



## VOCABULÁRIO JUVENIL NA PUBLICIDADE EM LÍNGUA ALEMÃ

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### RESUMO

**Objetivo:** A relevância do problema em estudo se deve às tendências modernas no desenvolvimento da sociedade e da cultura linguística. O artigo tem como objetivo identificar os meios linguísticos de expressão na publicidade em língua alemã destinada a vários estratos sociais.

**Métodos.** Os principais métodos de pesquisa usados para identificar o vocabulário dos jovens, os meios de alcançar o efeito de expressividade e as técnicas mais expressivas nos textos publicitários são o método de amostragem contínua e o método de análise do material selecionado.

**Resultados.** Como resultado do estudo, os autores descobriram que os epítetos foram os meios de expressão mais usados nos textos publicitários em língua alemã (29%). A segunda posição foi ocupada pela hipérbole (26%), seguida por erros ortográficos deliberados (25%), comparações (8%), unidades fraseológicas (7%) e alusões (5%).

**Conclusões:** A maior quantidade de vocabulário jovem abaixo do padrão foi encontrada em textos publicitários nas esferas bancária e gastronômica. O vocabulário jovem é atraente para os consumidores de bens e serviços e se torna parte da linguagem cotidiana.

**Palavras-chave:** Vocabulário jovem. Gírias. Vocabulário abaixo do padrão. Publicidade. Texto publicitário. Meios de expressão.





## YOUTH VOCABULARY IN GERMAN-LANGUAGE ADVERTISING

### ABSTRACT

**Purpose:** The relevance of the problem under study is due to modern trends in the development of society and language culture. The paper aims to identify linguistic means of expression in German-language advertising aimed at various social strata.

**Methods.** The main research methods used to identify youth vocabulary, means of achieving the effect of expressiveness, and the most expressive techniques in advertising texts are the *continuous sampling method* and the *method of analyzing* the selected material.

**Results.** As a result of the study, the authors found that epithets were the most often used means of expression in German-language advertising texts (29%). The second position was occupied by hyperbole (26%), followed by deliberate spelling mistakes (25%), comparisons (8%), phraseological units (7%), and allusions (5%).

**Conclusions:** The largest amount of youth substandard vocabulary was found in advertising texts in the banking and gastronomic spheres. Youth vocabulary is attractive to consumers of goods and services and becomes part of the everyday language.

**Keywords:** Youth vocabulary. Slang. Substandard vocabulary. Advertising. Advertising text. Means of expression.

### 1 INTRODUCTION

Advertising has long been an integral part of modern media (Akhmetshin et al., 2024a). The main goal of advertising is to sell the product (Balova et al., 2022). That is why the problem of creating an advertising text is achieving effectiveness that contributes to selling goods and services (Akhmetshin et al., 2021). Advertising should focus on the target audience and its interests and needs (Akhmetshin et al., 2024b). The youth is the most dynamic part of society, exploring the world and opening up new opportunities (Goyushova & Kapustina, 2022). Marketing companies are interested in involving this part of society in the consumption of advanced technologies, goods, and services (Kirillova et al., 2021). They invest in the younger generation of regular consumers and want to attract their attention to ideas gaining popularity in modern society (Nosova et al., 2018). The authors of advertising texts try to influence the consumer, catch their attention, and make sure the text stays in their memory (Abdullaev et al., 2023). How this is done depends on the product's characteristics, the target audience, the stage, and the purpose of the advertising campaign (Akhmetshin et al., 2023). To attract the attention of young consumers, a language understandable to them is used, i.e., *youth language*, or *slang* (Shurygin et al., 2024).





Advertising language has been studied by Yu.S. Bernadskaya (2008), M.A. Nikolaeva (2012), E.V. Bulatova (2012), O.A. Ksezenko, E.S. Kara-Murza, L.V. Matveeva, M.Yu. Papchenko and I.V. Bornyakova (2008), S.N. Prokhorova (2013), and A.A. Kudryavtsev (2020). According to the Oxford Languages definition, the Russian term for advertising, **reklama**, comes from the Latin *reclamare* ('shout' or 'notify'), as in the markets and squares of Ancient Greece and Ancient Rome more than 2,000 years ago, merchants shouted, praising various goods. **Advertising** in English means 'notification' and is interpreted as attracting consumer attention to a product (goods or services) and distributing tips, appeals, suggestions, and recommendations to purchase it (Oxford Languages, n.d.). M.V. Tverskikh (2008, p. 3) considers this concept as a business, a form of communication, and an art form. According to C.M. Edwards (1981, p. 3), **advertising** is non-personal information spread in a form concerning goods, services, ideas, and initiatives intended for the target audience and paid for by a sponsor. For the famous marketer P. Kotler, **advertising** is "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor" (Kotler, 2000, p. 699).

From the point of view expressed by V.V. Tulupov (2011, p. 4), **advertising** is a special **social institution** based on an extensive system of organizational structures: agencies, advertising departments in the editorial offices of newspapers and magazines, television and radio companies, enterprises, organizations, and institutions, which is the most accurate definition in the context of our study.

The variety of approaches and understandings of advertising is explained by the fact that advertising specialists work in different paradigms (economic, linguistic, social, philosophical, etc.), which makes the very concept of advertising ambiguous. Advertising focuses on different social groups, the vocabulary of one of which, namely **youth vocabulary (youth language)**, is the subject of this paper. The use of youth vocabulary in advertising is gaining popularity. This topic has been studied by N. Bahlo (Lander, 2017), P. Shlobinski G. Kohl, I. Ludewigt (1993), H. Ehmann (1992), and H. Henne (1994).

According to H. Ehmann (1992), "**youth language** is a type of language where linguistic system differs from society" (p. 16). The opposite opinion is expressed by N. Bahlo (Lander, 2017), Doctor of Sciences at the Wilhelm University of Westphalia, who argues that the **youth language** becomes part of everyday speech, i.e., it does not exist separately from society or the generally accepted language but is part of it. Unlike many researchers, Bahlo believes that the youth language does not clutter up speech but revitalizes and changes it. Both neutral and substandard vocabulary are present in youth and normative speech. The





use of one of its layers depends primarily on the speaker's upbringing and not on social affiliation.

Of all the numerous points of view, the most significant is the opinion of H. Henne (1994), who describes this concept as follows:

*Youth language* is a special way of communication and writing, through which young people seek, among other things, linguistic profiling to express themselves and thus find their own identity. One of the opportunities to express oneself is the use of youth words in a group of peers. (p. 373).

Interest in youth vocabulary is also manifested in youth magazines, for example, *vitaminde*, where the language section discusses current trends and the growing popularity of abbreviations. F. Busch, a German linguist and Doctor of Sciences at the Martin Luther University of Halle-Wittenberg, in his 2021 study found that young people chose vocabulary depending on the situation and context (Tragelehn, 2022). From this section, one can also learn about the meaning-enhancing words that are gaining popularity, such as **Affentanz**, **ultrascharf**, etc.

Considering youth vocabulary in the context of advertising, one can trace the growing popularity of abbreviations and lexical enhancers.

The novelty of this study is associated with the identification of youth vocabulary and means of achieving the effect of expressiveness in advertising allowing to attract the attention of consumers using the **method of continuous sampling**. The determination of the most expressive techniques in advertising texts is carried out using the **method of analysis**.

In the course of our research, we had to verify the validity of the following hypotheses. The first is that youth vocabulary becomes a part of everyday speech. Based on the second hypothesis, the youth vocabulary used in advertising attracts the audience's attention.

This study was conducted to detect linguistic means of expression in German-language advertising aimed at various population segments.

In the course of the research, the following objectives were reached: the study of the concept of advertising; identification of linguistic techniques in advertising texts; consideration of linguistic means to attract the attention of the audience as a method of marketing influence; description of examples of the use of linguistic means in an advertising text.



## 2 METHODS

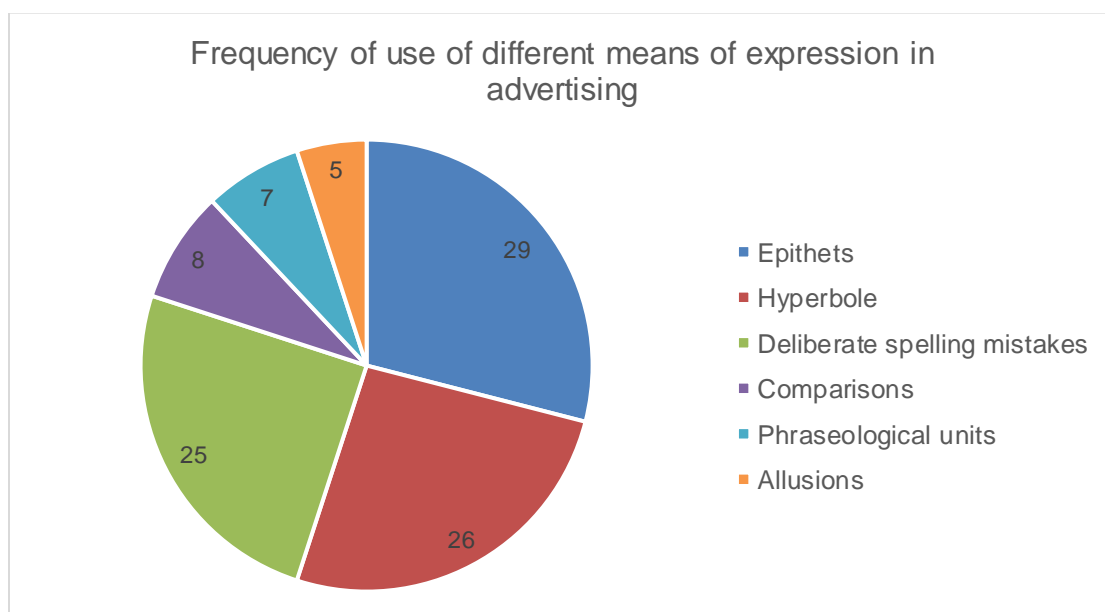
Theoretical methods were used to understand the essence of the analyzed phenomenon, identify the causes and sources of its occurrence, develop goals, and formulate the hypotheses. We used such methods as the analysis of advertising texts collected using the continuous sampling method, their study, generalization, and synthesis. We used the following empirical methods to confirm or refute the hypotheses and formulate conclusions: observation, collection of empirical material, and description.

The research was based on advertising texts from the banking, social, insurance, and service sectors (supermarket chains, car market), the job sector, and mobile communications. The selection criteria were: 1) the presence of youth vocabulary in the advertising text; 2) expressiveness; 3) imagery; 4) effectiveness; 5) frequency of use; 6) expressiveness; 7) the effect produced on the customer.

The selection of advertising texts was performed using the continuous sampling method manually. 100 advertising texts were selected for analysis. When collecting data, texts containing youth vocabulary were prioritized.

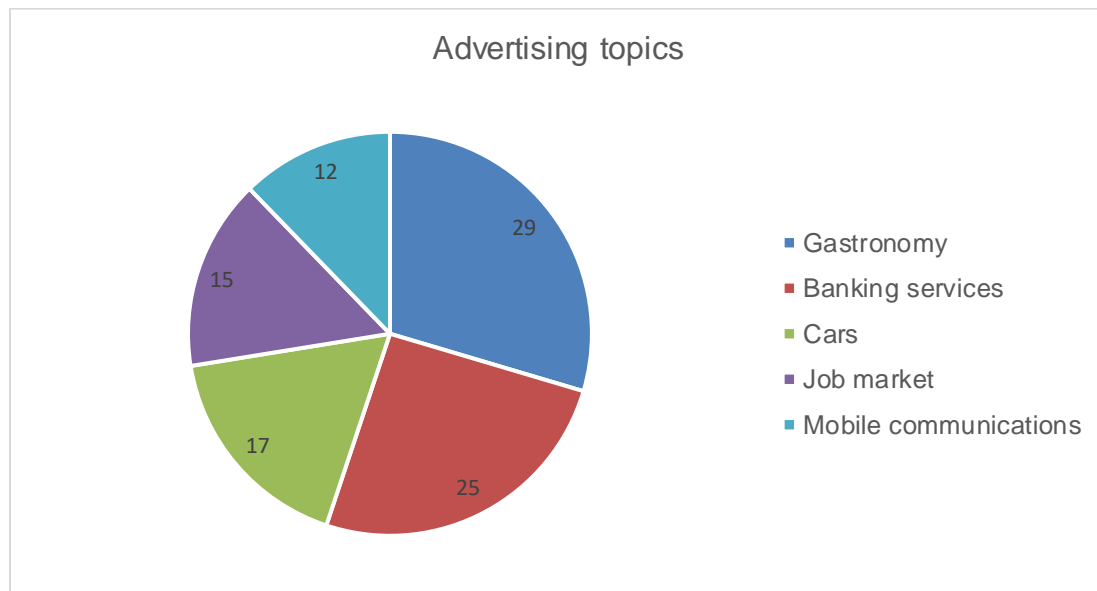
## 3 RESULTS AND DISCUSSION

As can be seen from Figure 1, the most frequently used means of expression are epithets (29%).



**Figure 1.** The frequency of the use of linguistic means of expression in advertising texts using youth vocabulary

As for advertising areas using youth vocabulary, demonstrated in Figure 2, we can note the predominance of texts advertising gastronomic products and banking services. Car ads and ads related to the job market are characterized by an average level of popularity. Mobile communications ads are slightly less popular.



**Figure 2.** Areas of advertising using youth vocabulary

Our hypotheses were confirmed. Youth vocabulary is becoming a part of everyday speech, and its use in advertising texts attracts the audience's attention. Although many researchers consider youth vocabulary stylistically substandard, it attracts the attention of marketing companies and is used in everyday speech. Thus, the topic does not lose relevance and causes polar opinions and reactions from the press. According to N.V. Uglova (2016, p. 50), youth vocabulary leads to the cluttering of the language. N. Bahlo argues that youth vocabulary "does not destroy or clutter up the language but revitalizes and changes it" (Lander, 2017). Language development occurs because young people experiment with it. Many words of the youth vocabulary later become part of the spoken language. This process is possible due to the frequent use of slang units, as a result of which the latter lose their expressive coloring (for example, *geil*, *krass*). Youth vocabulary is often used in the daily press. According to Bahlo, the spoken language is a "cultured", fairly filtered youth language (Lander, 2017). Studies by F. Busch suggest that young people use one part of vocabulary depending on the situation and context (Tragelehn, 2022). Bahlo confirms this statement, talking about the dominant role of education in choosing the appropriate vocabulary for communication (Lander, 2017). These arguments indicate that not all youth vocabulary is substandard. As in colloquial speech, the selection of suitable lexemes in





communication depends on the communication situation and the level of education of the interlocutors.

The second hypothesis regarding attracting the audience's attention was also confirmed in this study. Opinions on the attractiveness of advertising using youth vocabulary for consumers vary. Some people talk about the frivolous perception of youth slang, while others, on the contrary, consider it useful for advertising campaigns. The sociologist K. Hurrelmann is skeptical about the use of youth vocabulary in advertising, arguing that youth language in the context of advertising does not inspire confidence in the target audience due to the exaggerated behavior effect (Fellmann & Natterer, 2021). Consumers see this exaggerated behavior and lose interest. The linguist J. Meier (2018) holds a similar opinion. The advantages of advertising texts using youth vocabulary are indicated in the research by J. Schöttli (2021), C. Spangenberg (2002), N.V. Uglova (2016), and A. Kashtanov (2022). Thus, J. Schöttli (2021) says that the **youth language is not a fashionable trend, but an integral part of our language. With proper, and most importantly, economical use, it can become a useful communication tool for advertising campaigns.** C. Spangenberg (2002) attributes the popularity of advertising to the use of substandard vocabulary in advertising texts (for example, slang) and to the **influence of young people on the buying habits of their parents.** N.V. Uglova (2016) points out that slang, jargon, and colloquialisms are used not only in ads aimed at young people but also, for example, in banking service ads. The use of youth vocabulary breaks accepted communication norms, which makes advertising attractive in the eyes of the consumer. Young people are the most dynamic group of consumers in the market of new products. A. Kashtanov (2022) argues that television **advertising, using youth slang, contributes to its spread.**

These arguments do not show a clear preponderance for or against the use of youth vocabulary in advertising texts. However, there is a clear relationship between them. On the one hand, youth vocabulary promotes advertising; on the other hand, advertising promotes the spread of youth vocabulary. Thus, we can talk about the connection between our hypotheses.

The purpose of our study was achieved by analyzing the language means of expression. We determined the frequency and scope of the means of expression in advertising using youth vocabulary. This research has not yet been conducted. The study showed that epithets occupied the **first** place in the linguistic means of expression (29%). For example, the authors of an employment service's advertising poster are trying to draw the attention of young people to the police profession by using the epithet "*krisenfest*", which guarantees young people a reliable workplace in this position: "Echt uncool ist der





Beamtenstatus bei der Bayerischen Polizei mit Sicherheit nicht. Oder was ist an 'nem krisenfesten Beruf mit gutem Gehalt uncool?' (Die Bayerische Polizei, 2024). Epithets are arranged according to standard schemes. One of them is the selection of epithets by contrast. Antonyms allow one to emphasize the product's positive qualities, like in "Unsere Werbung ist cringe, aber unser Angebot wyld". In this example, the youth word "*cringe*" is an antonym for the concept from the same source "*wyld*" (or "*wild*") (in the sense of "*awesome*"). With this technique, the German Savings Bank (Landsparkasse) focuses the attention of young people on the wide range of its services.

The **second** most popular means of expression are hyperbole (26%) and deliberate spelling mistakes (25%). Hyperbole creates a clearer advertising image. It is used to emphasize the special properties of the object and its exclusivity.

In advertising texts, distortions of the German language are often observed, which occur according to the same pattern: an initially neutral image goes with a caption full of spelling and grammatical errors.

An example is the advertising text of the Lieferando food delivery company: "Deine Mudda kocht! Du bestellst mit der lieferando App bei über 7500 Lieferservices" (Extra prima good, n.d.). In this case, an intentional mistake is made in the word "*Mutter*", where instead of doubled **tt**, doubled **dd** is used. The meaning of the advertisement is that the young man's mother cooks and he orders food using the Lieferando application. It is common to find the letter combination **ch** in the personal pronoun **ich** replaced with **sch**. Most likely, this intentional mistake is related to attracting the attention of foreign youth, for whom it is typical to pronounce this pronoun as **isch**, since German is not their native language. For example, in the advertising texts of the company, one can see: "Isch will mit Dir Penne! Hol dir die Lieblingsnudel ins Bett!" (TAXIMANN, n.d.). Due to the verb *pennen* (to sleep) included in the youth vocabulary, the effect of ambiguity and wordplay is achieved. Thus, jokes and ambiguous puns remain in people's memory, and with them the wide range of products offered by the company. Textual errors related to a particular dialect and attracting the attention of the inhabitants of a particular region are also of interest, for example: "Ick bin rollig. Wir bitten zu Fisch: Sushimeisterlich bei 10.000 Lieferdiensten bestellen" (Sauer und Kohl, n.d.). The use of the form "*Ick*" instead of "*Ich*" is a slight hint of the Berlin dialect.

Comparisons (8%), phraseological units (7%), and allusions (5%) are in **third** place in popularity. Comparisons allow for achieving an original sound, for example, an advertisement for Burger King: "Feuer gegrillt schmeckt besser. Gönn'dir like nobody is watching" (Marcel Gonzalez-Ortiz – ADVERTISING, n.d.). Phraseological units make the text more bright and colorful and are a successful and easily recognizable technique. These







means of expression enhance the consumer's ability to perceive, memorize, and reproduce the slogan. Using phraseology in ordinary speech, people automatically perceive advertising. Phraseological units, as a rule, are specific: they express abstract concepts that are difficult to imagine with the help of visible pictures. A striking example of the use of phraseology is the advertisement of the Sparkasse savings bank of Austria, namely the George banking system: "Man ist nicht fit einfach so. Let George do it. Mit George bringst du deine Finanzen in Form und behältst jederzeit den Überblick über dein Geld. George, das modernste Banking Österreichs" (Erste Bank und Sparkasse, 2023). George is both an object of advertising and a component of the phraseology of the youth vocabulary "Let George do it" in the sense of "let someone else do it". The advertisement for the German Lidl supermarket is an example of an allusion to a well-known real political, historical, or literary fact. The main character, a young man named Arnold, writes sad stories for various supermarkets to distract the attention of customers from rising prices. The stories are getting sadder every year. The story culminates in Arnold's disappointment in his activities, and he turns into **Cringe**. **Cringe** is an **allusion** to the Disney character Grinch, who despises Christmas, and the youth word "cringe". Cringe now wants to destroy Christmas because everything is expensive. At the end of the story, the main character falls in love with a girl who encourages him and says that there is still a supermarket where prices are low, Lidl. The text of the advertisement:

Emotionale Spots zu Weihnachten berühren die Menschen schon seit Jahren. Und der geniale Kopf, der hinter all diesen traurigen Geschichten ist heute bei mir zu Gast. Willkommen, Arnold. Zu deinen Kunden gehören all die großen Supermärkte. Sie alle wollen **megaemotionale** Geschichten zu Weihnachten. Wie machst du das nur? Ich weiß es selbst nicht. Aber den nächsten machen wir noch trauriger. Was liegt Ihnen auf dem Herzen, Arnold? Hab so viele traurige Weihnachtsplatz geschrieben, dass ich vergessen habe, wie man lacht. Warum muss es denn immer emotionaler werden? Damit unsere Kunden nicht merken, dass wir immer teurer werden? Er kann nicht einfach aussteigen. Er steckt zu tief drin. Ich kann dich die ganze Nacht lang schubsen. Diese traurigen Weihnachtsspots haben nicht mal was mit den Supermarken zu tun. Die Geschichten spielen mit der Emotion der Menschen und sollen von ihren hohen Preisen ablenken. Und Sie machen also diese schönen Weihnachtsspots? Megacringe. **Cringe**? Ja, **Cringe** halt. Schaut hier mal niemand Nachrichten? Du bist also eine von ihnen? Sie haben mir die Freude an meiner Arbeit genommen. Deswegen werde ich Ihnen Weihnachten nehmen. Ich muss Weihnachten zerstören sie werden sonst immer teurer. Aber sie sind doch nicht alle teuer. Wer nicht? Sehe nicht. Ist ja echt **megagünstig**. Ist echt **Superqualität**. Lidl lohnt sich. (Steinfelder, 2022).

## 4 CONCLUSIONS

Based on our analysis, it can be argued that 1) In advertising texts, epithets are the most often used means of expression. 2) Hyperbole and deliberate spelling mistakes occupy





the second position. 3) Much less often advertisers resort to comparisons, phraseological units, and allusions. 4) Youth vocabulary in advertising is most often found in banking and gastronomy. The language of the advertising message is close to oral colloquial speech. Colloquial constructions are often used in advertising, including everyday vocabulary and phraseology and emotional and expressive vocabulary. This allows us to conclude that youth vocabulary, with its characteristic expressiveness, fits seamlessly into the context of advertising and attracts the audience's attention. Thus, young people's means of expression and vocabulary make advertising interesting and attractive for the consumer.

We confirmed that youth vocabulary is becoming part of everyday speech. Consumers of advertising services are not only young people, but also other social strata. Advertisers count on positive perception and understanding by social groups. Advertising promotes communication and is a link between youth slang and everyday language.

The vocabulary of youth as the most dynamic structure of society is formed under the influence of fashion and globalization. As a result of the improvement of international relations, the use of foreign terms and other elements that develop a sense of belonging to global culture is included in the language.

The language is undergoing a new stage of evolution, among other things, due to the rapid development of marketing and advertising. This contributes to an accelerated pace of sales and turnover and changes the language. The active spread of advertising significantly affects the language and its lexical composition, as it fills it with new words, concepts, and expressions. By using and promoting youth slang and jargon, advertising also contributes to their introduction into the language of everyday communication. That is why linguists study the specifics of advertising and identify its linguistic features and the reasons for the active use of the youth language by advertisers. Thus, the study of youth vocabulary in modern advertising texts requires a deeper analysis.

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