

THEORETICAL BASIS OF THE STUDY OF ADVERTISING TEXT

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Abstract: The article reveals the importance of word order, semantic meaning of words, innovation in advertising texts in Uzbek and German. Attractiveness of product advertising, as well as the power of logical emphasis

Keywords: inversion, advertising, actual division, logical emphasis, active categories of words.

The study of advertising text is based on various theoretical foundations of linguistics, analyzing its language, methods of persuasion and communicative strategies. Linguists have developed frameworks and theories that shed light on the nature and effectiveness of advertising language. Here is an overview of some of the main theoretical foundations in the study of advertising text, supported by the concepts of linguists:

Pragmatics and speech act theory: Pragmatics, a branch of linguistics, focuses on how language is used in context to achieve specific goals. Developed by J. L. Austin and further developed by John Searle, speech act theory studies how words perform actions beyond their literal meaning. In the context of advertising text, linguists analyze how advertising speech performs various speech acts, such as persuasion, suggestion, or command. In his research on advertising language, linguist Asif Agha uses speech act theory to understand how advertising texts are designed to influence consumer behavior through illocutionary acts. Advertisements often make promises, make recommendations, or seek compliance from their audience, and Agha studies how these speech acts shape consumers' responses.

Semiotics and semiology: Developed by Ferdinand de Saussure and Charles Peirce, semiotics is the study of signs and symbols and their interpretation. Semiotics plays a crucial role in the analysis of advertising texts, as signs and symbols are central to their meaning-making. Semiotics studies how linguistic signs (words, slogans) and visual signs (images, logos) work together to convey messages and create associations in advertising. In his work on semiology, linguist Roland Barthes studied how signs in advertising texts create meaning and evoke specific meanings or emotions.

Rhetoric and persuasion: Rhetoric is the study of effective communication and persuasive language. Linguists use rhetorical theories to analyze how advertising texts use persuasive techniques to influence consumer attitudes and behavior. Rhetorical devices
Cognitive linguistics: Cognitive linguistics focuses on the mental processes involved in understanding and producing language. It provides insight into how advertising text appeals to consumers' cognitive processes, knowledge structures, and conceptual frameworks. Linguists analyze the use of conceptual metaphors, image schemas, and cognitive models in advertising to shape consumers' perceptions, preferences, and decision-making processes.

This theoretical framework provides linguists and researchers with the framework and tools to analyze the language, persuasive techniques, and discourse strategies used in advertising text. Drawing on semiotics, pragmatics, speech act theory, rhetoric, sociolinguistics, discourse analysis, cognitive linguistics, and critical theory, linguists can gain a deeper understanding of how advertising text works, shapes consumer perceptions, and reflects broader social and cultural dynamics.

Linguists study the language and communication aspects of advertising, while marketers focus on the strategic and persuasive elements of advertising texts. Here is some information about the

concept of advertising text from the perspectives of both linguists and marketers. Matthew McCallister and Emily West advance the idea that "Advertising is a cultural practice that reflects and reinforces social norms and values."

Linguists analyze advertising texts to understand how language is used to convey persuasive messages and engage audiences. They study various linguistic features such as word choice, sentence structures, rhetorical devices, and linguistic strategies used in advertising texts.

David Crystal, a renowned linguist, noted that "Advertising texts often use persuasive techniques such as repetition, rhyme, rhythm, and alliteration to make their message memorable and attention-grabbing." Linguists also study the process of using metaphor, simile, and other figurative language devices to create vivid images and emotional connections with the audience. Marketers who study marketing and consumer behavior analyze advertising texts to study their impact on consumer attitudes, perceptions, and purchasing decisions. Renowned marketing researcher Philip Kotler emphasizes that advertising texts should be customer-oriented and tailored to the target audience. They should effectively communicate the unique selling proposition and benefits of a product or service, while addressing the needs and wants of consumers. Marketers also emphasize the importance of creating compelling headlines and slogans that capture attention and concisely convey the main message. Marketing expert William Stanton defined advertising as follows: "Advertising is the non-personal communication of information about products, services, or ideas, usually paid for and usually persuasive, by an identified sponsor through various media." Gary Armstrong states, "Advertising is the paid form of presentation and promotion of ideas, goods, or services by an identified sponsor." They study consumer responses to different linguistic styles and tones in advertising texts to determine which approaches are most effective in creating desired consumer behavior.

According to linguistics, the concept of advertising text is an interesting field of study that studies the language and communication strategies used in advertising to convey persuasive messages and attract audiences. Linguists analyze the various linguistic features, rhetorical devices, and linguistic strategies used in advertising texts to understand their effectiveness and impact. In this discussion, we will examine the concept of advertising text from a linguistic perspective, highlighting key aspects and techniques.

Advertising texts are carefully crafted messages that aim to attract attention, convey a persuasive message, and elicit the desired response from the target audience. Linguists study the language choices, structures, and persuasive techniques used in these texts to uncover their underlying mechanisms.

Figurative language is another important aspect of advertising texts. Linguists study the use of metaphor, simile, personification, and other figurative devices to create vivid images and emotional connections with the audience. For example, using metaphors, advertisers can associate their products with positive concepts or experiences, thereby influencing consumers' perceptions and preferences. Additionally, advertising texts use linguistic strategies to create a sense of urgency or exclusivity. Linguists study the use of triggers (such as "limited time offer") or exclusive language (such as "for selected customers only") to encourage consumers to act quickly. Such strategies encourage consumers to make quick decisions.

The linguistic style and tone of advertising texts also play an important role. Linguists study the use of language that is appropriate for the characteristics, preferences, and values of the target audience. They study how advertisers adapt their language to different demographics, cultures, or age groups to connect and resonate with consumers.

In addition, linguistic researchers analyze the syntactic structures and sentence structures used in advertising texts. They study how advertisers use short and simple language to effectively

convey the main message. Attention-grabbing headlines or slogans are often crafted using short, catchy phrases.

Linguists also study sentence structures that stimulate consumers' engagement with advertising, creating a sense of anticipation, suspicion, or curiosity. Linguists also study the use of social language in advertising texts. Sean Nixon said: "Advertising is a form of speech that is shaped by the social and cultural context in which it is produced and consumed." Advertisers often use language strategies that create a sense of familiarity or establish a relationship with the audience. They use pronouns such as "you" and "we" to address the consumer directly and develop a sense of connection. Linguists analyze how advertisers create conversational or informal tones to make their message more personal and relatable.

In short, linguistics provides valuable insights into the concept of advertising text by studying the language choices, structures, and persuasive techniques used. By studying the vocabulary, rhetorical devices, figurative language, linguistic strategies, style, and tone of advertising texts, linguists provide a deeper understanding of how these texts effectively engage audiences, convey persuasive messages, and influence consumer behavior. Their research helps to develop effective advertising practices and explore new linguistic approaches to advertising communications.

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