

ФИЛОЛОГИЯ – PHILOLOGY

UDC 81'42

IRSTI 16.01.11

DOI 10.37238/2960-1371.2960-138X.2024.95(3).66

¹Tolstova Olga, ²Sitaliyeva Rozaliya,¹Samara State Agrarian University, Samara, Russia²M.Utemisov West Kazakhstan University, Uralsk, KazakhstanE-mail: stommm3@mail.ru, rozaliya.sitalieva@mail.ru

OBJECTIVE AND SUBJECTIVE MODALITY IN TEXT ADS

Annotation. This article explores the concepts of objective and subjective modality within advertising texts, highlighting how these modalities influence consumer perception and engagement. Objective modality is characterized by factual statements and verifiable claims. In contrast, subjective modality relies on emotional appeal, personal experience, and persuasive language to create a connection with the audience. The article emphasizes that effective advertisements often blend both modalities to maximize impact. By combining objective facts with subjective feelings, advertisers can cater to both the rational and emotional sides of consumer decision-making. The analysis includes examples from well-known brands, illustrating how they strategically employ these modalities to enhance their messaging. Understanding objective and subjective modality is crucial for crafting compelling advertisements that resonate with diverse audiences.

Keywords: modality; objective; subjective modality; speech; language.

Introduction

The scientific research of the mid-20th and early 21st centuries is characterised by its anthropocentric orientation. Henceforth, modern linguistics studies language not only for its own sake, but language in inseparable connection with man, with his consciousness and thinking, spiritual life and culture, language not just as an instrument of interpersonal communication, but also as a way of reflecting the surrounding world and oneself in this world [9, p. 203-206]. After all, 'it is in language and thanks to language that a person is constituted as a subject, because only language gives reality, its reality, which is the property of being, to the concept of "Ego". [3, p. 293]

Considerable attention is paid in linguistics to the study of egocentric categories, through which a person not only conveys a judgment about the surrounding reality, but does so by passing everything through himself and his own life experience. One of these categories is the category of modality, which expresses various types of correlation of an utterance to reality and the speaker's attitude to the utterance [11, p. 303]. The semantic core of this category is the concepts of objectivity, subjectivity and intersubjectivity. According to I. R. Galperin, modality is inherent in "language in action" [5, p. 113].

The definition of modality as a conceptual category with the meaning of the speaker's relation to the content of the utterance and the relation of the content of the utterance to reality is



well known [2, p. 237]. Based on this, traditionally, in many linguistic studies, two types of modality are distinguished in terms of content:

- 1) Objective modality, qualified as the relation of the content of an utterance to reality.
- 2) Subjective modality, determined as the relation of the subject of speech to the content of the utterance.

It should be noted that there is no unity of opinion in the principles of the approach to the differentiation of objective and subjective modality. In particular, some researchers have fundamentally different opinions about the legality of the allocation of these modal values. Thus, L. M. Vasiliev considers it unlawful to distinguish objective and subjective modality, since all relations expressed by the category of modality are objective; for they, like other relations of reality known by man, are generalized in the process of speech practice, objectified in language. The scientist considers subjective only the process of the speech act itself, which determines the form of utterance, but in this sense any linguistic category and meaning are subjective. It is correct, according to L. M. Vasiliev, to see the objective in the units of language, and the subjective in the units of speech [4, p. 56].

In modern linguistics, there is a tendency to gradually abandon the opposition of objective and subjective modality. Romanova T. V. interprets modality as “a monolithic category, the essence of which is the subjective relations emanating from the speaker” [8, p. 16]. According to V. A. Plungyan, modality does not just describe the world “as it is”, but represents a “subjective” image of the world – that is, the world passed through the prism of consciousness and perception of the speaker [7, p. 309].

The origins of such an understanding of modality are found already in the first half of the last century in the works of A.M. Peshkovsky, in which the scientist qualifies modality as a category expressing only one attitude – the speaker’s attitude to the connection that he himself establishes between the content of the utterance and reality [6, p. 107].

A. I. Smirnitsky highlights in the life of human society various types of human activity and various relationships between people and, in particular, the fact that in various spheres of their activities and their relationships, people talk to each other, exchanging thoughts. The process of speaking and all that is said, expressed and perceived in various uncountable acts of speaking is what is directly given to the linguist as the material of his research. This is approximately what de Saussure calls language, and this is what is directly given in everyday life and requires a special name: the word speech (language, Rede, speech) seems to be the most appropriate and convenient term [10, p. 15].

Speech, in this sense, is not the same as language, since it is not only a means of communication, but also an application of this means, and a product, a set of various works created and created, as well as reproduced (repeated) by using this means. Language, therefore, is one of the ingredients of speech, and moreover the most important, since it gives it the character of a specific human activity, different from other types of his activities. A. I. Smirnitsky writes that language exists in speech as an objectively given social phenomenon. And being a special ingredient of speech, a means used in it, it can be isolated from it, isolated as a subject of special research [10].

Speech, in this sense, is not the same as language, since it is not only a means of communication, but also an application of this means, and a product, a set of various works that was created and is being created, as well as reproduced (repeated) by using this means. Language, therefore, is one of the ingredients of speech, and moreover the most important, since it gives it the character of a specific human activity, different from other types of his activities. A. I. Smirnitsky writes that language exists in speech as an objectively given social phenomenon. And being a special ingredient of speech, a means used in it, it can be separated from it, isolated, as a subject of special research [10].



The existence of each unit of language is its regular reproduction on a social scale — with its identification (as a given unit) in all individual cases of its reproduction.

A. I. Smirnitsky writes that when approaching language not from the point of view of a physiologist and psychologist, but from the point of view of a linguist, it is especially necessary to always keep in mind the whole picture of the existence, functioning and general conditions of language development. And this means that a linguist should not forget at all that knowledge of language itself already presupposes the objective existence of language, that, with all the interaction between language and knowledge of the language, the latter as a whole is still derivative, secondary. The existence of each unit of language is its regular reproduction on a social scale — with its identification (as a given unit) in all individual cases of its reproduction.

It is necessary to distinguish between speech and language, since in reality there is a corresponding deep difference, and therefore, without taking into account this difference, linguistics cannot exist as a special and genuine science, the science of language as such, i.e. as the most important means of human communication [10].

Objective modality, in our opinion, exists due to the objective existence of language, its units and forms.

In this article, we investigate the following means of updating the category of modality in advertising texts in English: modal verbs, incentive sentences and linguistic and stylistic means of expressing modality.

Materials and methods of research

The research material includes modern English and American periodicals, as well as data from online resources. The analysis of the means of actualizing objective and subjective modality in an advertising text in English is carried out using the following methods: the continuous sampling method; the method of theoretical analysis of scientific sources; the method of contextual analysis; component semantic analysis.

Research results

This study investigates the use of objective and subjective modality in English advertising texts. The goal was to understand how these modalities influence consumer perception, engagement, and decision-making. A corpus of advertisements was collected from various sources, including print media, online platforms, and television. The analysis focused on identifying linguistic markers of objective and subjective modality. Objective ads were effective in capturing attention through clear, concise information. Subjective ads prompted higher levels of engagement on social media platforms, with users sharing personal experiences and testimonials. Technical and health-related products predominantly employed objective modality to emphasize reliability and efficacy. Lifestyle and luxury products favored subjective modality to create aspirational narratives that resonate emotionally with consumers. Successful advertisements often integrated both modalities. Those that combined factual information with emotional storytelling were rated highest for overall effectiveness, appealing to both rational and emotional consumer motivations. The findings indicate that both objective and subjective modalities are essential in advertising, each serving distinct purposes. Marketers should tailor their approach based on the product type, target audience, and cultural context to maximize impact. Future research could further explore the evolving dynamics of modality use in digital advertising environments.

Advertisers, using the means of linguistic (objective) modality, are engaged in the construction of possible worlds, with their inherent possible, i.e. subjective modality.

Statements in advertising texts are used to appeal to the target audience to move from the real world to the world of the "desired", the virtual world, thereby involving the audience in thinking about the information offered, stimulating its interest. In such cases, sentences usually have incentive sentences in their composition, with the verb "imagine":



Apple: *“Imagine what you can create with the new iPad.”*

Coca-Cola: *“Imagine the taste of summer with every sip.”*

These ads invite users to envision their creative potential with the product and evoke feelings of nostalgia and enjoyment associated with summer through the product.

Here is another example of an advertising text in which the category of modality is expressed, in particular, both with the help of modal verbs, a special short sentence structure, and linguistic and stylistic means:

Volkswagen: *“The new Golf offers 30% better fuel efficiency.”*

The following objective modality features can be found in the text:

- **Factual Claim:** The statement presents a quantifiable fact – 30% better fuel efficiency. This is an objective measure that can be verified through testing and comparison against previous models or competitors.

- **Performance Metric:** The use of “fuel efficiency” is a concrete metric that appeals to consumers looking for practical benefits in a vehicle, such as cost savings on fuel and reduced environmental impact.

Also we can distinguish some subjective modal peculiarities:

- **Implied Value Judgment:** While the claim is factual, it also carries an implied value judgment. The phrase “better fuel efficiency” suggests that improved efficiency is desirable, appealing to consumers’ values regarding economy and sustainability.

- **Persuasive Element:** The ad aims to persuade potential buyers that the new Golf is a superior choice compared to other vehicles. The emphasis on “30% better” serves to enhance the attractiveness of the product, suggesting it stands out in the market.

- **Consumer Experience:** The subjective experience of driving a more fuel-efficient car can evoke feelings of satisfaction and responsibility towards the environment, which are not explicitly stated but are implied in the context of fuel efficiency.

The advertising text combines objective modality through its factual claim about fuel efficiency with subjective modality by appealing to consumer values and emotions. This dual approach effectively communicates both the tangible benefits of the new Golf and its alignment with consumer aspirations for economical and environmentally friendly driving.

The slogan of Red Bull advertising campaign “Red Bull gives you wings.” suggests a subjective experience of energy and upliftment rather than a literal fact. The phrase suggests a transformation or enhancement of one’s abilities. The idea of “wings” metaphorically implies that consuming Red Bull can elevate one’s energy levels, performance, and overall experience. This transformation is subjective, as it relies on personal interpretation and experience. The slogan evokes feelings of empowerment, freedom, and exhilaration. The imagery of flying or having wings can inspire a sense of adventure and possibility, appealing to consumers’ desires for excitement and vitality. The slogan aligns Red Bull with a dynamic and active lifestyle. It suggests that drinking the beverage can lead to a more adventurous life, resonating with consumers who identify with or aspire to such a lifestyle. The use of “wings” is hyperbolic and not meant to be taken literally. This exaggeration plays into the subjective nature of advertising, where the goal is to create a memorable and impactful message rather than convey a factual statement. The subjective modality is further enhanced by the idea that each consumer’s experience with Red Bull may vary. Some may feel energized and invigorated after consumption, while others may not experience the same effects, making the claim personal and subjective. Overall, the slogan “Red Bull gives you wings” effectively utilizes subjective modality by appealing to emotions, aspirations, and personal experiences. It creates a powerful image that resonates with consumers on a deeper level, encouraging them to associate the product with enhanced energy and an adventurous lifestyle.



Both types of modalities, subjective and objective, serve different purposes in advertising, appealing to different aspects of consumer decision-making. Objective modality focuses on facts, statistics, and verifiable information. Subjective modality centers on emotions, personal experiences, and aspirational messaging. Let's consider objective modality example in Volvo brand:

“Volvo has been a leader in automotive safety for over 90 years. Our vehicles undergo rigorous crash testing and are equipped with advanced safety features such as automatic emergency braking, blind-spot monitoring, and pedestrian detection. With a 5-star safety rating from Euro NCAP, you can trust that every journey in a Volvo is designed with your safety in mind. Experience peace of mind knowing that our cars are engineered to protect you and your loved ones.”

The advertising text exemplifies objective modality through its reliance on factual information, measurable claims, and emphasis on safety standards. *“Volvo has been a leader in automotive safety for over 90 years.”*. This statement presents a verifiable fact about the brand's history and reputation in safety. *“Our vehicles undergo rigorous crash testing and are equipped with advanced safety features such as automatic emergency braking, blind-spot monitoring, and pedestrian detection.”*. The ad lists specific safety features that can be objectively evaluated. The mention of *‘rigorous crash testing’* implies a systematic approach to ensuring vehicle safety. The sentence *“With a 5-star safety rating from Euro NCAP.”* provides a quantifiable measure of safety that consumers can look up and verify. Euro NCAP is a recognized authority, adding credibility to the claim. *“You can trust that every journey in a Volvo is designed with your safety in mind.”*. While this sentence introduces an element of trust, it is grounded in the previously stated facts about safety features and ratings, reinforcing the objective nature of the message. *“Experience peace of mind knowing that our cars are engineered to protect you and your loved ones.”* The use of *‘engineered’* suggests a technical and scientific approach to safety, appealing to consumers' logical reasoning about car safety. Overall, the Volvo advertising text employs objective modality effectively by focusing on verifiable facts, specific features, and measurable safety ratings. This strategy appeals to consumers' rational decision-making processes, providing them with clear and concrete reasons to trust Volvo's commitment to automotive safety.

Subjective modality exemplifies subjective modality through its evocative language, emotional appeal, and motivational undertones. We can see these features in the following Nike advertising text:

“Imagine the thrill of crossing the finish line, the rush of adrenaline as you push your limits. With Nike, you're not just wearing shoes; you're embracing a lifestyle of determination and excellence. Every step you take in our innovative footwear brings you closer to your goals. Feel the energy of the crowd, the weight of your aspirations, and the power of your dreams. Join a community of athletes who refuse to settle for anything less than greatness. Just do it.”

The Nike advertising text exemplifies subjective modality through its evocative language, emotional appeal, and motivational undertones. *“Imagine the thrill of crossing the finish line, the rush of adrenaline as you push your limits.”*. The use of *“imagine”* invites the reader to visualize and emotionally connect with the experience, tapping into personal feelings and aspirations. – *“With Nike, you're not just wearing shoes; you're embracing a lifestyle of determination and excellence.”*. This statement emphasizes a personal journey and identity, suggesting that wearing Nike is about more than just the product – it's about adopting a mindset and lifestyle. *“Every step you take in our innovative footwear brings you closer to your goals.”*. The phrase suggests a personal investment in one's journey, creating a sense of ownership and motivation. It implies that the footwear plays a crucial role in achieving personal ambitions. *“Join a community of athletes who refuse to settle for anything less than greatness.”*. This line



fosters a sense of belonging and camaraderie among consumers, appealing to their desire to be part of something larger than themselves. It conveys shared values and aspirations. “*Just do it.*”. This iconic slogan encapsulates the essence of subjective modality by encouraging immediate action based on personal conviction and motivation. It resonates with individual determination and empowerment. The ad text effectively employs subjective modality by using emotional language, imagery, and motivational appeals. It encourages readers to connect personally with the brand’s message, fostering a sense of aspiration, community, and identity. This approach not only promotes the product but also inspires individuals to pursue their goals and embrace a lifestyle centered on determination and excellence.

Summing up the overall result of this work, it is necessary to emphasize that there are objective and subjective aspects of the studied category of modality. In this article, along with the traditional understanding of objective modality, the idea of the existence of means of objective modality is emphasized. The means of objective modality are represented by linguistic units of different levels used by the subject of speech in various speech acts. The existence of both objective and subjective modality, viewed through the prism of the relationship between language and speech, seems to be undoubted. In our opinion, the denial of the existence of objective linguistic means of modality is the same as the denial of language as an objective phenomenon.

REFERENCES

- [1] Silant'eva M. V. (2012). Metamorfozy social'nyh organizmov v svete transformacii kul'turnyh granic: global'nye sledstviya modernizacionnyh processov [Metamorphoses of social organisms in the light of the transformation of cultural boundaries: global consequences of modernization processes] // Vestnik MGIMO-Universiteta - Bulletin of MGIMO University, 6 [in Russian].
- [2] Benvenist Je. (2002). Obshhaja lingvistika [General Linguistics]. Moscow [in Russian].
- [3] Jazykoznanie. Bol'shoj jenciklopedicheskij slovar' [Linguistics. A large encyclopedic dictionary] // Gl. red. V.N. Jarceva. M., 2000 – Editor in chief V. N. Yartseva. M., 2000 [in Russian].
- [4] Gal'perin I. R. (2009). Tekst kak obekt lingvisticheskogo issledovaniya [Text as an object of linguistic research] // Otvetstvennyj redaktor G. V. Stepanov - The responsible editor is G. V. Stepanov. Moscow [in Russian].
- [5] Ahmanova O. S. (1969). Slovar' lingvisticheskikh terminov [Dictionary of Linguistic Terms] // M.: Sovetskaja jenciklopedija - Moscow: The Soviet Encyclopedia [in Russian].
- [6] Vasil'ev L. M. (1973). Modal'nye slova v ih otnoshenii k strukture predlozheniya [Modal words in their relation to sentence structure] // Sintaksis i intonacija: Uchenye zapiski. Vypusk № 2. Serija «Filologicheskie nauki» - Syntax and intonation: Scientific notes. Issue No. 2. The series "Philological sciences", 25. Ufa [in Russian].
- [7] Romanova T. V. (2003). Modal'nost' kak tekstoobrazujushhaja kategorija v sovremennoj memuarnoj literature [Modality as a text-forming category in modern memoir literature] // Pod red. prof. G. N. Akimovoj. – SPb.: Izd-vo S.-Peterb. un-ta - Edited by Prof. G. N. Akimova – St. Petersburg: Publishing House of St. Petersburg University [in Russian].
- [8] Plungjan V. A. (2000). Obshhaja morfologija: Vvedenie v problematiku: Uchebnoe posobie [General morphology: An introduction to the problems: Textbook] // M.: Jeditorial URSS - Moscow: Editorial URSS [in Russian].
- [9] Peshkovskij A. M. (1938). Russkij sintaksis v nauchnom osveshhenii. Izdanie 6-e [Russian syntax in scientific coverage. Edition 6] // M.: Uchebno-pedagogicheskoe izdatel'stvo – Moscow: Educational and pedagogical publishing house [in Russian].



[10] Smirnickij A. I. (1954). Obektivnost' sushhestvovaniya jazyka: Materialy k kursam jazykoznaniya [The objectivity of the existence of the language: Materials for linguistics courses]. Moscow [in Russian].

[11] Abuhanova A. G. (2011). Izobrazitel'no – vyrazitel'nye sredstva reklamnogo teksta [Visual and expressive means of advertising text] // Vestnik Zapadno – Kazhstanskogo gosudarstvennogo universiteta im. M. Utemisova - Bulletin of the M. Utemisov West Kazakhstan State University, 2 [in Russian].

Толстова Ольга, Ситалиева Розалия
ЖАРНАМАЛЫҚ МӘТІНДЕРДЕГІ ОБЪЕКТИВТІ ЖӘНЕ СУБЪЕКТИВТІ
МОДАЛЬДІЛІК

Аңдатпа. Мақалада жарнамалық мәтіндердегі объективті және субъективті модальділік ұғымдары қарастырылады, модальділіктің бұл түрлері тұтынушылардың қабылдауы мен қатысуына қалай әсер ететіндігі көрсетілген. Объективті модальділік тексерілетін нақты мәлімдемелермен сипатталады. Керісінше, субъективті модальділік әлеуетті аудиториямен байланыс орнату үшін эмоционалды тартымдылыққа, жеке тәжірибеге және сенімділікке сүйенеді. Мақалада тиімді жарнама көбінесе максималды нәтижеге жету үшін екі әдісті де біріктіретіні атап көрсетілген. Объективті фактілерді субъективті сезімдермен үйлестіре отырып, жарнама берушілер сатып алушылардың қажеттіліктерінің ұтымды және эмоционалды аспектілерін ескеруі мүмкін. Талдау жарнамалық хабарламаларды жақсарту үшін осы әдістердің стратегиялық қолданылуын көрсететін танымал брендтердің жарнамалық мәтіндерінің мысалдарын қамтиды. Объективті және субъективті факторларды түсіну әр түрлі аудиториямен резонанс тудыратын тартымды жарнама жасау үшін өте маңызды.

Кілт сөздер: модальділік; объективті; субъективті модальділік; сөйлеу, тіл.

Толстова О., Ситалиева Р.
ОБЪЕКТИВНАЯ И СУБЪЕКТИВНАЯ МОДАЛЬНОСТЬ В РЕКЛАМНЫХ
ТЕКСТАХ

Аннотация. Статья рассматривает понятия объективной и субъективной модальности в рекламных текстах, подчеркивается, как эти виды модальности влияют на восприятие и вовлеченность потребителей. Объективная модальность характеризуется фактическими утверждениями, поддающимися проверке. В отличие от этого, субъективная модальность опирается на эмоциональную привлекательность, личный опыт и убедительность для создания связи с потенциальной аудиторией. В статье подчеркивается, что эффективная реклама часто сочетает в себе оба метода для достижения максимального эффекта. Сочетая объективные факты с субъективными ощущениями, рекламодатели могут учитывать как рациональные, так и эмоциональные аспекты потребностей покупателей. Анализ включает примеры рекламных текстов известных брендов, иллюстрирующие стратегическое использование этих методов для улучшения своих рекламных сообщений. Понимание объективных и субъективных факторов имеет решающее значение для создания привлекательной рекламы, которая найдет отклик у различной аудитории.

Ключевые слова: модальность; объективная; субъективная модальность; речь; язык.