

PERSONIFICATION IN ENVIRONMENTAL ADVERTISING

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In the past decade the mankind has been deeply concerned with environmental issues. Activities of the mankind have reduced the quality of life of both humankind and other members of the Earth community. Various attempts have been made to improve the situation. However, it is impossible to do without a critical assessment of society's value system and worldview. The role of language in such assessment is of paramount importance [4]. That's why linguists are paying more and more attention to the study of environmental discourse.

The environmental discourse is defined as a special discourse type determined by the communicative situation related to environmental issues. It is not homogeneous and is further subdivided into specific genres.

The purpose of this article is to investigate how the personification communicates the human-nature relationship in the environmental advertising.

Environmental advertising is understood as the form of the media environmental discourse aiming at informing the population of the ecological situation and popularizing the actions for nature protection. To achieve this aim various stylistic devices and expressive means are used. We limit our analysis to the cases of personification. **Personification** is a trope in which abstractions, animals, ideas, and inanimate objects are given human character, traits, abilities, or reactions [3].

People have always treated the Earth as a woman, as a mother. Environmental advertising makes extensive use of this perception. The image of a caring mother who does her utmost to protect her children from any abuse is seen in the slogan "***Help Mother Nature to fight back***". The nature is compared to a mother seeking justice and revenging on the offenders. The message of this slogan is to stop the devastation of our planet and start contributing to nature protection. The slogan "***Give Earth a Chance***" draws a parallel between a person fighting against difficulties and the Earth that struggles to survive. Another slogan "***For nature everyday is 9/11***" makes a dreadful comparison between

terrorism and irresponsible attitude to the environment. Here nature is understood as a victim and all of us are seen as heartless and unscrupulous terrorists.

The usage of personification brings up the problems of sweet water shortage and water pollution: ***"Grass in Dumb. Water 2 minutes less. Your lawn won't notice"***. The representation of water as a human being in the slogan ***"Our water is thirsty"*** vividly shows that tons of waste thrown into rivers, seas and oceans endanger the existence of the whole mankind. The same problem is highlighted in the slogan ***"Wanted! Seas and Oceans – Dead or Alive?"***. The portrayal of water resources as criminals creates the paradox: people murder the things that make their living possible. But the planet doesn't remain inactive. It fights back through different nature catastrophes: ***"The tsunami killed 100 times more people than 9/11. The planet is brutally powerful. Respect it. Preserve it"***. This slogan implies that one day all of us would be punished by nature itself for everything we've done to it.

Thus, we can draw a conclusion that personification in modern media environmental discourse is as an effective means of informing people about the alarming ecological situation and warns against thoughtless exploitation of nature resources.

References

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