DOI: https://doi.org/10.31392/UDU-nc.series9.2026.31.01
UDC: 811.111’373.611:659.1:[004.77+316.77

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LINGUISTIC MEANS OF IMPLEMENTING THE ATTENTION-GRABBING STRATEGY IN ENGLISH LANGUAGE INSTAGRAM ADVERTISING DISCOURSE

Bibliographic Description:

Beheka, D., & Zaitseva, N. (2026). Linguistic Means of Implementing the Attention-Grabbing Strategy in English Language Instagram Advertising Discourse. *Scientific Journal of Dragomanov Ukrainian State University. Series 9. Current Trends in Language Development*, 31, 5–19. https://doi.org/10.31392/UDU-nc.series9.2026.31.01

Abstract

This paper examines the linguistic means used in attention-grabbing strategy in English-language advertising discourse on the social media platform Instagram. The relevance of the study is determined by the growing role of digital communication and the need to explore effective linguistic mechanisms for influencing audiences under conditions of information overload. The aim of this study is to identify the key linguistic devices that contribute to attracting users’ attention in advertising messages.

The study employs discourse analysis along with descriptive and functional methods, supplemented by elements of a multimodal approach. The data consist of advertising posts produced by English-speaking brands on Instagram.

The findings indicate that the effectiveness of advertising discourse largely depends on the integrated use of lexical, stylistic, and syntactic means. Among the most frequently used devices are emotionally charged

vocabulary, intensifiers, metaphors, hyperbole, short syntactic constructions, and imperative forms. Graphic elements, such as emojis and hashtags, also play a significant role by enhancing the expressiveness of messages and facilitating rapid information processing.

The results suggest that attention-grabbing strategy is a key component of advertising communication in social media, as they ensure user engagement and encourage interaction with the content. Prospects for further research include a deeper exploration of the multimodal nature of advertising discourse and a comparative analysis of linguistic strategies across different digital platforms.

Keywords: *advertising discourse, Instagram, attention-grabbing strategy, linguistic devices, multimodality, digital communication, linguistic influence.*

1. Introduction.

In the contemporary information society, social media has become one of the key channels of communication between brands and consumers. The rapid development of digital platforms has led to a transformation of advertising communication, which is increasingly moving into the digital space. One of the most popular platforms for promoting products and services today is Instagram, which combines visual content with short textual messages and interactive features for audience engagement. Under these conditions, the issue of effectively attracting users' attention becomes particularly significant, as advertising messages operate in an environment of intense information competition (Kotler & Keller, 2016).

Advertising discourse in social media is characterized by the integration of verbal and visual means aimed at shaping a positive brand image and stimulating consumer activity (Cook, 2001). One of the key communicative strategies within this discourse is the attention-grabbing strategy, which serves to initially engage the recipient with the advertising message. Within this strategy, linguistic means play a crucial role in ensuring the expressiveness, emotional appeal, and dynamism of the text, thereby enhancing its communicative effectiveness (Myers, 1994; Goddard, 2002).

The study of linguistic features of advertising discourse is an important area of modern linguistics, as it allows for the identification of the mechanisms of linguistic influence on the audience and the specific functioning of language in different communicative environments (Leech, 1966). In particular, English-language advertising discourse in social media is of considerable interest for scholarly analysis, as English is one of the primary languages of global advertising communication (Cook, 2001).

The relevance of this study is determined by the need for a comprehensive analysis of the linguistic means used to implement the attention-grabbing strategy in Instagram advertising messages, as well as by the relatively limited attention this issue has received in contemporary discourse studies.

2. Literature Review.

The study of advertising discourse is an important area of modern linguistics and communication studies. Scholars analyse advertising texts as complex communicative phenomena that combine linguistic, stylistic, and semiotic elements aimed at influencing the audience. In this context, advertising is viewed not only as a tool of information delivery but also as a means of shaping social meanings, values, and patterns of behavior.

One of the first scholars to consider advertising as a distinct type of discourse is Guy Cook. In his works, he emphasizes that advertising texts function within a broad social and cultural context and combine linguistic elements with visual and symbolic components. According to the researcher, the effectiveness of an advertising message largely depends on the ability of language to create associations, evoke emotional responses, and construct recognizable brand images (Cook, 2001).

Further development of advertising discourse research is associated with the works of Geoffrey Leech, who was among the first to conduct a systematic linguistic analysis of the language of advertising. He draws attention to the use of expressive vocabulary, stylistic devices, and deviations from language norms as means of attracting attention and increasing the effectiveness of advertising messages (Leech, 1966). Similar ideas are developed by Guy Myers, who emphasizes that advertising texts actively employ everyday language, creating the illusion of informal communication with the audience (Myers, 1994). This contributes to building trust in the brand and increasing consumer engagement.

A significant contribution to the study of advertising discourse has been made by scholars of critical discourse analysis, in particular Teun A. van Dijk. Within his approach, advertising texts are viewed as social practices that reflect specific ideologies and cultural values. Discourse analysis makes it possible to examine how linguistic structures are used to shape beliefs and influence audience behavior (van Dijk, 2008). A similar approach was developed by Norman Fairclough, who proposed a three-dimensional model of discourse analysis that includes textual, discursive, and sociocultural levels. This model is widely applied to the analysis of advertising messages, particularly in the digital environment (Fairclough, 1995).

Modern researchers also pay particular attention to the multimodal nature of advertising. In the works of Theo van Leeuwen, it is emphasized that contemporary advertising texts combine different semiotic systems – linguistic, visual, and graphic – which form an integrated structure (van Leeuwen, 2005). A similar perspective is developed by Gunther Kress and Theo van Leeuwen, who consider visual elements as full-fledged carriers of meaning that interact with text in the process of communication (Kress & van Leeuwen, 2006). In addition, Charles Forceville highlights the role of visual metaphors in advertising, which enhance the impact of messages and contribute to their memorability (Forceville, 1996).

Recent studies further emphasize the multimodal nature of Instagram advertising discourse. In particular, Hidarto analyzes the interaction between visual and linguistic components in influencer advertising on Instagram and demonstrates that informal language, colloquial expressions, and multimodal design contribute to establishing credibility and emotional connection with audiences (Hidarto, 2021).

A significant contribution to the study of the linguistic features of advertising has also been made by Angela Goddard, who emphasizes the importance of the interaction between text and context, as well as the role of intertextuality in the

creation of advertising messages (Goddard, 2002). Her approach makes it possible to better understand the mechanisms of meaning construction in advertising discourse and the specifics of its perception by the audience.

Additional linguistic studies demonstrate that Instagram posts represent a distinct discourse genre characterized by conventionalized communicative patterns, multimodal interaction, and genre-specific grammatical constructions (Fischer & Aarestrup, 2021).

Other studies also highlight the role of informal style in social media advertising. The use of conversational vocabulary, personal address, and elements of everyday speech contributes to creating a sense of closeness between the brand and the audience, thereby increasing trust and user engagement (Myers, 1994; Goddard, 2002).

In the context of social media, studies of linguistic strategies in digital marketing are of particular interest. In particular, contemporary scholars note that advertisers on Instagram actively use emotionally charged vocabulary, metaphors, hyperbole, and direct address to the audience in order to attract attention and stimulate consumer behavior (De Veirman, Cauberghe, & Hudders, 2017). Additionally, research in marketing emphasizes the importance of personalization and interactivity as key factors in the effectiveness of digital advertising (Tuten & Solomon, 2017).

The communicative role of hashtags in Instagram discourse has also attracted scholarly attention. Kostygina et al. argue that hashtags perform not only organizational but also discursive and persuasive functions, increasing visibility, strengthening community engagement, and shaping advertising interaction on social media platforms (Kostygina et al., 2021).

Contemporary research also examines the platform-specific nature of Instagram advertising. Carah, Brown, and Hickman emphasize that Instagram has evolved into an integrated advertising and retail environment in which brands combine visual appeal, algorithmic visibility, and audience engagement strategies to optimize consumer interaction (Carah et al., 2023).

Moreover, contemporary research in advertising communication underscores the importance of emotional appeal as a key factor in advertising effectiveness. The use of emotionally charged linguistic means contributes to the formation of a positive attitude toward the brand and enhances the persuasiveness of the message (Kotler & Keller, 2016).

Recent discourse-oriented studies also underline the importance of visual and linguistic metadiscourse in online advertising. Researchers note that persuasive communication in social media advertising is achieved through the integrated use of verbal engagement markers, visual emphasis, and multimodal structuring of information (Al-Subhi, 2022).

Thus, the analysis of scholarly works demonstrates that advertising discourse in social media is a complex multimodal phenomenon in which linguistic means play a key role in the implementation of communicative strategies. Despite the considerable body of research, the issue of linguistic means used to implement

attention-grabbing strategies in English-language Instagram advertising discourse requires further systematic analysis, which determines the relevance of this study.

3. Aim and Objectives.

The aim of the paper is to determine the linguistic means used to implement attention-grabbing strategy in English-language advertising discourse on Instagram.

To achieve this aim, the following **objectives** are set:

1) to define the peculiarities of advertising discourse in social media;
2) to characterize the concept of communicative strategy in advertising communication;
3) to examine the features of the attention-grabbing strategy;
4) to identify the key linguistic means of the above-mentioned strategy implementation;
5) to provide linguistic evidence from English-language advertising posts on Instagram.

4. Methodology.

The study was conducted in several consecutive stages in order to ensure a comprehensive analysis of the linguistic means used to implement attention-grabbing strategies in English-language Instagram advertising discourse.

At the first stage, a corpus of advertising materials was selected. The corpus included approximately 50 posts published on the official Instagram accounts of internationally recognized brands, including Nike, Adidas, Starbucks, Apple, and Glossier. The selected material was published during 2024–2026 and contained both verbal and visual components characteristic of contemporary social media advertising communication.

At the second stage, content analysis was employed to identify the most recurrent linguistic elements used in advertising messages. This method made it possible to classify lexical, stylistic, syntactic, and graphic means according to their frequency and communicative function in the analyzed material.

The third stage involved discourse analysis, which was applied to examine advertising posts as communicative practices functioning within the broader sociocultural and digital context. This method enabled the identification of the relationship between linguistic choices, communicative intentions, and strategies of audience influence in social media advertising discourse.

The descriptive method was used to systematize and interpret the linguistic features identified in the analyzed texts. This approach facilitated the characterization of the main lexical, stylistic, and syntactic means employed to attract users' attention in Instagram advertising communication.

In addition, elements of linguostylistic analysis were applied to investigate the expressive and emotional potential of advertising language. Particular attention was paid to the use of metaphors, hyperbole, rhetorical questions, repetition, evaluative vocabulary, and imperative constructions as devices that enhance the

persuasive and attention-grabbing effect of advertising messages.

Finally, elements of a multimodal approach were incorporated to analyze the interaction between verbal and visual components of Instagram advertising posts. This approach allowed for the examination of how textual elements, emojis, hashtags, graphic segmentation, and visual content function together to create an integrated communicative effect and increase audience engagement.

The combination of these methods ensured a comprehensive examination of the linguistic mechanisms underlying attention-grabbing strategies in contemporary English-language Instagram advertising discourse.

5. Results.

In the contemporary information space, advertising communication increasingly operates within the digital environment, particularly on social media (Tuten & Solomon, 2017). Social platforms create new opportunities for interaction between brands and audiences, as they enable rapid information dissemination, interactivity, and a high level of user engagement (De Veirman, Cauberghe, & Hudders, 2017). Contemporary studies additionally emphasize that Instagram has evolved into a platform where advertising, audience interaction, and digital retail practices are closely interconnected (Carah, Brown, & Hickman, 2023).

Advertising discourse is traditionally defined as a type of institutional discourse whose primary aim is to influence the recipient by shaping a positive attitude toward a product or service and stimulating consumer behavior (Cook, 2001; Leech, 1966). Within advertising discourse, informational, persuasive, and emotional functions are combined and realized through a variety of linguistic and stylistic means.

Social media has significantly transformed the structure of advertising discourse. Unlike traditional advertising, which is predominantly one-directional, communication on social media is interactive. Users can respond to advertising messages, comment on them, share them, or ignore them. As a result, the advertising text becomes part of a broader communicative process (Fairclough, 1995; van Dijk, 2008).

Instagram occupies a special place among social media platforms, as it is primarily oriented toward visual content. However, textual captions accompanying images play an important role in shaping the advertising message (Kress & van Leeuwen, 2006). They often contain key linguistic means aimed at attracting users' attention, creating an emotional impact, and encouraging interaction with the brand.

Due to the high level of competition for audience attention, advertising messages on Instagram must be concise, vivid, and expressive. Therefore, the linguistic means used in such texts are characterized by brevity, emotionality, and pragmatic orientation.

In modern linguistics, a communicative strategy is defined as a set of linguistic and extralinguistic means aimed at achieving a specific communicative

goal. In advertising discourse, communicative strategies serve to organize linguistic influence on the audience. Among the main strategies of advertising communication, scholars typically identify persuasive strategy, emotional strategy, trust-building strategy, engagement strategy, and attention-grabbing strategy. The latter plays a particularly important role in social media advertising discourse, since without effectively capturing the recipient's attention, further communication becomes impossible (Cook, 2001; Myers, 1994).

Contemporary advertising discourse on social media is shaped under conditions of rapid digital technological development, which significantly affects the nature of communication between brands and consumers (Tuten & Solomon, 2017). One of the key features of advertising content on Instagram is its multimodal character. Recent multimodal studies demonstrate that the effectiveness of Instagram advertising communication largely depends on the integration of verbal, visual, and graphic elements that jointly shape audience perception and emotional engagement (Hidarto, 2021). This means that an advertising message is created not only through text but also with the involvement of visual, graphic, and audiovisual components (van Leeuwen, 2005). The interaction of these different sign systems produces a complex communicative effect aimed at maximizing user engagement.

The multimodality of advertising messages is manifested in the combination of images, videos, textual captions, graphic elements, and interactive tools. Within this combination, linguistic means play an important role in interpreting and reinforcing visual content. A caption helps clarify the meaning of an image, add emotional coloring, or guide audience perception in a desired direction. As a result, text remains a crucial element in shaping the advertising message even in an environment dominated by visual content.

One of the defining features of advertising communication on Instagram is its orientation toward rapid information processing. Social media users typically browse their feeds dynamically, devoting only a few seconds to each message. Therefore, advertising texts must be as concise and clear as possible. The linguistic means used in such texts are designed to create a strong communicative effect with a minimal amount of verbal material. To achieve this, short phrases, concise expressions, and simple syntactic structures are common. These include imperative and exclamatory sentences, rhetorical questions, and repetitive or parallel constructions that enhance rhythm and memorability.

An important aspect of attracting attention is the use of an emotional component. Emotionality contributes to the formation of positive associations with a brand by appealing to feelings of joy, inspiration, confidence, or satisfaction (Leech, 1966). To achieve this effect, words with positive connotations, figurative expressions, metaphors, and hyperboles are employed, enhancing the expressiveness of the text and creating an appealing emotional background. Personalization of the advertising message is also of great importance: addressing the reader through the pronoun *you* or using elements of conversational style creates a sense of direct dialogue and an individualized approach (De Veirman,

Cauberghe, & Hudders, 2017).

Another key element is the development of a distinctive brand style. Characteristic collocations, recurring phrases, and specific vocabulary contribute to the recognizability and identity of the advertising message within a vast amount of content. In this context, interactive elements play a significant role: calls to action, comments, polls, contests, and other forms of audience engagement increase the visibility of advertising content and stimulate user activity.

Thematic hashtags also perform a communicative function by helping to structure the message and highlight the key ideas of an advertising campaign. In addition, hashtags may function as discursive markers that strengthen interaction between brands and online communities while increasing the visibility and persuasive potential of advertising content (Kostygina et al., 2021). They may reflect the brand's philosophy, its values, or its promotional concept, functioning as memorable slogans. In addition, elements of storytelling are frequently used in advertising texts: short stories or narrative fragments allow the audience to associate themselves with a particular image or situation, thereby enhancing engagement and fostering a long-term emotional connection with the brand (Tuten & Solomon, 2017).

Thus, Instagram advertising discourse represents a complex multimodal communicative phenomenon in which linguistic, stylistic, and visual means are integrated. The effectiveness of attracting user attention largely depends on the ability of the advertising text to quickly convey the key idea, evoke an emotional response, and stimulate further interaction with the content. The combined use of linguistic, interactive, and multimodal elements enables brands to create effective advertising messages that correspond to the specifics of the contemporary digital communication environment.

The implementation of the attention-grabbing strategy in advertising discourse is achieved through various linguistic means, which can be divided into several main groups. Lexical means include words and phrases with strong emotional or evaluative connotations. Advertising texts frequently employ adjectives and adverbs that emphasize the uniqueness or high quality of a product, such as amazing, perfect, incredible, stunning, or exclusive. In addition, intensifiers such as very, super, extremely, and absolutely are widely used to reinforce the meaning of an utterance. Instagram advertising discourse also often incorporates elements of colloquial vocabulary, slang, and contemporary language trends, making the message closer to everyday communication (Leech, 1966; Cook, 2001). Such features correspond to the genre-specific communicative conventions of Instagram discourse, which combine conversational language patterns with multimodal forms of expression (Fischer & Aarestrup, 2021).

Stylistic devices enhance the expressiveness of advertising texts and contribute to their emotional impact on the audience. In this context, various rhetorical techniques are employed, including metaphors, hyperboles, repetition, rhetorical questions, and wordplay. Through these means, advertising texts become more vivid and memorable for users (Myers, 1994; Forceville, 1996).

The syntactic structure of advertising texts on social media is typically characterized by simplicity and dynamism (Leech, 1966). Short sentences, imperative constructions, exclamatory sentences, and rhetorical questions are most commonly used. For example, advertising captions may include expressions such as Try it today!, Ready for something new?, or Discover the difference!, which create the effect of direct address and encourage audience action.

Graphic elements also play an important role in attracting attention, as they are integrated directly into textual content. Contemporary research on online advertising also indicates that visual and linguistic metadiscourse jointly contribute to the persuasive and organizational structure of social media communication by directing audience attention and reinforcing key meanings (Al-Subhi, 2022). These elements include emojis, hashtags, the use of capitalization, and the division of text into short lines. They help structure the message, highlight key ideas, and facilitate more effective user engagement with advertising content (Kress & van Leeuwen, 2006; Goddard, 2002).

To illustrate the use of linguistic means for attracting attention, several advertising posts from English-speaking brands on Instagram were analysed. The analysis suggests that advertising texts on this platform combine various linguistic techniques that allow for the rapid capture of users' attention, elicit an emotional response, and encourage interaction with the content. Such texts are generally characterized by conciseness, expressiveness, and a focus on direct audience engagement.

The first example contains the advertising message: "*Ready to glow? Discover our new skincare line today!*". In this case, the rhetorical question "*Ready to glow?*" functions as an attention-grabbing device, stimulating interest in the product. Similar constructions create the effect of a dialogue between the brand and the potential consumer, which is a distinctive feature of advertising communication on social media. The verb "*discover*", used in the imperative form, serves as a call to action, prompting the user to explore the new product line. An additional element that enhances the emotional appeal of the message is the use of emojis, which make the text more visually attractive and help it stand out among other posts in the news feed.

The second example presents the text: "*The perfect sneakers for your everyday adventures*". In this case, the key role is played by the use of evaluative vocabulary. The adjective "*perfect*" creates a positive impression of the product and conveys a sense of high quality. At the same time, the phrase "*everyday adventures*" performs a figurative function, appealing to an active lifestyle and establishing an emotional context in which the product is associated with comfort, freedom of movement, and new experiences. Such lexical choices contribute to the formation of an appealing product image and stimulate audience interest.

In the third example, the advertising message reads: "*Don't miss out! Limited edition available now*". Here, an exclamatory sentence is used, enhancing the expressiveness of the text. The construction "*don't miss out*" creates a sense of urgency, prompting the user not to miss the opportunity to purchase the product.

Additionally, the phrase "*limited edition*" reinforces the perception of exclusivity, emphasizing the scarcity of the offer and encouraging quick purchase decisions.

Another example demonstrates the text: "*Small step today. Big change tomorrow*". In this instance, attention is captured through the stylistic use of parallelism and contrast. The two short syntactic constructions share a similar structure, creating rhythm and enhancing the expressiveness of the message. Simultaneously, the opposition of «*small*" and "*big*", as well as the temporal markers "*today*" and "*tomorrow*", conveys a sense of dynamism and progression. Due to their conciseness and clear structure, such advertising texts are easily perceived and highly memorable for users.

Thus, the analysis of these examples indicates that English-language advertising discourse on Instagram actively employs a variety of linguistic means to attract attention, including evaluative vocabulary, rhetorical questions, imperative constructions, exclamatory sentences, and stylistic devices such as parallelism and contrast, as well as graphic elements. The combination of these resources allows for the creation of concise, expressive, and emotionally engaging messages that effectively capture users' attention in an environment of high informational competition.

To further substantiate these observations, advertising posts from well-known international brands on Instagram were analysed. Social media platforms serve as an important tool for marketing communication; therefore, advertising texts published on official brand pages combine various linguistic techniques aimed at quickly capturing users' attention, establishing an emotional connection with the audience, and stimulating interest in the product.

A representative example is provided by the advertising posts of Nike, available at https://www.instagram.com/nike/. Captions accompanying these posts frequently employ motivational expressions that appeal to personal achievement and the pursuit of self-improvement. For instance, the caption "*It doesn't matter when you start. It matters if you keep going. #justdoit*" demonstrates the use of motivational vocabulary and short syntactic constructions. The hashtag *#justdoit* serves as a crucial element of brand communication, as it not only structures the content but also establishes a recognizable symbol of the brand's philosophy. Through such linguistic resources, the advertisement creates an emotional bond with the audience and motivates users toward an active lifestyle.

Similar communicative techniques are used by the brand Adidas (https://www.instagram.com/adidas/). In its advertising messages, this brand widely employs short, highly expressive slogans. For example, the phrase "*Impossible is nothing*" demonstrates the use of hyperbole and motivational discourse. Thanks to its conciseness and strong semantic load, this slogan conveys the brand's image as a symbol of strength, determination, and the pursuit of goals.

Another example is provided by the advertising posts of Starbucks (https://www.instagram.com/starbucks/). Captions often employ imperative constructions, functioning as direct calls to action. For instance, the phrase "*Sip into something new*" demonstrates the use of the imperative verb form, which

encourages users to try a new product. Such linguistic constructions are typical of social media advertising discourse, as they create a sense of direct address to the audience and motivate engagement with the brand.

A minimalist approach to advertising communication can be observed in the posts of Apple (https://www.instagram.com/apple/). For example, the caption "*Shot on iPhone*" demonstrates the use of an extremely short syntactic construction that simultaneously fulfills a strong communicative function. This phrase establishes a clear associative link between the product and high-quality photography, forming a positive brand image. The textual minimalism enhances the impact of the visual content, which is a distinctive feature of advertising communication on Instagram.

An interesting example of stylistic devices can be seen in the advertising messages of the cosmetic brand Glossier (https://www.instagram.com/glossier/). In the caption "*Skin first. Makeup second*", the technique of syntactic parallelism and short structural constructions is employed. This form of information presentation makes the text easily memorable while clearly conveying the brand's core idea, which emphasizes the priority of natural beauty and skincare.

The summary of the analysis indicates that, in English-language Instagram advertising discourse, the most frequently employed linguistic means are those aimed at rapidly capturing users' attention. These include emotionally charged vocabulary, short syntactic constructions, imperative verb forms, rhetorical expressions, as well as graphic elements such as hashtags and emojis. The combination of these resources enables the creation of concise, expressive, and effective advertising messages that can quickly attract audience attention and ensure efficient brand communication with social media users.

6. Discussion.

The results of the study indicate that the attention-grabbing strategy is a key element of English-language advertising discourse on Instagram. The identified linguistic means – emotionally charged vocabulary, imperative constructions, rhetorical questions, short syntactic forms, and graphic elements – are generally consistent with the principles of contemporary discourse theory and advertising communication.

Specifically, the findings align with Norman Fairclough's approach, which views discourse as a multilayered phenomenon encompassing textual, discursive, and sociocultural dimensions (Fairclough, 1995). Within this framework, the use of linguistic devices to attract attention can be interpreted as textual practices shaped by the broader social context of digital communication. Instagram advertisements reflect not only linguistic features but also social norms of consumption, visual culture, and rapid information exchange.

Furthermore, the results correspond to Teun A. van Dijk's concept, in which discourse is considered a form of social practice (van Dijk, 2008). The use of attention-grabbing linguistic devices in Instagram advertising can be understood as a tool for influencing the recipient's cognitive processes, including attention,

memory, and decision-making. In this sense, the advertising text functions not merely as a carrier of information but as a mechanism for shaping certain perceptions and behavioral patterns.

At the same time, the findings support Theo van Leeuwen's view regarding the multimodal nature of contemporary communication (Kress & van Leeuwen, 2006; van Leeuwen, 2005). The observed combination of linguistic and graphic resources (emojis, hashtags, and visual components) indicates that the effectiveness of the attention-grabbing strategy is achieved through the integration of different semiotic systems. Similar conclusions are presented in recent multimodal studies of Instagram communication, which emphasize that user engagement is shaped through the interaction of textual, visual, and platform-specific communicative elements (Hidarto, 2021; Carah et al., 2023). Linguistic elements in this context serve to clarify, reinforce, or interpret visual content.

A comparison of the obtained results with Guy Cook's approach provides additional support for their interpretation (Cook, 2001). Cook emphasizes that advertising discourse functions within a broad cultural context and integrates various semiotic resources. In the analysed examples, this is reflected in the creation of emotionally rich messages that appeal to contemporary consumer values such as self-realization, individuality, and an active lifestyle.

At the same time, it is important to note that the results do not fully capture the entire complexity of advertising discourse in the digital environment. In particular, the study focuses primarily on the verbal and partially graphic levels, whereas the role of visual content (images, videos, color schemes) could be analysed in greater detail. In this context, Theo van Leeuwen's approach to multimodal analysis opens avenues for further research (van Leeuwen, 2005).

Another limitation is the relatively small sample of analysed examples, which may affect the generalizability of the findings. Incorporating a broader empirical dataset, as well as quantitative analytical methods, would enhance the representativeness of the study and allow for a more precise determination of the frequency of specific linguistic devices.

Nevertheless, a comparison of the results with other scholarly approaches suggests that the findings are sufficiently reliable and align with current understandings of digital communication. A distinctive feature of the analysed material is the heightened importance of conciseness and rapid information perception, determined by the specific nature of the Instagram platform and the broader trend toward shortened textual forms in the digital environment.

In a wider interdisciplinary context, the findings are significant not only for linguistics but also for marketing, media communication, and social psychology. They demonstrate how linguistic devices interact with cognitive mechanisms of attention and emotional perception, as well as how effective influence strategies are formed in the contemporary information space.

Thus, the results of the study occupy an important place within the knowledge system on advertising discourse, confirming the value of a comprehensive approach to analysing linguistic and multimodal communication tools, while

simultaneously opening avenues for further, deeper, and more extensive research.

7. Conclusions.

This study has examined the linguistic devices employed to realize the attention-grabbing strategy in English-language advertising discourse on Instagram. The analysis has demonstrated that contemporary advertising communication in social media is shaped by the integration of verbal and visual elements, which together create a complex and multifaceted impact on the audience.

Although Instagram is predominantly a visually oriented platform, textual components play a crucial role in structuring and enhancing advertising messages. Captions perform not only informative but also emotional and persuasive functions, contributing significantly to attracting and maintaining user attention in a highly competitive digital environment. The need for rapid information processing further determines the brevity, expressiveness, and pragmatic orientation of advertising texts.

The findings confirm that the attention-grabbing strategy constitutes a central mechanism of communicative influence in digital advertising. Its primary function is to initiate user engagement and stimulate further interaction with content, which is particularly important in the context of information overload characteristic of social media.

The analysis of empirical material indicates that this strategy is implemented through a combination of linguistic resources. Lexical means, including emotionally charged and evaluative vocabulary as well as intensifiers, contribute to the creation of a positive and appealing product image. Stylistic devices, such as metaphor, hyperbole, repetition, and rhetorical questions, enhance the expressiveness and memorability of advertising messages. Syntactic features, including short constructions, imperative forms, and exclamatory sentences, ensure conciseness and create the effect of direct communication with the audience.

In addition, graphic elements – such as emojis, hashtags, and visual text segmentation – function as integral components of advertising discourse, reinforcing its expressive potential and facilitating user engagement.

Overall, the effectiveness of Instagram advertising discourse is determined by the synergistic interaction of lexical, stylistic, syntactic, and graphic means. Their combined use enables the creation of concise, dynamic, and persuasive messages capable of efficiently capturing audience attention in the contemporary digital communication environment.

Prospects for further research lie in the analysis of the multimodal nature of social media advertising discourse, particularly the interaction between linguistic and visual elements, as well as the comparison of advertising strategies across different platforms.

The analysis of brand advertising posts on Instagram (including Nike, Adidas, Starbucks, Apple and Glossier) shows that short constructions, imperatives, motivational vocabulary, and hashtags are employed to attract audience attention.

These linguistic devices make the messages concise and easy to understand.

Advertising discourse often relies on a conversational style, which renders messages natural and close to everyday communication, perceived as friendly advice rather than commercial text. Additionally, cultural context plays an important role: brands adapt their texts to social trends and relevant topics, such as environmental sustainability, healthy lifestyles, or social equality.

Advertising effectiveness is further enhanced through the creation of a sense of novelty and the use of storytelling. Even brief captions can contain micro-stories that help audiences identify with the brand and form an emotional connection.

The structure of the message is also crucial: attention is captured by a short phrase or question, followed by the main information, and concluded with a call to action. This approach ensures logic and persuasiveness in advertising. The integrated use of linguistic, multimodal, and interactive tools enables brands to create effective and engaging advertising messages in the contemporary digital environment, highlighting the importance of a comprehensive approach to digital discourse analysis.

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Бібліографічний опис:
Бегека, Д. А. , Зайцева, Н. П. (2026). Лінгвістичні засоби реалізації стратегії привернення уваги в рекламному дискурсі англомовного інстаграму. *Науковий часопис Українського державного університету імені Михайла Драгоманова. Серія 9. Сучасні тенденції розвитку мов*, 31, 5–19. https://doi.org/10.31392/UDU-nc.series9.2026.31.01

А н о т а ц і я

У статті розглянуто мовні засоби, що використовуються в стратегії привернення уваги в англомовному рекламному дискурсі на платформі соціальних мереж Instagram. *Актуальність дослідження визначається зростанням ролі цифрової комунікації та необхідністю вивчення ефективних лінгвістичних механізмів впливу на аудиторію в умовах інформаційного перевантаження. Метою дослідження є визначення ключових мовних засобів, що сприяють привернення уваги користувачів у рекламних повідомленнях.*

Дослідження здійснено за допомогою дискурс-аналізу в поєднанні з описовими та функціональними методами, доповненими елементами мультимодального підходу. Дані складаються з рекламних публікацій англомовних брендів у Instagram.

Результати дослідження свідчать, що ефективність рекламного дискурсу значною мірою залежить від інтегрованого використання лексичних, стилістичних та синтаксичних засобів. Найчастіше застосовуються емоційно забарвлена лексика, інтенсифікатори, метафори, гіперболи, короткі синтаксичні конструкції та імперативні форми. Графічні елементи, такі як емодзі та хештеги, також відіграють важливу роль, посилюючи експресивність повідомлень і полегшуючи швидке сприйняття інформації.

Отримані результати свідчать, що стратегія привернення уваги є ключовим компонентом рекламної комунікації в соціальних мережах, оскільки вона забезпечує залученість користувачів та стимулює взаємодію з контентом. Перспективи подальших досліджень полягають у глибшому аналізі мультимодальної природи рекламного дискурсу та порівняльному аналізі мовних стратегій на різних цифрових платформах.

Ключові слова: *рекламний дискурс, Instagram, стратегія привернення уваги, мовні засоби, мультимодальність, цифрова комунікація, лінгвістичний вплив.*

Received: *24 March 2026*
Revised: *24 April 2026*
Accepted for Publication: *23 May 2026*