



ADVERTING TEXTS AND THEIR PHONETIC FEATURES

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Annotation

This article discusses importance of advertising texts in the field of linguistics its impact to the people's mind and their language use, phonetic and stylistic features of advertising texts in English. The importance of taking into account psychological factors while using the language toolbox and their indirect but great enough influence on the effectiveness of the advertisement obtained is stressed.

Keywords: advertisement; recipient; linguistic level; phonetic, phonestemic; suggestive; pragmatic; sound; graphemes.

Аннотация

В данной статье рассматривается значение рекламных текстов в области языкознания, их влияние на сознание людей и их языковое использование, фонетические и стилистические особенности рекламных текстов на английском языке.. Подчеркнута важность учета психологических факторов при использовании языкового инструментария и их косвенное, но достаточно большое влияние на эффективность получаемой рекламы.

Ключевые слова: реклама; получатель; лингвистический уровень; фонетический, фонематический; наводящий; прагматичный; звук; графемы.

Introduction

An advertising message is intended to encourage its recipient to respond. In order for the impact of the text and the motivation to be realized, it is necessary that this text meet certain criteria. In linguo-psychological studies, three types of influence on the human psyche are distinguished: 1) informing; 2) persuasion; 3) suggestion (or perception without criticism). In the process of speech, persuasion and suggestion are inseparable, they complement each other. At the same time, the most significant for informing advertising is the relation "text - denotatum of the text", for persuasive - "text - the subject of the text", and for the inspiring - "the text is the recipient of the text".





The psychological and pedagogical impact of advertising is comparable in scale with the pragmatic effect of successful sales: it is not by chance, according to American communication specialists, that the formation of American Advertising has influenced his lifestyle as much as the Bible. After all, the recipients are offered to identify with these people, to accept as a standard standing behind them a way of life, and not just buy promoted products or choose politicians. At the same time, in their "offers" advertisers often use speech and psychological techniques that make these offers optimal..

Motive analysis refers to research that aims to find out whether what motivates people to make certain choices. Sometimes the true motives of the purchase do not coincide with the motives assumed by the manufacturer of the product or services. For example: "DuPont has been advertising Teflon-coated pans for a long time, believing that the main motive for buying is the fact that cooking in these pans does not require heating. Oil refrigeration. However, later it turned out that the main stimulus for their purchase was due to the fact that pans with such a coating very easy to wash" [6, p.106]. Changing the content of the advertising campaign greatly improved its efficiency.

There are other similar examples in the history of advertising: when in advertising of instant coffee emphasized its qualities such as "effective", "economical", "fast" (instant coffee), it sold poorly, so as associated hung out with a lazy hostess who didn't want to make coffee. Then in advertising began to emphasize the properties of instant coffee as an exquisite product, and the negative attitude towards it was overcome [12]. The effectiveness of communication through advertising lies precisely in how successful this impact was, since the entire advertising text is a single communicative unit aimed at achievement one clear purpose. Moreover, taking into account the fact that advertising texts are rather small in volume, it is necessary to ensure that all elements of this small communicative block have the maximum impact potential.. "It is impossible for at least one of the components of an advertisement to be characterized by neutrality, each element, from the image to letters, must be loaded with meaning" [3, p.141].

Here the following questions arise:

1. Why and why there is a need to influence the psyche the person in the ad? Why can't you write a promotional message like: "We sell good cars Accord Sedan. Our address is"? And those who want buy, rush to the specified address Why do you need to spend time, effort, resources on the invention of some kind of sophisticated advertising message, which invented for this car: "Thoughtful, through and through" [The New York Times Magazine]?



2. How to make a short promotional message so effective so that as many people as possible buy a particular product or service? After all, a short advertising phrase is clearly different from a short fiery one speeches politics, calling on the people to go to rallies.

To answer these questions, several factors must be taken into account. First, a clear distinction must be made between advertising and advertising message. The main purpose of an advertisement is to give as much information as possible within the extremely compressed lexico-grammatical structure. The implementation of this requirement leads to the creation of certain standards for the transmission of information[13]. Economy of language means is achieved in two ways: a block system for presenting information and using graphic abbreviations. Blocking is done like this: “Transport: passenger cars, trucks, motorcycles...”

Literature Review

Advertising language is a type of language structured to convince the customer about something, to change his or her attitude toward a product attract attention, awake feeling and sensations. Language of advertising uses colloquial language elliptical constructions, repetitions, rhetorical questions, figurative language, sound effects, slogans, nouns, adverbs, adjectives and compound words. According to Wells Burnett and Moriarty (1998) state that the fighter the copy is the easier it is to understand and its impact will be.[1.p 394] Thus, there is no space for ineffective words because every word in advertising is counted[14]. The language of advertisement plays an important role over people and their behavior and in promoting various products. It informs, attracts the attention of the audience and persuade them to buy the advertised product. The proper choice of language to convey specific message is important in marketplace and in advertising.

Some linguists have dealt with the analysis of advertising language from the linguistic point of view and specified devices used in advertising texts. The language of advertisements plays an important role in promoting a range of products and services. Advertising helps to attract the attention of the audience and persuades them to buy the advertised product. From the linguistic point of view, some linguistics have dealt with the analysis of advertising language which used in advertising texts. For example, Leech’s (1966) work on English language advertising,[2] Rees (1982) work on advertising linguistic devices that used in advertising messages such as parallelism, metaphor, metonymy, puns, rhyme, and homophones,[7] Cook(1992) focuses on parallelism, metaphor and etc,[8] Myers (1994) focuses on alliteration, assonance, rhyme, ellipsis and puns,[4]





Brierley (2002) shows language games, similes, repetition, paradox, omission and ambiguity.[10] There are a lot of factors which reflect linguistic and stylistic choices, the formation of textual messages of advertisement, the target audience, the use of persuasion techniques and type of advertisement are among the most prominent.[11.p45]

Materials and Methods

The complexity of the selection of linguistic means for the implementation of the impact lies in the fact that they should not be recognized by the addressee, they are characterized by implicit (not explicitly expressed) pragmatism. To place emphasis on implied, implicit component of the text, it is necessary to introduce, in addition to the language itself, also additional parameters. "From the secondary channel (perception) much more information is collected than expected. So, peripheral vision is much sharper and thinner than the central one" [9,with. 34].

Therefore, when analyzing advertising texts, we are talking about their suggestive orientation. Suggestion is a latent verbal impact on the addressee, perceived by him without critical evaluation.. The main means of suggestion is a word supported by non-verbal elements. To carry out a hidden subconscious influence on the addressee in the process of creating advertising text should be guided by those principles of selection of linguistic means that make this text addressed to the area of the unconscious. In this article, advertising texts are analyzed at several system-language levels: phonetic, morphological, phonemic and quasi-morphological.

To implement the main thing in the influencing text - to be oriented to the area of the unconscious - there is a certain set of requirements for its creation at each level. Each of the levels has a different potential for the impact of the text on the sphere of the unconscious. The strength of the impact of an advertising message depends on whether the requirements for its creation are met at each level and how many levels are used in the resulting text.

Phonetic Level

Sounds are known to evoke certain associations in our minds.. No matter how subjective the desire to interpret the impact of certain sounds from a connotative point of view, one cannot but admit that the sound "a" causes us completely different sensations than the sound "y", and even more so does not Similar to the sensations arising from the sound of hissing consonants. Despite to serious criticism addressed to them, many researchers continue to assert that the saturation of the text with certain sounds and sound combinations gives it a certain vibe. There is data "on the





perception of individual sounds and compiled tables of their meanings. These are not properties of the sounds themselves, but those qualities with which they are subconsciously associated in our perception.

So, the sound "a" received ... such signs as good, courageous, simple, kind, powerful. This means that the sound "a" subconsciously gives us an impression similar to the impression of objects and phenomena with the listed qualities" [5, p.147]. From this point of view, good examples of company names can be: Alice, Alex, etc.. Names in English firms and products that are dominated by vowels also make a favorable impression - Tom Ford, Motorola. At the same time with these unsuccessful examples are those where there is a heap of consonants (especially deaf) within small lexical units: Holding Center, Tempbank, KMBbank, NBDbank, Aagency Stella, etc.

The same in English - Varnish Oxy Action Max, where in the product name hissing, whistling and deaf consonants predominate.

At the phonetic level, both in Russian and in English, for giving additional semantic load to certain letters and sounds graphic techniques are used. For example:

a) Abnormal use of letters and use of numbers instead of letters:

- "We will deliver to the Buyer's warehouse." The capital "P" is a sign of respect for the client.

- "4You". The capital "Y" is a sign of respect for the client, and the number 4 sounds homonymous with the preposition "for".

b) the use of obsolete spelling, as in the name of the Kommer-sant newspaper.

c) the use of several identical letters: many, Gooooogle, Yahoou.

Phonestem Level

The attention of researchers, aimed at identifying how individual sounds are perceived and at determining their meanings, has repeatedly turned to the phenomenon of phonemics in the English language. The phonemic and morphemic levels described above and examples of creating advertising text at these levels are traditional. The phenomenon that occupies an intermediate position between the above levels and unites them is phonemics.. Technologies for creating advertising text on the phoneme level are the most popular at the present time, because they have greater potential than traditional technologies of phonetic and morphological levels. The concept of phonestem can also be applied to individual sounds, which, as well as sound combinations, they have the property of "additional semantization".

Suggestive texts have a special sound organization and, following J.Fers, you need to avoid using phonestems in the advertising text that have negative connotation such as sl, sn in English (cf.. gn, chl - in Russian). Paronymic attraction and homonymy are





in contact with phonemics in the sense that these phenomena are used (sometimes together) with one goal - to create a sound instrumentation of the text. The repeated use of the same material creates an orientation of the text to the area of the unconscious and implicitly affects the recipient. Examples of advertising text using certain phonetic instrumentation are the following:

“The first fragrance for men from TOM FORD” (Eau de toilette commercial) [The New York Times Magazine].

“Those flats make you feel ten feet tall, do your glasses?” (LensCrafters glasses) [The New York Times Magazine].

“BIOLAGE: hold stronger, longer. Find strength in styling. BIOLAGE styling”(hair gel) [Vogue].

“Who wears fiesta wear before siesta?” (clothing ad) [The New York Times magazine].

“Ribbons on a mission: the body wash that helps you move moisture to where you need it most” (OLAY cosmetics commercial) [Vogue].

Large, in excess of the normative frequency, the content of repetitive phonemes in the advertising text does not have to create a repetitive sound, even enough graphic "density", as in the already drive expected example:

“Thoughtful, through and through” (The Accord Sedan).

“Come, explore the local colour” (Cayman Islands tour advertisement) [The New York Times Magazine].

“Where a whole new world awaits” (Disney Parks.com) [The New York Times magazine].

In these examples, it is clearly seen that a short advertising message literally replete with the same graphemes. Moreover, the presence of one the same graphemes in all the words of the text, albeit in a different sequence and different volumes creates the feeling that they are all “molded” from the same material and somehow akin to each other around. It is the presence of a certain set of letters that make up all the words of an advertising text that creates the internal attraction of these words, endows this text with a certain sound, and hence the mood, and creates a certain semantic orientation of the text.

In addition to the suggestological component at the phonetic level of the text, we are dealing with a game moment. The recipient of the advertisement is flirted with, juggling phonemes before his eyes and diverting his attention in order to place the emotional mood and part of the meaning of the advertising message on a subconscious level.



Conclusion

"Advertising" language is the result of the work of specialists in many industries knowledge, from philologists and linguists to copywriters and psychologists. The language in advertising must meet the following criteria: the minimum text should contain the maximum amount of easy-to-remember and persuasive information, while, of course, one should not forget about grammatic, lexical and other rules, as well as ethical norms. As is evident from the vast majority of the above examples, when writing advertising texts, advertisers need help professional philologists.

First, the latter have tools for in-depth analysis of direct and associative shades of the meaning of the word, with its with the help, you can evaluate the marketing adequacy of the proposed name options. Secondly, they know the rules of spelling and grammar, which helps to eliminate errors in the design of the name. Thirdly, having a broad linguistic and cultural outlook, philologists can help avoid specific conflicts when, for example, the name of an institution or company located on a city street is contrary to the spirittime or place.

The most effective advertising messages are suggestive texts, towards the realm of the unconscious. Such texts contribute to the formation of an ideal image of the advertised product in the mind of the recipient, form a predisposition to believe (in the absence of any evidence) in the presence of an ideal A world capable of solving his problems and satisfying his needs and desires.

At the phonemic level, advertising texts are saturated with repeated phonetic repetitions, which ensures their orientation to the sphere of the unconscious.

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