

T A L C

2023

**Language research
at the crossroads
of disciplines**

**the 6th Białystok-Kyiv Conference on
Theoretical and Applied Linguistics**

**7-8 December 2023
Białystok, Poland**

Book of Abstracts

**The 6th Białystok–Kyiv Conference on
Theoretical and Applied Linguistics**

Language research at the crossroads of disciplines

**7–8 December 2023
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Corpus-based Study of Tonic Drinks Advertisements

Quantitative Characteristics: Notes on Method

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The research proves the reasonability of using parallel and comparative corpora to analyze the techniques and relevant strategies for translating tonic drinks advertising texts (tea, coffee, lemonades, beverages, energy drinks, etc.). A comparative corpus has been compiled based on 500 advertising texts for the same products within the specified group in English and Ukrainian. The corpus has been marked up according to the linguistic parameters: selection of structural elements of advertising text, lexical-semantic groups based on part-of-speech distribution, expressive language means, units and fragments with no direct equivalents in the target language require special translation solutions in reproduction. The definition of the research comparative linguistic annotated corpus of advertising texts for tonic drinks has been refined.

Quantitative and linguistic-statistical methods, as well as corpus managers (InterText, Textanz, AntConc), were employed to quantitatively describe the English and Ukrainian subcorpora of the research corpus. Differences and similarities in the distribution of frequency by lexical-grammatical classes, average word and sentence lengths in subcorpora, coefficients of lexical diversity, ARI readability, syntactic diversity, lexical text density, and logical coherence have been established. To determine the relevance or irrelevance of the statistical divergence between the values of coefficients for the original and translation, homogeneity tests have been conducted χ^2 .

The algorithm for comparative stylometric analysis based on lexical-semantic dominants of advertising text has been proposed to establish equivalence between the source and target text.

It has been determined that the degree of deviation between the quantitative characteristics of English and Ukrainian advertising texts for tonic drinks is high (from 17.32% to 54.76% for different stylistic dominants). This can be attributed to the application of translation strategies such as localization and transcreation, and therefore only a partial quantitative equivalence of the source and target text can be stated.

Keywords: advertising text, parallel research corpus, linguistic-statistical analysis, quantitative coefficients of lexical level, homogeneity criterion.