



## ADVERTISEMENT TEXT AS A WAY OF INFLUENCE ON THE AUDIENCE

Bakhtiyor Zakirovich Gafurov  
PhD, Associate Professor BIMI

### Annotation

This article is devoted to the study of topical issues in the study of advertising text. Advertising texts are analyzed based on the points of view of foreign and local linguists, taking into account the grammatical possibilities of the Russian and Uzbek languages.

**Key words:** advertising text, advertising text functions, gender medicine, medical vocabulary, advertising text classification, syntactic constructions.

Advertising texts that have managed to penetrate to the society from all sides are created on the basis of the linguistic capabilities of each language. But in order to attract attention and influence any reader of advertising, some grammatical rules are occasionally violated, which is considered normal for the creators of advertising texts. Currently, advertising texts are widely studied by both foreign and Uzbek linguists. However, the history of the scientific study of advertisements in different languages, due to various socio-political reasons for the development of the ethnic groups using them, has its own differences.

Thus, the American advertising researcher J. Dyer notes that advertising initially performed the function of presenting a wide range of advertised goods to consumers. But he further emphasizes that over time this function has become a regulating one of social values and relations in society, due to which, at present, advertising performs an influencing function on the audience [7].

According to R. Marchand, advertising in the press describes our life, and it exists for the future. Advertising as a public discourse has managed to form its opinion and perception in the target audience [8]. K. L. Bove and W. F. Ahrens believe that advertising combines information and knowledge borrowed from the humanities and a creative approach in advertising links art genres in order to motivate and convince the consumer [1]. J. Meckelmann and Z. Zander believe that the advertising text reflects the function of polysemy with the help of the polysemantic vocabulary used in it [10]. T. Fritz in his work "Alert about Uniform Goods" emphasizes that the advertising text performs a relevant function in the market [11].





According to the observations of I. V. Borneyakova, “interest in studying the language of advertising in Germany appeared earlier than in Russia. The first works there began to appear in the early 20s of the twentieth century, for example, a textbook on advertising by K. Lauterer was published in 1923. Accordingly, the volume of literature devoted to the study of the language of German advertising exceeds the volume of studies of the language of Russian advertising. First of all, this is due to the fact that in Russia, “due to well-known historical factors,” the development of advertising text stopped for a while, and since the beginning of the 90s. XX century resumed on the principles developed by that time by the foreign advertising industry. Around the same time, the first works began to appear, describing the features of the structure and language of advertising texts” [2].

In her statements, D. Sh. Mamirova tries to prove that “at present, representatives of different professions and ages are watching ads, but young people occupy a particularly important place among them. With this in mind, advertising aimed at young people is becoming more and more, and this, in turn, requires a special linguistic approach. “Advertisers use jargon for this purpose” [9]. But in our opinion, the adult audience is in no way inferior to the youth in terms of the degree of interest in viewing advertisements, especially in relation to advertising of medical services and pharmaceuticals, which is mainly watched by older people, since they, due to various kinds of age-related changes, have to take more care of their health. As for jargon, its use in official communication with the general population should be limited in general.

As in poetry, in many pharmaceutical advertising texts in Russian and Uzbek, one can trace rhyming, wordplay at the end of each line of text or words, for example: “*Colgate Здоровые зубки, счастливые детки!*» (зубки//детки) (Colgate Healthy teeth, happy kids!), “*БОБОТИК симетикон чтобы не болел животик*» (Боботик//животик) (BOBOTIK simethicone so that the tummy does not hurt), “*Фастум-гель: жить без боли - наша цель*» (гель//цель) (Fastum-gel: living without pain is our goal), “*Лиотон – успех, движение, ваших ног преобразование*» (движение//преобразование) (Lyoton - success, movement, of your legs transformation), “*Мезим – для желудка незаменим*» (мезим//незаменим) (Mezim is indispensable for the stomach), “*Кашля больше не боюсь - Геделиксом я лечусь*» (боюсь//лечусь) (I’m no longer afraid of coughing - I’m being treated with Gedelix), “*От природы Вам совет, Геделикс - и кашля нет!*» (совет//нет) (From nature, you have advice, Gedelix - and cough No!), “*Когда кашляешь, прими Бромгексин Берлин-Хеми*» (прими//хеми) (When you cough, take Bromhexine Berlin-Chemie), “*Такой важный день - и вот! Очень болит живот! НО*



– **ШПА при боли в животе»** (ВОТ//ЖИВОТ) (Such an important day - and here it is! My stomach hurts a lot! NO- ShPA for pain in the abdomen); "**MERS maxsus Dragesi - Siz go`zal va sog`lom bo`lishingiz uchun puxta o`ylab chiqilgan vitamin - mineral majmuasi bo`lib, teriga tetiklik, sochlarga yorqinlik, tirnoqlarga mustahkamlik bag`ishlash uchun maxsus ishlab chiqilgan**" (tetiklik//yorqinlik//mustahkamlik) (MERS Special Dragee is a well-thought-out vitamin-mineral complex for you to be beautiful and healthy. Specially designed to give freshness to skin, shine to hair, and strength to nails), "**Colgate totalning ilg`or formulasi tishdagi, tildagi, milkdagi va lunjdagi bakteriyalarga qarshi kurashadi va o`n ikki soat davomida himoya qiladi**" (tishdagi//tildagi//milkdagi//lunjdagi) (Colgate Total's advanced formula fights bacteria on the teeth, tongue, gums and mouth for twelve-hour protection), etc.

Everyone knows that many translators often make errors when translating advertisements, for example, the text of an advertisement for a building materials store: "Мир инструментов широкий ассортимент стройматериалов для Вас!" (The world of tools is a wide range of building materials for you!). A big mistake is made in translation from Russian into Uzbek: "Dunyo uskunalari keng assortimentdagi qurilish mollari Siz uchun!" The essence of the error in this translation of advertising lies in the fact that the phrase "Мир инструментов" (The World of Tools), which is called the network of construction stores in Russian, was translated by the translator into Uzbek as "Dunyo uskunalari", which, when translated back into Russian, will mean "мировые инструменты". Adequate for the translated phrase would be the translation of "Uskunalar dunyosi". In our opinion, such an unprofessional approach when translating medical and pharmaceutical advertising texts can have serious and negative consequences.

Advertising texts pointing to medical services or pharmaceutical products are placed in outdoor advertisements (banners), which take their place, in the very center of cities, quarters, on the roadway, where it is usually crowded. The color scheme, colorfulness and brightness of the image are the characteristic features of outdoor advertising.

Often at the end of the advertising text, in order to strengthen the buyer's confidence in the purchased products, instead of the Russian word "**ПОДЛИННИК**", the English barbarism "original" is used. For example, in the text in Russian: "**В-Fit для эффективного похудения –10-15 кг за месяц! Original**" (B-Fit for effective weight loss -10-15 kg per month! Original V).

At one time (2020-2021), the texts of promotional advertisements were especially different, more precisely, during the pandemic. In the content of such advertisements,



one could come across information about the need to obtain a vaccine (vaccination) in order to mass fight against COVID-19. For example:

– in Russian: “Узбекско-китайская вакцина от коронавируса **ZF-UZ-VAC2001** эффективна против индийского штамма коронавируса – Мининноваций” (The Uzbek-Chinese coronavirus vaccine ZF-UZ-VAC2001 is effective against the Indian strain of coronavirus – Ministry of Innovation);

– in Uzbek: “O`ZBEKISTON 24 Vaksina – najot!” (an advertisement for an Uzbek TV channel).

Currently, the problem in resolving the issue of semantization of medical vocabulary in the advertising text is associated with the so-called “gender medicine” - a new trend in modern medicine, which considers not only external differences in the structure and functions of the reproductive systems of the male and female body, but also prevention and treatment common diseases, the percentage of incidence of which depends on gender. Differences in the hormonal system of the male and female organisms cause special diseases, various factors in the course of the same diseases, and special requirements for personal hygiene. At the same time, difficulties arise in the verbal transmission of all these features associated with modesty, which has not yet been overcome in society in relation to various physiological manifestations of sex. For example: in the texts of advertisements in Russian “**Always!** Покажи свою уверенность здесь и сейчас! (Always! Show your confidence here and now!) (strong self-confidence; imperative mood of the verb in the imperative-exclamatory sentence); in Uzbek advertising texts “Kotex 100 foizli qulaylik va ishonch” (Kotex 100 percent convenience and reliability) (product quality assurance, simple, declarative, non-exclamatory sentence).

There are also cases where both versions of the advertisement are very streamlined about beauty and health, without describing the details of exactly what symptoms this drug cures. For example: in Russian “**Климадинон** – сохраните свое здоровье и красоту (Klimadinon – keep your health and beauty); in Uzbek “Klimaks davridagi lohaslik? Klimadinon Suyak to`qimasini va ayol terisining yaxshi saqlanishiga ijobiy ta`sir ko`rsatadi. Psixoemotsional holatni yaxshilaydi. Tarkibida garmonlar mavjud emas” (Climactic lassitude? Klimadinon has a positive effect on bone tissue and good preservation of women's skin. Improves psycho-emotional state. Contains no hormones). More attention is paid to solving the problems of men with health in intimate relationships in the texts of advertisements in Russian. There are very few advertisements in Uzbek on this issue, which may be due to the national mentality. For example: in Russian “**Синегра** средство для лечения эректильной дисфункции” (Sinegra remedy for the treatment of erectile dysfunction),







"*Дапоксетин-С3* для лечения преждевременной эякуляции" (Dapoxetine-C3 for the treatment of premature ejaculation); in Uzbek "Zolotoyolen – Erkaklarning potensiyasini tiklash va kuchaytirishga mo'ljallangan? Noyob giyohlardan tayyorlangan tabiiy mahsulot!!!" (Zolotoyolen - designed to restore and strengthen male potency? Natural product made from unique herbs!!!), etc.

So, the value of the text in advertising is very high. The success of advertising largely depends on the extent to which the language rules will be observed while writing the text, its reliability, verity and value.

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