

## ТАКТИКИ ЭМОЦИОНАЛЬНОЙ ПРИВЛЕКАТЕЛЬНОСТИ, УБЕЖДАЮЩЕГО И КРЕАТИВНОГО ЯЗЫКА В РЕАЛИЗАЦИИ РЕКЛАМНЫХ СТРАТЕГИЙ НА ПРИМЕРЕ БЕЛАРУСИ, ЕГИПТА И ВЕЛИКОБРИТАНИИ

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Рассмотрено значение использования тактик эмоциональной привлекательности, убеждающего и креативного языка для эффективной реализации рекламных стратегий, применяемых в трех разных странах с тремя различными культурами. Доказано, что реклама, в которой используется тактика убеждения, способна положительно влиять на потребителей и повышать запоминаемость товара. Кроме того, важно учитывать, что в разных культурах эти тактики могут восприниматься неодинаково. Выявлено, что реклама использует тактику убеждения для изменения отношения и поведения потребителей. Установлено, что эмоциональные призывы провоцируют у потребителей сильные переживания, такие как счастье или печаль. Сделано заключение о том, что использование изобретательных языковых тактик в рекламе является решающим фактором в определении ее эффективности и запоминаемости. Важно понимать, что целевая аудитория, рекламируемый товар или услуга, лингвистический и культурный контекст могут влиять на результат применения этих стратегий.

**Ключевые слова:** тактика эмоциональной привлекательности; тактика креативного языка; тактика убеждающего языка; рекламная коммуникация; речевой акт.

## ТАКТЫКІ ЭМАЦЫЯНАЛЬНАЙ ПРЫВАБНАСЦІ, ПЕРАКАНАЎЧАЙ І КРЭАТЫЎНАЙ МОВЫ Ў РЕАЛІЗАЦЫІ РЭКЛАМНЫХ СТРАТЭГІЙ НА ПРЫКЛАДЗЕ БЕЛАРУСІ, ЕГІПТА І ВЯЛІКАБРЫТАНІІ

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Разгледжана значэнне выкарыстання тактык эмацыянальнай прывабнасці, пераканаўчай і крэатыўнай мовы для эфектыўнай рэалізацыі рэкламных стратэгіяў, што прымяняюцца ў трох розных краінах з трыма рознымі культурамі. Даказана, што рэклама, у якой выкарыстоўваецца тактыка пераканання, здольна станоўча ўплываць на спажывцоў і павышаць запамінальнасць тавару. Акрамя таго, важна ўлічваць, што ў розных культурах гэтыя тактыкі могуць

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успрымацца неаднолькава. Выяўлена, што тактыка пераканання прымяняецца для змянення адносін і паводзін спажыўцоў. Устаноўлена, што эмацыянальныя заклікі правакуюць у спажыўцоў моцныя перажыванні, такія як шчасце або смутак. Высветлена, што выкарыстанне адмысловых моўных тактык у рэкламе з'яўляецца вырашальным фактарам для вызначэння яе эфектыўнасці і запамінальнасці. Важна разумець, што мэтавая аўдыторыя, тавар ці паслуга, якія рэкламуюцца, лінгвістычны і культурны кантэкст могуць уплываць на эфектыўнасць прымянення гэтых стратэгий.

**Ключавыя словы:** тактыка эмацыянальнай прывабнасці; тактыка крэатыўнай мовы; тактыка пераканаўчай мовы; рэкламная камунікацыя; маўленчы акт.

## TACTICS OF EMOTIONAL APPEAL, PERSUASIVE AND CREATIVE LANGUAGE IN THE IMPLEMENTATION OF ADVERTISING STRATEGIES ON THE EXAMPLES OF BELARUS, EGYPT, AND THE UNITED KINGDOM

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The article deals with the significance of using emotional appeal, creative, and persuasive tactics in order to effectively implement advertising strategies used in three different countries with three different languages and cultures. It has been demonstrated that advertising employing persuasive tactics has the potential to positively sway consumers and increase product recall. Additionally, it is important to keep in mind that these tactics might be received differently in various cultures. It has been established that advertising employs persuasive tactics to change consumers' attitudes and behaviours. The analysis showed that emotional appeals elicit consumers' strong emotions, such as happiness or sadness. The author has discovered that using inventive language tactics in advertising is crucial to its effectiveness and memorability. It is crucial to understand that the target audience, the good or service being advertised, and the linguistic and cultural context may all have an impact on how effective these strategies are.

**Keywords:** emotional appeal tactics; creative language tactics; persuasive language tactics; advertising communication; speech act.

### Introduction

One of the most important aspects of marketing is advertising communication, which uses various speech impact tactics to promote a good or service to a target audience. The value and the relevance of studying emotional appeal, persuasive, and creative language tactics in the implementation of advertising strategies can be seen in the advertising industries of Belarus, Egypt, and the United Kingdom. By appealing to a customer's emotional state, needs, and aspirations, emotional branding can help to connect them with a brand. Emotional content in advertisements can be more effective than rationally appealing messages in generating brand loyalty. Persuasive language can be used to treat people with respect, connect with them through body language, and positively influence them. In a crowded market, creative language can help advertisers stand out and capture the attention of potential customers.

Tactics that help in the implementation of advertising strategies are the main trend in linguistics all over the world. There are enormous studies related to this area of science in both Egyptian and English literature, however, the author will fortunately conduct these tactics and their impact on the Belarusian audience for the first time. Emotional appeal, persuasive language, and creative language tactics main objectives are capturing consumers' attention, and ultimately persuading them to make a purchase. The author explores these tactics in the context of Belarusian, Egyptian, and English advertising materials: in the abovementioned countries, emotional content is heavily used in advertising to connect with consumers and drive brand awareness. Emotional advertising attempts to connect with the audience by utilising core emotions such as happiness and sadness [1]. In addition to appealing to logic or reason, emotional advertising appeals to consumers' feelings and perceptions to compel them to take action. This can be done with the help of potent music, text, or imagery. By appealing to their emotional state, needs and aspirations, emotional branding aids in establishing a connection between customers and a brand. During the COVID-19 pandemic, for example, Egyptian advertisements used emotional storytelling to convey messages of unity and support [2]. Advertising objective is persuasion, thus, businesses

in these countries work hard to develop strong persuasive messages that appeal to customers' emotions and logic. Persuasive language is used to emphasise the benefits of a product or service and persuade customers that it is the best option for them [3]. Different methods of persuasion, such as lexico-grammatical and rhetorical devices, are examined in the context of Belarusian, Egyptian, and English advertisements that primarily target the audience. To make advertisements more engaging and memorable, creative language tactics are used. Wordplay, humour, and storytelling are examples of these tactics. For instance, in Belarus, advertising copy uses imaginative language to draw the audience in by emphasising features other than the functional ones of the product. The structural integrity of an emotional branding strategy for a brand is created by the individual building blocks that make up creative language tactics. The article problem is to determine the effectiveness of emotional appeal, persuasive and creative language tactics in advertising strategies in Belarus, Egypt, and the UK. The study aims to investigate how these tactics can be used to create favourable brand attitudes, gain compliance, and promote sustainable marketing strategies. The research will also explore the role of emotions and rational appeals persuasive and creative language tactics in advertising.

### Theoretical background

Previous study has shown that the television commercials revealed that, in spite of regulations, a lot of broadcasting that appealed to children used persuasion to promote unhealthy foods [4]. The effects of advertising's persuasion techniques on the consumer's behaviour and how crucial is it to comprehend people's viewpoints, in order to create persuasive communication tactics that are more effective and moral [5]. In addition, another study implies that persuasive marketing tactics were frequently used in food advertisements, which helped to encourage kids to eat poorly. I. D. Romanova and I. V. Smirnova analysed advertisements utilising persuasive tactics in advertising which use logos, pathos and ethos principles. They concluded that it is necessary to use combinations of persuasive approaches to maintain a balance between the logos, pathos and ethos components of reasoning in advertising [6]. A. Braca and P. Dondio conducted a study on how persuasive message design, customer characteristics and persuasion tactics interact in the context of creating successful marketing strategies [7]. By limiting their emotional expressions on their faces, people can resist being persuaded. The methods people use to avoid being persuaded, contest it and empower themselves are all covered in this study [8]. Supplying the audience with something worthwhile in exchange for their interest or engagement, this is evident in advertisements that offer free samples, special discounts, or other incentives. Moreover, highlighting restricted access or limited-time offers to evoke a sense of urgency and exclusivity. This may encourage clients to act right away in order to seize the chance [9]. Advertisers use feelings such as joy, fear, or nostalgia in order to establish a connection with their target audience and leave a lasting impression. This can be accomplished by using narratives that arouse particular emotions, music, visuals, or storytelling [8]. Studies have offered some recommendations for the linguistic elements of advertisements. I. Koteyko provided in-depth categories of linguistic elements found in printed advertisements [10]. A. Anggraeni and his colleagues studied UK advertising content from non-UK viewpoints, concentrating on the amount of information presented and the stereotypes portrayed. This study clarified the social context of UK advertising [11]. Another study looked at how cultural values affected the layout and verbalisation of British graphic advertisements for food and drink. This study emphasised the significance of cultural factors in the development of powerful advertising campaigns [12]. Unfortunately, there are no scientific studies conducted on this area of science in Belarus, which highlight the relevance, significance and necessity of carrying out this research.

### Methodology

We used the analytical research and descriptive methods in this study to identify, examine and analyse the emotional appeal tactics, creative language tactics, persuasive language tactics, which are used in implementing communication strategies in advertising. The chosen and analysed samples are online commercials and advertisement texts from Belarus, Egypt, and the UK, which are accessible online on the official website. To increase the rigor and to enhance the article results, we chose different online commercials and from time periods. The researchers retrieved ranging in date from 2010 until 2023. The author obtained the materials used in this article for analysis from the official Internet website. The website archives for materials within the specified period were searched. These materials were downloaded and some of them are converted to *Microsoft Word* documents, some of these materials already were translated officially into English (the main language of this research). The materials and the data of this research consist of online commercials and advertising texts. The topics of these online commercials and advertising texts are related to our study and from the three-abovementioned countries. The author identifies the tactics for achieving the main objective of our study. Advertising tactics became of a great interest to linguists all over the world because it is primarily the most productive area for research.

## Results and discussion

The use of speech impact tactics is essential in advertising communication to grab the audience's attention, persuade them, and influence their behaviour so they will take the desired actions. These tactics commonly fall under the category of linguistic techniques. It is important to note that the effectiveness of these tactics can vary depending on the target audience, the product being advertised and the overall marketing strategy. Advertisers should carefully tailor their approach to maximise the speech impact and achieve desired outcomes. The tactic of speech impact in advertising communication refers to the use of persuasive and influential language to capture the attention and interest of the target audience. It involves using specific techniques and strategies to create a strong impact and leave a lasting impression on consumers. Here are some key tactics used in advertising communication.

**Emotional appeal.** People are more engaged by emotional messages, which can increase message acceptance, recall and facilitation [13]. As a result, in advertising, emotion appeals mainly used to leave an impression on their target audience. Emotional appeals can be a successful tactic to elicit a favourable emotional response from the customer and increase product recall [14]. Consequently, this tactic main goal is to elicit strong emotions in consumers in order to establish a connection with the brand or product, for instance, a charity organisation's commercial may use heart-breaking stories and images to elicit viewers' empathy and encourage them to donate. A new study found that a strong emotional appeal is more effective at swaying people's opinions and feelings about non-profit organisations [15]. Moreover, advertisers can develop messages that appeal to those emotions, by knowing the desires, fears, and aspirations of the target audience. Humour, sentimentality, nostalgia, excitement or empathy are all examples of emotional appeals that aim to leave a lasting impression. Advertisers are aware of how strongly emotions can affect consumer behaviour. Thus, advertisers aim to create a strong connection and association between their product and the desired emotional experience by appealing to emotions. The unconscious emotional reactions that people have to advertisements are used to gauge their effectiveness. Moreover, another study found that during the pandemic, both positive and negative appeals were effective in creating a bond between the brand and the consumer [16]. Here are some examples of emotionally appealing advertising tactics used in Russian, English, and Egyptian advertisements. In our opinion, the Coca-Cola Company's advertising campaign «Choose happiness» from 2015 is a good English example of an emotion appeal strategy because it invited viewers to share happy memories and associate the brand with happiness.

A good example of emotional appeal in the Egyptian advertising is PepsiCo's campaign in 2020, during which company «PepsiCo Egypt» launched a campaign to support the Egyptian women. A teaser for the campaign got everyone talking and a number of celebrities posted their pictures on social media next to a picture of a woman and asked their followers if they recognised her. Later, it was discovered that these women are farmers and the goal of the campaign was to support them with the tools and information they needed to thrive. The emotional video ended with a following thankful statement «أرکش ای تس لکلا» ('Thank you, daughters of the land')<sup>1</sup>.

In Belarus, emotional appeal in advertising can affect consumers' emotions to pique their interest and foster brand loyalty. In our viewpoints, advertising that makes people smile in Belarus can encourage positive brand associations and appeal to people's desire for happiness and fulfilment. Advertisements that show a family sitting together, for instance, can create a powerful emotional connection with the audience.

**Persuasive language.** The use of persuasive language is crucial in advertising. The choice of words and phrases can greatly influence the effectiveness of an advertisement. Advertisers use persuasive language techniques such as rhetorical questions, powerful adjectives, superlatives, compelling metaphors, testimonials and expert opinions to convince consumers of the benefits and superiority of their offerings as well as to sway consumers' opinions in favour of the product or service being advertised. Accordingly, it can have a significant impact on advertising communication. This helps to create credibility, to establish a sense of authority and persuade the audience to trust the message being conveyed. In fact, in English advertising, persuasive language is a common communication tactic. English advertisers use language to catch the attention of customers, emphasise the benefits of the product or service and set it apart from those of rivals [17]. The message can become more emotive, informative, and creative with the use of persuasive language. English advertising employs a number of techniques to achieve a persuasive effect. English advertisers use language game to create powerful advertising texts, this approach employs phonetic, lexical, graphic and precedent phenomena. Additionally, they use some rhetorical devices in order to promote their goods or service. Furthermore, advertisers employ persuasive rhetorical strategies that operate at the semantic, syntactic and pragmatic levels [18]. Advertisements frequently adhere to certain conventions that help to distinguish or predict them. To accomplish the intended communicative goal, which is

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<sup>1</sup>«PepsiCo» launches a new initiative to support female farmers and rural women entitled «Living well» [Electronic resource] // YouTube. URL: <https://www.youtube.com/watch?v=JveI0036gGo> (date of access: 20.09.2023) (in Arab.).



persuasion, all of the texts in these conventions have a common structure and use the same rhetorical elements and linguistic traits [19]. Additionally, for a more effective persuasive effect, English advertisers use tropes and rhetorical figures in their advertisements [20]. Further advertisements use lexical, syntactic and discourse aspects of language to promote their goods and services [21]. A good example of a persuasive language in the English advertisements was when the Coca-Cola Company's advertising campaign «You can't beat the feeling» makes the brand's products sound appealing. The persuasive slogan «You can't beat the feeling» asserts that the positive emotions you experience after drinking it are unmatched. The emotional language and imagery used in the advertisements, which frequently show people drinking «Coca-Cola» in joyful and carefree situations, serve to further emphasise this message.

Egyptian advertising frequently employs persuasive language tactics to grab consumers' attention and promote goods or services<sup>2</sup>. Here is an example of effective Egyptian advertisements that successfully employ persuasion: Vodafone's campaign «Power to you», in our viewpoints, is a good example, which positions the company as innovative and empowering, makes a persuasive argument for the brand. According to the campaign's slogan, Vodafone's goods and services give customers the freedom to accomplish more.

Advertisers in Belarus utilise persuasive language tactics that are similar to those used in other countries, such as a persuasive language, in order to grab the attention of prospective customers, highlight the benefits of the goods or services, and persuade audience to take the desired action. For example, ««Табекс» поможет бросить курить» («Tabex» can help you quit smoking') in which Tabex's campaign uses persuasion to market their medicine and position the company as innovative and empowering. This tagline of the advertisement claims can assist users in giving up their smoking habit<sup>3</sup>.

**Creative language.** Advertisers often play with language to grab attention and differentiate themselves from competitors. They employ puns, wordplay, catchy slogans, jingles and memorable taglines to make their message stand out and linger in the minds of consumers. Creative language can make an advertisement more memorable and help reinforce brand identity. Using inventive language tactics can help draw attention to the unique features of a good or service while also improving the informational, emotive, and memorable aspects of advertising messages.

English advertising frequently employs creative language tactics to increase consumers' attention and produce an empathetic or persuasive effect. Some devices of creative language tactics are as follows.

**Cliché language.** Advertisements can become approachable and have a wider audience by using common phrases or clichés. The use of cliché language can create creative advertisements that broaden the market of products [22].

**Language game.** In order to create effective advertising texts, the language game tactic makes use of phonetic, lexical, graphic and precedent phenomena.

**Using of puns, wordplay, and other linguistic devices.** This tactic helps to create a more creative and memorable message and that is the primary objective of this tactic [23].

Here are a few examples of how advertisers use language game tactics to highlight the unique features of their products or services:

- wordplay or puns are used to deliver a memorable message that emphasises the unique features of the good or service;
- creative word choices or grammatical structures are used to communicate strong and memorable messages that emphasise the innovative nature of the goods or services;
- evocative language and catchy phrases are used to highlight the flavour, standard or other distinguishing qualities of the good or service.

A language game tactic was used in the advertising «Got milk?» by coming up with a phrase that could be used in various situations. The question might be interpreted as «Do you have milk?» or «Are you able to speak because you have milk in your mouth?». This tactic increased milk sales and made the campaign stand out.

**Syntactic design.** Syntactical patterns can be seen as essential creative elements in the creation of advertising messages [24]. A message can be made more powerful by altering the placement of words and sentences. Accordingly, the message can be made more memorable by using short sentences and rhetorical devices.

**Code mixing.** Advertising messages can have a distinctive and attention-grabbing effect by fusing two or more languages [25].

These tactics can aid in emphasising the distinctive qualities of a good or service and aid in making advertising messages more emotional, educational, and memorable.

Egyptian advertisers use wordplay and puns in their advertising campaigns to boost their potency and influence consumers. Because wordplay and puns frequently rely on humour or cleverness to grab the audience's

<sup>2</sup>The Red Genie and Inle Jadallah... what's up with you? The power is in your hands [Electronic resource] // YouTube. URL: <https://www.youtube.com/watch?si=Idd1K6KozWnhoP1&v=KzfRHxsqZwY&feature=youtu.be> (date of access: 17.08.2023) (in Arab.).

<sup>3</sup>«Tabex» can help you to quit smoking [Electronic resource] // Ibid. URL: <https://youtu.be/y-aS1-PJrZs?si=tH6FW7o1EGTt9f9> (date of access: 05.08.2023) (in Russ.).

attention, they can be useful in developing a memorable and compelling message. According to a study on the efficiency of mobile advertising games for Egypt's tourism promotion, these games were effective for city integration, branding, and travel promotion. This innovative language tactic involved using ludic language in a gaming context to communicate a message about a company, a good, or a service [26]. Companies «Mobinil», «Vodafone Egypt», «Coca-Cola Egypt», and «Juhayna» are just a few examples of Egyptian brands that have connected with their target audiences and promoted their goods or services by using creative language tactics. Egyptian commercials frequently employ wordplay and puns to create a catchy and memorable message. For instance, a mobile phone company utilised the catchphrase *يلا شو عم شو مهي ام* ('Those who don't have it don't care'). This clever wordplay draws attention to the company's services even if you do not have any money while also being humorous and catchy.

The use of metaphors and similes, as well as other figurative language, is another typical tactic used in Egyptian advertising. An advertisement *عم ديات لى س غل ل ش ي ف م لى ح ت س م* ('With «Tide» laundry detergent, nothing is impossible') is used by one of the Egyptian companies to describe its effectiveness in cleaning dirty utensils. This use of metaphorical language enhances the message's impact by helping the audience to visualise it clearly. Moreover, Egyptian advertisers frequently use cultural allusions to engage their audience more deeply. These metaphors can be well-known proverbs, sayings, or even songs from ancient Egypt. Advertisers can make their message seem more relatable and familiar by incorporating well-known cultural elements. This increases the persuasiveness of their message. For example, Vodafone Egypt's campaign made use of a famous Egyptian song *اين دلا قول ح* ('The world is beautiful') as the soundtrack for their television advertisement. A positive and uplifting message was conveyed through the song's lyrics and catchy melody, which also sparked memories and a sense of familiarity. In Coca-Cola Egypt's advertisements *لك ام افوش ت افوش ت الوك الكوك* ('Every time you see it, you see «Coca-Cola»') the words *افوش ت* are used as a pun because it rhymes with *افوش ت* which means 'you see'. This wordplay emphasises how common «Coca-Cola Egypt» is and how much of a part it plays in daily life. Consequently, Coca-Cola Egypt's advertisements have used it to convey a memorable and catchy message that emphasises the presence and popularity of the brand. The pun *ملا اعلا ملك افوش ي* ('The whole world can see it') was used in a campaign for the telecommunications firm «Mobinil». The pun here is on the word *افوش ي* which resembles the word *فوش ي* that means 'see'. The wordplay highlights how Mobinil's services are available throughout the world.

Belarusian advertisers utilise a variety of creative language tools to reach their target audience. In the Belarusian advertisements, effective communication tactics frequently involve the use of creative language tactics. Wordplay, puns, and clever jokes are used in Belarusian advertisements to make the message more memorable and entertaining. This can include amusing situations and even playful language. By making the audience laugh, advertisers can create a positive association with their brand. In the context of Belarusian advertising, some examples of these tactics include the slogan *«За 100 рублей в месяц ты можешь получить 100 рублей в месяц»* ('For 100 rubles a month you can get 100 rubles a month') was used in a campaign for the Belarusian telecommunications company «Velcom» (now «A1»). This wordplay, along with the humorous tone of the advertisement, served to draw in viewers and highlight how reasonably priced the business's services are.

The slogan *«Пиво «Аливария» – праздничный напиток»* ('«Alivaria» beer is a festive drink') is used in a campaign for the Belarusian beer brand «Alivaria». This phrase, which is a play on the expression *«праздничный напиток»* ('a festive drink') helps to foster a festive and fun atmosphere around the brand.

**Rhetorical devices.** Advertisers often use rhetorical devices such as rhetorical questions, repetition, parallelism, alliteration, metaphors, anaphora, simile, testimonial, and hyperbole to create an impactful speech. These devices help to make the advertising message more memorable, to capture attention of the addressee and evoke emotional response or intrigue. For example, a slogan that repeats a key benefit or a catchy jingle that uses alliteration can stick in the minds of consumers and make the brand more memorable.

**Repetition.** Consistent repetition of key messages or slogans is a powerful tactic in advertising. By repeating a catchphrase or memorable jingle, advertisers reinforce brand recognition and enhance message retention. Repetition helps to establish familiarity and can ultimately influence consumer behaviour. This tactic gives the advertisement a rhythmic and enticing quality by repeating the initial consonant sounds in words or phrases. Expressions «Coca-Cola» and «best buy» both contain alliteration [27]. Additionally by using repeating of specific words or phrases, one can emphasise important messages and make them stick in the memory. For instance, Nike's catchphrase «Just do it» is a straightforward yet effective repetition of the word «do». Accordingly, repetition of certain sounds where words or phrases are repeated with particular sounds or syllables can be used to produce a memorable and attention-grabbing effect. For instance, Rice Krispies' catchphrase «Snap, crackle, pop» employs this repetition tactic. Finally, repeating specific grammatical or syntactic constructions is used to produce a memorable and attention-grabbing effect by repeatedly using particular grammatical or syntactic constructions. For instance, Apple's slogan «Think different» repeats the pattern of an imperative verb followed by an adjective [28].

Repetition tactics are employed in Egyptian advertising to draw the audience in, emphasise key points, and leave a lasting impression. The following are some of the main repetition tactics used in Egyptian advertising: a specific word or phrase repetition, one can emphasise important messages and aid in remembering. For instance, PepsiCo Egypt use of the slogan *يسبب لك حب* ('«Pepsi» loves you') in Egypt is a straightforward yet effective repetition of the words *لك حب* ('loves you'). Furthermore, the repetition of specific grammatical or syntactic constructions: the objective of this tactic is to produce a memorable and attention-grabbing effect by repeatedly using particular grammatical or syntactic constructions. This repetition tactic is used, for instance, in Vodafone Egypt's slogan *رصم ملكتت يبرع لال* ('Egypt speaks Arabic'). Additionally, the repetition tactic in this slogan incorporates the use of certain sounds repeatedly. Using specific visual cues or images repeatedly to create an impactful and memorable effect is known as repetition of specific image. The use of the pyramids, for instance, in numerous Egyptian tourism advertisements, is an instance of visual repetition that contributes to building a powerful and recognisable brand image. Moreover, a further tactic is repetition of particular cultural allusions, which involves bringing up the same cultural references repeatedly to help the audience feel connected and familiar. For instance, using traditional Egyptian music and dance in different Egyptian advertising campaigns is an example of cultural repetition that works to forge a powerful and affecting bond with the audience.

Advertising in Belarus uses a variety of repetition tactics to increase its influence and persuasiveness. These tactics are intended to grab the target audience's attention, reiterate key messages and leave a lasting impression. In Belarusian advertising, repetition tactics are used such, one of Belarus' biggest banks «Belarusbank» emphasises its dependability and customer-centric philosophy in its advertising by repeating key words and phrases. They frequently use the slogan ««Беларусбанк» – ваш надежный партнер» ('«Belarusbank» is your reliable partner') in their commercials, reinforcing the idea of dependability and reliability. The brand name «Belarusbank» is emphasised by repeating it at the beginning of the slogan ««Беларусбанк» – банк, якому давяраюць мільёны» ('«Belarusbank» is a bank that millions trust'). Reiterating key features or benefits are the following: advertisers can help consumers remember and associate a product or service's key features or benefits with the brand by repeatedly mentioning these attributes. For instance, the phrase ««МТС» – лепшы супрацоўнік у свеце» ('«MTS» is the best partner in the world') emphasises the brand's superiority by using the word «лепшы» ('the best') multiple times. Action verbs are used repeatedly because they can evoke a sense of urgency in customers and motivate them to act right away. Advertisers can emphasise the desired action even more by using these verbs repeatedly. For instance, the Belarusian State Philharmonic Society uses repetition in their slogan «Заклічамо! Заклічамо! Заклічамо!» ('We invite! We invite! We invite!') to entice people to their events. Additionally, «MTS», a well-known telecommunications provider in Belarus, builds a strong brand identity through repetition of visual cues in its advertising. The company's logo, which consists of the letters in an eye-catching red font, is displayed consistently across numerous advertisements, giving the impression of cohesion and consistency. Furthermore, a well-known Belarusian confectionery company «Spartak», uses music and sound repetition in its advertising to evoke a sense of rhythm and familiarity. The commercials frequently feature the company's jingle, which has a catchy tune and the words ««Спартак» – вкус детства» ('«Spartak» is the taste of childhood'), making them more memorable to viewers. In order to capture their audience's attention and foster positive brand associations, many Belarusian brands use humour, which is a potent tool in advertising. For instance, the Belarusian candy company «Kommunarka» frequently uses humorous and playful advertisements to market their goods. Here are some examples. Campaign «Сладкий побег» ('The sweet escape') where in a TV commercial a person sneaking away from their daily routine, hiding in a secret place, and enjoying a piece of Kommunarka's chocolate is portrayed. The humorous twist lies in the exaggerated efforts to find a quiet space, adding a playful tone to the advertisement. Campaign «Сладкая революция» ('Sweet revolution') used slogans like «Приєднайся к сладкой стороне» ('Join the sweet side') and «Сделай свою жизнь подслащенной» ('Sweeten up your life'). The objective of the campaign was to give the idea of enjoying chocolates a fun and whimsical spin. These examples demonstrate how company «Kommunarka» incorporates humour into its advertising tactics to create a memorable and enjoyable experience for consumers, making their brand and products stand out in a playful and light-hearted way.

As social media and online platforms grow in popularity, many Belarusian brands are changing their advertising tactics in order to connect with a more technologically savvy audience. To engage customers and raise brand awareness, this includes using targeted online advertisements, influencer marketing and interactive social media campaigns.

## Conclusions

We conclude that advertising communication in Belarus, Egypt, and the UK frequently employs persuasive language tactics, emotional appeal tactics and creative language tactics to engage and persuade consumers. These tactics are employed to educate consumers, give them information and connect advertisers with their intended



market. In Belarus, advertising places a strong emphasis on informing consumers and building relationships with them. To engage the audience and increase the message's memorability, creative language tactics are used. Providing consumers with pertinent information about goods and services is the goal of advertising communication in Egypt. Consumers are persuaded of the merits of the advertised goods or services using persuasive language tactics. Advertising in the UK frequently employs emotional appeal tactics to establish a strong brand identity and connect with consumers on a deeper level. In order to make the message more captivating and memorable, creative language tactics are used. It is important to note that the effectiveness of these tactics can vary depending on the target audience, product or service and the specific goals of the advertising campaign. Advertisers constantly analyse consumer behaviour and employ different linguistic tactics to maximise the impact of their communication efforts. Overall, the tactic of speech impact in advertising communication aims to create a strong and memorable impression on consumers. By using powerful words, rhetorical devices, storytelling and effective tone and delivery, advertisers can effectively persuade and influence their target audience to take action and engage with their brand or product. Advertisers often combine multiple tactics to create a comprehensive and impactful advertising campaign that effectively reaches and engages their target audience.

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