

BASIC FEATURES OF ADVERTISING LANGUAGE

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ABSTRACT:

Advertising language is simply a combination of extra linguistic and linguistic means of expression governed by the laws of mass communication and general literary rules, and a special language structure that enables the addressee to perceive specific information taking into account the cultural, sociological and psycholinguistic features of the language. The main communicative purpose of the advertising text is to encourage the consumer to choose the products and services to be advertised.

We know that the lifestyles of members of society change and improve over the years, and these changes are reflected in their languages. In this article, we have tried to shed some light on the extent to which sociality is reflected, especially in the language of advertising.

KEYWORDS: sociolinguistics, advertising language, social, information, oral, consumer, vernacular, emotionality.

INTRODUCTION:

Advertising language is a special phenomenon and a special field of study of public relations in the field of modern science. It is being studied by experts in various fields: linguists, psychologists, economists and others. Of course, all of these researchers have different goals in their work. Linguists analyze the language of advertising in groups (phonetic, lexical, syntactic, morphological, stylistic), psychologists consider methods of language management and their impact on consumers. But there is another aspect of

language that examines the text of an advertisement from a social point of view, linking it to the way of life, so that linguists cover all the sections into groups. This, of course, is the field of sociolinguistics.

The term sociolinguistics is defined by our linguists as follows: Sociolinguistics examines the problem of language and society, the question of the specific occurrence of language in the speech of a person of different classes, categories, ages, professions and genders. Latin is a branch of linguistics that combines the words society and linguistics, and studies the issues of language's impact on society and society's language. The term sociolinguistics was first used in linguistics in 1952 by the American researcher H. Curry. Pure linguistics examines only the language itself. Sociolinguistics focuses on the fact that members of society use it differently in different contexts and environments [1, 176].

The language of advertising is also developing in harmony with the issues of social life in the reflection of public life. For this reason, the language of advertising plays an important role in the study and analysis of social language knowledge. It is important to note that the language of advertising is a source that reflects the lexical means available in the national language, shows the scale of the social meaning of the language, and determines the ways of its development. Therefore, it is expedient to study the role of the language of advertising in the development of life and society, as well as its features related to the style of the social environment. Undoubtedly, the clarity and comprehensibility of the elements of simple, fluent, coherent language, which exist within the language of advertising,

testify to the importance of its place in social relations. This is also the importance of researching the language of advertising. However, the language of advertising is the language that creates the relationship between social lives. Historically, advertisements have appealed to consumers in the past, verbally, with units such as "stay warm, eat, those who receive are in need, those who do not receive are in wish." In this regard, the language of advertising should be recognized as an example of the art of speech. This is because in order to sell a product, it is necessary to come up with unusual sentences that can attract the consumer's attention, and to ensure that the product comes to mind when you hear that sentence. It seems that the language of advertising is a language rich in the means of expression of the vernacular, with an important appearance that reveals the laws of figurative use of language. For example, in the phrase "Taste of Life" (from a Coco cola advertisement), social meaning is understood through the use of words of taste that conform to the vital and universal laws inherent in literary language. This is because the concept of empowerment, expressed through the word life, is further enhanced by the use of the word taste, which emphasizes the aesthetic and educational significance of thought and the role of language in the development of society. At the same time, the social symbols inherent in the language of advertising served to reveal the clarity and clarity of thought, as well as its aspects related to the content of life and society. Consequently, the language of advertising is a form of the vernacular in which the word, whether used in its own sense or in a figurative sense, feels its influence in social relations. That is why the language of advertising has a special meaning. The important thing is that the concept of the language of advertising is the same in all nations, but the customs, lifestyle, social

characteristics of each nation are different, which means that each language has some important distinguishing features. shows. In this sense, it should not be forgotten that the language of advertising is one of the unique forms of language, based on the past traditions of the language of the people. It has important features that should be mentioned. All of this is important in advertising. Among them, knowing and remembering thoughts has a great impact.

The amount and volume of information conveyed has a profound effect on the way information is received and processed. Excessive information in advertising, on the contrary, their inadequacy has a significant impact on the purchase of the product. It follows that the activation of cognitive need remains a strong psychological factor in advertising [2, 48]. The ad will ask you questions about creating a finished image and encourage you to think. The answer is that the consumer's attitude to advertising depends on how perfectly, completely, and most importantly, reasonably the advertised product is brought to his attention. Psychological research shows that about 80% of consumers who receive advertising information are dissatisfied with the lack of advertising information. The emotional content of advertising influences the emotional relationship to the object of advertising information. How does the subject react to advertising information? For example, they are in the following forms: positive, negative, neutral and contradictory [3. 80].

Advertising text is the main, and often the only, expression of the content, which reveals the purpose of the advertising message. If the images represent the most important aspects of the advertisement, activate the emotional response of the consumer, and the verbal part of the message helps to expand the intellectual activity and direct the advertiser's

well-defined proposals. Spoken text reflects the whole content of the content, which is converted into an advertising message by the author.

Verbal texts consist of the following components:

1. Slogan
2. Title
3. The main advertising text
4. Echo expression

1. "Slogan" (slaught-gharim) is derived from the Celtic language and means "battle call". This short, clear and easy-to-pronounce phrase is the main logical element of an image name or brand, expressing the essence and philosophy of the firm, its whole policy in various fields. The average size of the slogan is 4-5 words, and the maximum size, as a rule, does not exceed 7 words.

The slogan should be as follows:

- short
 - memorable
 - be a trademark name
 - be fully translated into other languages
2. Title is one of the most important aspects of the verbal part of advertising. The title usually has a strong advertising motive and updates the advertising argument. As a rule, about 80% of those who read the headline are not interested in the main text of the advertisement and do not read it. Therefore, the most important task of the advertising title is to attract the attention of potential consumers and arouse their interest in reading the text of the advertisement. To do this, the title should have the following character:
- Conciseness and at the same time meaningfulness
 - Sensitivity, brightness
 - Rationality, awareness

The size of the title is much larger than the slogan.

Main ad text (MAT) – strengthens the justification.

With its help, the volume of the title and the expediency of its adoption are demonstrated. The problem of justification is the main problem, which can be developed in the following ways:

- depending on his emotions
- depending on the needs and specifics
- depending on the bid [4.18]

An echo phrase is the last group in the classification we are considering, and it consists of a word, syntagm, or sentence that completes the main ad text, repeating the main motive and rationale. The echo phrase is one of the most important elements because it is often read by customers along with the title.

Echo-phrase has two functions:

- **a) repeats the main idea of the text**
- **b) gives the text a complete look.**

It should be noted that most exo-phrases are consistent with the slogan.

People respond to any advertisement with their emotions [5, 120]. We express our attitude directly to the environmental phenomena, things and objects around us under certain conditions. In this case, the human body falls into different states. Variety of situations occurs when things and events have a direct effect on a person. Love, affection, joy, happiness, amazement, sorrow, pain, fear, anger, hatred, envy, guilt, sin, and many other inner feelings are the main causes of a person's falling into different situations. . These processes certainly cannot take place without the use of language. Bright impressions have a strong effect on emotional memory. In humans, emotional memory is important in addition to visual memory. In emotional memory, the principle of willingness or unwillingness is the guiding principle. Through the language of advertising, we create emotional images

without realizing it, no matter how much it is created. This situation directly determines the viability of the language, as it is used in oral and written speech, dialects, vernacular, national language in the expression of social relations in everyday life. These are the basis for the emergence of the state of language. Sociolinguistics is the study of the external-functional aspect of language and internal-grammatical structure. The relationship between the outside and the inside of a language is called the state of language.

Speaking of advertising slogans, it can be said that it is the main element of advertising, like a telegram. Members of the society decide whether or not to read the continuation of the advertising text under the slogan [6, 31].

According to R. Reeves, a specialist in advertising, the consumer remembers only one clear proof or one clear idea from the text of the advertisement [7, 27].

Reeves himself created one of the most important features of the advertised chocolate in the creation of the advertising slogan for "M & M's" chocolate: "It melts in the mouth, not in the hands" ("Tayut vortu, a ne v rukax"). He chose jam as a basis for his motto, so that it does not melt by hand.

"In general, the slogan is a short-sighted means of expression. Slogans are used in all types of advertising. The basis of the slogan is that it consists of words that have a lasting effect on the human psyche. For example: new, free, effective, natural, cheap ...

Advertising slogans usually promise happiness, a prosperous life, the realization of dreams. The motto as the basis of the advertising idea includes:

ENCOURAGEMENT:

Taste, and feel! Buy cheers, find pieces of phase inside, collect the phase and exchange it for great gifts. Buy green tea and win a gold

ring. Enjoy Lipton ayc tee tea. Allergies will help you Loratal. Join the Premier Taxi! Discount season has started! Manage communication independently! Subscribe to "Darakchi" and win! Take part in 6 out of 36 games of the People's Bank's "Eastern Lotto" lottery and win the jackpot in the 134th draw. Take a step, get a gigabyte, take a step from us, take a step with us, get a gigabyte.

High evaluation of the advertised trade enterprise: "Aziza Ziyoy" dream come true (about the training center). Everything is here (about the supermarket). The only medical information service "Infomed".

According to their structure, advertising slogans can be divided into three groups:

1. Linked slogan. Bog`langan shiorda tovar nomi ishtirok etadi: Har doim Coca-Cola.

2. Adapted slogan. Unda shior tovar nomi bilan ritmik va fonetik uyg`unlikda bo`ladi: Alyumag -oshqozonga ko`mak; Ermak - bu foydali, mazali va toza demak; Muza bilan siz, betakror pazandasiz.

3. Free slogan. In the free slogan, the brand is used separately: Nescafe. All for good. Nestle. The era of pure life has come! Transparent. First spring water! Coca Cola. The pleasure of life. Mir Hayat. The breath of new life.

Slogans represent the main idea of advertising. The following concepts and meanings are understood in them:

1. Forward! - Attracting attention by encouraging the product.
2. Discount season has started! - call.
3. Buy it! Drink and enjoy! - SIBUR!.

Positive emotionally charged words give the idea of enjoying the advertised product. For example, in a lottery ad clip, an older woman and a man are sitting. The man gives the woman a lottery ticket and the slogan "Love does not choose age" appears on the TV screen.

Sometimes the idea of slogans, the content of which is not related to the characteristics of the product. The slogan is usually expressed by

comparison. Decide for yourself, believe in your thirst! "Sprite!"

The following tools are effectively used in the creation of advertising slogans:

Metaphor:

When a thing, a sign, the name of an action is transferred to another on the basis of mutual similarity, it is called a metaphorical transfer. Metaphor is one of the factors that actively contributes to the formation of new meanings of words. There are many slogans created using metaphors. For example, PANTERRA STUDIO - Stars of Uzbekistan will be your guests! Ecler is the right path to beauty. Latsidoforte cares about your family's health. There is a classification of metaphors on what characteristics, what to move:

- From a living thing to another living thing
- From living things - to inanimate objects
- From inanimate objects - to other inanimate objects
- From subjects - to activity
- From activity to subjects
- From activity to other activity, etc.

For example, advertising of multifunctional Panasonic KX-MB263RV: "He is an excellent assistant in the office and at home. Takes over all paperwork and completes the work started. You won't even notice that you thanked him for the first time. And he will help you, he will help you. " Here we come across the metaphorical name of the technical device - the qualities of living things are transferred to inanimate objects.

Antithesis - is to link or compare opposing ideas in order to achieve the clarity of images or a stronger expression of feelings and ideas. In this stylistic method, the goal is achieved at the expense of diversity, the tones are real, and the significance is more understandable, because the object being explained is added to its reverse. For example, advertisements for alcohol products.

Ellipsis – is to influence the customer with the least amount of information in the advertisement with the addition of compression means as an adjunct to the nominative sentence. Compression may also include omissions of service-related, semantically incomplete words. For example, "In fairy-tale conditions - to real opportunities" (advertising service of VTV 24 Bank); "Today and always the youth of your skin" (cosmetic advertising); "Every product is a strange solution" (advertisement of home appliance manufacturers). In these examples, only the quality of the product is clearly indicated, and other words are omitted.

Inversion – expressive updating achieved by replacing words and sentences. For example, "Everywhere - the warmth and comfort of home" (advertising of tea producers); "Mezim - better for the stomach with it", "Depend cosmetics - nails are always beautiful".

Thus, as we are convinced, the study of different linguistic means, their interrelationships in order to create a special pragmatics of the text, shows that semantic analysis alone is not enough to comprehensively and uniformly understand the linguistic features of language. Therefore, in order to reach a higher level in the study of language features, it is necessary to use the methods and tools of pragmatic analysis.

Lexical repetition. Repetition of words or phrases gives emotion to the speech. For example: Coca-Cola! Rejoice, enjoy life!

Epiphora. An epiphora is a speech figure consisting of a repetition of the same element at the end of parallel-formed speech passages (verses). Not simple - clean, spotless (Ariel's laundry detergent). Tariff plan "First soum". This is the first tariff plan in the national currency.

Anaphora is a methodical application consisting of the repetition of the same word at

the beginning of parallel parts of speech (verses) [8, 134]. Your number is your business card. Unforgettable taste on unforgettable days. «To`xtaniyoz Ota» is the best. Stake is new life - new taste. Credit Standart Bank is new standards - new opportunities.

It should be noted that the creation of advertising slogans is a complex and logical process. The successful, influential slogans created in this process are not just a collection of beautiful words, but the result of effective work, the demands of the times, one of the unique linguistic expressions of a market economy.

The structure of the advertising text differs from other texts in terms of the level and scope of use of linguistic units. It is advisable to form the advertising text based on the nature of the language. Exact translation of advertising texts in another language does not always give the desired effect. Therefore, it is necessary to form an advertising text in our language by choosing units that differ in their lexical and semantic features.

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