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**THE NATURE OF THE ADVERTISING IMAGE  
USING THE EXAMPLE OF RESIDENTIAL REAL ESTATE ADVERTISING**

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**Abstract**

The nature of the Russian residential real estate market underlies the relevance of the present study. This virtually unexplored advertising topic is of special interest to researchers from marketing and philological perspectives. The aim of the present study was to examine the specific features of creating the advertising image in marketing communications and to analyze it using residential real estate advertisements. The study is based on print and online advertisements as well as construction company and residential neighborhood websites. Various methods and techniques were used to achieve the above-mentioned research objective: *analytical and theoretical, systems and pragmatic methods, quantitative method, continuous sampling method* involving linguistic means, techniques and marketing text units creating product images, based on print and online advertisements; *method of semantic interpretation and identification, linguistic statistics' quantitative and symptomatic technique* and *surveying*. Linguistic means and techniques for creating the advertising image were investigated in terms of semantics, pragmatics and linguistic marketing. In analyzing linguistic means, it was discovered that advertising memes (tegemes and detalemes) are important for the creation of the residential real estate image in marketing communications. The identified features of the advertising image include stability, adaptability, interactivity and sociocultural implications.

**Keywords**

Marketing communications – Pragmatics – Real estate advertising – Advertising image

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## Introduction

The notion of real estate has been known in Russia since the early 18<sup>th</sup> century and is associated with ownership and property. Interestingly, this term was rarely used in Soviet times and was reintroduced into language as market relations developed in Russia.

According to Donald Trump, real estate is the core of virtually any business and the cornerstone of many wealthy people's financial well-being<sup>1</sup>.

Latest statistics on the Russian real estate market show the following picture. In terms of the percentage of housing supply by social class, the middle class leads (75%), followed by the economy class (18%) and business class (7%). Luxury real estate offers are none (0%), which largely stems from the fact that, in times of crisis, it is difficult to sell luxury homes even in cities with a million-plus population, regardless of the quality of involved marketing communications.

Curiously, specific classifications are in use in well-established real estate markets. As an example, the American market uses classification by category (A, B and C). The A category includes real estate used by owners for business purposes and subdivided into specialized and non-specialized real estate. The B category traditionally includes real estate for investment purposes. The C category deals with excess real estate, i.e. land with buildings on it that the owner no longer need or free plots of lands that are no longer needed for business<sup>2</sup>. In Russia, the A category usually includes the best-selling items, the revenue from the sale of which can be pre-planned.

The real estate market is both fascinating and unpredictable because it keeps changing in today's competitive environment. In this regard, it seems almost impossible to try to predict what it will be like in the future, hence the relevance of the research undertaken.

As a rule, business in the real estate sector is based on the long cycle when the decision about making a purchase takes a long time, the purchase being costly. In this regard, let us turn to the Think-Feel-Do strategy, which is purchaser involvement model describing the purchaser's response to the process of taking a decision about a purchase. First, information about a real estate item is examined, then pondered over and, finally, the item is purchased. Overall, the model looks as follows: information about a real estate item – time for evaluating the information – final decision on the purchase. The following parameters characterize the long sales cycle: long term of the deal; a large number of contacts with an uncertain outcome and a multitude of participants on the consumer's part, etc.<sup>3</sup>

According to experts, items in the long sales cycle are highly involved in the buying process<sup>4</sup>. Several factors substantiate high involvement such as the price paid for the goods,

<sup>1</sup> D. J. Trump & M. McIver, *Think Like a Billionaire: Everything You Need to Know about Success, Real Estate, and Life* (Moscow: Alpina Business Books, 2005).

<sup>2</sup> N. Kovalenko; G. Petranova & A. Romanov, *Real Estate Economics* (Moscow: KolosS, 2007).

<sup>3</sup> Z. Antonow, "The Sales Cycle: Why a Fast "No" Is Better Than a Slow "Yes"", Agency Ascend, July 27, 2017. Retrieved 29.04.2019 from: <https://www.agencyascend.com/blog/sales-cycle-why-fast-no-better-slow-yes>

<sup>4</sup> H. Bhasin, "What is a High Involvement Product and Characteristics of High Involvement Purchase?" *Marketing 91* (2017) Retrieved from: <http://www.marketing91.com/high-involvement-product/>

availability of alternative offers, the technological complexity of items and risks when making a purchase<sup>5</sup>.

Obviously, it is rather difficult to set up a good comprehensive program for making progress in this or that market and to select appropriate integrated tools/marketing communications. One of the most efficient communications in this regard is advertising.

Modern researchers Yagodkina<sup>6</sup>, Kulikova<sup>7</sup> and Zirka<sup>8</sup>, among others, define advertising as a systemic phenomenon including a set of interdependent elements.

Of special importance in all these processes is the advertising image that presents to the potential buyer new information about the product and its key features, embodied in specific visual and verbal forms.

In examining the advertising image embodied in marketing communications, the authors devise a system of advertising images embodied within a specific advertising communication means (an advertising message, an advertising text and so on), since the effective image of an advertising item (an article, a service, a company, etc.) is created on the basis of virtual/designer and verbal/language components. In our view, we can talk here about the creolized advertising image that presents both the verbal and non-verbal aspects.

Felser observes that visual images are better stored in memory than words and, additionally, foster a positive attitude towards the advertisement<sup>9</sup>. According to him, in perceiving information, the use of associative links automatically activates a whole range of similar information<sup>10</sup>. This activation is known as inducement or priming. The activated information becomes more accessible and easier to extract from memory, which influences its further processing. As for the consumer, he draws upon priming information to make a value judgment about an advertising image.

In our view, the visual image of impact-based advertising should be based on the following criteria: the rapid perception of an advertising image by consumers, visual expression, clearness and an emotional impact.

The visual image of an advertising item is complemented verbally with various language means and techniques used in marketing texts in order to attract consumers' attention to advertising information.

When developing the verbal image of an article, ad writers turn to image-like words that later combine into titles, slogans, information blocs and other compositional elements that constitute marketing texts.

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<sup>5</sup> N. Kokemuller, "What Are High Involvement Purchases?" Pocket Sense (2018) Retrieved from:<https://pocketsense.com/high-involvement-purchases-10584.html> .

<sup>6</sup> M. Yagodkina; A. Ivanova & M. Slastushinskaya, Advertising in Communication (St. Petersburg: Piter, 2014)

<sup>7</sup> E. Kulikova, "Linguistic Aspects of Advertising Discourse", Bulletin of the Lobachevsky University of Nizhni Novgorod, num 4 (2008): 197-205.

<sup>8</sup> V. Zirka, The Linguistic Aspect of Manipulative Games in Advertising (Moscow: Knizhny dom Librokom, 2010).

<sup>9</sup> G. Felser, Consumer Psychology and Advertising (Kharkov: Gumanitarny Tsentri Publishers, 2009).

<sup>10</sup> G. Felser, Consumer Psychology and Advertising (Kharkov: Gumanitarny Tsentri Publishers, 2009).

Zinsser highlights that originality, rather than speed, is the main strength of the writing person<sup>11</sup>. In this context, marketing communication requires, in each case, to select image-like words responding to the target audience's expectations and making it take decisions necessary for the advertiser.

J. Flavin, a specialist in modern trend analysis, considers that advertising cannot convince the audience into buying and highlights the fact that traditional marketing keeps losing its significance. "People want to know what hides behind this or that brand, that is, what they will obtain in exchange... If they are to spend money, they would prefer spending it on something really valuable"<sup>12</sup>.

As a result, product quality is gaining ground, and this is what consumers are ready to pay. This fact is of particular significance to real estate buyers, hence the importance of identifying the right target audience in terms of impact-based advertising and of preparing a unique selling proposition for it.

Figurative speech is one of the major means of influence in marketing texts. Anikina observes that "figurative words... can influence feelings and expressions"<sup>13</sup>.

Kozhina calls the 'micro-image' the smallest units of speech figurative speech<sup>14</sup>.

Advertising is a marketing communication strategy for the creation of which various visual, verbal, aural and other means are used. As such, it can be defined as a specially organized discourse using a specific set of advertising memes (term proposed by Yagodkina<sup>15</sup>), language means, techniques and marketing text units (depending on its objectives). This discourse is intended for the formation of a system of marketing images and for a more efficient achievement of strategic marketing goals (brand image, increased awareness of this or that product among the target audience and maintenance of their loyalty to it) and tactical marketing goals (sale of articles).

The advertising connotation, created with various language means, techniques and marketing text units such as brand names, titles, slogans and so on, is related to text's pragmatic properties. Before deciding to make a purchase, consumers should first approve the promoted articles, and this is why the connotative image in advertising focuses on the positive perception of information on the part of the target audience. For instance, in residential real estate advertising, it is important to emphasize the home's convenient location, proximity to related infrastructural facilities and environmentally friendly neighborhood, among other things. If the purchaser of an article or of a service is not specified, it will be necessary to influence a very wide range of receivers of marketing information. This is why, first of all, advertisers should have a clear idea about the group of potential buyers to be influenced and find appropriate arguments dictated by the residence style, number of rooms, plot size and other factors.

<sup>11</sup> U. Zinsser, *How to Write Well: A Classical Guide on Creating Non-Literary Texts* (Moscow: Alpina Publisher, 2014).

<sup>12</sup> M. Tangeyt, *Brand Building in the Fashion Sector: From Armani to Zara* (Moscow: Alpina Publisher, 2014).

<sup>13</sup> A. Anikina, *Metaphoric Words in Literary and Journalistic Works. Text Stylistics* (Moscow: Izdatelstvo VK, 2005).

<sup>14</sup> M. Kozhina, *Russian Stylistics* (Moscow: Prosveshchenie, 1983).

<sup>15</sup> M. Yagodkina; A. Ivanova & M. Slustushinskaya, *Advertising in Communication* (St. Petersburg: Piter, 2014).

One of the most efficient approaches to the identification of the target audience is based on the use of a set of interdependent demographic, social, psychographic, and buyer behavior features. For instance, the demographic features include age, sex, place of residence, nationality, religion, family lifecycle and so on.

Middle-aged consumers usually have financial resources that they actively spend on themselves and their families. As a rule, they are the ones who show most interest in real estate.

Statistically, women are more perspicacious than men in terms of purchases. Before buying something, women examine many different products and take into consideration various factors. Also, observations have shown that, in assessing an advertising product, women are often guided by emotions whereas men consider rational motivations.

Men and women perceive differently the purchase of a residential property. For men, a home is, above all, the symbolical image of Mother and a peaceful, quiet place to rest after a hard day at work. For women, on the contrary, a home is the image of themselves and, therefore, women perceive everything happening in it as the evolution of their own personality: women reveal and express themselves in their new homes.

The research object of this study is the real estate market, and the research subject is advertising communication on the market under consideration.

The study aims to examine the specific features of creating the advertising image in marketing communications and to analyze it using residential real estate advertisements.

In this study, analysis of the advertising image of residential real estate using marketing texts proposed by construction companies and residential developments is given from semantic, pragmatic and linguistic marketing perspectives.

American economists Friedman and Ordway define the real estate market as an “interrelated system of market mechanisms ensuring creation, transfer, exploitation and financing of real estate units”<sup>16</sup>.

The real estate market’s specific nature is mostly due to the specificities of items involved in market trading. This market started to develop in Russia in the early 1990s, that is, its emergence is recent. Interestingly, real estate markets in regions, inside regions and even in different parts of big cities differ a lot among each other, since each territory constitutes a separate market with its own distinctive features. The basic hypothesis of the study is the assumption that real estate advertising is a market communication strategy that uses verbal components, such as advertising memes, language means and techniques and marketing text units, to create an advertising image and presents axiologically significant subject/object relations in advertising communication. This identifies the role that language plays in the understanding of the world, presented in the advertising discourse, and investigates the formation of advertising images highlighting the semantic, pragmatic and linguistic marketing aspects of the study of the language system. In our view, residential real estate can be promoted in the Russian market by means of a sustainable and comprehensive advertising image having transformed features that foster adaptation to new environments.

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<sup>16</sup> G. Friedman & N. Ordway, *Income Property Appraisal and Analysis* (Moscow: Delo, 1997).

The research approach adopted in this study is linguistic marketing.

Linguistic marketing is an academic discipline at the intersection of linguistics (language) and marketing. It can be regarded as an integrated communication strategy directed at forming and promoting effective and comprehensive verbal advertising images, created using various linguistic means and techniques as well as marketing text units, such as commercial names, slogans, titles, lead paragraphs and so on, and functioning in marketing texts (advertising, branding, PR and other texts). This strategy also evokes relevant marketing associations in the mind of addressees (consumers, target audience) in relation to a brand, an article or an advertising product<sup>17</sup>.

The main objective of linguistic marketing is to qualify the axiological verbal space which is the foundation of a product's image system functioning in marketing communications.

The significance of the present study is of considerable importance in this regard, as it analyzes advertising images of residential real estate, specifically, construction companies and residential neighborhoods/developments.

Researchers examine construction company advertising and the real estate market from various points of view and angles: philological<sup>18</sup>, economic<sup>19</sup>, marketing<sup>20</sup>, sociological<sup>21</sup> and psychological<sup>22</sup>.

International researchers investigate linguistic means and techniques for creating brand slogans<sup>23</sup>, the specific nature of personal brands<sup>24</sup> and other issues.

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<sup>17</sup> D. Sknarev, Linguistic Means for Image Creation in Advertising Discourse: Semantic, Pragmatic and Marketing Aspects. Extended diss. abstract (RUDN University, 2015).

<sup>18</sup> P. Manyanin, The Argumentative and Syntactic Structure of Newspaper Advertising Texts: The Communicative Aspect As Exemplified by Real Estate and Realtor Advertisements. Extended diss. Abstract (Altai State University, 2007) y E. Bezruchko, Specificities of the Architectural, Construction and Designer Advertising Language. Extended diss. Abstract (Rostov State Pedagogical University, 2006).

<sup>19</sup> E., Ardemasov, Methodology for Organizing Marketing Activities and Consumer Behavior in the Real Estate Market. Extended diss. Abstract (St. Petersburg State University of Economics and Finances, 2005); A. Klenin, Competitiveness of House Development Companies Based on the Comprehensive Marketing Strategy. Extended diss. Abstract (St. Petersburg State University of Engineering and Economics, 2008); D. Fedulov, Formation and Development of Marketing Services in Mortgage Home Building. Extended diss. Abstract (Ural State Agrarian University, 2009); V. Starchenko, Marketing Aspects of Construction Management. Extended diss. Abstract (Rostov State University of Economics, 2011) y D. Gupta, Improving Real Estate Market Development in Regional Economics. Extended dissertation abstract (Povolzhsky Institute of Management Named after P. A. Stolypin, 2013).

<sup>20</sup> V. Muzykant, Advertising at Work: Promotion Strategies (Moscow: Eksmo, 2009).

<sup>21</sup> S. Sukharev, Advertising in the Regional Real Estate Market. Extended diss. Abstract (University of Tyumen, 2006).

<sup>22</sup> O. Barannik, Socio-Psychological Conditions for Effective Advertising in Residential Development. Extended diss. Abstract (Military University, 2005).

<sup>23</sup> D. W. Miller & M. Toman, "An Analysis of Rhetorical Figures and Other Linguistic Devices in Corporation Brand Slogans", *Journal of Marketing Communications*, num 22 (5) (2014): 474–493.

<sup>24</sup> S.-C. Chu & Y. Sung, "Brand Personality Dimensions in China", *Journal of Marketing Communications*, num 17 (3) (2011): 163–181.



The image of residential real estate is usually promoted on social networks, websites, outdoor and transit advertising and advertising in the media. Consequently, product promotion in this market is a multi-level process involving all modern marketing communications and mediamix in the context of business specificities when both the display of merchandise and the flexibility of financial programs influence the decision to make a purchase. Use of creative technologies that present voluminous visual material in a compact and unconventional manner play a major role in communication campaigns launched in the real estate sector.

SMM promotion has a high real estate potential. Promotion on social networks includes two contents, reputational and commercial, and the same is true for real estate presentation. The former is used to improve the company's public image and the latter provides information on real estate values and attractive mortgage solutions. In this case, it is important to maintain a balance between useful and entertaining content. Among recommended publications are tips from designers and architects, stories about unique homes, exciting international architectural solutions, information on mortgage loans and articles on the quality of used construction materials.

Stories is a good social network technique to promote property in the real estate market. In particular, Instagram Stories allows for real estate promotion using hashtags and geotags. Live broadcasts should be used too. Live video broadcasts are natural and, as such, attract potential customers' interest. Each user can put pertinent questions to a real estate expert and obtain reasonable answers in real time. Use of such content provides better information to potential customers and speeds up the decision-making process.

Importantly, all marketing efforts should be aimed at making buyers visit apartments for sale where special events actively stimulating the purchase of a property should take place at the corresponding residential developments.

In view of the above, consideration should be taken of the general specificities of real estate. These include: durability, State registration of deals and transfer of rights, investment prospects, inconsistency of monetary flows, high capital cost, need to manage a property, high returns and importance of the location and external environment<sup>25</sup>.

The image of a construction company acts as that of the consumer of the advertised item, which, undoubtedly, attests to the anthropocentric nature of marketing communication. A product is presented to a specific person/target audience and in a language that he/she understands. Therefore, appropriate advertising messages take on an added importance. For instance, *Choose any city, live in Moscow*. It is the advertising slogan of Etalon City, a residential development located in Moscow's Severnoye Butovo District and built in the spirit of a trip around the globe. The residence's architecture and design echoes the highlights of the world's most exciting cities, and each building has its own individuality, so to say.

The immediately recognizable features of various cities, such as Tokyo, Barcelona, Chicago, Paris, Nice, Dubai, Madrid, Miami and New York, are present not only in the façades, but also in the layout of public areas and the surrounding landscape design. The project's highlight are the façades of the Tokyo Towers, inspired by the *Great Wave off Kanagawa*, a famous print by the Japanese artist Hokusai.

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<sup>25</sup> V. Goremykin, *Real Estate Economics* (Moscow: Yurayt, 2012).

Interestingly, pictures are rarely done on Russian residential buildings. Moscow Mayor Sergei Sobyenin even published a post on his Twitter blog about the Tokyo Towers, calling them the district's landmark, and *Tokyo Shimbun*, a Japanese newspaper, featured an article on the construction of the Tokyo Towers in Moscow<sup>26</sup>. The Japanese journalist is surprised that many Russians love Japanese culture while, from a political perspective, Russia maintains a firm position against Japan regarding "Northern territories" and other issues.

Effective advertising images for use in construction companies are based on collected, summarized and analyzed data. Quality advertising products cannot be created without this foundation. The developer's contribution to this work in the form of full and relevant information is highly important at this stage.

## Materials and methods

The present study is based on print and online advertisements, especially marketing (advertising and PR) texts, and on websites of construction companies, residential developments and so on. Our catalog comprises 500 marketing texts, and 100 construction company and residential neighborhood websites were analyzed.

The following research methods and techniques were used to achieve the goals of the study:

- **analytical and theoretical method**, used to describe various issues in linguistic marketing (conceptual framework of cognitive terms; current research on real estate advertising; presence of the dialogue of cultures in language; role of advertising memes in the study of the linguistic persona; main areas of research in linguistic marketing; linguistic means, techniques and marketing text units used to create advertising images; modern descriptive aspects of advertising memes; advertising communication in the system of linguistic marketing units);
- **systems method**, used to describe factual linguistic material (linguistic means for creating advertising images) from lexical and idiomatic perspectives;
- **pragmatic method**, used to describe linguistic portraits of advertising intermediators, the target audience subject to impact-based advertising and advertisers;
- **component analysis**, used in the study of marketing text units in ads (brand names, titles, slogans and information units);
- **quantitative method**, adopted to identify the frequency of linguistic units and their components in linguistic marketing;
- **continuous sampling method** involving linguistic means, techniques and marketing text units creating product images, based on print and online advertisements;
- **linguistic statistics' quantitative and symptomatic technique** that identifies the functioning frequency of linguistic units in residential real estate advertising.
- **survey** conducted among the relevant target audience (buyers aged 25 to 65) and aimed at evaluating the efficient advertising image of construction companies. The survey involved 890 respondents.

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<sup>26</sup> Tokyo Shimbun, Japan: Hokusai Painted on Moscow High-Rises and Increased Popularity of Japanese Culture (March 3, 2019) Retrieved from Inosmi.ru.: <https://inosmi.ru/social/20190303/244648442.html>

## Results

The following discussion will evaluate elements of creating the image of products and advertising memes in terms of semantics, pragmatics and linguistic marketing.

Special attention should be given to linguistic means for creating the product image that function in various compositional elements of the advertising message, such as titles, slogans, information units, codes and echo-phrases, and constitute at the same time marketing text units. Residential real estate advertising uses titles and information units most of all, and the title usually acts as an advertising slogan.

It is also important to provide a visual idea about the product with the involvement of intermediators for efficient communication with consumers. This is why various images accompany residential real estate advertisements.

The following message components are to be analyzed in terms of semantics, pragmatics and linguistic marketing: the *advertising intermedicator* conveying the message and the *system of advertising images* presented in marketing texts, both visual and verbal.

Representatives of the target audience usually act as advertising intermediators of the advertising topic under investigation, i.e. residential real estate advertising. We can often see numerous images showing happy families (parents and their children, grandparents and their grandchildren, etc.) that have acquired their dream home. Other intermediators can be images of professional builders who guarantee the quality and reliability of the service provided.

There are cases in which images of celebrities are used as intermediators for communication with consumers, such as TV personality Alexander Pushnoy (Galileo Residence) or film and theater actor Andrei Burkovsky (A101 Construction Company).

Advertisements placed by construction companies and residences most commonly uses photographs of various landscapes, animals and birds (mostly ducks, cranes and swans), façades of finished buildings and cottages.

Emphasis is also put on images of the leader or head of an organization as part of the system of construction company images. As a rule, this advertising image is not mentioned in marketing texts, yet it remains a convincing argument in catalogues, brochures, prospects and websites of construction companies. For instance, the image of Vyacheslav Zarenkov, Chairman of the Board of Directors and founder of Etalon Group, is important for the promotion of the latter. Established in 1987, the company is now one of Russia's major development and construction corporations.

Analysis of linguistic means led to the conclusion that advertising memes (tegemes and detalemes<sup>27</sup>) contribute a lot to the creation of the residential real estate image in marketing communications.

*Tegemes* are keywords and word combinations operating within an advertising theme. These units recur in advertising texts on a specific topic and transmit stereotypical

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<sup>27</sup> D. Sknarev, Linguistic Means for Image Creation in Advertising Discourse: Semantic, Pragmatic and Marketing Aspects. Extended diss. abstract (RUDN University, 2015).

properties of a product, necessary for consumers<sup>28</sup>. For instance, *Comfort. Price. Quality* (Braer Park Residence Project in Belgorod, carried out by Brick Ceramics), *Design, electrical wiring, lightning protection, grounding* (Stroymaximum Construction Company), etc.

As a rule, a set of keywords creates a positive image for a product (service, firm and so on) in order to meet the expectations of consumers, prepared for communication and having stereotypical ideas about the product as part of the advertising theme. Consequently, the target audience draws on their advertising experiences gained from their consumption of specific products. It appears that this basic knowledge about the product, as embodied in tegemes, forms the basis for understanding with what product the advertisement is concerned.

Marketing communications also comprise an important number of units that build logical links in texts, combine linguistic figurative techniques and other advertising memes into word combinations, phrases and texts. The authors suggest that such means should be called *detalemes*, defined as neutral words and expressions detailing the object of advertising and usually connecting figurative words, terms and tegemes in text<sup>29</sup>.

Detalemes are mostly auxiliary parts of speech, pronouns and other neutral words and word combinations (for example, numbers, quantitative data and so on) which specify the image of a product.

The efficiency of the above units is confirmed by their productivity and their conceptual, figurative and fascinative impact on recipients/consumers who realize, by means of advertising memes, the product's axiologically significant characteristics and respond positively to them. Consumers' verbal associations emerged during communication provide the framework for their involvement into the marketing communication system.

According to our sources, other highly effective linguistic means for creating advertising images are brand names, epithets, metaphors and idioms. Since residential real estate advertising rarely uses other linguistic means, such as comparisons, personifications and puns, they were not addressed in the present study. Table 1 shows detailed information on the frequency of linguistic means and techniques used in residential real estate advertisements.

Linguistic means/technique	Quantity used in marketing texts, %
Epithets	30 %
Metaphores	15%
Idioms	35%
Other linguistic means	10%
Linguistic techniques	10%

Table 1  
Frequency of linguistic means and techniques used in residential real estate advertisements

<sup>28</sup> D. Sknarev, *Linguistic Means for Image Creation in Advertising Discourse: Semantic, Pragmatic and Marketing Aspects*. Extended diss. abstract (RUDN University, 2015).

<sup>29</sup> D. Sknarev, *Linguistic Means for Image Creation in Advertising Discourse: Semantic, Pragmatic and Marketing Aspects*. Extended diss. abstract (RUDN University, 2015).

Trade names are what is most notable in marketing texts (residential real estate advertisements), usually brand names of residential neighborhoods/developments. Construction company names are often mentioned in codes and typed in small print. Most impressive are emotion-focused brand names such as *Bluebird*, *Cranes*, *White Dews*, *Scarlet Sails*, *Happiness*, *Silver Fountain*, *White Nights*, *Fairy Forest*, *Beyond the Woods*, *Cherry Hill* and *Love*.

Such names evoke positive associations for consumers, filling them with emotional warmth and forming the image of their dream home in them. Interestingly, construction organizations often use the emotional motivation when giving names to residences. For instance, Etalon Group selected the following trade names for their projects: *Golden Star*, *Emerald Hills*, *Summer Garden*, *Normandy*, *Silver Fountain* and so on.

Geographical names or urbanisms are also widespread in residence names (*October Field*, *Moscow*, *Rublevsky*, *House on Kiyevskaya*, *Irkutsk Yard* and so on).

Rational motives are often used in the names of construction companies which are mostly specific and exhaustive (*Stroykom*, *Domostroy*, *StroyService*, *Stroyhouse*, *Slavyanskaya stroitel'naya Kompaniya/Slavic Construction Company*, *Promstroyinvest M*, *Stroypanorama*, *Donstroy*). Figurative names exist too, although they are rare (*Monolit*, *Etalon*, *Gorizont+*, *Pik*).

Epithets are frequent in residential real estate advertising (30%): *Reliable Developer*, *Happy Buyers* (Seven Suns Development); *Safe Homes* for a *Quiet Life* (M-Industriya); *Comfortable*, *Safe*, *Beautiful* (Stroypanorama); *Honest Construction Company* (Kronos); *A Good Home is a Simple Matter* (Stroyhouse); *A Healthy Life in a Healthy Home* (Doma Veka); *Living Districts* (A101); *Living Apartments* (Moskva by A101); *Active Neighborhood* (White Nights by A101); *Affordable Housing in the High-End Odintsovo District* (Rublevsky); *The Great Face of Family Life* (Vsevolzhsk Façade); *Breathtaking Views* (Etalon City) and so on.

Metaphors are also present in the advertising images of construction companies and residential neighborhoods (15%) without, however, being widespread: *Return of the Residential Legend* (Donstroy), *A New Level of Your Life* (Building Group), *Time of Change* (Afinastroy), *A New Level of Comfort* (Spanish Neighborhood by A101), *The Light World* (Fairy Forest), *Chosen by Nature Itself* (Green Line), *The Islet of Peace in the Ocean of Bustle* (Lagoon), *Modern Aristocrat* (28, Morskoy Club House), etc.

Idioms are most effective and frequent in the creation of residential real estate images (35%): *Apartments Disappear In No Time* (Donstroy); *Putting Your Ideas into Practice* (Gorizont+); *Your Home in the Very Heart of Nature* (Fairy Forest); *Happiness above Clouds. The Best Place above Ground* (Dolina Setun); *Plunge into the Fairy World* (Berezki); *Make Plans, Make a Home* (Vidovoye); *Life without a Hitch* (Pearl Symphony); *Always on Time!* (Pump); *Finding Love* (Leninskie High-Rises); *Clear Your Height* (Gagarinskie Altitudes); *Building Inspiration* (Inspiration); *Breathe freely* (Clever Park); *When the Location Matters...* (House on Yaltinskaya); *Business Class for Top-Ranking People* (Etalon City); *For Those Accustomed to Live Large* (Etalon City); *Enjoy High-Class Life* (Etalon City); *You will live in the spirit of a trip around the globe, enjoy every time you look out the window and see the world with a bird's eye view* (Etalon City), etc.



Rhymes are a particularly effective linguistic technique for creating advertising images. For instance, *Molodoy i energichny? Dlya tebya est dom otlichny!* (*Young and dynamic? There's a great home for you!*) (House on Kiyevskaya); *Na Kiyevskoy poselitsya – molodoy semye veselitsya* (*Move to Kiyevskaya and have fun, young family*) (House on Kiyevskaya); *Ne uspeyesh oglyanutsya, vse kvartiry razoydutsya* (*All apartments will be sold out before you know it*) (Olkhovka), etc.

Anaphors are equally in use: *Your life, your capital* (Capital); *Choose new heights, choose Idel!* (Idel Tower by Zhilstroyinvest), etc.

The pragmatic aspect of the analysis of advertising images focus on the study of means that create advertising images and perform pragmatic functions, hence the use of main motives adopted in print advertising. These include rational motives (health, thriftiness, reliability and guarantee and extra facilities), emotional motives (joy, freedom, fear, prestige, love and so on) as well as social and moral motives (justice, care, empathy, etc.).

As a rule, residential real estate advertising places a special emphasis on rational and emotional motives. This information serves to produce advantageous advertising phrases pinpointed for the needs and objectives of a specific construction company. A laconic combination of words and highly meaningful images determines the positioning of this or that organization.

For instance, stress can be put on the target audience's rational considerations: *Safe Homes for a Quiet Life* (M-Industriya); *Quality Solutions* (Stroyservice). Positioning can take into account a wide range of offers and quality of work: *From Things Simple to Things Royal* (Tricolor); *The Art of Building* (Krost). Emotional factors are also taken into consideration: *The Best for the Best* (Mirax Group), *For the Wealthy* (Peterburgkonstruktsiya).

A survey was conducted among the target audience to evaluate the effective advertising images of construction companies.

The survey involved 890 Moscow homebuyers aged 25 to 65. The respondents were asked to evaluate the attractiveness of the name images of various construction companies. Consideration was taken of marketing criteria (the firm's popularity, positioning, reputation and quality of services provided) and cultural/speech criteria (sounding of words, associations and semantic aspects). According to the buyers, the following construction companies were in the top five in terms of effective advertising images: Pik Group (25%), Ingrad (20%), A101 Development (18%), Donstroy (15%) and Etalon Group (10%). The total number of groups subject to analysis was ten. Among the least effective advertising images were Samolet Development (5%), Pioneer Group (3%), Krost (2%), Leader Invest (1.5%) and Absolute Nedvizhimost (0.5%). Interestingly, the following Moscow property developers were in the top five as of 2018: Donstroy, Capital Group, Leader Invest, Krost and Pioneer Group.

## Discussion

The survey conducted among the target audience showed that, in reading the information provided in marketing texts, buyers pay special attention to brand names and slogans. They show a particular interest in the name of their future residence and then analyze that of the corresponding construction company. Further, they pay attention to the advertising slogan and arguments presented in the advertisement.

In terms of motivation, emotional motives take precedence as they attract buyers' attention to the advertising image of a residential property. Rational motivation comes next. After giving a comprehensive assessment of the proposed advertising image, the buyer decides how significant and valuable it is for himself or herself.

Product image is, undoubtedly, essential in marketing communications. This being said, it is important to combine this image with that of the target audience. The concurrence is reflected in the *advantages* gained by the buyer in purchasing the advertised product and in the main *product features*. Buyers should have a clear idea about what this product or service, it, how it works, what is new and unique about it as compared to other products. As a rule, the target audience relates the highlighted features of the advertised product to their own needs and wishes, to the significance of this product and decides how it will help them deal with specific issues, change their lives and what emotions it will bring to them.

Having identified a specific goal for advertising communication, the product's features and benefits, the target audience and its expected response, advertisers should adopt the appropriate *strategy* that will form the framework of the advertising campaign. Special attention should be given to the fact that presentation of the product's essential features and benefits is essential to the successful implementation of this strategy. In this case, it is important to detect the most significant properties of the product that will be appreciated by consumers.

Invocation (message, text) is the main marketing communication tool as well as an information carrier and the medium of the sender's emotional impact on the target audience.

A communication message always has two sides or aspects: the ideal one, perceived by senses, and the rational one, perceived by the mind. Their unity is attained by means of *signs*. Signs form *texts*. Thus, signs are basic code units. Signs or objects that are given additional meanings, often having little in common with their initial significations, are defined as symbols (for example, emblems as imperial symbols, various religious symbols and so on).

"Signs transmit to us simple messages whose significance is of short duration. A symbol... is a visual image or sign that contains some notion"<sup>30</sup>.

According to Muzykant, "if symbols are correctly read and understood, there will be no difficulty in avoiding the wrong transmission of a message"<sup>31</sup>, and the addressee of a text chooses, out of his set of images, the code that helps him decipher the text. In this case, symbols are a hint enabling the creation of background knowledge that is common to both the addresser and the addressee<sup>32</sup>.

Markelova observes that "in evaluative statements, evaluative judgments uses pairs of contrasting words – 'good/bad', 'well/badly' - as a basic means among other contrasting words, identified with judgment by means of the highly abstract semes 'positive qualities'/negative qualities"<sup>33</sup>.

<sup>30</sup> K. Wilkinson, *Signs and Symbols. An Illustrated Guide* (Moscow: Astrel, 2009).

<sup>31</sup> V. Muzykant, *Advertising at Work: Promotion Strategies* (Moscow: Eksmo, 2009).

<sup>32</sup> V. Muzykant, *Advertising at Work: Promotion Strategies* (Moscow: Eksmo, 2009).

<sup>33</sup> T. Markelova, *Evaluation Semantics and Ways to Express It in Russian* (Moscow: MGUM imeni Ivana Fyodorova, 1996).

This assertion seems to be relevant to reflect the specific nature of linguistic marketing as an evaluative discourse, since the advertising idea concerning the creolized presentation of products is based on their positive qualities while consciously rejecting their negative qualities and downplaying them in marketing communications.

In our view, the communicative competence of the sender and receiver of an advertising message is another important element to keep in mind. Such a competence can help organize the process in a correct and effective way and avoid negative impacts from various bottlenecks inhibiting the development of advertising communication. In this case, the authors rely on views of communication theorists such as Vasilik<sup>34</sup>, Sharkov<sup>35</sup>, Nedoseka<sup>36</sup> and Chaudhuri and Buck<sup>37</sup>.

Volkova<sup>38</sup> observes that Communication theory, which actively develops sociocultural approaches to mass media by changing its character from the ideological to functional one, complements philology by involving advertising, PR and marketing texts to research and by focusing on the pragmatic aspect (outcomes)<sup>39</sup>.

Analysis of the advertising image of residential real estate leads to the conclusion that, currently, socio-ethical marketing is in place, i.e. the product image goes beyond conventional consumption. The reason why products are made is to promote them in an interesting way. In this great selling point, the advertising image itself becomes a medium which is given a quality interpretation by the consumer. The latter makes a thorough evaluation of his future home, taking into consideration the following: living conditions, location of the property (for example, distance from the city center), views, architectural concept, entrance design, walking distance to the metro, technical specifications, project features, construction company's record and reliability, purchase terms and conditions, ecological environment (for instance, a forest or a park in the neighborhood), proximity to stores, schools, kindergartens and many more. This way, the product itself creates a new communication.

Application of various research methods and examination of over 500 marketing texts relating to residential real estate make it possible to identify the following features of the advertising image of construction companies:

- 1) Stability. This advertising image does not get lost in each created communication and has a specific matrix;
- 2) Adaptability. The advertising image adapts to product promotion conditions in different communications;
- 3) Interactivity. Consumers are involved in advertising communication when the product becomes a medium;
- 4) Sociocultural implications. Certain features of this image allow consumers to dream and imagine their new life in a new place.

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<sup>34</sup> M. Vasilik, *Foundations of the Communication Theory* (Moscow: Gardariki, 2006).

<sup>35</sup> F. Sharkov, *Advertising in Communication* (Moscow: Dashkov i K, 2007).

<sup>36</sup> O. Nedoseka, *Foundations of the Communication Theory* (Moscow: Vldos Academic Publishing Center, 2010).

<sup>37</sup> A. Chaudhuri & R. Buck, "Communication, Cognition and Involvement: A Theoretical Framework for Advertising", *Journal of Marketing Communications*, num 3 (2) (1997): 111–125.

<sup>38</sup> I. Volkova, *Homo Ludens at the Age of Display Communication* (Moscow: RUDN, 2014).

<sup>39</sup> I. Volkova, *Homo Ludens at the Age of Display Communication* (Moscow: RUDN, 2014).

## Conclusion

This study analyzed linguistic means and techniques for creating the advertising image in terms of semantics, pragmatics and linguistic marketing. Focus was on linguistic means and techniques for creating the product image operating in various compositional parts of the advertising message such as titles, slogans, information units, codes and echo-phrases, which constitute at the same time marketing text units. Analysis was also made of the following components of marketing texts: the *advertising intermediary* transmitting the message and the *system of advertising images* presented in visual and verbal texts. It was found that representatives of the target families, i.e. families dreaming of their own home, usually act as advertising intermediators of the advertising topic under investigation (advertising of residential real estate). Other intermediators include images of professional builders who guarantee quality and reliability of service provided.

In analyzing linguistic means, it was discovered that advertising memes (tegemes and detalemes) are important for the creation of the residential real estate image in marketing communications. Other most productive linguistic means for creating the advertising image of residential real estate are brand names, epithets, metaphors and idioms. Uses of other linguistic means (comparisons, personifications, puns and so on) being rare in residential real estate advertising, they were not considered in this study. The identified essential features of the advertising image include stability, adaptability, interactivity and sociocultural implications. In conclusion, the positive and pragmatics advertising image presented in residential real estate advertising implies the high quality of a product, thus making it more attractive for consumers and attributing it an enhanced consumer value. The advertising image allows consumers to find out something new about the advertised product, and they perceive this novelty through the prism of the copywriter/merchandise relationship.

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