Body positivity is one of the brightest and most controversial trends in modern society. The phenomenon of body positivity includes many social, psychological and pragmatic aspects: issues of the relationship between beauty and health, trauma, perception of oneself and one’s body through the prism of public recognition, etc. At the same time, we can say that the phenomenon of body positivity combines a variety of different emphases, such as: the traditional view of beauty and appearance, aspects of physical and psychological injuries and diseases, issues of the relationship between social and medical views on norm and health, etc. The relevance of this study lies in the acute social demand for the study of representing and implementing the body positivity phenomenon in various spheres of the life of the society. On the one hand, the pragmatic orientation of the body positivity phenomenon in modern society can be challenged in a number of socially significant areas, such as sports (KOCHETOVA, KONONOVA, 2019). Advertising, on the other hand, allows the researcher to quickly track changes in public attitudes towards the phenomenon under consideration due to such a characteristic of advertising discourse as relevance to social ideas (MALYUGA & ORLOVA, 2017). Advertising is one of the fastest reactions of society to the reflection of certain tendencies and its analysis allows us to track the transformation of the body positivity phenomenon in the public consciousness over the past 5 years [ibid].

The specificity of advertising discourse lies in the fact that its main function is to attract a mass audience (MALYUGA, MAKSIMOVA & IVANOVA, 2019; ROMANOVA & SMIRNOVA, 2019). Commercial advertising in any area will be effective only when it attracts the attention of the maximum number of people. In this regard, it is the advertising discourse that reacts most promptly and sharply to all changes in existing social trends (MCCARTHY, 2017). Social inquiry as a form of expression of the impersonal will/interest of society is the main criterion for changing trends in advertising discourse (ALEKSANDROVA, MENDZHERITSKAYA, & MALAKHOVA, 2017). Accordingly, it is in advertising, including commercial, that all the most relevant, topical and debatable tendencies are reflected (AFFUL, RICCIARDELLI, 2015).

The specificity of commercial advertising is a certain emotive orientation of the attractive potential of advertising. Advertising of this kind should not only be attractive, but also pleasant to the viewer, and should also be memorable and creative (a function of competition) (KOCHETOVA, KONONOVA, 2019). Body positivity as a phenomenon we are looking at is part of a broader trend of tolerance (BUGG, 2019). So, the tendency of tolerance as toleration of any sort of signs and characteristics of an individual or a social group combines the following aspects: racial and ethnic tolerance, sexual tolerance, religious tolerance, tolerance for physical features of appearance (body positivity), social tolerance (feminism), age tolerance, as well as the fight against social phenomena opposed to them: racism, sexism, religious intolerance, bodyshaming, chauvinism, ageism, etc. (FORD, 2008).

Commercial advertising, representing the phenomenon of body positivity, has two components: iconic (visual) and linguistic (text), the actual advertising image and the advertising text (slogan). In this study, we will consider the interaction of the iconic and linguistic components of commercial advertising for sporting goods, using a similar concept in their campaign (BODY POSITIVITY: A PRIMER, 2013).
FORMULATING THE PROBLEM
One of the most pressing problems of our time is the issue of tolerance for various manifestations of otherness (BODY POSITIVITY, FAT ACCEPTANCE AND FOOD JUSTICE, 2013). So, one of the most striking such manifestations can be the physical condition of a person or the specifics of his appearance and physicality. In this regard, in the 60s of the twentieth century, the phenomenon of body positivity first appeared in the United States, which very quickly became a popular social trend (GUARD, 2006). Initially, the phenomenon of body positivity was aimed at various manifestations of the relationship between beauty and health in terms of corporeality and had a rather bright feminist orientation (JENNIFER LOVE HEWITT WANTS YOU TO STOP TALKING ABOUT HER BODY, 2008). So, one of the first slogans of body positivists were the feminist slogans “Your body - your choice”, which had a dual connotation: the first was the right to dispose of one’s own corporeality without regard to the standards and norms dictated by society; the second was the right of women to reproductive actions, such as pregnancy, abortion and breastfeeding (KING-MILLER, 2014). Largely due to the fact that it was for women that social norms regarding appearance, behavior and socially acceptable reproductive behavior were more rigid, this movement acquired a feminist connotation.

In the future, the tendency of body positivity spread to related areas: this phenomenon also reflects tolerance towards representatives of various ethnic groups (due to tolerance for differences in appearance), interracial marriages (tolerance to the appearance of mestizos), manifestations of various diseases (for example, skin or maiming), disabilities (due to changes in physicality), etc. (LAURIELLO, 2018). Now, the body-positive movement also touches upon issues of social standards (the need for women’s depilation, the fight against skin diseases), self-expression (tattoos, bodybuilding, etc.), sexual self-determination (transvestism, androgyny), as well as traditional aspects of bodily normality (concepts of excess weight, socially acceptable figure, etc.) (LOVEJOI, 2014). At the moment, the phenomenon of body positivity is widely used in advertising discourse in several directions: sports, news, political, feminist and social advertising (MALLYUGA & TOMALIN, 2017; POPOVA, 2018). In this study, we will focus on the representation of the phenomenon of body positivity in sports advertising discourse (MULL, 2018).

METHODOLOGY
This study analyzes commercial English-language advertising placed on physical media (billboards, stands, advertising cars, etc.) and representing certain components of the body-positive phenomenon over the period of 2016-2020 (5 years). The research was carried out using the methods of semantic, linguo-cultural and content analysis. The work examines texts and related iconic elements (graphic images), common in the United States, Australia and Great Britain. The selected material is divided into thematic groups that represent different branches of the development of the body-positive phenomenon: body-positive as self-expression, body-positive as a struggle against traditional concepts of beauty and health, body-positive as a tool of socialization. Each of the areas considered has its own linguistic markers, which will be presented in this study. Illustrative material is represented by graphic images of commercial advertisements placed on physical media.

THE PHENOMENON OF BODY POSITIVITY AS A REFLECTION OF THE STRUGGLE AGAINST TRADITIONAL STEREOTYPES ABOUT BEAUTY AND HEALTH
This aspect of the development of body positivity subject is the most traditional and established. So, the researchers point out that for the first time the phenomenon of body positivity emerged precisely as a trend aimed at combating stereotypes in appearance and bodily beauty in the 60s in the United States. And at the moment we can say that this direction of body positivity has not lost its relevance (RACHMANINOVA, 2018). For example, according to Google Analytics, over 50 million advertising posters were placed in the United States in 2020, of which 17.8% were advertising for sports goods. It should be noted that more than 60% of them can be called body positive. According to the same data, over the past 5 years, the percentage of body-positive advertising in American media has increased 13 times (WORD FREQUENCY DATA, n.d.).
The largest sportswear manufacturers Nike and Adidas have run specialized advertising campaigns that represent the phenomenon of body positivity. Modern trends in body positivity dictate that any physique can be normal (WHELAN, RICHARD, 2016). Let's look at some examples. This advertising image is accompanied by the slogan: "We can be heroes". The image shows models of different physiques, including gender neutral, androgynous and plus size. The text element accompanying this advertising object carries the connotations of tolerance and equality, emphasizing that the desire and ability to go in for sports does not depend on physique and does not diminish the merits of everyone involved in sports, regardless of his/her physique. The noun heroes allows us to define all of them as heroes, because they perform physical activities that are difficult for a person, and also creates the media image of a superhero, demonstrating body strength and the strength of spirit. The use of the modal verb can allows strengthens this connotative meaning, as well as refers to the component of corporeality as a physical possibility.

In the next image, we also see several models of different physiques, which is more emphasized by the composition of the iconic element. In this case, the accompanying text is placed directly on the advertising image “We are new kind of strong”. Here we can observe the same tendency and a reference to strength - physical and spiritual, as well as the unifying pronoun we. This pronoun has been apparently used due to the desire to involve the viewer in a given community. Also in this slogan appears the definition new, which allows us to indicate that this trend in such a wide distribution has appeared relatively recently, as well as the social demand for this type of tolerance.

A somewhat different understanding of body positivity is not overcoming oneself and the prohibitions of society (see above), but body positivity as self-love, realizing a psychotherapeutic function (THE “PLUS-SIZE” CALVIN KLEIN MODEL AND WHY EVERYTHING IS OBJECTIVELY TERRIBLE, 2014).
The phenomenon of body positivity in English sports advertising discourse

ISSN: 2446-6220

The main slogan accompanying this image is “The best reason to be body positive: science says self-love makes you run faster”. In this context, the lexemes body positive and self-love take on the main connotative load. These lexemes denote the main tendencies of body positivity and its psychological conditioning – self-acceptance and self-love. Thus, the main connotation of this advertising object is the concept of body positivity as self-love.

Concluding this section, we can say that the tendency of body positivity in the context of sports advertising is viewed as self-love and self-acceptance, which correlates with fortitude, as a characteristic concept of sports advertising. The ability to accept one’s body as it is is equated with the concept of willpower and volitional work, which allows us to call people who exist in the concept of body positivity as strong (WEDDIG, 2013). The main connotations of this type of advertising are strength (physical and spiritual) and self-love.

The phenomenon of body positivity can also act as a tool for the socialization of certain groups of the population that have physical disabilities or injuries, which prevents them from leading a full-fledged social life, including going in for sports (www 2019).

In light of the popularization of the Paralympic Games and Paralympic sports, many sports brands have also launched advertising campaigns that reflect this aspect of the body positivity phenomenon. The ability to accept oneself with one’s physical disabilities and fortitude becomes the main connotations of such advertising slogans (TINSLEY, 2019; THOMPSON 2013). Let’s look at some examples.

The slogan accompanying the picture is “Feel awkward around him? You must be playing him in the semi-finals.” With regard to the representation of the text, the graphical highlighting of the text seems to be interesting: using different sizes and colors. Thus, the main semantic load falls on the first part of the phrase “Feel awkward around him?”, which allows us to draw attention to the limited capabilities of a person in an advertising poster due to the larger font size and the use of contrasting color elements. The second part of the slogan is written in small print, which is difficult to discern even on a large poster, but the length of the phrase and its location forces the viewer to carefully examine this text. The phrase “You must be playing him in the semi-finals” written in small print of low contrast color makes to change the connotation of the ad object to the completely opposite one. Let’s look at another image from the same advertising campaign.

Source: Search data.

BODY POSITIVITY AS A TOOL FOR SOCIALIZATION

The phenomenon of body positivity can also act as a tool for the socialization of certain groups of the population that have physical disabilities or injuries, which prevents them from leading a full-fledged social life, including going in for sports (www 2019).

In light of the popularization of the Paralympic Games and Paralympic sports, many sports brands have also launched advertising campaigns that reflect this aspect of the body positivity phenomenon. The ability to accept oneself with one’s physical disabilities and fortitude becomes the main connotations of such advertising slogans (TINSLEY, 2019; THOMPSON 2013). Let’s look at some examples.

The slogan accompanying the picture is “Feel awkward around him? You must be playing him in the semi-finals.” With regard to the representation of the text, the graphical highlighting of the text seems to be interesting: using different sizes and colors. Thus, the main semantic load falls on the first part of the phrase “Feel awkward around him?”, which allows us to draw attention to the limited capabilities of a person in an advertising poster due to the larger font size and the use of contrasting color elements. The second part of the slogan is written in small print, which is difficult to discern even on a large poster, but the length of the phrase and its location forces the viewer to carefully examine this text. The phrase “You must be playing him in the semi-finals” written in small print of low contrast color makes to change the connotation of the ad object to the completely opposite one. Let’s look at another image from the same advertising campaign.

Source: Search data.

Picture 3. The best reason to be body positive

Source: Search data.

Picture 4. “Feel awkward around him?”

Source: Search data.
CONCLUSIONS

At the moment the phenomenon of body positivity is one of the most active modern trends [Mull 2018]. We can say that body positivity as a social movement is becoming more and more popular all over the world [Jackson www]. The body-positive phenomenon representation allows us to single out a number of its functions, including psychotherapeutic, psychological, social, communicative and informational (CWYNAR-HORTA, 2016). The use of body-positive images in advertising allows us to state that at the moment this phenomenon reflects the existing social demand for tolerance to physicality.

An interesting fact for a researcher is that body-positive images are used in advertising for sports goods and sports, which reflects opposing social stereotypes: body positivity as acceptance of one’s body and sports as a means of meeting the standards of beauty and health (BEITER, 2014). The main connotations of body-positive advertising in sports advertising are power and self-love. In this case, sport is a kind of self-improvement activity that does not have an entrance threshold according to physical criteria. Thus, the use of the phenomenon of body positivity in sports advertising emphasizes the unlimited possibilities of physical self-improvement and the equalization of all people before physical exertion. In the light of the development of body-positive tendencies, it can be concluded that body-positive is a new actively developing dynamic social phenomenon, which itself is part of a broader trend of tolerance.

REFERENCES


The aim of the research is to study the phenomenon of body positivity in sports advertising discourse using advertising posters in English-speaking countries (Great Britain, USA, Australia). The study is based on sports advertising messages (157 images) published in periodicals, as well as placed in the form of posters and banners during the period from 2015 to 2020 year. The scientific novelty of the research lies in the interdisciplinary approach to the study of the phenomenon of body positivity in relation to the modern English social advertising discourse. As a result of the research, specific implementation and representation features of the phenomenon of body positivity in the English sports advertising field have been revealed, as well as peculiarities in their perception by representatives of the English-language linguistic culture.

Keywords: Body positivity. Intertextuality. Sports advertising. Pragmatic text orientation. English language.
Representation of the phenomenon of body positivity in English sports advertising discourse

ISSN: 2446-6220