THE TITLES OF ADVERTISING PERIODICALS RELATED TO REAL ESTATE TRANSACTIONS*

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Abstract

This article analyzes the names of Russian-language newspapers and magazines (known as gomeronyms) that advertise real estate using the keyword method. The term "keywords" in the article refers to the fundamental components of gomeronyms, which differ in features such as frequency of use in the names of newspapers and magazines in the studied group of publications, and their ability to reflect the intended purpose and thematic content of the published materials. Thus, the keyword is considered as the central structural and semantic unit of the gomeronym that serves an identification and informative function.

For the names of advertising newspapers and magazines whose primary purpose is to attract the attention of potential customers to real estate as an object of purchase and sale, barter, rental, or pledge of buildings, apartments, or individual premises, the key words are "real estate," "accommodation," "house," and "apartment." These words allow consumers of advertising products to choose the necessary information source from the entire variety of periodicals.

The article provides a semantic and pragmatic analysis of both the keywords themselves and the gomeronyms they are part of. Special attention is paid to the semantic changes that words undergo in the context of gomeronyms, the context of commercial communication, and the context of Russian linguo-culture. It is concluded that the distinctive feature of the names of newspapers and magazines in the considered group is their pragmatic nature: they contain the most informative message and clearly express the object of the nomination. The identification and informative function is more important for them than the persuasive function.

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1. Introduction

The focus of our study is the names of periodicals (known as gemeronyms) that provide information on real estate for the purpose of selling, renting, or as collateral, etc., which are essentially advertising publications. The demand for studying this group of onyms arises from the fact that in Russian onomastics, gemeronyms are gradually gaining attention from the deep periphery to the center of research. The relevance of this topic is also determined by communicative and pragmatic factors: from the moment a consumer selects an information source (newspaper or magazine) for advertising products, the process of interaction between the advertiser and the recipient of advertising messages commences. The selection of an information source is largely influenced by its name (Al Serhan and Elareshi, 2019; Ullah et al., 2021; Van Hoa et al., 2022).

2. Methods

The analysis of the indicated group of gemeronyms is carried out, firstly, taking into account the type-forming features of the media and, accordingly, using sociolinguistic methods, since language variations are limited by social or situational factors (Hernández-Campoy 2014). The main type-forming features of mass media are the specifics of the thematic selection of information and the target orientation of publishers' activities. An equally important parameter of classification is the target readership. For advertising periodicals, the listed typological features can be specified as follows. Advertising publications are aimed at creating demand for goods and services, increasing profits (Melnikova 2014; Quiroz-Gomez et al., 2022); they publish information about goods and services; the main audience of advertising media is potential buyers, customers. An advertising periodical may be addressed to a broad target audience or, if it is a specialized publication, to a specific part of it. The focus of our attention is on the names of specialized advertising publications, i.e., data from the following sources: Media outlets are designed for their narrow readership (Hamelin et al., 2021; Meyer and Hamilton, 2020).

Secondly, when organizing research material, we rely on the keyword method (Vezhbitskaya, 200). Looking at this phenomenon through the prism of their functioning in the text allows to draw attention to the fact that keywords in media texts are basic structural and semantic units of the text that participate in the formation and expression of meaning. Key word attributes include being updated in the text, their inclusion in the title of the text, high frequency of usage, their repetition, as well as possible enrichment of their semantics in the text (Sabbagh et al., 2021). Common words can also be key, but they are subject to a historically and culturally determined "semantic evolution" (Shibli, et al., 2021). And keyword research is a good "empirical strategy" for identifying the cultural change (Ghaziani and Ventresca, 2005). Consequently, the keyword method is an important tool for linguoculturology, which aims to identify culturally significant signs (Beg, 2022; Erofeeva, 2017; Guzaerova and Mukhametzyanova, 2017; Schuklina, 2016).

3. Results and discussion

Based on the analysis of frequency words used to create the names of advertising publications, related to the real estate market, 2 groups of gemeronyms are selected. The first group includes gemeronyms with the keyword real estate: "New World of Real Estate", "Kazan Real Estate". "All About Real Estate", "Real Estate and Prices", "All about Real Estate. Multiple Listing Service ", "Regional Real Estate Express", etc.
The titles of advertising periodicals related to real estate transactions

The word real estate, being stylistically marked (characteristic of the official business style), emphasizes that the publication contains information not only about residential, but also about commercial real estate and is intended for individuals and legal entities. The word real estate, due to its stylistic marking, is devoid of semantic increments. At the same time, in the context of a multicomponent gemeronym, it is possible to enrich its semantics and, accordingly, the semantics of the gemeronym. In this connection, we would like to draw attention to possible violations of syntagmatic links between words in the gemeronyms "Real Estate Gallery" and "Real Estate Bulletin".

With the move of the subject area in the word real estate in the gemeronym "Gallery of real estate" the keyword tends to gain value not only on the material, but also on the spiritual plane. Since the word gallery figuratively means "collection of works of art" and is actively used in Russian as part of stable combinations of art gallery, national gallery, art gallery, is part of the titles of exhibitions of paintings and museums. In the context of the gemeronym the gallery conveys a glimpse of its generic seme ‘related to the sphere of spiritual values’ to the word from the sphere of economic relations real estate.

In the gemeronym "Bulletin of Real Estate", there is a violation of the non-subject-logical connection of words (the Russian language is characterized by the use of the word bulletin along with the words newspaper, magazine as a generic word for periodicals). As a rule, the names of periodicals that include the word bulletin, are perceived as related to scientific activities, the work of certain public or state institutions ("Bulletin of the Kazan University Meteorological Observatory", etc.). That is, even in this case, the meaning of the word real estate, based on associative increments caused by a valence that is not standard for the Russian language, acquires a barely perceptible, but still sufficient to have an implicit impact, semantic sign ‘related to scientific studies’. Again, as a result of the appearance of an additional semantic feature in the word real estate in the context of the gemeronym under consideration, we observe the desire of publishers to give great significance to the publication and its activities.

2. The second group of studied gemeronyms consists of names that are marked with the keywords house, apartment, housing, or less often - new building with the general meaning "place of residence; person's accommodation place", for example: "Your home abroad", "New buildings", "All city apartments", "Houses and Apartments", "Apartments in new buildings", "Capital new buildings". For example, house, apartment, or new building in Russian is polysematic and is used not only in the names of advertising publications related to operations on the real estate market. For example, magazines "Cozy apartment", "Beautiful apartments" are dedicated to design and interior, "Beautiful houses", "House and Interior" – design, architecture and construction.

As part of the titles of the publications we study these words primarily denote the object of economic relations in the market: i.e., the object of purchase and sale, lease, etc. This meaning is expressed explicitly in the gemeronym "Housing market", in other cases, the designated seme is impersonal and can be updated in the minds of native speakers due to the content of published materials in the publication, the inclusion of the studied gemeronyms in the sphere of commercial discourse. We see that in the content of the concept of housing (and therefore in the words that represent it) under the influence of social and economic conditions, changes are coming about: Soviet people could not buy or sell housing, they could manage, they could only own it. Since the end of the XXI century, the concept of "property right" has been returned to Russian legislation and housing has become an object of economic relations. In this group of gemeronyms, we can distinguish gemeronyms for which the denotative aspect of meaning is the main one: "Apartments in buildings under construction", "Housing market", etc. However, gemeronyms with additional semantic increments, including connotative connotations, are more frequent here.

Gemeronym "Flatlet" (in Russian "Kvartirka", which means “a little flat”) for example, demonstrates one of the techniques for implementing the principle of intimacy, which is aimed at establishing trusting friendships between publishers, advertisers, and potential readers-clients.
A similar effect is achieved thanks to the suffix -k- with a subjective diminutive meaning. This suffix causes the appearance of the semes ‘small’, ‘cozy’ in the meaning of the word flat, and semes, which can be formulated as ‘for those who are dear to us’, ‘for those who appreciate the comfort and warmth of the home’ in the meaning of the gemeronym.

The name of the advertising newspaper "For rent" uses a colloquial speech compression technique. Transitive verbs in Russian, as is known, require an object of action, however, due to the high frequency of such forms in everyday communication, the meaning of the newspaper's name is obvious, and the object of commercial activity instantly pops up in the minds of the addressees of the publication: "I'll rent (an apartment) ". The styling of casual communication, as in the previous example, leads to the intimization of communication, respectively, and to the establishment of contact and trust between the subjects of indirect communication.

Advertising publications about buying and selling or renting real estate are designed for a special audience, and this audience can be segmented. Consider the names of advertising and analytical publications "MirandDom.City", " MirandDom. International", "MirandDom. Residence", "MirandDom. Saint-Petersburg", "MirandDom. Sochi". These onyms are hybrid names that use Anglicism (City, International, Residence) and the borrowed sign and. In the minds of native Russian speakers, foreign-language words, foreign-language graphemes and everything they mean have the potential seme – ‘prestigious’, ‘statuses’. Therefore, the above-mentioned gemeronyms carry important implicit messages: they indicate the exclusivity of the object offered for sale or offered for rent, and they are intended not for everyone, but only for those who can afford luxury. No less significant from the point of view of pragmatics is the inclusion of the lexemes home and world in some of the analyzed names. Home is a fundamental concept in the picture of the world of any person, so the word home has a special meaning. In addition to the seme 'living space’, the word home potentially contains such semes as ‘safe place’, ‘best place to be for a person’, support’. In the above examples, the interaction of Cyrillic and Latin letters attracts attention and leads to the emergence of new meanings: on the one hand, home is a native and safe place for a person, and on the other (thanks to transliteration) the house becomes part of the whole world.

The concept of the world and the lexeme world that represents it also occupies a special place in the consciousness of any nation. Initially, in Indo-European culture, the core of the concept of the world was the concept of "friends and foes": the world was defined as a place "where people of "my tribe" live " (Stepanov 2004: 86). Further expanded the conceptual field of this concept that has led to the development of new values in the representative lexicon of the concept: the world is "the universe", "planet", "earth, land", "all really existing on the Earth," "human society", etc. (BTS 1998: 544). In the context of the content material of "MirandDom" group magazines, which presents suggestions of domestic and foreign real estate markets (both residential and non-residential), contains information of advertising nature about landscaping, interior decoration, etc., word of the world, starts to mean "a place where I can afford to comfortably live and/or work".

The combination of Anglicisms and the native Russian word home which is transmitted by means of a different graphic system, also gives an exclusive character to the publication, which is confirmed by the annotations of magazines that report that «MirandDom» group magazines offer information about elite real estate and exclusive types of design. Latin graphics and Anglicisms provoke the appearance of potential semes ‘prestigious’ and ‘status’ in the considered gemeronyms.

4. Conclusions

The analysis performed showed the following.

1. The name of an advertising newspaper, magazine, should attract the attention of a potential advertising consumer and clearly indicate which product or service this publication promotes, i.e., perform an informative and identifying function.
2. The names of Russian-language advertising newspapers and magazines of the studied group are marked with words that belong to the lexical-semantic group of words with the general seme ‘property in the form of buildings, structures, etc.’: either the word-hyperonym real estate, or the words-hyponyms: accommodation, house, apartment.

3. The word real estate seems to be the most successful marker for advertising publications related to the sale, renting out, lease or pledge of buildings, apartments, individual premises, etc. It is unambiguous; esemantic: it includes all types of real estate, both residential and commercial. This word is stylistically marked, used in the field of economic and legal communication, and it actualizes the seme ‘property’, indicating that the advertised objects are included in the system of economic and legal relations. The hyponyms house and apartment in Russian are multi-valued. As part of a gemeronym, they are not able to accurately reflect the purpose of the publication, its purpose, and therefore the names of newspapers and magazines with these words cannot be unambiguously interpreted by potential advertising consumers, therefore, such gemeronyms do not fully fulfill their informative and identifying function.

4. For the name of the media of the group under consideration, the informative-identifying function is more important than the influencing one.

5. Frequency words used to mark advertising publications aimed at creating demand for real estate are classified as key words, since these words-markers carry the main information about the typological characteristics of the publication and its thematic focus. Like the meaning of most keywords, their semantics are subject to changes in the linguistic context of the gemeronym, the extralinguistic context of the era, culture, and speech situation.

The conducted research allowed us to substantiate the validity and productivity of using the keyword method for analyzing and systematizing the names of advertising publications designed for a specific target audience.

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