STUDYING SYNTACTIC FEATURES OF ADVERTISING TEXTS' HEADINGS

ESTUDIO DE LAS CARACTERÍSTICAS SINTÁCTICAS DE LOS TÍTULOS DE LOS TEXTOS PUBLICITARIOS

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ABSTRACT

Technically, the primary objective of the advertising text is to handle behavioral scenarios and motivations of consumers. Hence, this present study makes an attempt to describe the outcomes of observations and a research to evaluate the perception of several advertising texts' titles and headings. This survey involves twelve subjects, in which utilizing Pupil eyewear glasses and software from Pupil (Germany), the participants take a look at six various headings oriented to the right or left hemisphere of the brain. Based on the outcomes of analyzing the observations outcomes, the likelihood of boosting the attractiveness of the titles and headings via the utilization of syntax concentrated upon the preferential activation of a cerebral hemispheres wasn't approved. Conclusions are made over the desirability of utilizing brief exclamation or unallocated sorts of promotional suggestions.

Keywords: Syntactic features; heading; oculographic research; advertising text.

RESUMEN

Técnicamente, el objetivo principal del texto publicitario es manejar los escenarios de comportamiento y las motivaciones de los consumidores. Por lo tanto, el presente estudio intenta describir los resultados de las observaciones e investigaciones para evaluar la percepción de los títulos y encabezados de varios textos publicitarios. Esta encuesta involucra a doce sujetos, en los que utilizando las gafas Pupil y el software de Pupil (Alemania), los participantes observan seis encabezados diferentes orientados al hemisferio derecho o izquierdo del cerebro. Según los resultados del análisis de los resultados de las observaciones, no se aprobó la posibilidad de aumentar el atractivo de los títulos y encabezados mediante el uso de la sintaxis centrada en la activación preferencial de un hemisferio cerebral. Se llegan a conclusiones sobre la conveniencia de utilizar exclamaciones breves o tipos no asignados de sugerencias promocionales.

Palabras clave: Rasgos sintácticos; encabezamiento; investigación oculográfica; texto publicitario.

INTRODUCTION

Dictionary of Advertising Terms and Public Relations (Radchenko, 2007) involves a properly thorough explanation of the notion 'advertising text'. Acording to that, this notion is regarded as a message in regards to legal entity, or an individual or products, opinions and undertakings, aimed at an indeterminate circle of Individuals, planned to maintain or generate interest in them and make their implementation and promotion easier (Kharbach, 2020).

The primary aim of the advertising text is managing behavioral motives and scenarios of consumers. Hence, that it shall resolve the tasks below (Radikovna et al., 2019):

- absorb and draw the message recipient's attention to the advertisements;
- spark interest, raising the probability that the addressee would intentionally acquaint them with the advertising materials or at least most of them;
- guarantee the happening of the anticipated behavioral responses or several sentiments of the addressee, sparking a aspiration to purchase;

The tasks listed above are suggested to be accomplished because of the particular nature and essence of ad. texts:

1. Headlines are short reflections of the nature of the ad. messages, planned to absorb the reader's attention . It mainly defines the success of the entire process, as it is the initial connection in the ad. structures with which an individual communicates. That element is demonstrated in depth in the model of AIDA (Ukhova, 2012).

2. Subheadings are connecting blocks between the headings and the chief texts of the ad. messages, vital for the interest development in advertising.

3. Leading or the initial paragraphs of the advertising texts are utilized to boost engrossment and generate an aspiration to be familiar with the primary section of the texts.

4. The primary texts are descriptions of the advertising objects, based on the semantic and lexical contents in line with the addressee requests, occupies to nearly 85% of the advertising texts (Kuranova, 2015).

5. Echo of the phrases (slogan) is regarded as plain phrases reflecting the nature of the advertising texts, provoking its memorization and the likelihood of following recognition in the information arena (Kharbach, 2020).

In spite of the exhaustive logic of the procedures for managing the advertising texts in viable actions, this task is among the most complicated and defines the significant hazards of executing the company's marketing interactions sheme. hardships stem from the variability of lexical and grammatical units, syntax, stylistic devices, utilizing different sign systems' elements, and also the mix of the texts with several visual advertising elements (Mcquarrie & Mick, 1999).

To put it another way, a significant selling proposition or other ad. statements of companies may hold several presentation choices. That option of a particular one is conducted primarily on the basis of the utilization of several approaches (for instance, checking materials in the focus group), suggestions from text enhancement services (for instance, «Glavred») or by informed decision of reliable people. Furthermore, the set of evidence-based decisions regarding preparing advertising texts is significantly confined (Hughes et al., 2019). That is because of the reality that, in the scientific matter, barriers of the tongue of advertising are inadequately perceived. In the national literature in the last twenty years, studies dedicated to the structural investigation of advertising text have prevailed. In the meantime, scientists and scholars don't utilize common analysis approaches; freely define the creation logic and the semantic contents of that kind of texts with no getting clarifications and comments from straight developers (Tikhanova, 2013; Tiskova, 2012). Above all else, they don't supply information on the financial impact or whole efficiency of the examined ad texts. Multiple studies are dedicated to the discourse's theoretical examination or the linguistic definition of ad texts (Fomin, 2001; Kartavenko & Nikulina, 2006; Talalay, 2011; Shutova, 2019) that don't hold instant viable applicability.

Regarding this, it is interesting to examine the syntax titles and headings of the ad texts as the crucial element of the advertising texts, and also to recognize the desirable calculations that consider the features of the textual information by an individual.

As a consequence, the study hypothesis is determined, several shapes of recommendations reflecting the nature of advertising messages in the headlines don't possess the same capacity to absorb and draw the aimed audience's representatives.

MATERIALS AND METHODS

To examine all hypotheses, a pilot neuromarketing survey has been carried out as of Sep. to Oct. 2019, involving calculating and defining the duration and sequence of eye contacts with different conditioned ad titles and headlines and comparing the outcomes with subjective evaluation of the material observed by participants.

The material basis of the study includes glasses-trackers Pupil Headset 200 Hz Bino (Germany); Lenovo YOGA 530-14IKB laptop (China), BENQ GW2780 27 monitor (China); computer mouse DNS ES-300G (China) software for processing and recording signals Pupil Capture, Pupil Player (Germany).

Choosing the subjects of the test, the study complied with to uniform standards utilized in almost all of the neuromarketing experiments and studies. The participants include twelve individuals (six men and six women) aged twenty-five to thirty-seven years with permanent work, higher education, various marital status and salary per family member more than the average wage in the span of two times or so. Subjects with the indicated socio-demographic features have shaped the preferences of consumers, customized standards for selecting services (goods) (Pospypanova, 2012) and adequate solvency.

RESULTS AND DISCUSSION

In the initial phase, common titles and headings of the ad texts have been formulated. Money served as an advertising means to a particular extent, having equally high-perceived value for all of the participants under study.

The headings' syntax of the ad texts is intended to activate a cerebral hemisphere (Storozhuk, 2009). The left hemisphere specialized in reading, speech, and writing contrary to the right hemisphere, which processes non-verbal data. Within the left one are words' shells, and within the right one are data to fill them with meaning. The left one's vocabulary may be stated in verb shapes, and the right one's is more gravitates and substantive to the nouns (Elyas & Al-Zahrani, 2019).

Regarding the scientific arena, there stands a vague explanation of which of the hemispheres is predominant in doing the ultimate decisions and is there that kind of dominance in principle. However, at various time periods, the effect of the dominant was designated to the right or the left hemisphere. Hence, we organized the headings and titles of the ad texts theoretically capable of affecting the right or left hemisphere of the human being's brain in an extra pronounced manner (table 1).

Table 1. The features of the common and prevent headings of the advertising texts, concentrated upon the right and left hemispheres of the human being's brain

| № | THE BRAIN'S LEFT HEMISPHERE | | № п/п | THE RIGHT HEMISPHERE OF THE BRAIN | |
	Wording	Offer type		Wording	Offer type
1	«Get the money»	Exclamation	4	«Your money»	Unextended
2	«Where will you get the money?»	Interrogative	5	«People went for the money»	Narrative
3	«Go for the money»	Imperative	6	«The long-waited money came»	Extended

In the next phase of the survey, there has been an instrumental fixation of the duration and time of the members' gaze utilizing IT trackers and the choosing of the most exciting headline applying CP mouses (Figure 1).
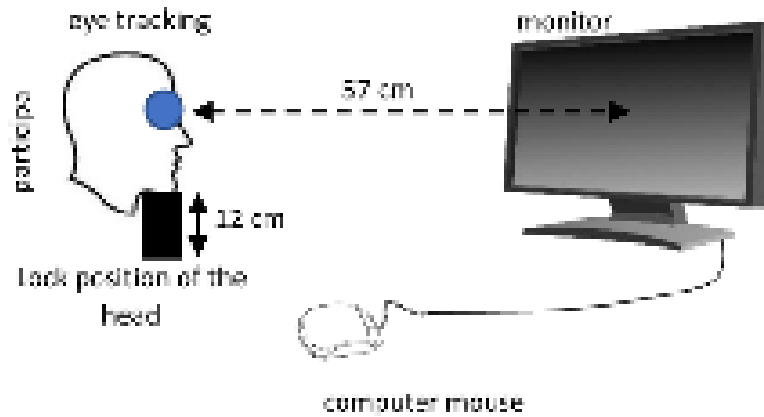
Figure 1. The observation procedure's diagram

Following carrying out a briefing on the procedure of monitoring, its aims, and safety measures, the members were inquired to become familiar with the headings on the screen fast (in the span of ten to fifteen seconds) with no contemplating its contents and choose the most exciting then. For leveling the impact of the F-shaped reading templates (individuals usually begin viewing (reading) horizontally from left to right from the upper left point of the surface containing the data) formulated advertising headers didn't emerge in a united form and randomly on the monitor screen

Over the course of preparing the headings, the Arial font has been utilized, and the size is set to eighteen, which, based on the article's authors, properly corresponds to the utilized typographies of ad texts in print media and over the net. The limitations of the texts have not been revealed by frames to decrease the effect of the secondary visual cortex, inclined towards detecting geometric forms, and tries to accelerate the activation of the tertiary visual cortex, which is accountable for the detection and identifying of the alphabet's letters.

The process for showing the headers has been repeated 3 times in a row and held no time limits in the form of timers so as not to spark a dreadful condition and permit members to make a positive selection, instead of clicking in rush on random headings. Demonstrating a new blend of headers commenced following pushing the most desirable heading in the existing version with mouse.

Additionally, removing the time element has been needed to raise the precision of the observation outcomes, given the fact that with incredibly swift eyeball movements, the applied eye tracking glasses are unable to properly get the trajectory of the person's focus and gaze over the object.

Regarding the study's third phase, without applying technical evaluation tools, the members have been requested to once rank the headings from one to six by the attractiveness degree, where one is absolutely appealing and attention attracting, six is the least catchy and appealing heading. data for rankings have been demonstrated in tabular form on paper.

For better uniformity of the information array in the perspective investigation, merely 3 headers are considered, highlighted with serial numbers - 1, 2, 3.

The results of the observation are organized based on 4 factors (Table 2):

1) «first eye contact» is the frequency of fixing the first look of a participant in the observation on a specific heading (%);
2) «duration of eye contact» is the average time of fixing the gaze of a participant in the observation on each heading (sec.);
3) «heading clickability» is the frequency of the participant choosing a particular heading as the most attractive on the monitor screen using a computer mouse (%);
4) «priority of headings» is the frequency of getting a particular heading among the first three most attractive, according to participants (%).

Table 2. The observation outcomes' structuring (rounding is consedered)

Title	Initial eye contact,%	Eye contact's Duration, sec.	Clickability of header,%	Header priority,%
«get the money!»	33	2.00	50	75
«Where do you take the money?»	8	1.50	8	33
«Follow the money»	17	1.00	0	25
«Your money»	25	1.50	25	75
«People went for money»	17	1.50	17	42
«The long-waited money arrived»	0	1.50	0	25
Overall	100	x	100	x

The hugest number of initial eye contacts happened with the «left hemisphere» heading «Take money!» (33%) and «right hemisphere» - «Your money» (25%). Those headings have also been amongst the pioneers in ranking and clickability by observation members by attractiveness.

In general, the overall time on examining the headers on the screen in a iteration have been united, minus 2 instances while it occupied the observers nearly seventeen seconds. That can be attributed to the reality that the members sequentially read the headings and the decision to select a particular heading isn't associated with the straight period of eye contact with it.

CONCLUSION

As a result, as intermediate, because of a tiny case of observations, it seems likely to make the below conclusions:

1) the study's hypothesis on the whole is verified, not all proposals' forms for the advertising headline are incredibly appealing to the aimed audience;
2) the most appealing are the headings, involving 2 words, associated with the unextended and exclamation kind of sentences;
3) under a condition where a target audience's representative bestows attention to the headlines, that does not suffice for him to desire to become more familiar with the advertising materials. In order to raise that possibility, it appears vital to organically put subheadings that could boost fist interest;
4) there has been no substantial dominance of the syntax of the header oriented primarily to the right or left hemisphere of the human being's brain.

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