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VERBALIZATION OF NATIVE ADVERTISING FROM SOCIAL INTERNET NETWORKS

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The article covers the results of the comparative analysis of native advertising, demonstrating that in English and Russian TikTok videos it is characterized by different degrees of informality emotionality as well as the use of linguistic and non-verbal devices.

In recent years internet users have stopped responding to traditional direct forms of advertising, which has forced producers and promoters to change the form of advertising and find new effective ways to influence potential consumers. A new form of advertising has gained great popularity – native advertising, which attracts the attention of modern researchers in the linguistic scientific community.

The concept of native advertising comes from the English word “native”, since such advertising is usually understood as the placement (and, if necessary, preparation) of information similar to other non-advertising messages of the site (media channel, platform, etc.). Often, only the editorial staff and the customer may know that the reader is seeing native advertising, and not, for example, a news article.

Native advertising is a relatively new phenomenon in the mass-media industry. The emergence of this form of advertising is due to the development of new channels of information transmission and the need to find alternative formats for promoting goods and services, given the negative perception of traditional advertising methods by potential consumers. Native advertising can be considered a successful invention of marketers who managed to create an unobtrusive way of delivering advertising information to consumers.

One of the distinctive features of native advertising is its ability to match the format, functions and subject matter of the platform on which it is placed. This allows it to integrate naturally into the context of non-advertising content and look organic. Native advertising itself is full-fledged content, possessing the characteristics of the platform on which it is placed.

This approach to advertising allows for greater efficiency because it adapts to familiar forms of content, offers information that is more relevant to users and fits harmoniously into their everyday experience. As a result, native advertising becomes an attractive tool for marketers, improving interaction with consumers and increasing the likelihood of attracting attention to the advertising message.

Researchers offer various interpretations of the concept of native advertising, which leads to a variety of definitions of this phenomenon. Some researchers call native advertising a modern communication trend [1, p. 81].

“Native advertising is the result of the evolutionary development of traditional advertising formats, dictated by changes in the modern information space – the growing role of online media in the structure of media consumption and the need to find new ways for advertisers to contact consumers” [2, p. 8].

Native advertising is advertising that “looks natural when surrounded by non-advertising content” [3, p. 244] and “matches the format, functions, and theme of the platform on which it is placed” [4, p. 243].

In the course of our scientific research, we analyzed 50 Russian-language videos containing elements of native advertising posted on the TikTok platform.

The results of the study demonstrate that the predominant form of native advertising in the Russian-language segment of TikTok is sponsored content. It is significantly more widespread than formats such as hashtag challenges and native advertising itself.

The data obtained indicate that advertisers prefer more obvious and straightforward types of promotion rather than native advertising fully integrated into the content. This is due to the desire to ensure higher brand awareness.

As part of the scientific study, we analyzed 50 English-language videos containing elements of native advertising posted on the TikTok platform. The results obtained demonstrate the following percentage ratio of different types of native advertising:

1. Videos with elements of sponsored content accounted for 36% of the total number of analyzed materials (18 videos).
2. The share of videos with elements of hashtag challenges was 24% (12 videos).
3. The largest share – 40% (20 videos) was occupied by materials containing elements of native advertising itself, that is, fully integrated into the content.

Thus, the results of the study demonstrate that in the English-language segment of TikTok, the most common form of native advertising is native advertising itself, organically integrated into video content. This format is ahead of such types as sponsored content and hashtag challenges in popularity.

The data obtained indicate that in the English-speaking environment, advertisers prefer more subtle and integrated types of promotion rather than overt sponsored content [5; 6; 7; 8]. This is due to the desire to create the most natural and unobtrusive advertising that would harmoniously fit into the content and not be perceived as overt advertising.

From the point of view of linguistic features of native advertising in Russian-language and English-language videos, we made the following conclusions. Russian-language videos often use colloquial and slang expressions to create an informal, friendly atmosphere. English-language videos also use slang and colloquial expressions, but to a lesser extent, in order to maintain some neutrality. Both language groups are characterized by the use of positively colored vocabulary, emotionally expressive vocabulary and stylistic devices.

As for the syntactic level of the verbalization of native advertising, incentive constructions (calls to action, advice, recommendations) are widespread in both Russian and English videos. At the same time English-language videos often use more complex syntactic

constructions to describe the product in detail. Russian-language videos are distinguished by the use of simpler, colloquial syntactic structures.

On the level of pragmatics, both language groups actively use rhetorical questions to engage the audience. English-language videos rely more on factual information about the product. Russian-language videos more often use emotional appeals and the blogger's personal experience.

Moreover, on the level of extra-linguistic factors, both Russian and English videos actively use non-verbal means (gestures, facial expressions, intonation) to enhance the impact on the audience. In English-language videos, non-verbal components are more restrained and neutral. Russian-language videos are distinguished by more expressive gestures and facial expressions.

In general, it can be concluded that in Russian-language videos, native advertising is characterized by greater informality, emotionality, and reliance on personal experience, while English-language videos are more neutral, rely on factual information, and use more complex syntactic constructions. At the same time, both language groups actively use lexical, syntactic, and non-verbal means to create an attractive image of the product and engage the audience.

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