

НАПРАВЛЕНИЕ 3

Грамматические единицы в различных типах коммуникации

ОСНОВНЫЕ ЯЗЫКОВЫЕ ХАРАКТЕРИСТИКИ НЕМЕЦКОЯЗЫЧНЫХ ПРЕДВЫБОРНЫХ ЛОЗУНГОВ В ПОЛИТИЧЕСКОМ РЕКЛАМНОМ ДИСКУРСЕ

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В данной статье анализируются немецкие предвыборные лозунги, при этом особое внимание уделяется их синтаксическим, стилистическим особенностям, реализации категорий предложения. В работе освещаются такие стратегии, как code-switching, хеджирование и использование визуальных элементов для усиления воздействия.

Ключевые слова: немецкоязычные предвыборные лозунги с рекламных плакатов; синтаксические структуры; стилистические особенности; языковые стратегии.

THE MAIN LANGUAGE FEATURES OF GERMAN ELECTION SLOGANS IN POLITICAL ADVERTISING DISCOURSE

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This study analyzes German election slogans, focusing on their syntactic and stylistic features. It highlights strategies like code-switching, hedging, and the use of visual elements to enhance impact.

Key words: German election slogans from advertising posters; syntactic structure; stylistic features; language strategies.

An election slogan is a small genre of political advertising discourse that is used by politicians during election campaigns to imprint the main ideas of such a party into the minds of recipients.

German political discourse has various features that influence the way the slogans are formulated. Researchers differentiate between ritualism, institutionality, esotericity, reductionism, the interaction of expression and standard, dialogic character, explicit or implicit evaluation, and the dialectic of tolerance and aggressiveness [2]. However, the specifics of advertising discourse are also to be noticed. Slogans must accomplish the influencing and manipulative functions [1].

Election slogans play a significant role in election campaigns because slogans reflect the key principles of a party, which allows us to assert that such texts employ various language strategies to make slogans more effective.

First of all, it should be emphasized that slogans, that are used on advertising election posters, have certain syntactic structures preferred by authors. As the quantitative analysis shows, the producers give preference to simple (87%), expanded (84%), complete (83%), declarative (56%) sentences formulated in a recipient-friendly form: *Zukunft passiert nicht. Wir machen sie.* Nevertheless, the structures that defy analysis have been discovered. Such sentences include grammar, punctuation and

graphic system violations. For example, *Klimaschutz: Keine halben Sachen mehr*. Either it means that “Climate protection = No more half measures”, and then we get a simple sentence without a linking verb, or it is a compound sentence, which includes two clauses.

As far as the categories of sentences are concerned, it should be noted that the category of modality is expressed by using modal verbs, both implicit ‘(Man muss) *Frauen schützen!*’ and explicit ‘*Deutschland muss offen bleiben.*’, the indicative mood of the verbs (95%), and punctuation (incentive sentences do not include the exclamation mark). Besides, it is the verb that helps to indicate the category of temporality, so the most commonly used form is present: *Kommt, wir ändern die Politik*. There are also some lexical indexes (12%): *Jetzt Briefwahl!* Most slogans are oriented towards future time, potential changes, actualizing the predictive function of the texts.

Likewise, the otherness category is of particular importance in political advertising. On the one hand, the politicians tend to be objective; on the other hand, they use different tools to make their campaigns more efficient and closer to the recipient and to show, that they can take responsibility for the future. Therefore, the addressee is verbally expressed by the pronouns “wir” and “unser” in only 18% of cases: *Unser Land, unsere Regeln; Wir müssen für sie kämpfen*. In contrast to this, the (co)author/(co)producer of the idea (text) is reflected on the posters in 37% of cases, which indicates a more significant non-verbal representation of the producer of the text as compared to linguistic representation. If we compare the campaigns of 2017 and 2021, we can conclude that the political advertising posters become more personalized.

The analysis of stylistic features of German electoral slogans shows that producers use the above-mentioned language and give a touch of ambiguity, metaphors, especially personification ‘*Für eine Politik, die Wort hält.*’, defined syntactic structures (syntactic parallelism). Compare slogans of The Greens ‘*Kommt, wir ändern die Politik.*’ and ‘*Kommt, wir bauen das neue Europa.*’, or of CDU/CSU ‘*Heute lernen, was morgen zählt.*’ and ‘*Machen, was Arbeit schafft.*’. Moreover, a new tendency is to use hedging strategies to be less aggressive. That is why the producers tend to avoid such modal verbs as ‘must’ or ‘have to’. Instead, they are implied but not verbalised. The right-wing party AfD, for example, have refused to use Caps Lock, exclamation marks and incentive sentences. Some slogans incorporate special signs which are popular with young people in Internet communication: *Jeder Tag ein Frauen*tag!; Kostenfrei & guter Takt*. The use of elements from different registers (for example, stylistically marked words: *Burka? Ich steh’ mehr auf Burgunder.*), graphic systems (ampersand and asterisk), or even languages (anglicisms are widespread: *Statt das ganze Land: Regierung in den Lockdown!*) is known as code-switching. As is shown in the study, grammar, graphic, and lexical means to make texts more memorable.

In accordance with the desire to express ideas as briefly as possible, preference is given to sentences, which allow compressing the meaning into a maximally easily perceived form.

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