

LINGUISTIC FEATURES OF ADVERTISING TEXTS

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ABSTRACT

The article deals with the expressive possibilities of advertising texts in terms of their ability to have a speech impact on the client. It has been proven that television advertising is in the first place. Several examples of the use of various stylistic devices and expressive means in advertising are given.

Keywords: Language means, rhyme, advertising text, rhythm, adjectives, alliteration, repetition, antonymic constructions.

INTRODUCTION

Today, advertising texts are widely used in the activities of linguists, which, of course, is explained by the active development of the advertising market and the wide distribution of advertising texts in the media. It should be noted that if until the end of the 80s - early 90s the problem of advertising as a whole was of purely academic interest, now the appeal to the language of advertising is associated with the need to solve a whole range of both scientific, theoretical and practical issues.

Firstly, advertising is included in the text composition of the mass media, which is now considered an independent area of linguistics, called "media linguistics". Secondly, the relevance of studying advertising messages is due to the fact that until recently, philology did not pay enough attention to this type of text. The language of advertising is an extremely interesting material, the study of which can enrich the theory of linguistic stylistics and provide a complete picture of the functional styles of the language.

MATERIALS AND METHODS

The successful development of advertising in our country is hampered by the fact that the tradition was interrupted in it. In order to overcome the consequences of the eighty-year advertising "vacuum", it is necessary to study the rich foreign experience. Of course, advertising as a socio-cultural phenomenon should be guided by the culture of the country for which it is intended. Nevertheless, the study of foreign experience is useful in the sense that it allows us to identify typical linguistic means that provide advertising on our territory with the effective implementation of the function that the speech product in advertising is aimed at [1].

The fact that foreign experience in advertising is much richer than domestic does not require proof. However, it is necessary to

note the potential of advertising in the economy of other countries. In the United States, \$134,000 million is spent annually on advertising, in Japan - \$30,000, Germany - \$18,000, England - \$14,000 [2]. The costs of individual companies are also huge. Thus, Pepsi needs to sell 192,307,692 cans of its drink just to recoup the production of one commercial clip featuring Michael Jackson [3]. Of course, a significant proportion of these funds is spent on the technical side of advertising. Nevertheless, it is obvious that the verbal component of advertising, that is, a speech product, is the most important aspect of advertising activity, which cannot but be of interest to linguists.

RESULTS AND DISCUSSION

The main feature of modern mass culture is its informational nature, which gives the content of information on a global scale the properties of universality. Rich material for the study of polycode messages is provided by such an integral part of mass culture as advertising of various genres - print, television, street, radio, Internet advertising, etc.

Today it is impossible to imagine the life of a person and society without advertising. Advertising is a multicomponent socio-economic phenomenon. Advertising, like a living organism, evolves along with a person. Its value is growing inexorably.

It should be noted that a feature of any television advertising text is to attract the attention of the recipient, but not with the help of bulky and expensive special effects, computer graphics and various television technologies, but relying on the expressive capabilities of any individual language (in our case, English). In this article, the emphasis is on the phonetic, grammatical and lexical language means most regularly used in advertising messages. Their goal is to decorate the text, make it easier to remember and create a positive perception of the advertised product among the recipient.

It is worth noting the fact that quite interesting and significant works have already been written in the field of studying linguistic means of expression in advertising (Anisimova E.E., Medvedeva E.V., Postnova T.E.). But all of them are based mainly on the study of exclusively printed, and not television advertising, which has its own specifics, due to the multimedia nature of the television advertising text. Since most of the information in periodic print media is transmitted through text, the context of such a publication is associated with the most important system for communication - "language" ("a sign system of systems, including vocabulary, phraseology, morphology, syntax, segmental and suprasegmental phonetics, as well as text as higher language education with its own categories" [4]).

In advertising texts, a variety of stylistic devices and expressive means are used, based on a special sound and rhythmic organization of the utterance. Alliteration arises from the repetition of sounds, therefore it is a form of repetition. This repetition of sounds should be pleasant to

the ear, and not too frank and intrusive, because then it becomes annoying. This technique should be applied in such a way that the reader perceives the text as a natural combination of words, although in reality the effect was carefully calculated. The following are well-known examples of the successful use of alliteration and rhyme.

Power of Porsche!

If anyone can Canon can.

Mars are marvelous [4].

The sound [p] is repeated in the Power of Porsche slogan. It is believed that cars of any Porsche series are the elite of the global car market. When pronouncing the sound [p], the effect of softness, lightness is created, but at the same time, the effect of hidden power. The appearance of the car (black lacquer, low seating position, flattened shape, sophisticated design) and the company's slogan, pronounced in a velvety, low voice, create that subconscious image of chic and power that the advertisers were striving for.

The use of alliteration in television advertising is a fairly common technique, since, as opposed to printed text, these sounds can be spoken and heard, and not just represented graphically.

Rhyme - the consonance of the endings of words, starting with the last stressed syllable, completing poetic lines or parts of lines [3]. This technique, like alliteration, is used to improve expressiveness and better memorization of the slogan. In order to facilitate the memorization of the necessary information by the recipient, the creators of advertising actively use rhyme in their advertising texts. For example:

To save and invest, talk to Natwest.

Don't get vexed. Ask Teletext.

A Mars a day helps you work, rest and play [4].

Rhythm is also extremely important for the language of advertising. Some sayings, slogans and slogans are often used in combination with rhythm. Rhythmically correct text is the key to success for advertisers. For example:

Bounty. The quicker picker-upper

Melts in your mouth, not in your hands

Don't leave home without it [3].

This commercial suggests ease and speed of memorization, in addition, it is certainly positive and causes the right association. Clear, short phrases of the slogan provide the right mood and encourage us to buy this product.

Among the vast range of grammatical means used in advertising texts, adjectives occupy a leading position. However, it is worth noting that in most cases adjectives undergo a certain desemantization, that is, their individual dictionary meanings are erased, suppressed by a general positive evaluative connotation.

In advertising texts, adjectives are also used in comparative and superlative forms, which further enhances positive connotations. Adjectives can also be found in advertising texts, which in some cases could be described more as epithets, since they appear in the slogan not so much for the informativeness of the statement as for its decoration. Often, advertising slogans use rather original descriptive adjectives, which leads to the creation of individuality and uniqueness of the meaning. For example:

Start the day with great taste.

Small computers for big people [4].

An important component in advertising is its emotionality. Being one of the most important characteristics, it makes a potential buyer perceive the message in the direction in which the advertiser wants it, dramatically increases the credibility of the new product. The most common stylistic means used in television advertising messages are repetition (repetition of a word, phrase or sentence as part of one statement), antonymic constructions (words that are opposite to each other in meaning) and playing with set expressions (substitution technique, which consists in replacing the word or phrases in a stable winged expression, aphorism, proverb or saying).

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