



Scientific and theoretical features of advertisement language

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Abstract: *This article analyzes the theoretical and scientific basis of advertisement language, focussing on significant principles that operate as the basis of advertisement analysis. The study of how language is used to influence consumers' decisions to buy is the theoretical foundation of advertising language. To comprehend the relationship between language, perception, and behavior, this field combines theories from marketing, psychology, and linguistics. Important frameworks include semiotics, which examines how signs and symbols express meaning; rhetoric, which concentrates on persuasion strategies; cognitive psychology, which studies information processing; and social psychology, which looks at how social circumstances affect consumer decisions. Advertisers may create compelling campaigns that connect with target audiences and accomplish marketing goals by knowing these theoretical foundations.*

Key words: *advertising language, marketing communication, persuasion, linguistics, psychology, semiotics, rhetoric, signification and logos.*

Annotatsiya: *Ushbu maqolada reklama tilining nazariy va ilmiy asoslari tahlil qilinadi, reklama tahlilining asosi bo'lgan muhim tamoyillarga e'tibor qaratiladi. Iste'molchilarning sotib olish qarorlariga ta'sir qilish uchun tildan qanday foydalanishni o'rganish reklama tilining nazariy asosi hisoblanadi. Til, idrok va xulq-atvor o'rtasidagi munosabatni tushunish uchun ushbu soha marketing, psixologiya va tilshunoslik nazariyalarini birlashtiradi. Muhim ramkalar orasida belgilar va*



belgilarning ma'noni qanday ifodalashini tekshiradigan semiotika kiradi; ishontirish strategiyalariga e'tibor qaratuvchi ritorika; axborotni qayta ishlashni o'rganadigan kognitiv psixologiya; va ijtimoiy sharoitlar iste'molchilarning qarorlariga qanday ta'sir qilishini ko'rib chiqadigan ijtimoiy psixologiya. Reklamachilar ushbu nazariy asoslarni bilish orqali maqsadli auditoriya bilan bog'lanadigan va marketing maqsadlariga erishadigan jozibali kampaniyalarni yaratishi mumkin.

***Kalit so'zlar:** reklama tili, marketing tili, ishontirish, tilshunoslik, psixologiya, semiotika, ritorika, ma'no va logotiplar.*

Introduction: Advertisement language is a sophisticated blend of linguistic strategies intended to generate a positive impression of a product, company, or service. It is the targeted and strategic use of language in advertising to capture audiences, persuade them to take action, and ultimately drive sales.

Advertising language is to convince the customer of something, his product a type of language designed to change the relationship between , vigilance feelings and sensations. Elliptical constructions of colloquial language in advertising, repetitions, rhetorical questions, figurative language, sound effects, slogans, nouns, adverbs, adjectives and conjunctions are used. Wells Burnett and According to Moriarty ¹, the copy of the fighter plane is so easy is understood and its effect is such useless words. There is no space left for because every word in the ad counts. Advertising language promotes people and their behavior and various products plays an important role. It informs the attention of the audience attracts and persuades them to buy the advertised product. sure Choosing the right language to convey a message is important in marketing and advertising is important. Some linguists view advertising language from a linguistic perspective display devices used in analysis and advertising texts were engaged in. the language of advertisements for a number of products and services plays an important role in promotion.



Linguistic perspective by implication, the advertising language used in some linguistic advertising texts engaged in analysis. For example, Leech's English advertisement , Rees parallelism, metaphor, metonymy, puns, rhyme and advertising linguistics used in advertising messages such as homophones worked on tools. Before creating advertising message, it is necessary to determine the intended audience: men, women, teenagers, professionals and Exact addresses and estimated addresses like others, ads are wide and can be difficult to distinguish when directed at different audiences. Therefore, many advertisers psychological, cultural and social manipulations of persuasion are lexical, rhetorical, syntactic and other linguistic use a large spectrum of tools.

To the target audience other linguistic tools in creating an advertising message to achieve that Another way of persuasion is to emphasize the novelty of the

¹ Wells W., Burnett J.& Moriarty S. (1998), Advertising – Principles & Practice, Upper saddle river, NJ, 1998.

product, adjective definitions, using metaphorical language with famous people and favor some popular place names or statistical experiments. Westergaard and Schroder advertisers to achieve special effects and emphasis shows the range of techniques used. Leech² identifies four key functions of successful advertising. First, he needs to focus on himself:

Attentional value: Advertising attracts and arouses the consumer's attention need Language rules, neologisms, puns, grammatical solecism, pronouns, semantic inflections. Literary like metaphor and paradox use of tools.

Readability: Reading requirements are vocabulary familiar to the recipient and simple with conversational style. Leech this practice public or business called the use of informal language related to contexts in communication. Phrasal verbs, idioms and conjugations in the colloquialism of linguistic advertising language speech-level features.



Memorability: recall by the recipient of the advertising message needed to remain and be recognized as familiar. The main element is in the consumer helps to make a long-term impression, which is his behavior can change. Brand through copywriting tools and product name or slogan, to fix the phrase in the consumer's mind strives . Alliteration, rhythm, pronouns, parallelism from the point of view of linguistics and several linguistic devices such as syntactic and semantic repetition is repetitive. Repetition of brand and product names, slogans, products or makes the service memorable.

Sales force: According to Leech, the "Sales Proposal" is the most important part of the advertising process is the secret part and is the main special feature. Each for each product different advertising message. Imperatives motivate people to do the right thing and gives clear instructions on what to do next. Advertising message should be positive and give a positive perspective to the recipients.

As T.G. Dobrosklonskaya noted, "from a functional point of view Most of the advertising texts perform two functions of influence fully integrates: exposure function. all linguistic means of expression language and mass communication function implemented using the arsenal The function of influence is specific to certain mass media is carried out with the use of special media technologies. This is because the main purpose of advertising text is public audience to the need to buy this or that product or service of persuasion"

² Leech, G. English in advertising: A linguistic study of advertising in Great Britain. London:Longman,1966.

The main verbal components of the advertising text include the title, title, includes main text, slogan. Many researchers additionally distinguish advertising props (Yu. S. Bernadskaya, L. G. Feshchenko and others).

The headline is one of the most important verbal elements of advertising is considered. This is what E.V. Medvedeva said about the importance of the title writes: "the title is



the main advertising message and the main advertising argument includes". In turn V. Arens and K. Bove headline six main asserts that it will perform the task:

- 1) it should attract attention;
- 2) the title should choose its own reader, i.e. or other contains items of interest to the consumer;
- 3) the title should introduce the reader to the main part of the text;
- 4) the commercial idea should be fully reflected in the title;
- 5) the title should promise the buyer the benefits of the purchase;
- 6) the title reflects something new in the product that interests the reader should do"

Motto, according to Yu.S. Bernadskoy To study in this study separate components of the material advertising text (slogan, title, main advertising text) is not. Advertising text means all the words of advertising the unity of its components is understood.

Advertising text performs several functions. Of them it is difficult to distinguish the main one. The message function is central to the ad text plays a role, because the presence of advertising products, its main audience about features and advantages over competitors informs. In advertising text, the effect function is less important not because the main task of the advertiser is to influence the consumer is to show. advertising from the message use E. Yu. Koltisheva as defined, "advertising text (RM) ... is a special type of pragmatic text. The uniqueness of the advertising text is that it is focused on the effect dependent; At the same time, the effect function is implemented at different levels of the text is increased: all possible semiotic systems and tools are used. It is the pragmatic direction of the texts Advertising of the text unique features in many ways solution for the formation of defining and other specific characteristics becomes the determining factor. ..., for example, creolization (semiotic complexity), stylistic heterogeneity, expressiveness, assessment, dialogue, composition characteristics and structure"

Target-oriented feature of advertisement language is the key factor. The following steps show its importance.



1. Determining the intended audience * Demographics: Age, gender, family status, location, income, education, and occupation are all significant determinants. * Psychographics: This explores more deeply aspects such as attitudes, personality traits, lifestyle, values, and beliefs. * Behavioral Segmentation: This concentrates on patterns of product usage, media consumption habits, and buying behavior.

2. Adapting Wording to the Readership: * Tone: Is it professional or casual, lighthearted or serious, intellectual or approachable? * Vocabulary: Using language according to the interests and comprehension level of the audience. * References and Cultural Cues: Using references and cultural touchstones that the audience will know and understand; * Images and Imagery: Selecting images and visual components that align with the values and goals of the audience.

As an illustration: * Teens: Slang usage, attention to social media trends, rebellion and coolness emphasised. * Professionals: Stressing productivity and efficiency while emphasizing status and success and employing elegant language. * Parents: Stressing the importance of education and family values while emphasizing health, safety, and well-being. Why It Is Important * Enhanced Relevance: Target-oriented language increases the audience's understanding of the message and increases its engagement. * Increased Credibility: When you speak in a way that the audience understands and shares your ideals, you'll gain their trust. * Higher Conversions: Customers are more inclined to interact with the message and take action when they see that they are being understood. Said another way, speaking the appropriate words *to the right people* is just as important as using the proper phrases in advertising.

Slogans represent the main idea of advertisements. They have the following concepts, meanings are understood:

1. Go ahead! - attracting attention to the product by promoting it: Hungry? Why wait? Rest, keep warm and drink liquids. – American Airlines .

2. The season of discounts has begun! - challenge: HALF PRICE.SAVE AN EXTRA 20%.SALE 50%.FREE GIFT! EXTRA FREE!



3. Buy it! Drink and enjoy! - WAKE UP... until COFFEE & COOKIES. AWAKEN your SENSES. INVENTED FOR LIFE Positive Emotionally colored words that give an idea are advertising gives the idea of enjoying the goods being made. Sometimes slogans the idea and content are not connected with the characteristics of the goods. A motto is usually expressed through comparison.

RED.WHITE&YOU. IMPOSSIBLE IS NOTHING. YOU PROBABLY DIDN'T BUY A DOG.

Titles range from newspaper articles to essays, research theses, used in a variety of texts, from advertisements to even images. The position of the title, according to Iarovici et al. usually in front of the text and its emphasis is often done with large and visible fonts will be increased to , so it makes it a window to the next text, and so important for A title can't stand alone and doesn't even work on its own, but they insist that it should always be attached to the text. Leigh As noted, analyzing the headlines from very different perspectives possible . According to Iarovici et al., the title has two functions, semantic and pragmatic function. First, the title is something to the reader means that it provides information about. the next text, and the second the function of the title is to establish a connection between the author and the reader.

As Jonathan Swift said, "the right words in the right places give the true definition of style". And so, The choice of words in advertising requires great care and skill. This study is an attempt to study the lexical features of advertising does, they include: words to engage readers using a new form of spelling; information representation and language expression frequent use of monosyllabic verbs and adjectives to enhance the effect; use of pronouns for condensing purposes.

Use of homophones Advertisers always try to make the advertisement lively and full of humor they use homophones.

For example:

(1) Don't catch a cold, catch a plane to Fiji. Don't get the flu this winter, be the ones who flew to Fiji. Here "Flu" (abbreviation of flu) and "flew" (past of "fly"). tense)



homophones have a great effect on advertising, it is a warning to people against colds and a beautiful view and pleasant weather -to remind you to travel by plane to Fiji, which has air directed. You can get rid of a cold in Fiji.

Another one example:

(2) "VIP" Anatomical Comfort Variable Impact Pressure Sole In general, VIPs mean "Very Important Persons". means, but in this ad VIPs to the Variable Impact Pressure Sole points out. The use of homophones can arouse the admiration of students and can encourage them to buy the product.

In summary, The deliberate use of words and phrases in advertising to influence consumers, increase brand awareness, and eventually boost sales is known as advertising language. This intriguing topic uses concepts from marketing, psychology, and linguistics. Important Theoretical Ideas: Persuasion: Using pathos, logos, and ethos—an appeal to emotions, reasoning, and trust—advertising language seeks to sway consumer behavior. Target Audience: Wording, imagery, and tone in advertising are all designed to appeal to a certain audience's requirements, interests, and values. Linguistic Strategies: To generate impact and memorability, advertisers use a variety of linguistic strategies, including repetition, powerful verbs and adjectives, rhetorical inquiries, and storytelling. Cultural Context: It's important to take the target audience's cultural background into account when choosing language because it affects language choices based on cultural norms, values, and beliefs.

The Elaboration Likelihood Model (ELM) describes how consumers either centrally process—in which they thoroughly engage with the message—or peripherally process—in which they rely on surface-level cues—persuasive messages. Cognitive Dissonance idea: According to this idea, people are driven to lessen the discrepancy between their beliefs and actions. This can be used by advertisers to persuade people to alter their behavior. Semiotics: This area of study aims to comprehend how customers understand advertising by investigating the meaning-making process underlying symbols, images, and words. Beyond Conceptual Frameworks Ethical



Considerations: It's critical to employ persuasive strategies in an ethical manner, steering clear of deceptive advertising and deceptive practices. Changing Environment: As social media and digital advertising have grown in popularity, advertising language has also had to change to accommodate these new channels and customer preferences. To put it simply, knowing the theoretical underpinnings of advertising language offers a foundation for creating compelling and successful advertising campaigns that connect with the target market and accomplish marketing objectives.

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