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MODERN EDUCATIONAL ADVERTISING: DIFFERENT LANGUAGES – COMMON TRENDS

In today's digital era, digital advertising of educational institutions is booming and has become the key to attracting consumers and enhancing brand influence. Meanwhile, the pragmatic strategies, tactics and means of their verbalization in modern educational advertising have attracted the attention of linguists.

As a type of publicity, modern educational advertising aims to promote various products and services of educational institutions. It can be seen that educational advertising is essentially a kind of persuasive behavior, and the overall publicity effect depends on its effectiveness. The pragmatic effect is manifested through persuasive strategy – communicative behavior that arouses certain feelings in business partners causing them to form value orientations and attitudes (P. V. Yakubov). In educational advertising, it is specifically expressed as an attempt to persuade consumers to purchase educational products or services.

Depending on particular content and performance, persuasive strategy in advertisements is manifested through different tactics, namely rational appeal, emotional appeal, authority appeal and value appeal. Rational appeal focuses on using logic, reason, and evidence to convince consumers. It emphasizes facts, statistics, and rational arguments to support a claim or selling point. Emotional appeal is a persuasive technique that targets consumers' feelings and emotions. It seeks to create a connection by stimulating consumers' empathy, fear, happiness, or other emotional responses. Authority appeal relies on the credibility and expertise of an authoritative figure or institution. By referencing authoritative sources such as experts, scholars, celebrities, or well-known organizations, advertising aims to establish trust and enhance persuasiveness. Value appeal connects with consumers' beliefs, principles, or morals. It goes beyond personal interests and relies on shared cultural, ethical, or societal values to motivate purchasing behavior.

From a linguistic point of view, the means of expression of the above four tactics in modern educational advertising can be categorized into verbal and nonverbal. Verbal elements mainly include words with persuasive meanings that are often accompanied by expressive syntax, while nonverbal means in digital advertising are manifested through such elements as fonts, colors, objects, and body language. Verbal and nonverbal means of encoding a digital advertisement can sometimes be independent, but more often they are intertwined to achieve the persuasive effect.

In this study, 40 online educational ads in each of the three languages – Chinese, English and Russian – were selected as research materials. Through semantic and quantitative analysis, the use of verbal means (both lexical and syntactical) as well as their combination with nonverbal means was considered in each persuasive tactic.

Based on the analysis results, lexical means of persuasion can be categorized into several groups, words describing *feelings* and *emotions*, *growth* and *progress*, *friendship*, *price*, *time* and *distance*, *teaching staff* and *institutions*, *success*, *patriotism*, *internationalization*, *future* and *dreams* being among them. Syntactical means act at the sentence level and work in conjunction with lexical means, the main types being imperatives, exclamations, questions, parallelism, and repetition. Nonverbal means are various visual elements that appear in ads that serve to persuade, mainly font, colour, body language, and objects. The statistics show that there are 133 verbal markers of persuasive strategy in Chinese-language advertising (61 in emotional appeal, 48 in rational appeal, 6 in authority appeal, and 18 in value appeal), 124 verbal markers in English (54, 47, 9 and 14 in each of the above mentioned tactics) and 128 in Russian (51, 58, 7 and 12 respectively), while persuasion-related nonverbal elements account for 68, 72 and 75 cases in each language, accordingly. Below are some specific examples.

First, we focus on an educational advertisement in the Chinese language. 少儿英语招生进行中. 开学季两人同行一人免单. 轻松掌握单词, 提高孩子学习兴趣. 'Children's English enrollment is in progress. Two together and one free

during the school season. Easy to master the words, enhance children's interest in learning.' Rational appeal and emotional appeal are used in this ad. As for rational appeal, verbal marker **两人同行一人免单** 'two together and one free' describes the low price. This is also a syntactical means of contrast, as juxtaposing **两人同行** 'two together' and **一人免单** 'one free' highlights the advantages of the course price and stimulates parents to enroll their children into groups. In addition, this phrase is bolded and centered in the ad, which is an example of nonverbal means of expression. As for emotional appeal, verbal marker **轻松** 'easy' implies that the learning process is stress-free and helps children to overcome negative emotions, while **提高** 'enhance' appeals to children's growth and progress. A different font color further deepens the consumers' impression.

Now let's consider an example in English. *We've **been shortlisted!** AAT Distance Learning Training Provider of the Year and AAT Large Training Provider of the Year. **£ 200 off** Accounting courses.* This ad consists of three independent short sentences. The first sentence uses emotional appeal, conveying excitement and pride through verbal marker **shortlisted** and exclamation mark, narrowing the emotional gap with consumers. It is also complemented by nonverbal means – bold font and larger font size. The second sentence appeals to authority. By mentioning the authoritative organization **AAT** (Association of Accounting Technicians), it builds credibility, creates a professional image and thus enhances consumers' trust. Syntactically, both the award names are used in a unified sentence pattern (parallelism), and repeated structure strengthens the rhythm, highlights the multiple advantages of the educational institution (distance education and large-scale training). The last sentence appeals to ration, as **£200 off** describes the price, suggesting immediate signing up for a discount.

Last, attention is paid to Russian-language education advertising. *Английский для детей и подростков. **Смотрите в будущее** уже сейчас! #онлайн/офлайн #с 7 лет. Ждем вас на **бесплатном пробном занятии**.* 'English for children and teenagers. Look into the future now! #online/offline #from 7 years old. Waiting for you at the free trial lesson.' In this ad, value appeal comes first. In terms of verbal means, **смотрите в будущее** 'look into the future' attracts parents' and students' attention to future growth and success. **Смотрите** 'look' is an imperative form used to directly call to action, which increases the sense of urgency and interactivity, prompting consumers to respond immediately. In terms of nonverbal means, the postures of a Superman-costumed father and a son looking forward to the future complement the text. Then comes rational appeal. **Онлайн/офлайн** 'online/offline', **с 7 лет** 'from 7 years old' and **бесплатное пробное занятие** 'free trial lesson' are all objective descriptions of advertising content, and backgrounds of a different color highlight this verbal message.

In further analysis we can see that there are some differences in educational advertising in three languages. For example, in English-language ads there are more verbal markers of rational appeal targeting international consumers, such as *global community*, *international group*, and *summer school*, but these verbal

markers rarely appear in Chinese and Russian. This may be due to the fact that the UK's education industry and student source structure are more oriented towards international community. On the contrary, patriotic values are prevalent in Russian- and Chinese-language ads. Another example is that religion related verbal markers are present in English-language ads, but not in the analyzed Chinese-language ads, which may be due to different ideologies and values. But overall, there are fewer differences than similarities in Chinese-, English- and Russian-language educational advertising. The reason may be that unique verbal markers are only applicable to consumers from particular geographical regions or with specific cultural backgrounds, whereas most ads are inclined to attract various types of consumers.

In general, educational advertising in all the three languages tends to favor emotional appeal and rational appeal, with relatively few instances of authority appeal and value appeal. In each language, lexical means of persuasion prevail, with syntactical means and nonverbal means playing a supporting role. These commonalities of educational advertising in the three languages far outweigh their differences, which may be determined by the universal principles of advertising as well as education itself.