



ADVERTISING: LANGUAGE TOOLS AND SPECIAL CREATION TECHNIQUES

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Abstract

The article is devoted to advertising. It reveals the concept of "advertising language", the main purpose of which is to interest a large number of people to purchase a product or service. The development of the advertising language goes hand in hand with the development of the literary language. The article analyzes the means and techniques of creating advertising texts.

Keywords: advertising, advertising text, modern Russian language, tropes, comparison, antithesis, epithet, metaphor, hyperbole, personification, periphrasis, imagery, brightness, conciseness, syntactic dissection, verbal text, slogan.

Advertising surrounds us everywhere. Advertising conveys not only information about any goods, but also about products, services, social and political relations. The importance of advertising in modern society is quite great. A person views and listens to about 100 commercials a day, and remembers some of them. One of the central problems and tasks of advertising in general and advertising text in particular is the effectiveness, efficiency of what is communicated to the consumer.

Now advertising has become not only an integral part of culture, but also a powerful tool that affects the consciousness of millions of people. Popular commercials form a certain lifestyle, the logic of thought, cause desires, aspirations. Advertising companies are constantly looking for new topics of communication with the audience, new ways to interest them.



With the help of advertising, millions of people around the globe learn about a particular product or brand and thereby increase not only the popularity of a particular product, but also bring advertisers substantial income.

The term "advertising" is usually understood as a set of tools, methods and techniques aimed at the emergence and consolidation of a stable interest of potential consumers in a product or brand. There are several types of advertising campaigns. First of all, it is advertising in the media, which is carried out on television, radio or in print media. The undoubted positive aspect of this type of advertising is the mass character.

The wide spread of advertising, thus, led to the fact that at the junction of official business and journalistic styles, a special sub-style - the language of advertising - was formed.

"An advertising text is a text containing advertising information. It is distinguished by the following features: firstly, it contains information about an individual or legal entity; goods, ideas and undertakings; secondly, it is intended for an indefinite circle of persons; thirdly, it is designed to form or maintain interest in an individual, legal entity, goods, ideas, undertakings; and, finally, in-fourth, it promotes the realization of goods, ideas, undertakings" [4].

The peculiarity of the advertising text is that any things described in it are presented as goods and therefore the content of the advertising text is information about the product, its positive assessment and a call to the addressee to purchase this product.

The language of advertising occupies a special place among all mass media, it also aims to inform more people about a particular product, thereby inviting them to make a purchase, use a service, etc.

Most often, to create a unique and memorable image of the product, various tropes are used in the advertising text. The most frequently used tropes in advertising texts are comparisons, antitheses, epithets, metaphors, hyperbole, personifications, periphrases and other turns of speech.

"The simplest in structure and a very common trope is a comparison that represents an open comparison of the denoted and the denoting" [5].

Comparison is a figurative expression based on the comparison of two objects, concepts or states that have a common feature, due to which the artistic significance of the first object is enhanced. With the help of comparison, you can



achieve greater clarity and originality: "Hair - elastic silk" - advertising of hair care products from Sunsilk.

Sometimes not comparisons are used, but oppositions: "Melt in the mouth, not in the hands" is the slogan of the M&M's candy advertising campaign.

Antithesis is a pronounced juxtaposition of contrasting concepts, images, phenomena, for example: "Minimum dimensions - maximum capabilities" - mobile phone advertising.

An epithet is a figurative definition that explains, characterizes any property or quality of an object, phenomenon, or person that affects its expressiveness. In order to become an epithet, the definition must be emotionally expressive: "Heavenly delight" - Bounti chocolate.

A metaphor is a word or expression that is used figuratively based on two objects or phenomena in some relation. In the advertising text, the metaphor allows you to create a concise motto with elements of incompleteness. For example: "Rainbow of fruit flavors" (candy "Skittles"), "Alpen Gold. The real gold of the Alps!" - Alpen Gold chocolate, etc.)

Hyperbole is an artistic device consisting in the deliberate exaggeration of certain properties, qualities, features of objects and phenomena. The image created with the help of hyperbole is always conditional and cannot be perceived as a simple analogy of reality, which looks quite expressive: "Record durability" is an advertisement for lipstick from Yves Saint Laurent.

"Hyperbole creates a clearer advertising image. But sometimes it is necessary to avoid excessive exaggeration, because of which advertising may seem unnatural, and it is not believed" [3].

"Impersonation is a special kind of metaphor, transferring the properties of animate objects to inanimate ones: "Tefal always thinks about us!" - the slogan of Tefal frying pan advertising, "Always. They speak your body language." [5]

The essence of the periphrasis is to replace the word with a characteristic that reveals the property of the object that the author wants to highlight. "It is quite difficult to fix the moment when the secondary nomination turns from an occasional one into a linguistic unit of periphrasis. Of great importance for the acquisition of stability by the secondary turnover is the character of the trait, which determines the subject correlation of the periphrase with the denotation" [6].



By naming the same thing, she identifies different signs in it. Periphrase is a kind of label that begins to be associated with a certain product or phenomenon (Essentiale H is a building material for liver cells (medicine), a luxury "Rogue" (SUV), Clean, refreshing water. (Aqua Mineral). Periphrasis, thus, carries a subjective assessment of the surrounding world. But it should be noted that in an advertising video or on a banner, this trope should be used only next to the image of the object or phenomenon in question. If this rule is not followed, it will simply be unclear what it is about.

Advertising is a very unusual genre, so the language tools and techniques for creating it should be special. Commercials on television, advertising on the radio, in newspapers and magazines – all this distinguishes it from other genres of journalism. The vocabulary in advertising is diverse and is not confined to several topics. It is designed to impress people, so the language tools used in advertising are taken from different areas of linguistics.

Sentences in the imperative mood are often used in advertising. This is the so-called call that encourages a person to act. In grammar, the imperative mood can be in a narrative sentence, but in advertising it is always exclamation sentences. If we talk about the exclamation mark as a punctuation mark, then on billboards it attracts attention by itself - "Nurofen — and the pain is gone!".

Advertising should promote the product on the market, and all methods are suitable for this. But there are some rules of etiquette that have now become law, all advertising producers should remember about them. For example, it is impossible, offering one product, to scold another. This rule is reflected in the advertising language. It has a positive character, and the choice of vocabulary corresponds to this character.

But the possibilities of advertising are not unlimited because of its brevity. It does not matter whether it is a commercial on television or an advertisement in a newspaper – it must be compressed, so it is impossible to use large-scale constructions, complex turns of speech. And the use of professionalism and borrowings is inappropriate in it. The words in the advertisement should be sonorous and short, it is possible to use colloquial words. This brings advertising closer to the people.

Features of the advertising language - imagery, leading to the emergence of slogans, the requirement of brightness, catchiness, conciseness, syntactic dissection, often - the presence of opposing relationships between components



- "Indesit. We work - you rest."

The advertising text may contain such contextual relationships that would reveal unusual facets of habitual word usage, violation of communicative expectations, for example, advertising of the Imperial Bank - dinner on Christmas Eve in the Catherine Palace is eaten by all guests except Alexander Suvorov. The Empress notices this and asks the warlord why he is not eating. Suvorov replies that according to Christian tradition, it is impossible to eat before the first star on Christmas Eve. Everyone stops eating. After a short pause, the Empress orders to award Suvorov with an order in the form of a star. Suvorov receives a reward and begins to eat.

The dialogic nature of the advertising text includes imperative and exclamation constructions involving various forms of appeals, advertising questions, etc., which creates the effect of a conversation with a potential buyer ("Well, how is your home mode? I'm mastering technology. Ah, I forgot to press - memory fails. Remember about Noopept. Noopept. To make the head work" - an advertisement for a drug to improve memory and brain function).

Taking into account the language tools and their features, it is possible to create an advertisement focused on the target group for which the advertised product is intended.

One of the central problems and tasks of the advertising text is the effectiveness, efficiency of what is communicated to the consumer, to a wide audience, effectiveness, which is expressed primarily in the growth of consumer demand for the advertised goods. "For advertising, it is very important to influence the emotional sphere, since: the general emotional reaction to the advertisement of the product is automatically transferred to the product itself and has a significant impact in the situation of consumer choice; emotional memory is one of the most stable types of memory; emotions are stronger and more direct than logical reasoning, so they are easier to model" [1].

The effectiveness of the advertising text is ensured by the interdependence of all aspects of advertising activity, the organic connection in the content-compositional structure of the advertising text of all its structurally significant components: verbal, sound and visual series, as well as the stylistic qualities of the verbal text.

Verbal text is an obligatory, indispensable part of the content and compositional structure of any advertising text.



A slogan is a key phrase of a verbal text. It is designed to attract the attention of a wide audience, thanks to it, the entire text of the advertisement is well remembered. The slogan is an expression of the main advertising idea and contains a call to action – go and buy.

The syntax of advertising texts is represented by constructions of a simple sentence in order to formulate the slogan and the commenting part of the advertising text as briefly and clearly as possible.

The construction of the "nominative theme" is common in advertising texts. This is a very dynamic method of syntactic organization of the text. It consists of the following: one of the members of the proposal (segment) it is as if they are "taken out" from the sentence and put in front of the whole sentence, separating it from it with a dot or exclamation mark (this technique is also called segmentation): "Noopept. To make it work", "Tide. Then we are coming to you!", "Deni. Erases perfectly, saves decently", "Chibo. Give the best".

Verbal advertising texts are characterized by the use of such a stylistic device as a play on words, when the slogan is based on proverbs, sayings, winged words of great people, famous philosophers, artists, writers, politicians. Wordplay is a very effective, expressive method of advertising text. Witty reinterpretation of the text, a well-inserted quote from a work of art - all this brings stylistic diversity to the text, makes it "alive", easily perceived.

For advertising, literary language is a tool that she uses very precisely in order to influence the public.

Therefore, the "advertising language" is an improved language, the main purpose of which is to interest a potential buyer to purchase a product or service. The development of the advertising language goes hand in hand with the development of the literary language.

Advertising, in turn, though slightly, but still contributes to the development of the literary language. The rapid passage of time causes the invention of new technologies, goods and services and, accordingly, they need to be given names that will most fully reflect the purpose of these goods and services. Advertising helps to do this much faster, and since the literary language is a living language, it absorbs the most commonly used terms.

Thus, advertising not only stimulates the purchase of goods and services, but also contributes to the emergence of new communicative functions of the Russian literary language and a new manner of utterance.



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