



Some comments on advertising discourse

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Abstract: This article reflects the information about the concept of the advertising text, its formation, and the factors influencing the advertising discourse. In addition, the harmonization of the communicative essence of the text is determined explicitly for all participants of the communicative activity, the communicative situation and, at the same time, information about the environment in which it exists, its functions. The integration of the communicative nature of the text brings this field into the range of interests of all humanities. It is in this article that the term discourse means oral communication as an interaction under certain conditions, implies the procedural nature of the event, the discourse is interpreted as a flow of speech actions, and the text is the result of this process. Together with the above information, in the essence of this article, the advertising text reveals the main content of the advertising message, the task of the text is to attract the attention of the potential buyer with its appearance, to interest him in the content with broader concepts, and in conclusion, try to convince him to buy the offered product was also analyzed. Another point to consider, this article clarifies the notions that the advertising discourse is effective in terms of impact, and the meaning is clearly and succinctly expressed, along with the inclusion of the title, main text, and slogan among the main structural elements of advertising texts.

Keywords: text, advertising text, discourse, advertising discourse, message, information, pragmatics, advertiser (sender), receiver of advertising (addressee)

INTRODUCTION

It is known that the notion of “text” is one of the crucial topics of present linguistics. Despite the fact that a lot of textual studies have been conducted in the field of linguistics, most of the researchers’ attention in the linguistic-cultural study of the text is undoubtedly focused on the important aspects of the content of the text as a human-specific cultural phenomenon. Considering this, the research of the text as a process is one of the main aspects and its important aspect is the analysis of the text as a process specific to the discourse situation based on reality.

In this regard, researchers often refer to related concepts with the term discourse. Because the linguistic content of the discourse is different. It is the advertising text and advertising discourse that differ from other types of discourse by their expressive features.

METHODS

Let’s analyze about the essence of the text here, the text is the written expression of the speech.

1. The text is an author’s work or document formed in writing or in print. 2. The text is the main part of the printed publication without pictures, drawings and comments [Explanatory dictionary of the Uzbek language 2006:557].

As an example, in the Oxford Dictionary of English Grammar, “the term discourse” is an interconnected part of language (especially in oral speech), usually larger than a sentence and refers to the interaction between a writer and a reader or between speakers [Chalker S., Weiner E. 1998:118] is noted. The text is the result of this process, although a discursive approach may be applied to the finished text.

Even though a discursive approach is applied to the finished text, the text is the result of this process [Matveeva 2010:92]. In this place, Stubbs defines the three main features of the discourse, that is, the language unit, which is larger than the sentence in terms of size; discourse is closely related to the social context of language use; distinguishes that discourse is related to the dialogic process [Stubbs 1983: 55-93]. Discourse, on the other hand, is an actual speech act that explains the concept related to the speech. However, the text refers to the language system or formal linguistic knowledge, reflects the concept of linguistic competence [T.A. van Dijk 1989:124]. In “Linguistic Encyclopedic Dictionary” the term “discourse” is defined as coherently connected text, such as extralinguistic, pragmatic, sociocultural. Discourse is a speech embedded in life [Arutyunova 1990:136]. In this article, the methods of contextual analysis and linguistic description have been widely used in the analysis of situations related to advertising discourse.

RESULTS

Advertising text has its own characteristics. In addition to verbal elements, most advertising texts also contain audiovisuals. The written or oral statements received by us as a whole may relate to a variety of topics and have no specific structure. [Tyurina 2009:1-3]. The text is seen as a reflection of reality and it, in turn, becomes a part of this situation.

Advertising discourse is usually understood as a complete message that has a specific pragmatic relationship and is perceived by a certain set of paralinguistic and extralinguistic tools [Bovee, Arens 1995:56].

The main purpose of the advertising text is to attract any potential customer to the essence of the advertisement. Advertising depends on psychological, social, and linguistic characteristics due to its socio-cultural content and the cultural identity of a group of people.

Institutional discourse occupies an important place in various scientific studies related to some types of communication determined on the basis of sociolinguistic factors. One of the types of institutional discourse is an advertising discourse.

Advertising text refers to a mix of audio-visual tools. In such a case, these tools are directed to the recipient of the advertisement to provide the scope of influence directly or indirectly related to the object being advertised.

The process of consciously or unconsciously influencing a person as a result of an advertising text shows aspects of manners. Conscious traits are reflected in a person’s will, needs and interests, while the unconscious is reflected in a person’s intuition and personality development. Advertising discourse, like any other types of a discourse, is characterized by specific goals, values, strategies, genres, typical participants, including specific texts and discursive forms. The participants of the advertising discourse mean the relationship between advertisers and massive consumers.

DISCUSSION

Discourse is connected with the non-linguistic situations of its direction, interconnected with life: the final context of the process, the speech connected with the socio-cultural, pragmatic, psychological characteristics of the speakers is meant. The term discourse refers to verbal communication as an interaction in certain circumstances. Furthermore, this case emphasizes the procedural nature of the event. Discourse is interpreted as a flow of speech acts.

If we consider the discourse from the pragmatic level, we should pay attention to the theory of the Belgian scientist E. Buissans, who defines language as an abstract system. In such case, the

discourse, in turn, is a type of communication, with the help of which the addressee uses a certain language code. In other words, a word is a means of realizing such a possibility, a semiotic act [Morris 2001: 45-97].

Since discourse is understood as speech in contrast to the language system, it is naturally necessary to introduce the category of text. T. Van Dijk explains the different features of discourse and text that discourse is the actual expressed text. In this matter, the text is called an expressed abstract grammatical structure. From the point of view of sociolinguistics, the term discourse refers to the connection between the social style of people and communicative interaction. At the same time, it is assumed that people participate in one or another social situation in a communicative situation. In this regard, V. I. Karasik defines the political, administrative, legal, military, pedagogical, religious, mystical, medical, business, advertising, sports, scientific, stage and mass-information types of institutional discourse in relation to modern society [Karasik 2004: 239].

The minimum required element of the advertising text is a word/number line/abbreviation or symbol, which reflects the object of impact on the addressee during decoding. Advertising text reveals the main content of the advertising message. Its task is to attract the attention of a potential customer with its appearance, to interest him in the content with broader concepts and in conclusion, to try to convince him to buy the offered product. The main structural elements of advertising texts include the title, main text and slogan. However, at the same time, the presence of subtitles, additional information about the offered product, logos enrich the product. It is natural that the title in the advertising text is closely related to the text and is of direct interest to any buyer. Therefore, the advertising text should be effective in terms of impact and the meaning should be clear and concise. Headlines in advertising texts can be divided into several types, for example, headlines that inform about the useful properties of something, can include counter-informative, informative, interrogative and command. Any advertising text can be divided into three parts: the introduction, the main point and the conclusion or the process of efficiency.

It is natural that the most complex requirements are placed on the advertising text, it must meet all the communicative features of the speech within the genre, subordinate them to the practical goal of encouraging the addressee to the planned action [Matveeva 2010:371]. It can be seen that, compared to other types of texts, the advertising text has more or less unique pragmatic aspects.

All advertising texts have an impactful nature. However, according to the nature of their influence within the text, they can be divided into informational (advertising genre) and persuasion (genres such as advertising article, advertising clip).

CONCLUSION

The presence of features such as cognitive, emotional and moral within the framework of the advertising discourse serves to further clarify the essence of the text. It is quite natural that the way an advertising message is perceived by a person depends on cognitive characteristics. Consequently, the advertising discourse is interpreted and remembered differently by the audience. Any person's support, dislike, or neutrality to the advertising message reflects the emotional characteristics of the set of attitudes. Even the wrong choice of colors or word errors in that advertising text can extinguish any buyer's interest in the product.

In conclusion, the role of advertising discourse in the processing of advertising text is very important point. The main purpose of the advertising discourse is to control the interaction of the process carried out by the advertiser (sender) with the massive buyer (addressee) and ultimately to increase their confidence in the product to be purchased. This situation, in turn, depends on how the advertising discourse is expressed and interpreted.

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