

Advertising Style as Mirror of National Identity (On Material of Automobile Slogans)

Danilevskaya Natalya Vasilyevna, Bazhenova Elena Aleksandrovna,
Tikhomirova Larisa Sergeevna,
Kyrkunova Larisa Gennadyevna and Ev. Ovsyannikova Svetlana
Perm State National Research University, Bukirev St., 15, 614990 Perm, Russia

Abstract: In study slogans of automobile advertising for the purpose of directing their substantial and stylistic features are analyzed. The analysis is carried out on material of texts in two languages-Russian and Chinese. The comparative aspect is used with intention to define the ethnic features of perceiving the same event imprinted in language in human life-the car. The modern world differs in the fact that in it two counter tendencies at the same time develop: globalization (a join/interlacing of cultures and economies of the different countries and the people) and the fissile military-political opposition directed to suppression with each other of cultures and the people. Such situation is dramatic as it leads to the numerous international conflicts, on the one hand and with another-is one of the reasons of attenuation of interest of people in the cultural (national) sources. Today in the Russian society the modern language ("Newspeak") for which feeding base is the mass culture which does not have legible communications with moral cultural wealth of the previous generations and, on the contrary, applying for the post of a global (universal) reference point in speech behavior for the person of the world is formed. In this situation defensive reaction of people with a civic stand, including the aspiration of linguists and culturologists to study features of mass culture with the purpose to oppose it the logic of national communication checked time when language, native on structure, reflects "family" for it cultural wealth amplifies. Initial research position is conviction of researchers that in the conditions of globalization studying of an originality of pictures of the world of the different people can promote development of the design relations between the different states and also strengthening of positive tendencies in political interaction between counter military blocks.

Key words: Cultural linguistics, world picture, advertising slogan, stylistic feature, political interaction

INTRODUCTION

The military-political opposition of two global systems of a world order which escalated recently conditionally speaking, western, including America in the structure and east, including Russia in the structure, throws down a challenge and to the cultural world order which developed in the course of centuries-old forward development. The former ideological antagonism was succeeded by rivalry of the new centers of force-ethnoses, religions, civilizations.

According to political scientists, "the military-political situation in the world develops as a result of the complex and contradictory process of globalization of the international political and economic relations gaining strength and is characterized by the high dynamism increased by instability, body height of strength in a number of regions, an aggravation existing and emergence of new crisis situations" (Ivanov, 2013).

Instability especially increased in the relations of two global systems after the negative events in Ukraine in 2014 when having blown up a habitual situation in this region, the western forces created conditions for the new conflicts of economic, geopolitical, military and also ethnic character.

At the same time processes of globalization cover not only the military-political sphere of society, but also the sphere spiritual and moral, changing it at all not less, than policy or economy. We become witnesses of how the competition not only for metals becomes tougher, naphtha and gas, but first of all for human resources, for intelligence. And in this spiritual and moral, or cultural, opposition two world poles solve different problems: the western vector is directed to leveling, smoothing of national specifics of these or those people, its originality, up to its complete elimination (so-called Americanization or europeanization/pro-Westernism); east vector is concentrated on attempts to keep national originality, not

to allow it to be dissolved in the West American values. Unfortunately, east block loses in this “unequal” fight so far.

Cf. N.I. Klushina’s opinion on a massovization of the modern Russian culture that according to the researcher, leads to formation of special modern national style as “the globalist pop style (supranational, more precisely antinational) reflecting and fixing mass culture of the global post-industrial consumer society which is not knowing national borders and forming tastes of the average “civilized” person (not the cosmopolitan, not the citizen of the World), the conveyor person, the consumer of mass culture with ideology, the fashion destroying national borders” (Klushino, 2012).

In other words, military-political opposition is complicated by an antagonism of ethnocultural character. This new call of modern times forces humanists of Russia to set the specific tasks bound to need of preservation of national originality and national language. Not incidentally in March, 2016 the Russian Orthodox Church (ROC) founded and headed Society of the Russian literature which task is “consolidation of efforts of scientists, teachers, cultural figures, the general public for preservation of the leading role of literature and Russian in education of younger generation, strengthening of uniform cultural and educational space, development of the best traditions of domestic arts education, cultural and educational activity”.

Linguists, culturologists, literary critics all whose activity is directly bound to the Russian word, the Russian thought, preservation of the Russian picture of the world can and have to play not the last role in this complex research. It is necessary to agree with generalization of the academician V.V. Vinogradov about a role of the literary language in life of society: “Great cultural function of the literary language does it by the mighty tool of the material and spiritual progress, social fight, education of a people at large (Our italic type N.D., B.H.)” (Wodak, 1996).

However it is important that the globalization processes strengthening centrifugal forces within the unipolar world at the same time generate and stimulate development of counter processes interpenetration of cultures, their interlacing, up to partial combination for centuries separately of the existing different pictures of the world. This objective developing “tectonic shift” of cultures and the people demanded from linguists and culturologists of activization of researches of problems of cross-cultural communication in this connection in recent years among humanists interest in the analysis of the

“acute angles” arising within international interaction and also in searching of ways of their smoothing (Alefirenko, 2012; Lakoff, 2004; Luedtke, 2005; Minasova, 2008).

Today, there is any more no need to prove a significance of humanitarian efforts at permission of the international conflicts: the world oversaturated by weapon of different types and systems still manages to avoid global war in many respects thanks to the word, its ability to build communicative bridges, to smooth contradictions between the states, to look for consent points, staticizing prime moral values, including values of the life.

Cf. in this regard opinion of the famous culturologist S.G. Ter-Minasova that “His Majesty Communication (or Her Majesty Communication) rules people, their life, their development, their behavior, their knowledge of the world and itself as parts of this world. And any attempt to comprehend communication between people, to understand what disturbs it and what promotes is important and justified as communication is a pillar, a core, a basis of existence of the person” (Minasova, 2008).

Certainly, important and urgent is today a problem of comparative studying of different languages as the description of subtleties of national identity promotes smoothing of contradictions, prevention of conflict situations which are inevitable at experience by the different people of the one/common historical process globalization.

Self-identity of the people is expressed in different spheres of its activity: policy, economy, science, art, culture, life, etc., up to writing, features of cookery, medicine, an education system, preferences in type of clothes, cosmetics and MH. other. For the linguist the field of search of the facts of self-identity is nation language in which features of verbalization of thinking, feelings, representations, behavior stereotypes, etc., are reflected. Language of the nation is one of the brightest and significant ways of its self-consciousness and self-expression. It is also one of the most potent instruments of international communication, so, one of instruments of harmonization of contradictory processes of the modern society.

MATERIALS AND METHODS

Structure of texts of social advertising described in this study is considered within discourse-stylistic approach which assumes a text research from positions of the discourse and functional and stylistic analysis at the same time.

The functional and stylistic component of the applied approach is bound to qualification of the material chosen for a research. The researcher addresses the analysis of particular type of texts to advertising texts of a social orientation in which by means of any functional style the influencing information on the consumer is recorded. The discourse component is focused on taking note of extralinguistic factors on generation of the text (Foucault, 1972; Kress, 1985). The nature of a discourse causes specifics of speech interaction of subjects, defines character of the purpose-stating (Foucault, 1972) realized by them that finds the embodiment in the relevant structure of the text. The communicative orientation realized by authors of the different nations in advertising texts is subordinated to the purposes of a denial and the statement: it is bound to expression of the estimating relation to subjects to advertising.

Main part: In this study, stylistic features of the Russian and Chinese advertising texts of automobile subject are considered. In our opinion, such analysis will help to reveal and specify national specifics of perception and a comprehension of the same “subject” created by representatives of the different language worlds. Besides identification and the description of the facts of household life of this or that nation promotes judgment of features of identity, specification of an originality of reactions of these or those people to global problems social, economic, military-political, etc.

The question of stylistic specifics of the same but multilingual texts is interesting already because gives the chance to comprehend according to V.V. Vinogradov “degree of national language advantage” of these or those people to understand features of his attitude. Structural and substantial features of automobile slogans such for example as were exposed to express consideration: Insuperable temptation; Perfect object of desire; Chevrolet Cruze Station wagon. Contains the most larger expectations; Captiva. It is worth wanting!; Has to be, it is love!; It is even more joy!; I am your ideal; From enthusiasts. For enthusiasts; The Ideal choice for contradictory natures; Operate a dream! and under.

Each slogan expresses any key sense which is understood as the generalized advertising idea expressed in a slogan directed to consciousness of the addressee and designed to influence his will and feelings. The key sense is a shock link of all influencing line-up of the advertising text (beginning from not language tools and finishing with punctuation signs); key sense which is thought over by the advertiser and built in the semantic volume of a slogan appeals to consciousness and feelings of the addressee, sinks into his soul and for a long time remains in it in the form of the generalized image of the advertised product (car).

In the course of the analysis it became clear that key meanings (further-KS) the Russian and Chinese slogans, though are intended for advertising of the same subject (car), but are not identical and about two parameters according to contents and stilistikel differ, at least. Let us consider automobile slogans in respect of these distinctions.

The Russian and Chinese slogans in substantial aspect:

Let us present compactly substantial similarities and distinctions between the Russian and Chinese key meanings embodied in automobile slogans. For this purpose we will provide the table in which the sign “+” means existence of the corresponding KS and the sign “-” its absence in an advertising slogan (Table 1).

From the table it is visible that in the Chinese automobile advertising discourse there are no such key meanings as ‘the car the partner/friend’, ‘the car-a symbol of easy life’, ‘the car for rest’, ‘the car for research/business’, ‘quality of the car’. Therefore, it is possible to claim that within a ratio “the Russian slogans the Chinese slogans” these key meanings are inherent Russian as Chinese do not compare the car to the partner or the friend; they do not consider the car as a condition (symbol) of easy life as means for rest or research; Chinese do not consider quality of the car as the separate (independent) parameter of the characteristic of the car.

Table 1: Key meanings of the Russian and Chinese slogans

Key meaning	Russian advertising context	Chinese advertising context
The car-the movement forward/dynamics	+	+
Car as desire, temptation	-	+
The car-the beginning of new life	+	+
The car-the partner/friend	+	-
The car-a symbol of easy life	+	-
The car-success symbol	+	+
The car for the city	+	+
The car for rest	+	-
The car for work/business	+	-
The car for a family	+	+
Car as legend	+	+
Car as luxury	+	+
Car as condition of self-confidence	+	+
External design/style of the car	+	+
Availability of the car	+	+
Envy/admiration/respect from others	+	+
Quality of the car	+	-
Comfort in management	+	+
Comfort of salon	+	+
Control over road/space	+	+
World recognition of the car	+	+
Power/passability of the car	+	+
Reliability of the car	+	+
New car	+	+
Special feelings/feelings from the car	+	+
Superiority in front of other cars	+	+
Car speed	+	+
Car speed	-	+
Technological effectiveness of the car	+	+
At the car special character	+	+
Profitability of the car	+	+

On the other hand, such key meanings as a following are not presented to traditions in the Russian advertising texts 'and car as desire, a temptation'. Besides, in the Russian slogans of the characteristic a car quality 'and a car easiness-to-get' are usually presented unseparably as the interdependent phenomena. In the Chinese slogans the characteristic the car quality 'specially is not designated and as if dissolved in other key meanings.

The revealed substantial distinctions between the Russian and Chinese slogans are explained, certainly, by cultural and sociohistorical features of life of the people. So, for example, KS car the partner/friend' is urgent for the Russian slogans the fact how it seems to us that the concept of the friend of life and the partner in research for the Russian person always was very important and was defined by difficulties of everyday household life when it was possible to stand and achieve something only in confidential relationship and interaction with other members of national collective. This special feeling of comradeship, or conciliarity, the Russian people saved them throughout many centuries lives among hostile next (and not only) the people. It is obvious that desire to have the reliable friend/partner and remains today important property of a spiritual condition of the Russian person. This aspiration extends also to the car which makes life easier easier, helping with affairs, research and rest; cf. existence in the Russian slogans of such key meanings as car-a symbol of easy life, 'car for rest', car for research/business'. It is possible to tell that these KS are interconnected: it is logical that existence of one of them assumes presence of another.

As for KS a car quality, its special underlining in the Russian slogans is explained by the historical reasons too: the Russian motorist long time was forced to be content with cars of the Russian production which as we know, did not differ in high quality as soon after purchase often broke, demanded continuous repair.

Figuratively speaking, of the "Chinese" key meanings 'following to traditions' and 'the car as desire, a temptation' we explain absence in the Russian slogans with the fact that first in the Russian culture the commitment to traditions at the official level was not considered as a priority condition of development of the nation (cf. numerous changes of ruling courses, parties in office and also revolutions after which total fight against "past remnants" appeared in the country) whereas in the Chinese culture the commitment to traditions is considered the fundamental principle of development of society. Not incidentally now, despite capitalist type of development of economy of China, the ideas of the Communist Party remain official intellectual spiritual ancestors as well as it remains party in office for

many last decades irrespective of an economic and political policy of the country. Besides, the commitment to traditions is supported in China and Confucius's Doctrine (Confucianism) which is one of actively operating religions, the life-forming frame of reference in many respects defining specifics of the Chinese picture of the world today. From here, secondly, existence in the Chinese slogans KS car as desire, temptation, as concepts desire, temptation-one of the central concepts of Confucianism: in one cases of people has to follow them, in others-inevitably to resist to them.

It is interesting that, on the one hand, the Chinese fidelity to traditions with another-the Russian aspiration to updating of traditions are embodied in slogans not only in the substantial plan but also in their stylistic originality.

The Russian and chinese slogans in stylistic aspect: In the Russian slogans key meanings are created directly, namely the lexical and phraseological means which are directly expressing contents of all advertising phrase-the car as the beginning of new life, the assistant, the friend, means of overcoming difficult Russian roads, achievement of success, envy for others, etc (Table 1). Cf. (the lexemes creating key value of a slogan are allocated): Can change your life [Renault: Megane], Time of changes [Renault: Megane Coupe], the World will never be former [Toyota: Land Cruiser 200], wait for you change [Nissan: Shift expectations], do not wait for Monday to begin new life [BMW: X1], the Car which will change your view of the world [Hyundai: Grand Santa Fe], Regeneration [Infiniti: QX70], Quietly! Revolution begins [Lexus: CT], Start! [MINI: Countryman], Makes life easier when it is really important [Land Rover: Incontrol], Makes life easier [Renault: Scenic], Just for life [Renault: Sandero], the Car for this life [Renault], Volvo for life [Volvo], Self-confidence [Mitsubishi: Carisma], Boundless confidence [Toyota: Camry], With confidence in ways [Hyundai], a full value Complex [Cadillac: SRX], gives to Chevrolet year of a quiet dream [Chevrolet] and the city sees off him in millions of views [AUDI], All views will be yours [Chevrolet: Cruze], Learn that the attention of the whole city means [Chevrolet: Captiva], Is created for pleasure [Peugeot]; The Concerning variety [Porsche: Panamera], Desires are granted [by Land Rover: Freelander], etc.

Apparently, the Russian automobile slogans openly urge the addressee to change life (by means of the car), to start life afresh, to refuse the bored ordinary, to overcome it. The Chinese slogans as we will show further, are not so rectilinear but is softer, stylistically more sophisticated-through a veil of the philosophical relation to life-influence consciousness of the addressee. The

most typical lexical and phraseological units in the Russian slogans are: nouns with high, book coloring like emotion, adrenaline, feeling, desire, pleasure, a temptation, imagination, the future, expectation, nervousness, splash, pleasure, passion, trust, the purpose, character, intelligence, mutual understanding, a dream, love, happiness, joy, sharpness, versatility, art, temptation, a symbol, advantage, perfection, luxury, an exclusive, a premium class, breed, the status, respect, prestige, an ideal and under.

Adjectives with positive and high (book) coloring, including in a superlative degree of type the best, the biggest, experienced, new, intellectual, insuperable, concerning, beautiful, ideal, unforgettable, unique, surprising, fine, intriguing, fascinating, exclusive, faultless, perfect, bright, worthy, the highest, first-class, perfect and under.; verbal forms (a finite verb, short and full participles, an adverbial participle, an infinitive) with value of an appeal to manifestation of the highest feelings, somehow: to live, love, to look after, aspire, to open, it is possible to trust, trust, present, follow, flashed (with a new force), you will not miss, it is filled, submitting, following, advancing, to concede, inspire, embody, etc., phraseological units and steady combinations: to open the new horizons, the star, call of heart, to wish bigger, the right to be (best), happy moments, awakening (feelings), life is fine with a new force, the seventh feeling, do not save on (emotions), to open opportunities, it is time, a trust formula, the declaration of independence, all under control, (power) at it in blood, light on the feet, the eighth feeling, faultless reputation, the worthy choice, the research of art, the first class, a board number one, society to declare oneself, etc.

RESULTS AND DISCUSSION

Syntactic registration of automobile slogans is not less rich, than lexical and phraseological as for expression of key meanings are used as it is possible to believe, all kinds of a simple sentence and some types of difficult.

It is important to emphasize that irrespective of formal and syntactic features certain specific (actually advertising) shades of a modality are characteristic of all slogans, namely: an emotional and expressional motto-ness, a calling (Get used to look down on the world!; Feel the drive!; It is worth wanting!; Do not wait for Monday to begin new life; Enter into the highest automobile society!; Enjoy the unique city car!; What car you dream?; Unless it is capable to stop you? and under.); categorically claiming ascertaining (Sitting in "Cadillac", you feel like the millionaire; New measurement of a business class; Maximum of advantages; Eventually,

life in order that to enjoy it; It is created by people, for people and it is similar to them; For those who appreciate reason; for those who do not stand still also under); the promising ascertaining (With Aveo you will not miss; You will aspire for a wheel under any pretext; all views will be yours; you are waited by changes; now you can overtake any fashionable tendencies; all others will envy you and under); address ascertaining (Do not refuse to yourself adventures; feel at home-everywhere; for judges of extraordinary; to you goes; present that you read the new story of Hemingway. Present that you driving new X5; your right to be the best; Your intellectual property and under). For the embodiment in automobile slogans of the listed modality shades mononuclear, elliptic and incomplete designs are relevant. By our calculations, ~80% of the Russian slogans are issued by such designs (see the given examples).

The Chinese slogans from the stylistic point of view give other picture. And difference is formed not so much lexically (words with high, book coloring) how many by means of phraseology, syntax and speech compatibility, i.e., actually stylistically.

The matter is that in modern media space of China reception of stylization of the statement under texts of the Ancient Chinese philosopher and teacher of all Chinese Confucius is very popular. Such type of the speech is traditional for China and exists as the spiritual heritage reflecting specifics of national culture, feature of a language picture of the world of Chinese. Under the influence of stylistics of texts of Confucius many media statements (texts) are made out in this, "confucian" stylistics-as the sublime morals calling for manifestation of noble, high feelings and acts. Let us give several examples of the Chinese slogans (we give in translation, the closest to contents of originals).

Commitment is a road which leads to success. A route on this road-spleasure. Life in which there are a purpose and pleasure [Hyundai: Elantra], In the movement submits a landscape; having stopped, heart and spirit will captivate [Hyundai: Sante fe], Happy life! Every moment it is fine! Gloss from all directions [Ford: Focus], Only the unusual thought creates unusual life [Honda: Accord] to Have special state of mind means to have a special way [Toyota: Prado], the Car belongs to today and soul belongs tomorrow's [to Toyota: Peius], Surpass itself most! Once again reach the highest point! [Volvo: XC90] How long to go from the admirer to the owner? Only one moment! [Porsche: 911] to Live to follow command of the heart [Infiniti: ESQ], Let a body and soul together soar in the sky [BMW: Z4], Charm is shown in soul. Force touches soul hiding places [Acura: TL], do not say that in this life never went crazy [Volkswagen: Polo], etc.

Table 2: Semantic features of identical lexemes in the Russian and Chinese slogans

Chinese slogans		Russian slogans	
Word in slogan	Word meaning	Word in slogan	Word meaning
To love/love: in the Chinese material examples are absent	-	To love/love: It is beautiful to look after. It is beautiful to love It is beautiful to live [Mercedes-Benz]; My small love [Deawoo: Matiz]; Has to be, it is love! [Toyota Camry], etc	Cfeeling; to have feeling of love to a material subject (car)
Road: Commitment is Road which leads to success. A route on this road pleasure. Life in which there are a purpose and pleasure [Hyundai Elantra]	Way which the person during life overcomes, a coming-over of difficulties of life', a moving forward, development, a moving to perfection	Road: You, Road and Peugeot 607. Full reciprocity [Peugeot 607]; Road under control [Audi Q 5], etc.	way, lying ahead, before going/going'
Heart: To live to follow command of the heart [Infiniti ESQ] To live/life: Happy life in which every moment it is fine! Gloss from all directions [Ford Focus]; Only the unusual thought creates unusual life [Honda Accord]; To Live to follow command of the heart [Infiniti ESQ]	symbol of soul, experiences, feelings life = existence, life; life as life as comprehension of great thoughts and great feelings	Heart: The ideal SUV ... with Heart of the racer [Mazda M 2], etc. To live/life: To lead full life [Mercedes-Benz]; But life should not be such easy [Peugeot 408: Allure]; Your life too Road to go by something other [Volvo XC90]; Life is the movement [Ford C-MAX]; Life gains steam. You seize the moment [Audi], do not wait for Monday to begin new life [Mitsubishi Outlander], etc.	symbol of character, temperament to live = to exist, be; life as existence, life
Spirit/soul: In the movement submits a landscape; having stopped, Heart and spirit [Hyundai Sante fe] will captivate; Soul and a form merging of the movement and rest [Buick Regal]; Life passes with soul [Toyota Rav 4], etc.	inner, mental world of the person, his consciousness	Soul: in the Russian material examples are absent	—
Time: Leads Time [Mercedes]	life, development, civilization	Time: Time for experienced [Subarus Forester] came; Time of beautiful and vigorous [Mazdas M 2] Came	life as present moment/cut, present

From examples it is visible that the Chinese slogans are more multiple-valued and allegoric, than Russians and are characterized by the high stylistics as if turned not only to will and feelings of the buyer, but also to his heart, soul, reflections and in general to life. From here almost obligatory existence here of such lexemes as life, soul, the purpose, a thought, a moment, time, heart, reason, the road, a way to reach, surpass, follow, etc. which in the Chinese advertising context have philosophical value whereas in the Russian slogans if such lexemes and appear, they have no obvious philosophical sense. Let us compare some examples (Table 2).

Apparently, in the Chinese and Russian slogans the same lexical units differ in different connotations: sublime and philosophical coloring in the Chinese texts and of specific being-in Russian. The same sublime and philosophical stylistic coloring is characteristic of phraseology of the Chinese slogans, cf. typical: a need of the heart, soul hiding places to lose reason, to soar in the sky, the highest point to captivate Heart to lead also under.

Summary: Finishing the analysis of a stylistic originality of the Russian and Chinese slogans of automobile advertising, we will emphasize the following: growth of tension in the interstate relations which is promptly

changing (not to the best) a habitual world order is put forward in vanguard of modern problems of international communication by questions of linguocultural character as spiritual and moral features of the nation are reflected in its language, language stereotypes and language reactions to events. Studying of a language originality of the different people and nations gives the chance to learn about each other not less (and at times and more), than maintaining joint economy or friendly chats.

CONCLUSION

However, stylistic heterogeneity of the considered slogans corresponds as it was noted above, not only with lexical and phraseological semantics but also syntactic registration. So, take part in formation of the Russian automobile slogans two- and mononuclear simple sentences; to a lesser extent the complicated and difficult designs are characteristic of slogans (see examples). For the Chinese slogans more typical are just simple complicated and difficult syntactic designs and are most frequency complex (see examples). Really, the thought with philosophical implication cannot almost be transmitted through simple structure because "the compound sentence is intended for expression of a difficult idea about reality" (Pospelov, 1950).

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