».

«Pupa Milano.Pupalash. Тушь, стимулирующая рост ресниц. Ресницы еще длиннее за 30 дней. Рост интенсивнее в 205 раза по сравнению с физиологическим*. Мгновенный результат: объемные подкрученные ресницы, максимальное разделение, насыщенный черный цвет. Через 30 дней: в 205 раза увеличивает физиологический рост ресниц*. *Сравнение средних показателей роста ресниц при использовании обычной туши и Pupalash. В исследованиях участвовали 20 женщин в течение 30 дней использования. Макияж Pupa. Совершенный макияж».

1) – the condition is executed; 2) «за 30 дней»; 3) сочетание «тушь-ресницы еще длиннее - рост интенсивнее»; 4) «в 2,5 раза увеличивают физиологический рост»; 5) «объемные подкрученные ресницы».

Next type of narrative construction we offer to examine in our research is narrative construction of relative closed verbal type.

The typical characteristics of this type are: 1) usage of graphically fixed linguistic tools; 2) statement of fact; 3) specific result absence reached by the recipient; 4) uncertainty which allow making a choice.

We mean the product is a commodity or service offered by advertiser. We offer to examine this kind of construction using next examples.

«Представляем Pure Color от Tom Pecheux, креативного директора по макияжу Estée Lauder. Новое видение цвета в макияже глаз и губ. esteelauder.ru. Estée Lauder».

1) – the condition is executed; 2) «новое видение...»; 3) – the condition is executed; 4) – the condition is executed.

«Acqua di Gioia. Giorgio Armani. Истинный источник наслаждения. Giorgio Armani».

1) – the condition is executed; 2) «истинный источник наслаждения»; 3) – the condition is executed; 4) – the condition is executed.

«Представляем Estée Lauder sensuous noir. Чувства обостряются ночью Новый аромат для женщин. esteelauder.ru».

1) – the condition is executed; 2) «чувства обостряются ночью»; 3) – the condition is executed; 4) – the condition is executed.

In the frame of our research we present the information concerned the economical-advertising techniques in the brackets not to waste writing space of it.

«Скажи то, что чувствуешь ты! Outspoken by Fergie (эсклюзивно от Avon (495) 792 36 99 / www.avon.ru Товар сертифицирован. Реклама. ООО «Эйвон Бьюти Продактс Компани», 101000, г. Москва, Уланский пер., д.4, стр.1. ОГРН 1037708067320)».

1) – the condition is executed; 2) «скажи то, что ты чувствуешь»; 3) – the condition is executed; 4) – the condition is executed.

Final type of the researched construction of narrative construction in advertising discourse is narrative construction of relative nonverbal type.

Typical characteristics of this type construction are: 1) usage of graphically fixed linguistic tools in minimum quantity, as a rule it is limited with the name of manufacturer; 2) absence of explicit expressed promise of certain result achievement; 3) usage of certain symbols important for different groups of audience chosen by sender (for example: firm logo, enumeration of cities where are different branch offices, the link to official site of the firm, offered in advertising article, usage of explanatory characteristics (smell, accessories, etc.).

We offer to examine narrative construction of relative nonverbal type.

«Moscino toujours Glamour. The new fragrance for women». 1) «Moscino»; 2) – условие выполнено; 3) – «new fragrance for women».

«Peuterey. www.peuterey.it» 1) – «Peuterey»; 2) – the condition is executed; 3) «www.peuterey.it».

«Tous. Jewellers since 1920. Круглый мишка Tous в серебре, желтом золоте 18 К, с бриллиантами и полудрагоценными камнями. Бутики Tous в Москве: ул. Никольская, 19-21, тел. (495) 628 4009. ТЦ «Метрополис», Ленинградское шоссе, 16А, 1 эт., тел. (495) 783 5956. ТЦ «Европейский», пл. Киевского вокзала, 2, 1 эт., тел. (495) 221 2419. Barcelona. Madrid. Paris. London. New York. Tokyo».

1) «Tous. Jewellers since 1920. Круглый мишка Tous в серебре, желтом золоте 18 К, с бриллиантами и полудрагоценными камнями»; 2) – the condition is executed; 3) «Barcelona. Madrid. Paris. London. New York. Tokyo».

To sum up we can conclude: coincidence doesn't point to uniqueness or contingency of linguistic tools choice by the formation of advertising article.

Consequently there is a certain model of narrative construction usage in the advertising discourse which joins all of these facts into the single system of communicative-social interaction functioning of advertising discourse.

We offer to examine studied invariant model of narrative construction model in the advertising discourse.

Our research has shown the subjects' interaction has place at the highest stages of model of narrative constructions usage in the advertising discourse.

The 1st scheme is a model of stepped intention-communicative initiatives necessary of the sender wished aim achievement. Examine this model in details.

We offer to begin our research to move from the basis to the top where the interaction with addressee exactly has place.

1) goal defined by sender; 2) purchase of goods/service by addressee; 3) satisfaction of necessity/ giving the information/satisfaction of aesthetic wish directed action at subject; 4) taking into account of modality/narrative experience of interaction subject from the sender side; 5) identical conception base; 6) choice of linguistic tools or refuse from them; 7) usage of graphically/no graphically fixed linguistic tools article; 8) role materialization presented in metaphorical meaning;

9) social status rise implicit meant by choice of certain object-sign; 10) verbal formed and passed through interpretation process article in the subject mind.

We offer to examine the structure of narrative construction formation of relative closed verbal type in the offered model: «Мой мир. Мой стиль. Мой Ecco. ecco-shoes.ru».

It should be marked the main aim of sender is sale of goods or service. The next step done by the 1st interactant is used for this aim (we sort out 2 types of subjects - the 1st interactant – sender; the 2nd interactant – addressee); satisfaction of necessity – the recipient has the possibility to provide yourself by necessary things to live in a comfortable way of lifestyle (with shoes).

Giving the information – sender offers to know the information pointing at the link to official site of the firm and also this person call the name of the product. Satisfaction of aesthetic – usage of necessary images in the advertising discourse (picture of shoes, implicit meant information about the health life-style etc.).

Taking into account of modality/narrative experience: it should be marked the fact it is necessary for sender to choose so to called change method to take into account certain characteristics; here the sender must mean as positive as negative moments presented in the narrative experience of subject.

We stop at the presented problem in details. In that case if sender appeals to positive moments of the recipient experience, the article will be more successful, than in that case when the sender (the 1st interactant) unintentionally takes the negative sides of survived experience by the subject. The change method begins to work in such kind of case: for example; narrative experience of the recipient is included negative relation to the active kind of rest positional in this article.

Consequently linguistic tools used in this article as “Мой мир. Мой стиль.” don’t have the strong position exactly in the possession quality to the active kind of rest (mostly it is pointed at usage of graphically fixed images); it lets the recipient to interpret the presented linguistic tools as the way of own world formation and own unique style by possession of the presented object-sign.

Accordingly to choose the certain linguistic tools and usage of identical conception base, the both moments were taken into account: as negative as positive ones. Taken and used by formation of advertising article characteristics have taken the form of graphically fixed linguistic tools article.

Role materialization allows to the 2nd interactant join him or herself to the certain social institute thereby this person can rise own social status owing the object-sign necessary to be joined to the certain social group.

The article is verbalizing in the subject’s mind in the interpretative process of this article perception and as a result the subject has the possibility of choice: purchase of this product or the necessity absence to join with certain object-sign presented social institute.

The interaction model in the advertising discourse from the 2nd interactant side is some of the initiative steps included to the whole system.

1) usage of graphically/no graphically fixed linguistic tools article; 2) satisfaction of psychological modality; 3) satisfaction of vital necessity; 4) taking into account of narrative experience: negative and positive; 5) verbal formed and

passed through interpretation process article in the subject mind; 6) the possibility of materialization role acceptance; 7) rise of the subject's social status.

Let's see the interaction model of the 2nd interactant at the presented example.

1) – the condition is executed; 2) purchase of object-sign allow to the subject to join to the certain group of consumers to have the possibility to buy such kind of product it can satisfy to psychological modality of subject – to be important in the certain social society.

3) purchase of this kind of product can offer comfortable conditions to provide necessary conditions for life-style in the reality; 4) taking into the account the narrative experience the subject calls to own mental characteristics of narrative experience which can certain how strong was the narrative experience in the negative and in the positive backgrounds.

Using the change method of one characteristic into another one, the individual can use the offered object-sign not to pay the attention at what kind of experience the individual has had in the past, what kind of influence on narrative experience the subject has had at his or her psycho-emotional factors of development's personality.

In that case when negative experience was very powerful, the advertising article can be unsuccessful, but it should be marked that in time when emotional component is weaker the characteristics offered in the article can be acceptable to interpret for the positive perception by the subject of communicative interaction.

Next stage is the verbal formed and passed through interpretation process article in the subject mind formation. The decision can be accepted on the base of the taken by subject interpretative conclusions; the individual makes a decision to take the materialization role or not to take it. This fact can allow to the subject rise own social status owing the certain object-sign or to have deal with other object-signs due to positioning of "I-reality" in the frames of the certain social society.

To sum up we constant the fact that invariant models of communicative interaction of narrative construction usage in the advertising discourse are very great stratum of research studies. Unfortunately they can not be presented in the whole volume due to the limited size of this article.

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