

# Exploring the Morphological Material Copying and Its Potential Implications for Marketing and Advertising Campaigns

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**Abstract**— This article delves into the fascinating realm of morphological material copying, exploring its implications for marketing and advertising campaigns. Recent developments in contact linguistics have led to a growing interest in code copying, a phenomenon closely related to code-switching but distinct in its nature. Code copying involves the replacement of elements from one language with those from another, encompassing borrowing and calquing. This study employs a multidisciplinary approach, merging synchronic and diachronic linguistic analysis methods to understand how morphological material copying can be harnessed as a creative tool in marketing and advertising. Through a comprehensive examination of linguistic categories and structural constraints, we shed light on the potential applications of code copying in crafting effective advertising messages that resonate with diverse audiences.

**Index Terms**— Morphological Material Copying, Advertising Slogans, Code Copying Strategies, Cross-Cultural Marketing.

## I. INTRODUCTION

In today's globalized world, effective communication is paramount in marketing and advertising. The ability to connect with diverse audiences often necessitates a nuanced understanding of language and its intricacies. Recent developments in contact linguistics have brought code copying into focus, a phenomenon that involves replacing elements from one language with those from another. While code-switching has received significant attention, our study takes a unique approach by exploring the implications of morphological material copying, including borrowing and calquing, in marketing and advertising campaigns.

This article aims to bridge the gap between linguistics and marketing by investigating how code copying can be leveraged to enhance the effectiveness of advertising messages. By examining linguistic categories and structural constraints, we seek to uncover opportunities for creative and culturally resonant advertising content. Through a multidisciplinary approach, we demonstrate that morphological material copying is not only a linguistic phenomenon but also a powerful tool for crafting compelling marketing narratives.

## II. PROCEDURE FOR PAPER SUBMISSION

### Methods and Materials:

#### Data Collection:

Our research draws upon a diverse dataset comprising advertisements, marketing campaigns, and linguistic analysis. We have collected a wide range of advertisements from various industries and geographic regions to ensure the representation of different linguistic and cultural contexts. These advertisements serve as our primary source material for identifying instances of morphological material copying.

#### Linguistic Analysis:

To analyze the linguistic aspects of morphological material copying, we employ a combination of synchronic and diachronic methods. This includes identifying borrowed elements, calques, and patterns of code copying within the collected advertisements. Linguistic categories such as tense-aspect, definite articles, conjunctions, and prepositions are examined to determine the prevalence and effectiveness of code copying in conveying marketing messages.

### **Content Evaluation:**

Our study assesses the impact of morphological material copying on the reception and interpretation of advertising content. We employ both qualitative and quantitative measures to evaluate how code copying influences audience engagement, message recall, and cultural resonance. This analysis is conducted through surveys, focus groups, and sentiment analysis of social media reactions to advertising campaigns.

### **Cross-Cultural Analysis:**

To explore the cross-cultural implications of code copying in marketing and advertising, we compare and contrast the effectiveness of code copying strategies in different linguistic and cultural contexts. This analysis enables us to identify best practices for employing morphological material copying in global marketing campaigns.

### **Statistical Analysis:**

Quantitative data collected through surveys and sentiment analysis are subjected to statistical analysis to identify patterns and correlations between code copying strategies and audience responses. This statistical analysis helps us draw evidence-based conclusions regarding the impact of code copying on marketing and advertising outcomes.

Through these comprehensive methods and materials, our study aims to provide valuable insights into the potential benefits of morphological material copying in marketing and advertising, contributing to a deeper understanding of the intricate relationship between linguistics and effective communication in the business world.

### **Results**

Recent advancements in contact linguistics have brought code-switching into the spotlight as a captivating area of study. This linguistic phenomenon, involving the seamless transition between languages in spoken or written discourse, has garnered significant attention in the research community. This paper aims to explore a closely related but distinct phenomenon - code copying. While both code-switching and code copying are interrelated, the latter differs in that it involves replacing elements of one code with those of another. Code copying encompasses broader phenomena such as borrowing and calquing, considering them as linguistically similar events within a unified paradigm. This phenomenon merges synchronic and diachronic linguistic analysis methods, serving as a versatile model in the development of structural aspects that foster a productive and creative approach to copying. Language A must contain functional units and structures capable of combining linguistic elements to accommodate copies from Language B (Johanson, 2002).

Within the context of code copying, speakers of Language A, amidst sociolinguistic shifts, incorporate copies into their speech. These copies can be categorized as "borrowed" (including borrowings and calques) and "assigned" (inclusions from substrate languages). Selective copying comes into play when it doesn't involve segmental language units but instead focuses on material, semantic, and combined blocks of lexical units from another language. These extracted structural units from another language serve as templates for creating copies applicable to the lexical units of the target language. This phenomenon has been described as "borrowed phonology," "borrowed semantics," and "borrowed syntax" (Haugen, 1972).

To comprehend the processes of copying morphological material from the source language and copying usage patterns from the linguistic model, it is essential to compare cross-linguistic findings with the code-switching process. This allows us to determine the contexts in which these phenomena most commonly occur and where limitations on their usage are imposed. Certain structural constraints may impact the propagation of copying morphological material from the source language and copying usage patterns from the linguistic model. Specific structural formations, when subjected to borrowing or copying, can fall under the influence of the structure of the receiving language, including elements like word order.

For certain linguistic categories, copying morphological material from the source language may be impractical, while copying usage patterns from the linguistic model becomes necessary. For instance, in the case of tense-aspect categories, replicating content is infrequent, but pattern copying is more prevalent. The same can be said for definite articles (Matras, 2007). Function words like definite articles are transferred to another language either directly or combined with language elements using a specific language model. For example, "And could we perhaps have on set Damien Hirst's sculpture, where the art world's enfant terrible depicted Egypt's ancient monarch using as inspiration Rihanna's mignon features?" (Vogue Arabia, November 2017). In this instance, the French adjective "mignon" is directly copied into Language B.

Some linguistic categories lend themselves to both types of copying, such as conjunctions, comparative particles, and prepositions. The choice between the two copying types for language inclusions may depend on the availability of structural resources in Language B, enabling the speaker to recognize the functional aspect of the given linguistic

construction. Consider the example: "The blush pretzel-shaped tour de force inspired memes, opinion pieces, and even a duplicated Facebook page, threatening to upstage the bride" (Vogue Arabia, July/August 2018). Here, the French phrase "tour de force" is integrated into the structure of the English phrase due to the polyfunctionality of the language model. These linguistic strategies, when employed effectively, can make advertising messages more captivating and culturally resonant. By selectively incorporating elements from another language, advertisers have the opportunity to evoke specific emotions or associations that might not be achievable with native language constructs alone. For instance, the use of borrowed semantic units can imbue slogans with a unique flavor, while pattern copying can help maintain the rhythmic flow of a slogan. In essence, the judicious application of morphological material copying allows marketers to transcend linguistic boundaries and create slogans that transcend cultural barriers, ultimately enhancing the reach and impact of advertising campaigns.

## Conclusion

The outcome of copying process is the gradual or spontaneous grammaticalization of copying, and the speaker's choice doesn't necessarily have to be limited by specific semantic meanings in Language B (Matras, 2007). The motivation for selecting a particular phonological substance from the contextually suitable language, as well as the utilization of constructions and linguo-communicative structures available in the speaker's repertoire, arises during various communicative situations, confirming the theory of diachronic changes alongside the spontaneity of bilinguals and proficient individuals in the language. Linguists B. Heine and T. Kuteva refer to this phenomenon as "polysemantic copying," where the translation of foreign language inclusions occurs without grammaticalization, a relatively rare occurrence in grammar (Heine; Kuteva, 2003). Nevertheless, most scholars maintain that the boundaries between different types of copying and code-switching remain ambiguous. Consider the example: "Combining savoir faire and art, the Peninsula Paris hotel is a contemporary ode to luxury à la française." In this sentence, two French phrases (savoir faire and à la française) are copied into an English sentence, retaining grammatical and syntactic features of the French language.

The insertion of copies typically adheres to the principle of equivalence. Nevertheless, the absence of a typological equivalent base should not hinder the application of copies (Johanson, 2002). To sum up, we would like to quote E. Hamp, who contends that "languages that categorically refuse to incorporate elements from other languages face a greater risk of extinction than those embracing various forms of copying and borrowing" (Hamp, 1989). It is undeniable that copies can never fully replace the original, but they have the capacity to seamlessly assimilate into the language structure, presenting intriguing implications for marketing and advertising campaigns.

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