

LINGUOCULTURAL ANALYSIS OF ADVERTISING LANGUAGE

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Annotation: *The given thesis is devoted to the lingua-cultural analysis of advertising language. The main attention is paid to specific features in American advertising that distinguish it from other languages.*

Keywords: *advertising discourse, non-personal communication form, linguistic unit, emotional-evaluative meaning, perception of color, stylistic devices.*

In the context of modern lingua-cultural studies, the description of advertising discourse is becoming increasingly important. The modern world is impossible to imagine without advertising. As potential consumers, we are exposed to a powerful stream of advertising information from various media, including newspapers, magazines, television, radio, and the Internet. Advertising is meant to reflect differences between products and bring this information to the attention of the consumer.

The language of advertising is intended not only to convey information; its main purpose is persuasion and influence on the minds of buyers. The word "advertising" first appeared in the Bible in 1655 and meant a warning. Encyclopedia Britannica interprets the word advertisement in the following way: a public announcement, generally printed or oral, made to promote a commodity, service, or idea. "Advertisement" means a public announcement, usually verbal or written that is done to promote a product, service, or idea.

W. Wells, J. Burnet, and S. Moriarty define advertising as a paid non-personal communication form with an identified sponsor using mass media to persuade or influence the audience.

From the above definitions, it can be seen that advertising is important not only for manufacturers but also for consumers. It is the driving force of society and reflects all the changes taking place in it. J. Russell rightly called advertising a "mirror of society".

In each country, advertising is targeted at the audience of this particular country, it is targeted at residents of a particular state. Naturally, in different countries, the products and services consumed are the same, but at the same time,



advertising has its unique specifics, which affect the carriers of a certain linguistic culture.

The unit of the advertising text is the word. Moreover, the word is the most important linguistic unit, since it is endowed with meaning, the meaning that includes information about objects and their properties. When creating advertising, the main process is the creation of advertising text, which involves careful choice of words. It should convey the maximum amount of basic marketing information in the minimum number of words possible. Therefore, each word included in the text of the advertisement must be extremely accurate, reasonable, and understandable to the inhabitants of this country in exactly the meaning that the author meant. As many researchers note, the effectiveness of an advertising text depends on three main factors: 1) clarity and legibility; 2) the degree of interest caused by it in a potential consumer; 3) the persuasiveness of a text. Therefore, the requirements for advertising text are as follows:

It must be specific and purposeful, clearly argued, and any general idea should be supported by facts and illustrative examples so that a potential consumer could not have any doubts about their authenticity.

Advertisers use various features of the language and are guided by the rules of its use. The possibilities of the language are extremely rich due to the presence of various artistic and visual means.

The language of advertising is characterized by several specific features that distinguish it from other sublanguages (sublanguage of culture, sublanguage of literature, etc.). The language of advertising has certain linguistic features:

- specific selection of vocabulary, an abundance of meanings;
- words are often stylistically colored, which attracts the attention of the perceiver of the text;
- the use of vocabulary not in its direct meaning to enhance figurativeness;
- numerous use of idioms to create figurativeness.

The main purpose of the language of advertising is the ability to create reactions, to leave a bright mark on the text. When perceiving advertising text, the thing which is considered of great importance is a reaction to the image, which will remain in memory due to the maximum use of language tools - idiomatic expressions, low-frequency vocabulary, and vocabulary with emotional-evaluative meanings (affixes).

This thesis examines the lingua-cultural features of advertising in American society, which presents not only practical activities of a vast area but also a special sphere of linguistic communication. For example - Coca-Cola advertising: "Coca-Cola - The Coke side of life" - Everything will be Coca-Cola. According to the



authors, in this case, it is necessary to build on the fact that Coca-Cola (Coca-Cola) is associated with something good.

The slogan sounds like the old American saying "sunny side of the road", which later evolved into the expression "sunny side of life". In this example, there is a gap in the idiom, in which the subject of speech is inserted in place of something positive.

The next thing to say about the methods of attracting the attention of consumers to the advertised product is through its decorations or design. After all, it is advertising design that creates the prerequisites for the achievement of the outcome. The result is the transformation of a potential consumer into a real buyer.

When preparing a poster, booklet, or other printed advertisement, it is very important to think over the design well: position the text correctly, find an effective picture, and choose the color scheme against which the advertised product will be perceived in the best way. Psychologists have found that the perception of color depends on the emotional state of humans. Thus, by choosing a certain color, you can control the consumer's attitude to advertising, and by creating the necessary color environment, you can evoke the required emotions in the consumer. With the right choice, the desire to purchase the advertised product will evoke.

For example, an advertisement for a large burger in the McDonald's chain is on bright red background there is a juicy, appetizing bun “The thing you want when you order salad”. This background color attracts the attention of buyers. The same technique was used in social advertising, the purpose of which was to reduce the number of accidents on the roads: “Applying makeup while driving can be deadly!” The slogan is located on a black background, which causes negative feelings, feelings of anger, and fear.

The effect of advertising is also based on the correct use of several linguistic phenomena and patterns. Speaking of the language of advertising messages, we are talking about the use of language for professional purposes, the result of which is the generation of messages targeted at a specific audience and performing specific tasks.

In advertising messages in a fairly limited space, one can observe an extremely high concentration of various stylistic devices. Of course, the play on words and images, the distortion of spelling and idioms, the "wrong" syntax, and the unusual use of punctuation marks are very characteristic of advertising and often contribute to the creation of the most expressive and successful advertising messages.



As noted above, in advertising one can observe an extremely high concentration of various stylistic devices. This feature of advertising texts is an international feature, but at the same time, it demonstrates it as part of the culture. Slang and colloquial expressions are very actively used in advertising. As E.N.Serdobintsev notes, "... colloquial constructions are used to create emotionally expressive coloring, imagery, clarity and effectiveness of the advertising text, which is intended for the mass reader, and therefore should be close to it in structure". Indeed, often advertising texts are written in such a way that their sound resembles the sound of oral colloquial speech. For example, "Don't text and drive!", "Be your own boss!", "Evian - live young!".

Also, in advertising texts and slogans, such a stylistic device as an allusion is widely used, which refers to books, films, proverbs, and popular expressions characterizing this country in cultural aspects which are known to the reader. For example, "Share or Not to Share" is an allusion to the work of W. Shakespeare, or rather to the words of the protagonist of his play Hamlet "to be or not to be."

In advertising for Americans, it is important when there is some logic, strength, and at the same time simplicity. Speech properties and verbal means play an important role- well-written copywriting is the basis of most stories. For example, the advertising slogan for whiskey "Johnny Walker" - "Taste Life" has a much greater semantic load. The main idea is that people are called to not just try "life, but try this product, but live life so that there is something to remember.

So, from the above, we can conclude that American advertising is characterized by such qualities as simplicity, straightforwardness, and logic. It is connected not only with the promotion of goods on the market from a commercial point of view but also performs intercultural interaction, as it is a way of contact between different cultures. In general, advertising is a mirror of the culture of a particular country, its mentality and its national character, which reflects all social, and cultural phenomena.

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