

FEATURES OF GERMAN ADVERTISING DISCOURSE IN THE PRINTED MEDIA OF THE LATE NINETEENTH CENTURY

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Abstract. The paper is devoted to the study of German advertising discourse of the late nineteenth century, its psycholinguistic, axiological and stylistic differentiations.

The research is based on the material of German print media containing visual and textual advertising. The complex of means that constitute the linguistic-expressive and semantic-semiotic factors of the German advertising space is identified and described, and the key semiotic components of print advertising are identified. The main priorities and directions of the advertising discourse of this period are determined and the most relevant ideas and manipulative and programming factors in the advertising text are highlighted as a reflection of the advertising and information policy.

Keywords: discourse, advertising text, visual advertising, globalization, structure, axiological differentiation.

1. INTRODUCTION

In recent decades, linguistics has changed its key vector, and the field of research has included problems that were not previously the subject of research. The new and expanded range includes both the information and media block and narratology, communication studies, cognitive science, and many other classical and modern areas. This complex of humanities is complemented by a broad field, at the epicenter of which is the phenomenon of advertising, aesthetics, semiotics, philosophy, and psychology of the advertising text. This actualization is primarily due to the process of globalization, which has affected all spheres of our reality, and, on the other hand, the expansion of advertising into various areas in which advertising has not been much involved. Advertising is an attractive model that you want to imitate, a “world” in which any problem can be solved. Those who know how to work with such an ambiguous information product product has every opportunity to influence humanity (Bilokonenko, 2020, p. 4).

Recent decades have shown us a significant number of different requests and challenges that are somehow related to the advertising industry. Also, discoveries in social psychology, psychiatry, psychological communication, and other fields have increased the demand for research in this area. Therefore, the history and evolution of advertising are especially relevant today. In addition, developments in the humanities allow us to open a new horizon and explore and study the phenomenon

of advertising more deeply. "To consider an advertising discursive act, which is a discursive interaction between an advertiser and a consumer, initiated by the advertiser's intention to offer a product/service" (Bezugla, 2017, p. 69).

The researched historical era outlined in the study is characterized not only in certain European countries, such as Germany, but throughout the civilized world as a whole, by the rapid development of science, technology, economics, medicine, etc. There is an explosion of inventions and discoveries, characterized by the emergence of new needs and interests in a rapidly changing and comprehensively developing society. Of course, it is logical that the advertising business in Germany at that time was also undergoing dramatic qualitative changes and the implementation of new communication approaches dictated by the industrialization and modernization of society. At that time, advertising in print media became the main means of communication between a manufacturer or seller and the main target audience. "On the one hand, the chance of various interpretations of the read material sends a warning message to the reader stopping him from going too far, yet, on the other hand, this ambiguity might be programmed (Kononenko, Vorobets, 2023, p. 7). "English and German advertising texts reveal shared and ethnospecific linguistic and pragmatic characteristics, reflecting two opposite but interrelated tendencies in the development of English and German advertising discourse – universalization and national specification" (Bezugla, 2017, p. 8-9).

The most comprehensive works on the study of advertising discourse and the phenomenon of advertising are the scientific works of such domestic scholars as Cosmeda (2000) in *Axiological aspects of pragmalinguistics*, Moskalets (2007) in *Psychology of personality: Monograph*, Shkitska (2008) in *Manipulative tactics of positivity: The linguistic aspect*, Karpenko (2018) in *Axiological psychology of personality: Monograph*, Bezugla (2015) in *Lexical features of English and German advertising texts*, and Volynets and Shchyran (2015) in *Psychological impact of advertising on consumer behavior*. These works explore the essence of the pragmatics of advertising discourse and its impact on the consciousness and subconsciousness of addressees.

In recent years, there has been a growing interest in researching aspects of advertising discourse. Such research is spreading in German-speaking countries such as Liechtenstein and Switzerland, but there is a certain lack of relevant research on axiological and psycholinguistic aspects in print advertising in late nineteenth-century Germany. Thus, the problem of the study is substantiated by the importance of identifying relevant connections in the advertising constant of Germany in the last decades of the nineteenth century, the emergence of new advertising concepts during this period, and the study of their psycholinguistic influence and axiological interpretations from the point of view of modern linguistic science, "fulfilling of pragmatic functions of the advertising discourse which are manifested in realization of advertising discursive acts and their implicatures" (Bezugla, 2017, p. 7).

2. THEORETICAL BACKGROUND

The study of the problem of advertising with its deep determinants, aesthetics, sociology, psychology, and other factors, the nature of the advertising text at the theoretical and applied levels began approximately in the middle of the nineteenth century, in parallel with the development of psychology and psychiatry as sciences. Text-based advertising appears in print media, and as you know, a text emerges if there is an idea that gradually unfolds into a text as a model of a communication act (Cosmeda, 2000, p. 289), namely between an advertiser and a consumer. Since the end of the same

century, there has been a sharp leap in the sense of writing scientific research. Advertising ceased to be a spontaneous self-creation, a craft, and moved into the rank of sciences that unite a significant number of both close and relatively distant fields of knowledge. Here we can note that the first fundamental works in this area appeared at the turn of the nineteenth and twentieth centuries. They were distinguished by a specific slant in the field of philosophy, psychology, etc., which was typical for this period of scientific development. "The dramatic leap in the scientific and industrial sphere brings in a contrast background highlighting how much humanities lag behind" (Sabadukcha, Melnyk, Maliarchuk, 2023, p. 69). Therefore, the works of such foreign scholars as W. Scott, W. Med, K.W. Schulte, K. Marbe, E.R. Stern, W. Blumenfeld, J. Watson, G. Munsterberg, S. Hopkins, Hartung, and E. Hoffman, and domestic ones, such as T. Cosmeda, T. Bezugla, I. Shkitska, I. Groshev, P. Drucker, E. Suyimenko, Y. Tereliak, T. Tyshka, A. Falkovsky, L. Fedotova, I. Oklander, and N. Cherepovska, have become a significant contribution to the study of advertising discourse and the psychological impact of advertising on the personality (Shkitska, 2008; Bezugla, 2015).

At the beginning of the XXI century, with the emergence of such key ideas and intellectual works as *Axiological Aspects of Pragmalinguistics* by T. A. Cosmeda, *Introduction to Rhetoric* by Y. G. Melnyk, *Manipulative Tactics of Positive* by I. Y. Shkitska, and *Advertising Discourse: Concept, Features, and Functions* by T. V. Kolisnychenko, art, philosophy, aesthetics, and semiotics of advertising reached a new level of interpretation and presentation (Kolisnychenko, 2020).

These days, these areas are being intensively developed in various fields, with sociologists, psychologists, political scientists, business people, and representatives of other industries showing the greatest interest. Still, at the epicenter of the media industry, advertising and advertising remain absolutely crucial. Here it is appropriate to mention such researchers as Z. S. Karpenko, B. Garfield, K. Bredemeyer, Y. Romashevskaya, G. Strohmeyer, and others, whose works have allowed us to expand the picture of modern advertising and to identify many important factors in the social and psychological sense (Karpenko, 2018; Strohmeyer, 2018).

3. ANALYSIS AND DISCUSSION

The subject of our consideration is advertising as a complex of systematic information developments in Germany at the end of the nineteenth century. In recent centuries, advertising has been one of the most important driving forces not only for economic development, marketing, or trade but also for social life, influence on mass consciousness, changes in social priorities and values, manipulation of consciousness by influencing the emotions of the target audience, and influence on decision-making, among others. It is a form of mass communication that conveys various types of information aimed at reaching an understanding between the seller and the buyer, between the one who provides certain information and the one who receives it. As a social phenomenon, advertising about new or improved products (and/or services) of a particular direction teaches how to use them, helps to compare the advantages and disadvantages of certain goods, and makes a final decision on the purchase of a particular product or service. Advertising texts and visualized advertising are nothing more than a reflection of consumer sentiment, trends, and fashion trends, highlighting the exclusivity and value of goods or services offered by the advertiser. Today, there are many genres and styles of advertising. In her workshop "Fundamentals of Advertising Science", L. Bilokonenko notes that advertising is realized through various means (noise, voice, light, color, drawing, icon, movement). However, it begins with a text that invariably emphasizes that the product is of high quality and in demand. Effective advertising text guarantees the desired sales and great popularity of the product. The signs of language help to

ensure effective communication between advertisers and recipients. Advertising text becomes an important intermediate link between the participants of advertising interaction, and when combined with other media, it provides the desired result (Bilokonenko, 2020, p. 4).

Since we are talking about the peculiarities of German advertising discourse in the late nineteenth century, we propose to focus on the concept of discourse and its expression in newspaper advertising in Germany during this historical period. The term “discourse,” in the sense of functional style, became widespread in the late 1970s and is currently quite popular in various paradigms of knowledge. This concept is quite multi-polar and can be extrapolated both at the everyday level and in more specialized fields of science, such as philosophy, engineering and technology, medicine, culture, etc. In this research, we will consider discourse as a targeted social action, as a component of communicative linguistics, which is involved in the interaction between people and the mechanisms of their consciousness and cognitive processes through the publication of an advertising text in print media. “In the framework of discourse typology advertising discourse belongs to the statutory-oriented according to the model “addresser – addressee”. Though to reach the end-goal of the advertising discourse, viz. to draw attention and assure the addressee in positive and friendly-oriented intentions of the addresser, advertising discourse changes its status into personally-oriented one” (Kolisnychenko, 2020, p. 93). It should be emphasized that in order to achieve the ultimate goal of advertising discourse, namely to convince the recipient of the addresser's positive and friendly intentions, the discourse becomes personally oriented. The pragmalinguistic parameter of advertising discourse is manifested in the distinction of communication as an activity with certain motives, goals, strategies, and methods of implementation. The structural analysis of advertising discourse is distinguished by several components, each of which has its own functions: slogan, headline, and main text of the advertisement. “Advertising discourse is a symbiosis of persuasive, argumented and emotional components that allows us to consider the advertising discourse as aimed communication with the implementation of influential methods and means to induce the recipients and stimulate them to the addresser-favorable actions” (Kolisnychenko, 2020, p. 93).

Advertising discourse in Germany at the end of the nineteenth century is characterized by a certain clarity of verbal expressions and the clarity of linguistic structures, among which one can distinguish the main components and subject of advertising, namely: the manufacturer, seller, or supplier of a product or service, and the address of the place of sale or service. This is motivated by the fact that German newspaper advertising in the late nineteenth century demonstrated a desire to establish a primarily economic advertising model of the world by providing the most detailed information about the characteristics of the manufacturer, the product or service itself, and the place of sale. Therefore, we can consider this type of advertising as the primary basis and advertising with a clear, unvarnished frame structure and a specific information message to the addressee as a key trend, which is primarily driven by economic factors. In the current historical period, there is a tendency to use an explicit, unmasked type of advertising with the expression of the pragmatics of the ultimate goal, which is conveyed mainly in the illustrative and textual plane. For example, we can refer to the illustrative material of a segment of medical products advertising, which reflects these axiological and pragmatic trends in an explicit textual and graphic context, namely: *Dr. Knorr's Antipyrin – Bewährtestes Mittel gegen Kopfschmerzen, Migräne, Neuralgische Schmerzen, Rheumatismen, Keuchhusten* – Apotheke Dr. Knorr, Berlin, ca. 1885, or *Sanatogen – Kräftigungsmittel namentlich für Nervenkrankte; Morphinum für Nerven Kranke* – Dr. Med. Otto Emmerich, Baden-Baden, 1879, or *Phenacetin-BAYER / Sulfonal-BAYER, Pharmazeutische Produkte*. In the advertising

of medicines of that time, we see mainly a pragmatic aspect: fast action, excellent and long-lasting results, and most of them indicate the name of a famous doctor who patented the medical product and guarantees its quality, confirmation of quality by other luminaries of medicine of the time.



Picture 1. Dr. Knorr's Antipyrin. Bewährtestes Mittel gegen Kopfschmerzen, Migräne, Neuralgische Schmerzen, Rheumatismen, Keuchhusten.

Source: Apotheke Dr. Knorr. (1885). Berlin Pharmacy Advertisement. Berlin, Germany.



Picture 2. Sanatogen – Kräftigungsmittel namentlich für Nervenkranken.

Source: Sanatogen Pharmaceutical Advertisement. (1885). Berlin Pharmaceutical Collection, Germany.

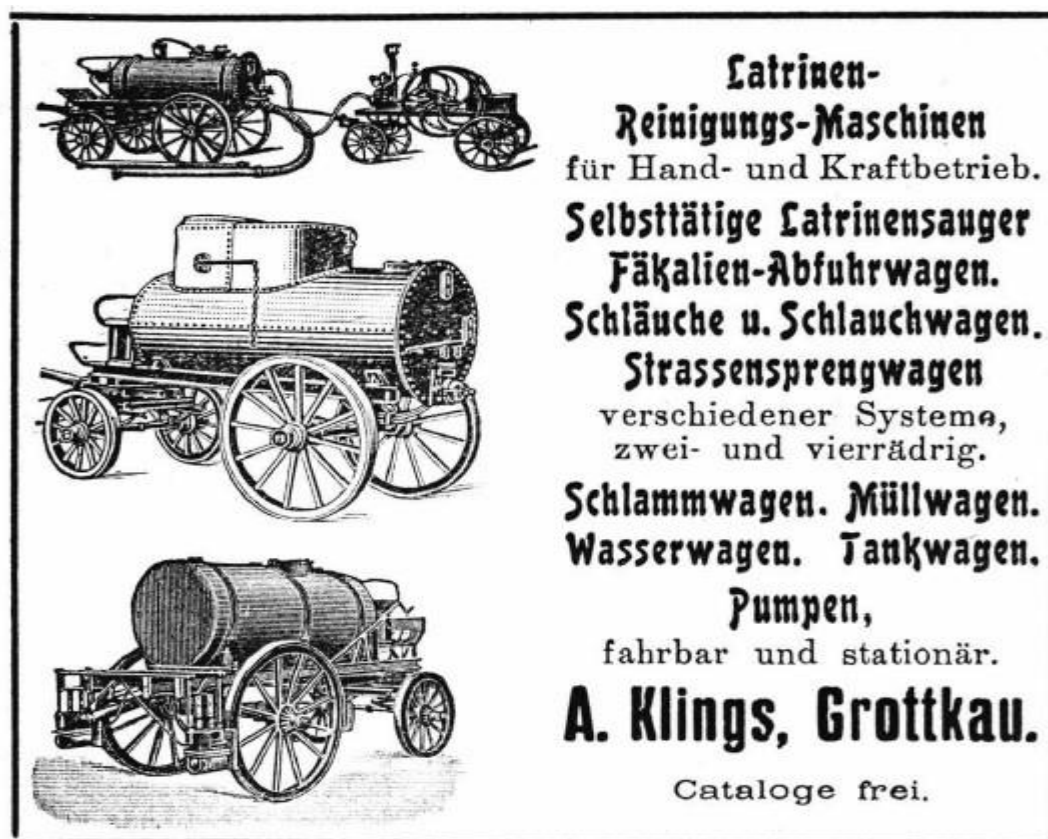


Picture 3. Phenacetin-BAYER / Sulfonal-BAYER, Pharmazeutische Produkte.

Source: Bayer Pharmaceutical Advertisement. (1885). Bayer Medical Product Catalog, Germany.

It is also worth paying attention to clear examples of advertising of technological inventions and industrial achievements, in which the advertising text and illustrative material clearly manifest reliability, status, comfort, easier working conditions, high productivity, and innovation in an axiological way. One example of such advertising is *Pumpen und Reinigungsmaschinen, Müllwagen, Wasserwagen, Tankwagen* (Fa. A. Klings Grottkau) (Pic. 4). Here, as in the previous area, the explicit language of the advertising text prevails, and the benefits of innovative solutions in mechanical engineering that facilitate the work of municipal utilities, increase labor efficiency, and the prestige of the profession are illustrated and described (Fa. A. Klings Grottkau, 1890).

An example of status, reliability, and innovation as axiological aspects of late nineteenth-century German society is also clearly seen in the advertisement for a new generation of “Benz” gas engines – *Neuer Gasmotor System Benz – als bester Motor der Neuzeit anerkannt!* (Pic. 5). The text of the advertisement itself states that the new generation gas engine invented by “Benz” is a revolutionary breakthrough, recognized as the peak achievement of engineering and mechanical engineering at the time. Owning a vehicle with such an engine, or using this engine in modernized production, emphasizes the status and prestige of the owner. The advertising text includes a list of advantages and priorities that will be extremely difficult for a potential buyer to refuse, namely the efficiency of the new engine, its easy start compared to previous versions and products from other manufacturers, environmental friendliness, and ease of maintenance (Benz & Cie., 1895).



Picture 4. *Pumpen und Reinigungsmaschinen, Müllwagen, Wasserwagen, Tankwagen* (Fa. A. Klings Grottkau).

Source: Fa. A. Klings Grottkau. (1890). *Pumpen und Reinigungsmaschinen, Müllwagen, Wasserwagen, Tankwagen*. Grottkau, Germany.



Picture 5. *Neuer Gasmotor System Benz – als bester Motor der Neuzeit anerkannt!*

Source: Benz & Cie. (1895). *Neuer Gasmotor System Benz – als bester Motor der Neuzeit anerkannt!*
Mannheim, Germany.

4. CONCLUSIONS

Thus, in the process of elaboration of the factual material, as well as thanks to the theoretical work involved, it turned out that German-language advertising (within the geographical space of Germany) was characterized by the period of the late nineteenth century with the following features:

- There is a trend towards the use of explicit, unmasked advertising with the expression of the pragmatism of the ultimate goal.
- The pragmatic tendencies in the explicit textual and graphic context of advertising of medicines are highlighted.
- Examples of status, reliability, and innovation as priority axiological aspects of German society in the late nineteenth century, which are manifested in the advertising text, are identified.
- The advertising text of technological inventions highlights the main axiological priorities of the society of that time, namely: reliability, status, comfort, easier working conditions, high productivity, and technological innovations.
- Most advertising texts include a list of advantages and priorities that are used to persuade and encourage the addressee of the advertisement by means of pragmatolinguistic techniques.

From this, we can conclude that the advertising discourse of this period was typified by an emphasis on stabilizing and strengthening the economic base, improving productivity and working conditions, and giving sustainability and advantage (over other competitive products) to German products. In this case, the axiological scale highlights a regularity—material priority, material interests of the consumer. The implicit aspect is that, in accordance with the German mentality and worldview, there was a model that recognized that a strong, stable, and productive master was the basis for the stability of the state system. In this aspect, the factor of trust in the domestic producer and faith in everything German is installed in the collective mind.

This, in turn, formed the framework for the awareness of self-sufficiency, dignity, and confidence in one's own system, as well as the dominance of German in the European space. This semiotic versatility served as a binding function for the German worldview after a long period of fragmentation and political as well as economic uncertainty. In this context, we note that “trust the German” is a key element (concept) of the entire advertising discourse of this period.

In addition to the characteristics outlined, it is important to highlight the dynamic role of advertising as a driver of societal change. Advertising during the late nineteenth century was not only reflective of Germany's technological advancements but also served as a catalyst for the redefinition of consumer habits, societal expectations, and cultural priorities. The deliberate integration of pragmatic and axiological elements ensured that advertising was not merely a transactional tool but also a strategic medium for fostering long-term loyalty and shaping public opinion.

Moreover, it is evident that the German advertising model of this era placed significant emphasis on rationality and functionality. Unlike the emotional appeals often prevalent in modern advertising, the discourse of this period prioritized clarity, precision, and the tangible benefits of the product. This rational approach can be seen as an extension of the broader German cultural ethos, which values efficiency, reliability, and innovation.

Looking forward, the historical lessons from German advertising discourse underline the importance of aligning advertising strategies with the socio-economic and cultural fabric of the target audience. As modern advertisers face the challenges of globalization and digital transformation, the principles of authenticity, cultural resonance, and pragmatic messaging demonstrated in the late nineteenth century remain as relevant as ever.

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Стаття присвячена дослідженню німецького рекламного дискурсу кінця XIX століття, його психолінгвістичної, аксіологічної та стилістичної диференціації. Дослідження базується на матеріалі німецьких друкованих ЗМІ, що містять візуальну та текстову рекламу. Визначено та описано комплекс засобів, які становлять лінгвістично-виражальні та семантико-семіотичні чинники німецького рекламного простору, а також виокремлено ключові семіотичні компоненти друкованої реклами. Визначено основні пріоритети та напрями рекламного дискурсу цього періоду, а також виділено найактуальніші ідеї, маніпулятивні й програмувальні фактори в рекламному тексті як відображення рекламно-інформаційної політики.

Ключові слова: дискурс, рекламний текст, візуальна реклама, глобалізація, структура, аксіологічна диференціація.