

# Main Characteristics of Advertising Discourse in Modern Linguistics

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**Abstract.** The intention of this article is to focal point on advertising and marketing discourse. Advertising is an extremely versatile and multifaceted phenomenon that occupies a border function between one-of-a-kind professions and attracts the interest of representatives of exceptional professions. In linguistics, advertising and marketing is a very wise use of methodological skill in discourse. The most stringent requirement for advertising discourse is to grant maximum data in minimal words. The most important factor of advertising is text. The unit of advertising textual content is the word. Furthermore, we can add that, the word is the most essential linguistic unit, due to the fact it has a meaning and contains statistics, vital data about objects and their properties. The essential system of growing an commercial is the introduction of an commercial template, which consists of careful resolution of the phrases used in the advertisement.

**Keywords.** Advertising, linguistics, discourse, style, environment, demand, words, information, text.

## 1. Introduction

In this modern time, advertising is becoming to be so popular and followed by our society that it has taken a firm place in our daily basis. As a result of this, humans are getting used to using the services created for them. Thanks to mass media, the Internet and outside advertising, they buy or use the goods they need. As we mentioned below, advertising is one of the extremely versatile and multifaceted phenomenon that occupies boundary function between various occupancy and attracts the interests of representative of several type of professions. Therefore, it is not the thing that there are quite a number clarification of this conception and particular definitions of the term

## 2. Materials and Methods

Advertising (taken from lat."reklamo" - shout out) is information about the quality of goods, the benefits of their acquisition; special information about legal entities and individuals or products for obtaining direct or indirect profit (income). Article 4 of the Law of the Republic of Uzbekistan "On Advertising" as amended on April 19, 2018 defines the concept of advertising as follows: special information in any form and in any way in accordance with the law. Advertising is an integral part of marketing and influences the formation of consumer demand and taste. In the annotated dictionary of the Russian language Ozhegov Ya. describes it as, "a message created so that consumers, viewers and other people know more about something."

In each country, advertising is targeted to the audience of that country, and it will be targeted to the population of a particular country. The only thing is that the products and services consumed in different countries coincide with each other, but at the same time, advertising has its own unique features that affect the speakers of a particular language culture. J. Russell rightly called advertising a "mirror of society".

Advertising is important not only for manufacturers, but also for consumers. Advertising is the driving force of society and reflects all the changes taking place in it.

## 3. Results and Discussions

The language of advertising is an important attribute of modernity, an integral part (element) of modern culture, therefore it is a great humanitarian tool and remains the subject of study of science. Prusakova's development of the advertising phenomenon is based on the following "economic, sociological,

psychological, historical and cultural, cultural, socio-pedagogical, linguistic, practical, philosophical, ethical, aesthetic directions

Advertising is primarily a means of communication or one of the personal types of discourse, therefore, special requirements are imposed on advertising discourse. The language of advertising occupies a special place among the functional stylistic formations associated with mass communication. This special position of the advertising language is associated with the specifics of advertising activities.

Advertising discourse has come a long way in its development. Having originated as an informational discourse, it has evolved into an emotional discourse that appeals to the intuition and emotions of the client, that is, repeating the general path of rhetorical action from speech to the affect of consciousness.

Advertising discourse was studied by such foreign researchers as J. Brown and J. Yul, N. D. Arutyunova, E. Gramm. Borisova, L. A. Nefedova, E. Ya. Sheigal, M. Foucault, E. A. Terpugova, P. B. B. Parshin, O. N. Rybakova, Yu. K. Pirogova. In Uzbek linguistics, researchers G. Kh. Bakieva, D. M. Teshabaeva, Kh. B. Samigova, G. I. Ergasheva gave their interpretations of the concept of discourse.

In linguistics, advertising is a very intelligent use of methodological means in discourse. The most stringent requirement for advertising discourse is to provide maximum information in minimum words. Text is the most important component of advertising. It is designed to provide the necessary information, convey the right idea to the potential buyer, and the final result depends on how competently and professionally the text is written, i.e. whether the person is buying the right product.

Many scientists addressed this topic, including N.N. Kokhtev "Advertising: the art of the word" by I. Morozov in the book "Creating slogans". Although each of them has their own point of view on the writing of advertising copy, there are certain general rules that apply to advertising. Thus, we consider the form of the advertising text. Advertising text structure:

Title

subtitle,

main text,

afterhead,

The echo expression consists of (echo phrase).

Unlike other texts (scientific, artistic), the action in advertising texts as a series of mythological discourses is absolutely clear. The order specified in the declaration cannot be changed mechanically in any way.

Attention - an interesting key phrase, title (no more than 4-5 words). The first sentence of the advertising text should include a communicative event. The absence of this event renders the text of the next declaration meaningless.

Interest - a message about the characteristics of the goods unknown to the buyer (2-3 offers).

Desire is the final node of the offer (impact), the purpose of which is to arouse in the buyer a sudden desire to take possession of the product, often in the form of a slogan or iconic (pictorial) symbol.

Peak advertising is based on two psychological foundations:

a) an unexpected (interesting) expectation and b) a sense of security. The combination of the two psychological premises solves the problem of desire very successfully.

Action - the end of the announcement, the full concentration of the meaning of the message is given to complete the single effect.

1. The title is the most important element of the advertising text. This is striking, and according to statistics, 80% of potential buyers stop reading. Therefore, when writing it, special professionalism is required:

a) No more than one sentence. Seeing this, you need to quickly read the information, for example: *Uzbekistan. Safe travel GUARANTEED.*

B) There must be a strong informational message, some enthusiasm, a mystery to attract the attention of a person. After all, the main purpose of the headline is to attract a potential buyer in such a way that he encourages him to read the text. For example: *To see London in a new way, take the river bus (1, London, planner, 19 Jan 26).*

c) The title must be clear. Open the target group of customers, define the product / service!

2. The subtitle is the connecting element between the title and the body text. But it's just as important as the other links in the ad text. The task of the subheading is also to effectively continue to "lead (guide)" the reader to the main text. "Expansion" of the title, preparation of the text, everything should be in one dynamic text.

3. The main text is the "basis" of advertising. As a rule, it takes up 80% of the advertising space. The text can be divided into 3 parts: introduction, basis, conclusion.

Introduction - introduces the reader to the course, gives general information about the product/service/company. Perhaps this indicates a specific problem. In the body of the text, it is important to indicate all the benefits and guarantees of the product. The buyer proves the necessity and correctness of the purchase with evidence. The summary summarizes the data of the main section. The main idea is formed and this creates a unique output.

4. The slogan is, of course, the "heart" of advertising. It is it that captures the main attention of a person, imprinted in memory, creates the necessary associations, makes the product/company/service popular. However, all these ideas can only be realized with a quality slogan. The slogan should be short, clear, reflect the main concept and include the name of the company. This is a sentence that improves vocabulary.

5. Echo Phrase - fills in an advertisement. It is also designed to influence a person, bring it to the end and enhance the impact of the advertising text. He repeats the main idea of the announcement, leaving it in memory.



Advertising discourse is a media discourse that is socially oriented and also satisfies the need for information. As a type of information (according to A. A. Romanov and T. V. Shmeleva), the main goal of advertising discourse is to influence the consumer (according to A. V. Anisimova).

There is an opinion that advertising discourse has a relatively autonomous formative character in comparison with the development of media discourse. In advertising discourse, there is a constant connection between the sender and recipient of advertising. A feature of advertising discourse is that verbal and non-verbal proportions (means) in it are often formed (represented) by the interaction of symbolic and index symbols

Advertisement has three functions

- 1) involve the reader in getting acquainted with the advertisement and start reading the advertisement;
- 2) then encourage him to read (interest);
- 3) Convince him that he will believe the advertisement by reading it.

If an advertisement has these three characteristics of success, then it is a successful advertisement.

#### 4. Conclusion

In conclusion of our study, we can say that by discourse we mean a special case of a text that is associated with the use of language in specific contexts and is designed to express speech intentions and interpret these intentions of the listener. Discourse is a definition of the process of language use, limited by a specific time and general chronological framework, since it is a collection of specific topics and communicative joint texts. Advertising speech is institutional. The main goals of advertising are to attract the attention of the target audience, to encourage people to act (purchase the advertised product). A distinctive feature of advertising discourse is pragmatism aimed at achieving specific results, so this speech is distinguished by a variety of techniques, techniques and textual forms that have proven effective in achieving communication goals.

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