

СТИЛІСТИЧНІ ТА ФУНКЦІОНАЛЬНІ ОСОБЛИВОСТІ ТЕКСТІВ ТЕХНІЧНОЇ РЕКЛАМИ

Подолкова Світлана,

кандидат філологічних наук, доцент

ORCID 0000-003-2853-5579

Сумський державний університет

вул. Римського-Корсакова, 2, Суми, 40007, Україна

s.podolkova@el.sumdu.edu.ua

Інтенсивний обмін науково-технічною інформацією, визнання англійської мови основним засобом міжкультурної наукової комунікації актуалізує проблему забезпечення ефективності її надання. Статтю присвячено дослідженню стилістичних та функціональних особливостей сучасних англійських науково-технічних текстів, а саме текстів технічної реклами. В результаті аналізу лінгвістичних та екстралінгвістичних засобів реалізації комунікативних функцій вказаних текстів виявлено, що текстам технічної реклами притаманні основні особливості наукового стилю – об'єктивність, точність, логічність, достовірність повідомлюваної інформації; контрастним явищем є емоційність. Головною метою текстів технічної реклами є повідомити адресата про нові досягнення та результати останніх досліджень найбільш ефективним та переконуючим способом, впливаючи на його розум та емоції. Було доведено, що прагматична настанова авторів текстів технічної реклами – зацікавити читача та спонукати його до відповідної діяльності – реалізується використанням епістемічних та лінгвістичних засобів. Перші – спеціальні фонові знання та достовірні науково-технічні факти – впливають на розум адресата. Тоді як вплив на емоції читача реалізується використанням емоційно-експресивних лінгвістичних засобів, що надають виразність та яскравість повідомленню. Результати дослідження показують, що експресивна та емоційна забарвленість у текстах технічної реклами досягається вживанням синтаксичних структур контрасту та порівняння; риторичних питань, емфатичних конструкцій, синтаксичного паралелізму, наказового та умовного способів. Експресивний характер викладу матеріалу надає також використання образних лінгвістичних засобів (метафор, порівнянь, ідеоматичних виразів). Таким чином, функції повідомлення та впливу тісно пов'язані між собою, хоча функція повідомлення переважає у текстах технічної реклами. Лінгвістичні засоби впливу виконують допоміжну, але важливу роль у текстах технічної реклами, яким притаманне поєднання емоційно-експресивно-оцінюючих конотацій з фактуальною інформацією.

Ключові слова: *текст технічної реклами, стилістичні та функціональні особливості, об'єктивність, точність, логічність, достовірність, функції повідомлення та впливу, емоційно-експресивно-оцінюючі лінгвістичні засоби.*

STYLISTIC AND FUNCTIONAL PECULIARITIES OF TECHNICAL ADVERTISEMENT TEXTS

Podolkova Svitlana,

PhD in Philology, Associate Professor

ORCID 0000-003-2853-5579

Sumy State University

2, Rymshoho-Korsakova st, Sumy, 40007, Ukraine

s.podolkova@el.sumdu.edu.ua

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Intensive exchange of scientific and technical information, important role of English in the intercultural scientific communication actualize the task to provide the information easy to read and analyze. The paper deals with stylistic and functional peculiarities of modern English scientific and technical texts, namely of technical advertisement texts. The functions of English scientific and technical texts are analyzed. The article presents the analysis of the linguistic and extra linguistic means of realization of the text communicative function. Our research has shown that the main features of technical advertisement texts are objectivity, accurate and logical expressing, reliability and clarity. Emotionality and expressiveness are contrasting phenomenon in the texts of this genre. The purpose of technical advertisement texts was determined taking into consideration that the newest achievements and results of studies are presented in the most effective and convincing way affecting the reader's mind and emotions. The author's intention is to arouse the interest of the addressee, make them believe the author, urge them to act. The research proves that the influence on the readers is carried out by the use of epistemic and linguistic means. The epistemic means appeal to the special background knowledge of the addressee and include reliable scientific and technical facts. The obtained results show that the use of the emotional and expressive linguistic means has effect on the reader's emotions, provides vividness and expressiveness to written communication. Emotional and expressive coloring is achieved by the use of syntactical structures of contrast and comparison, rhetorical questions, emphatic constructions, syntactical parallelism, subjunctive and imperative mood. The use of figurative linguistic means (metaphors, comparisons, idiomatic expressions) serves the expressiveness of the presentation in the text. We have come to the conclusion that functions of information and influence are closely connected, but here the information function prevails. Linguistic means of influence play an auxiliary, though important role: technical advertisement texts are characterized by combination of emotional, expressive and evaluative connotations with factual information.

Key words: *technical advertisement texts, stylistic and functional peculiarities, objectivity, accurate and logical expressing, reliability, clarity, functions of information and influence, emotional, expressive and evaluative means.*

Introduction

Nowadays the intensity of information flow is growing rapidly, and therefore, the problem to represent the information easy to read and analyze, becomes relevant. Scientific and technical texts that provide effectiveness of getting and conveying information in scientific sphere are of particular importance for cognitive activity. As a text is the basic unit of speech communication, the analysis of the semantic, structural and linguistic units realizing the successive exchange of information between partners gets top priority.

In the modern world, the great amount of advertising communication brings up questions involving its correct interpretation. Scientific and technological progress, increasing rates of relevant information exchange coded in different languages resulted in wide spreading of scientific and technical advertising. Scientific and technical advertising refers to the field focused on the consumption of science and technology products, it is a special type of social communication with specific language means. Technical advertisement texts can be considered its main component.

Relevance of the study is determined by the increasing interest to the object of the research - the texts of technical, scientific and informational substyle, caused by the rapid development of science and technology, the growing flow of scientific and technical information, and the need for thorough study of linguistic means realizing communicative function of the texts under consideration. While scientific and scientific-technical texts were considered in detail in applied and theoretical works on linguistics and translation by the whole number of researchers (Razinkina, 1978; Komissarov, 1980; Kuznetsov, 1991; Kolegaeva, 1991; Pumpyanskii, 1997; Shylinska, 2014; Khromova, Mayornikov, 2014; Hurhula, Melnyk, 2017), technical advertisement texts are not sufficiently covered today.

The object of the research is technical advertisement texts (TAT) in the field of chemical engineering and related areas; **the subject** is lexical, syntactic and structural means of affecting the addressee in the texts of technical advertisement.

The goal of the article is to give a profound analysis of the technical advertisement texts; linguistic and extra linguistic ways of communicative function realization of these texts. To achieve the purpose of the paper it is necessary to perform a number of tasks: study the features of the advertising texts; analyze lexical, grammatical, syntactic means of their realization; describe the correlation of functions of information and influence in the TAT.

To receive the goal and tasks of the research, such **methods** were used: generalization method – to highlight the most significant theoretical issues; methods of structural and pragmatic analysis with the elements of stylistic analysis - to determine the ways of conveying information; retrieval method – to select empirical material and systemize basic knowledge.

Theoretical issues

The study is conducted as a part of the functional approach, widespread in the modern linguistics, which is based on the study of the effectiveness of receiving / transmitting information in the communication process. It allows to show how the particular language unit realizes its purpose in the process of utterance and makes possible systematic description of really existing qualities (symbolic, categorical, syntactic, pragmatic) and the relationship between them. Functional features of language units used in speech to achieve maximum adequacy of the communication process, were studied in the works by G. G. Matveeva (1984), Yu. S. Stepanov (1995), E.S. Kubryakova (1995), A. E. Levyczkyj (2000), S. N. Denisenko (2000), N. O. Bidnenko (2014), A. J. Herbert (2011), M. N. Makeyeva et al. (2004), N. Ye. Koval, A.A. Makar (2019).

According to I.P. Susov (1986), the functional approach can be divided into intrafunctional and external functional. With intrafunctional (or structural-functional) approach, language units or categories are studied as the implementation in the text of the properties, embedded in them by the system, and playing particular roles in utterance to achieve a certain goal; whereas external functional approach correlates language units or their classes with objects of the environment. It is the approach that is connected with the separation of independent research paradigm. In our research of TAT the intrafunctional approach has been used.

The function is considered as the use of a linguistic unit in speech, generalized meaning of its form and position, relations between linguistic units in the process of communication (Levyczkyj, 2000: 138). In this case, the function is considered as a relative ability, which is determined by the language system; that is, it is manifested only in specific communicative acts. The concept of a function also includes realization mechanisms of the linguistic sign potential features in specific utterances. In other words, functional linguistics regards the relationship of the external form of linguistic units to their deep structure (content) in connection with the author's intention to effectively deliver information to the reader. J. Lakoff and R. Langaker particularly emphasize the connection between syntax, semantics and pragmatics, as well as the cognitive sphere (Lakoff, 1970; Langaker, 1985).

The most important functions of language realized in the fiction and scientific styles are considered to be the function of influence and the function of information (Chakovskaya, 1986: 9). Taking into account M.S. Chakovskaya's point of view, it can be assumed that there are two types of linguistic activity: on the one hand, the use of speech, which is based on the intention of "rendering information" (i.e., it tends to convey unambiguous intellectual information), on the other hand, those literary works that are not limited by the intellectual side of the transmitted information, but are associated with a certain effect on feelings by creating special effects and impressions and serve to convey various expressive-emotional-evaluative overtones (Chakovskaya, 1986: 10).

Nevertheless, the specific features of scientific and technical texts, including TAT, are the clarity of judgements and the authority of conclusions and postulates, as well as the desire of the author (addressee) to convince the recipient of the reliability of their own position. Hence the formal characteristics of the texts of this genre are, first of all, structural

completeness and correctness; formal conciseness and brevity, which are connected with the grammatical structure of written speech; individual style of the author; strict observance of the norms of literary language, etc. (Matveeva, 1984).

R.I. Ivanova believes, that in the scientific and technical language the main unit is a scientific and technical text, the basic stylistic peculiarity of which is an accurate and clear presentation of the material, with an almost complete absence of the expressive elements that give speech emotional weight; the main emphasis focuses on the logical, not on the emotional side of the stated content (Ivanova, 2012: 156).

A similar point of view has a famous linguist A.J. Herbert. In his opinion, the objectivity, clarity and formality of scientific and technical writing is connected also with the specific usage of language means named intellectualization or rationalization. It means the tension to a concrete and precise expressing which is helpful in suppressing emotionality or expressivity (Herbert, 2011).

When distinguishing styles according to their main functions in the communicative act - the functions of communication, conveying information and influence, the scientific style is traditionally correlated with the information function (Vinogradov, 1963). Transmitting of information has a priority role in the description of technical solutions, designs and devices. Information is presented in impersonal or indefinite-personal form, characterized by a large percentage of passive grammar constructions. However, the functional features of the scientific style of speech, such as: the objectivity of given information, standardization of presentation and a low degree of expressiveness do not exclude the usage of emotional, expressive and evaluative means in the TAT.

The main functions of the scientific and technical advertisement texts, on the one hand, are designed to have a certain impact on the formation of modern person mentality, and, on the other hand, are contributing to create a certain behavior algorithm of a potential buyer. They are recognized as:

1) informing function, the purpose of which is to inform a potential buyer about the technical characteristics of a particular product and promote the product on the consumer market;

2) an influencing function, which can be defined as a set of emotive, aesthetic and persuasive functions of the language (Ivanova, Filippova, 2012: 163).

The issues of the pragmatic effectiveness of emotional-expressive means were covered in the works of A. Yu. Ponomarenko (2000), Yu. M. Malinovich (1989), L.D. Mayevskaya L.D. (2000), who considered the possibilities of syntax for expressing the semantic and emotional tones of an utterance. The expressive aspect of scientific speech and the problems of interaction between the information and influence functions were studied in the works of M.S. Chakovskaya (1986); I.G. Ostapchuk (1996); L. S. Tikhomirova, A. S. Chernousova (2019).

Discussion and Results

We consider a technical advertisement text (TAT) as an integral literary work, which refers to scientific and / or technical activities and contains technical information about invented or improved devices, details, designs and their quantitative and qualitative characteristics; its main purpose to convince the addressee in the advantages of the described object and urge them to responding non-verbal action (Podolkova, 2001: 145).

The scientific cognition process of objects and phenomena of surrounding reality gives certain information used as the basis for describing the principles of action and structure of mechanisms and their parts. Empirical information adequately reflects the properties of the described technical devices, it must be conveyed to the addressee as accurately as possible. Therefore, TAT must provide adequate perception of the information in the text by the addressee, without loss and distortion. Otherwise, scientific communication makes no sense. Thus, the information and influence functions are intertwined in the TAT. Sometimes it is difficult to distinguish them.

The acquisition of JEC with their high quality rotary lobe, circumferential piston and twin screw pumps will also facilitate a stronger position for Verder in the Asian market (WP, 2021a).

The final product weighs 2.5 kg, compared to an original weight of 4.5 kg, and it is much easier to use. The key feature of the Flexipump is that it doesn't require replacement parts that have to be bought in a shop. Instead, when the piston cup seals wear out, farmers can make their own in the same way that they would repair a bicycle pump. The Flexipump can also be maintained without the need for tools, since all the parts can be disassembled by hand. (WP, 2021a).

Centrifugal pumps are not sufficient as a process pump in the pharmaceutical industry which uses liquids with a higher viscosity. Packo's latest pump series, the ZLC, can pump liquids with a viscosity of up to 1,000,000 cp. It is designed for use with cosmetic products such as shampoos and gels as well as medical and pharmaceutical substances that require the highest safety levels in terms of handling and hygiene. (WP, 2021a).

In these examples, specific technical information serves two functions – informative and influencing. The factual data on the features of the technical device (*a stronger position; the final product compared to an original weight of 4.5 kg; ... much easier to use; it doesn't require replacement parts that have to be bought in a shop; can also be maintained without the need for tools, pump liquids with a viscosity of up to 1,000,000 cp; it is designed for use... that require the highest safety levels*) convince the reader of the advantages of the described object affecting their mind. The means of impact on the addressee used in the TAT can be divided into epistemic and linguistic (Podolkova, 2018).

Epistemic means (related to knowledge) in the TAT are: the essence of the information, its reliability and the factual side of information. The description of the device design and the advantages of its operation, comparison with similar, already existing, but less effective technical solutions, have an impact on the intellect of the addressee, appealing to their background knowledge in this field of science and technology. Information is a means of influence in the process of communication; at the same time, the pragmatic potential of "intellectual information" is not less significant than of emotional information; intellectual information can affect communicants, changing their behavior (Shevchenko, 1998: 40). For example: *Climate change, demographic growth and water scarcity are creating new challenges, and desalination is becoming a crucial alternative to traditional freshwater resources. SAER's new TM high-pressure pumps in super duplex are able to meet those challenges. The range is made in Italy and is available for both vertical and horizontal installation, either axial or radial suction, and it reaches 60 bars of head so is designed for an efficient performance in heavy-duty applications.* (WP, 2021a). For urgent part requirements on high value assets, such as those seen in the oil and gas or petrochemical industries, a hybrid process using laser metal deposition and five-axis milling now allows rapid manufacture on a single, dedicated machine. (WP, 2021a). These examples contain information about the advantages of new pumps (*SAER's new TM high-pressure pumps in super duplex*) or new technology (*a hybrid process using laser metal deposition and five-axis milling*) give the opportunity to work under changing conditions.

The influence on the addressee's emotions is carried out by use of emotionally expressive linguistic means that impart expressiveness, brightness and originality to the text, attract the addressee's attention, and affect their emotions. Expressiveness and vividness are characteristic to the TAT. Expressiveness is considered as the "expressive and artistic means of speech that distinguishes it from stylistically neutral speech and gives it vividness and emotional coloring" (Slovar, 1969: 523-524).

It should be noted that a special type of expressiveness, with quantitative words prevails in the TAT, for example: *Typically, electric pumps are the first choice for any dewatering application or industrial process that needs to pump liquid for more than 20 minutes per cycle, as diesel pumps require maintenance more frequently; to ensure maximum performance and cost effectiveness; electric pumps might be the most reasonable option /3/; the most technically reliable solutions; the 3A certified ZLC pumps are used for the most*

demanding sterile applications in these industries; ensure a faster delivery for JEC products (WP, 2021a). The category of quantitiveness in these examples is expressed not only by a direct numeral meaning, but also by adjectives with quantity semes in superlative and comparative degrees.

The use of metaphors realizes an artistic expressiveness in the texts of this genre, for example: *the heart of the peristaltic pump; this hard-working pump technology* (Kelair, 2021); *to know its ins and outs; Pumps' business is booming / Sulzer /; the cornerstone of our corporate philosophy, current developments in the scientific arena* (Fluidex, 1996).

Summarizing the results of the study or describing the process of making technical decision, the authors also use expressive, emotional and evaluative forms of speech: *The Sandpiper PB 1/4" is one of the quietest AODD pumps in the compact class and provides tremendous system flexibility* (Kelair, 2021).

"It enabled an entirely new product to be developed and brought to manufacture very cost-effectively. In particular, it allowed the factory making the injection mould tools to communicate easily and cheaply" (WP, 2021a).

As a pump OEM, Sulzer continuously develops and updates its design standards as new technology allows. In this way, the customer of a replacement part can receive a modern component that can perform not just as well as, but better than the original (WP, 2021b).

This legendary pump has proven the test of time. Kelair Pumps offers a broad range of pump brands from all around the world to provide you with the best solution (Kelair, 2021).

Its design provides superior performance and exceptional reliability combined with ease of maintenance and minimal operating costs (Ruhrpumpen, 2021).

In these examples, the use of adjectives in the superlative degree (*one of the quietest AODD pumps; the best solution*), evaluative adjectives (*an entirely new product; tremendous system flexibility; legendary pump; superior performance; exceptional reliability*); intensifiers (*very cost-effectively*), comparisons (*not just as well as, but better than the original*) influence on the reader's emotions.

TAT inform the reader about the advantages of the described technical device, convince of its economic benefits, urge them to buy the device or technology.

The GP pump features a robust, yet compact, design, together with high efficiency hydraulics. Its design provides superior performance and exceptional reliability combined with ease of maintenance and minimal operating costs (Ruhrpumpen, 2021).

The latest reverse engineering techniques and additive manufacturing can extend the service life of pumps and here we examine some of the newest technologies being developed to reduce lead times and improve performance (WP, 2021b).

When analyzing scientific and technical literature, the main attention is paid to the characteristic stylistic features and their linguistic expression. Emotional, expressive and evaluative means in the texts of the scientific style are *contrasting linguistic facts*, therefore, they are not typical peculiarities of this functional style. Scientific and technical texts are characterized by logical and impersonal presentation; emotionality is a contrasting phenomenon. Expressiveness and emotionality in TAT are achieved by the following linguistic means:

1. Opposition and contrasting:

A comprehensive product range, short response times and tailored service and spare parts solutions – no other competitor offers a comparable range of products and services (Tecnica, 2016).

Unlike the vertical turbine pump, this completely eliminates the use of intermediate bowl bearings, which are vulnerable when handling abrasive liquids (Ruhrpumpen, 2021).

In this example, the emotionality to the presentation is expressed by the opposition (*no other competitor; unlike*) and the intensifier (*completely*), that emphasize the degree of solving problem probability and the opposition to another pump design.

Providing solutions that suit most locations, without too much specialized development, means less administrative and maintenance overheads (Sulzer, 2006:6). In this example cogency and emotionality of information presentation is achieved by contrasting and listing the positive characteristics of the pump.

2. Comparison:

MTH has been very successful at producing and selling custom engineered products at a cost less than that of commonly available standard pumps; these can be 24%–34% more energy efficient than conventional storage tank water heaters (Who,2020). In the following example the comparison is expressed by the syntactical construction and comparative degree of the adjective: *And the bigger the drive, the greater the cost justification* (CCDV, 1994:1).

3. Rhetorical questions, turning the question into an emphatic statement:

What is the best pump for constant, reliable flow rate, for high pressure transfer? How do I find the best replacement hoses for my peristaltic pump? (Kelair, 2021). *So, what are we missing? YOU!* (Who,2020).

4. Syntactical parallel constructions:

For urgent part requirements on high value assets a hybrid process using laser metal deposition and five-axis milling now allows For an impeller, for example, a forged core is machined using five-axis methods to establish ... (WP, 2021b). *It's engineered to handle both solids and corrosive liquids with ease. It's designed to service in minutes with ease* (IW, 1992:23).

5. Emphasis and emphatic constructions, such as *It is... that*:

Not lost in this effort, is the desire to meet ongoing needs of the OEM to reduce cost, and add product extend product life, reduce maintenance, capabilities /MTH pumps/. Through techniques of feeding the rotor and idler, this pump has achieved what was once considered impossible – high flow rates operating at motor speeds (Kelair, 2021). *Whatever fluid handling technology the process industry needs, we at AxFlow offer it* (Products, 2021). *It's a process furnace insulation system that has been designed to weather the elements* (IW, 1992:8) *“That's a very normal, if not always easy, situation when you have a major software upgrade* (Sulzer, 2006:7).

6. Subjunctive mood:

Hutton wanted to create a pump that would not only cut the time spent on irrigation, but one that would be safe and easy to use as well (WP, 2021a). *It's possible to grow 1,000 tomato plants on a plot that is one-tenth of an acre, but it would mean carrying an enormous number of buckets or jerry cans. It could take one person five hours. However, with the Flexipump, one person could do that watering in less than one hour.*” (WP, 2021a). In the last example, clarity and expressiveness are achieved by emphasis, comparison and the subjunctive mood.

7. Imperative mood:

Pick the best pump for the job from the best manufacturers in the world (Products, 2021). *Use the best available quality rubber to have the best abrasion resistance* (Kelair, 2021). In this case the author uses imperative mood and repetition.

8. Repetitions: *... the Varley pump has proved its worth time and time again* (VDHGP, 1996:1). *The slim design makes them easy to move and easy to handle* (Sulzer, 2020).

9. Sayings: *The proof of the pudding, as they say, is in the eating* (Sulzer, 2020).

The following figurative linguistic means realize the expressiveness of the presentation:

1. Metaphors: *the health of the pump manufacturing industry* (Sulzer, 2020); *at the heart of this process, pumping problems that traditionally plague the industry* (Who,2020); *our philosophy Mind Over Matter* (PGC, 1996:40); *a pressing reason; our reliability can give you peace of mind* (WP, 1996:19); *an ideal awareness tool* (F, 1996:1); *the pump users' "bible"* (WP, 1996: 4).

2. Comparisons: *You can make no better choice than the best* (Kelair, 2021); *the bigger the drive, the greater the cost justification* (WP, 2021a). *South Staffordshire Water is also able to monitor and control the refurbished plant far better than before* (WP, 2021a). *“Everyone really likes the new user interface, which makes so many things simpler than before”* (Sulzer, 2006:7).

3. Idiomatic phrases: *Whether you need Positive Displacement Pumps or Centrifugal Pumps, we've got one that will hit the target* (Kelair, 2021). *If you want to stop tossing and turning in the middle of the night...* (WP, 1996:15).

When describing the advantages and application of the object, the strongly marked subjective evaluativeness gives expressive character to the presentation of material. The purpose of this method is to affect the reader, to convince them of the correctness and reliability of the information: *only the best available technology will be used; Ruhrpumpen's GP pump has been engineered to be the most reliable and efficient pumping solution for the most demanding high-pressure and high-temperature applications across industries (Ruhrpumpen, 2021). After the excellent success with the containment duty pump...; highly skilled and experienced engineers; one of the most notable improvements in regenerative turbine pump technology (Who, 2020).* In these examples adjectives with intensifiers and superlative degree adjectives express certain expressive, emotional and evaluative connotations.

The use of intensifiers with adjectives and adverbs also can be the way to create a subjective evaluation. For example: *The migration to M4 was pretty straightforward – unlike the change from tablet to screen menus! The way of working has changed fairly fundamentally (Sulzer, 2006:10). We are pretty excited about this offering! (Who, 2020); fire pumping systems come pretty high on the list; the Albin peristaltic pumps have exceptionally low shear (Kelair, 2021).*

Comparative and superlative adjectives in TAT are used to express an evaluation of the object quality. Aristotle believed, that to convince someone to do something or accept someone's point of view, it is necessary to show the possibility of choosing not only between good and evil, but also between more good and less good, that is, between different degrees of quality (Corbett, 1998: 108). According to classical rhetoric, the comparison of objects, when their similarities and differences are revealed, is one of the tendencies of the human mind. There can be differences in the degree of the subject quality. So, they introduce a topic of degree, which is the "location" of a certain category of arguments that serve to persuade the audience (Corbett, 1998: 95). For example: *used for the most demanding sterile applications (WP, 2021a); the latest reverse engineering techniques; the newest technologies being developed to reduce lead times and improve performance (WP, 2021a); to meet the heaviest hoisting requirements, designed for drilling the deepest holes presently contemplated by the industry (CEC, 1998:6).*

Definitions with positive meaning that estimate the design of pumps and devices, used in the field of chemical engineering also have a pragmatic effect on the addressee, for example:

It is therefore said to be ideal for filter press applications (WP, 2021a). Keeping essential assets like pumps operational is vital for site maintenance teams (WP, 2021b). Choosing the right pump for dewatering applications is crucial to ensure maximum performance and cost effectiveness (Processing, 2021). Ideal solution for applications in the water treatment industry (Kelair, 2021). The new Smart Pump range from Lowara is intelligent, efficient and precise; after the excellent success with the containment duty pump... (Kelair, 2021). Its product list is impressive and expanding... (Sulzer, 2020).

No matter how widely the elements of influence in the style of scientific presentation are used, they are always subordinated to the main goal - the scientific conveying of information (Chakovskaya: 1986).

Submersible drainage center-line pumps JC and XJC are ideal for pumping water and dirty water mixed with light abrasives. The slim design makes them easy to move and easy to handle, and they are perfect for applications with limited installation space. Pumps with built in Aqua Tronic unit will always have correct direction of impeller rotation, ensuring peak performance and reduced wear (Sulzer, 2020). In this example, it is reported that advertised pumps, due to their technical characteristics, have a number of advantages, they are reliable and ideal for pumping water with various degrees of contamination.

Let us take another example. *The M-series comprises single-casing radially split multistage between bearings pumps, referred to as BB 4 type pumps in API 610. These pumps are also known as ring section pumps, segmental ring pumps, or tie rod pumps. The modular design of the M-series pumps allows Sulzer to find the most efficient solution to meet customer requirements. Both investment cost and lifecycle costs are taken into consideration*

when designing the best possible pump, and the optimized hydraulic design guarantees the highest level of efficiency (Sulzer, 2020).

Sulzer is an experienced and major manufacturer of ring pumps. The terms and terminological combinations contain the main information about the design of this pump type and ensure the reliability of the technical construction description. Specific technical information is supplemented with the author's evaluation, which is laid over the basic information. Superlative adjectives are used to express the author's opinion.

Emotional, expressive and evaluative means remain "inserts" and "inclusions" in the TAT. They play a supporting role, as they contribute to a more efficient transmission of an intelligent information. "... in any communicative act, the transmitted information is the goal, and the ways of its conveying are the means of achieving this goal" (Barkhudarov, 1975: 235).

Conclusion

Thus, the technical advertisement texts have the main peculiarities of the scientific style: objectivity, accurate and logical expressing, clarity and formality of scientific and technical writing, logic and accuracy of judgments and argumentation, as well as the reliability of the given information. In TAT, the functions of information and influence are closely interrelated. The main purpose of these texts is to convey intellectual information in the most effective and convincing way. This results in use of the expressive means, that successfully perform this task. So, TAT are characterized by laying of different kinds of emotional, expressive and evaluative connotations on the factual information. The information function is realized by using technical terms, terminological combinations and standardized logical presentation of the material. Emotional coloring is an integral part of the concept of expressiveness; it helps to realize the pragmatic aspect of the text: to arouse the interest of the reader, make them believe the author, and urge them to act.

The authors of TAT use the expressive, emotional and evaluative forms of speech in descriptions of mechanisms or technical solutions in order to affect emotions and mind of their addressees. The influence on the readers of the texts is carried out by the use of epistemic and linguistic means. The first appeal to the special background knowledge of the addressee and include reliable scientific and technical facts. Despite quite large number of the influence elements available in the TAT, the information function prevails. Thus, linguistic means of influence play an auxiliary, but very important role in the technical advertisement texts.

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Received: 15 March, 2021