



PRAGMALINGUISTIC FEATURES OF TEXT AND LANGUAGE ADVERTISING

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Article history:	Abstract:
Received: 17 th August 2022	This article emphasizes the scientific basis, text and language of advertising. Formation of speech of advertising depends on cultural feature and distinguishing literary texts. The aim of this work is to provide an up-to-date account for the language used in advertising from linguistic and stylistic points of view.
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1. INTRODUCTION

Advertising has grown to be a popular subject of study in recent years, approached from a wide range of disciplines, such as anthropology, sociology, linguistics, literary criticism, and media studies. The role of advertising language is persuasive and reveals how communication occurs between advertiser and audience, its primary aim is to capture consumer's attention and direct them willingly toward product or service on offer. Advertisers use language quite distinctive; there are definitely benefit in making odd and controversial statements in a remarkable way, intentionally communicate with people using simple and straight forward language. Advertising designers are famous for playing with words and applying unexpected use of text or sound to achieve their purposes, further more they breaking the rules of language, for effect they use language out of context, distorting grammar, spellings or even coining new words in order to attract attention of the audiences. The exploration of advertising is part of a more general investigation into the force of language, more specifically the way language is used to persuade, convince, and manipulate others. The examples used by the researcher are mainly concerned with situations in which communication occurs between two parties equally the advertiser and receiver.

2. MAIN PART

According to Wikipedia the free encyclopedia, advertising is dated back to early times, the first forms of advertising messages were conveyed by word of mouth, however, in the ruins of ancient city of Pompeii in Italy commercial messages and election campaign displays have been found. Egyptians used papyrus papers to produce sale messages and wall posters, while in Greece and Rome lost-and-found

advertising on papyrus was common. Wall or rock painting for commercial advertising is another manifestation of an ancient media advertising form, which is present to this day in many parts of Asia, Africa and South America. With the form of advertising, we could meet in the market places, where the sellers used to shout and praise their products. In the course of time, people more and more tried to differentiate their products and began to find out new ways of presenting. They started to draw attention to the visual aspect of the advertisement.

With the expansion of color printing and colorful posters the streets began to revel in colors. These posters were ancestors to our modern billboards and hoardings. As the economy and the trade were immensely expanding during the industrial revolution roughly in 19th century, the need for advertising was growing. Gradually, advertising transformed into a modern phenomenon, more scientific and sophisticated conception. New visual techniques have been launched. Not only the content of the message is important, but also the form. The creativity of copywriters, who are finding new ways, leads to the richness of various forms of advertising. Weekly newspapers have additional account of advertising; in London first carried advertisements in the 17th century; by the 18th century such advertising was flourishing. The first advertising agencies were established in the 19th century to broker for space in newspapers, and by the early 20th century agencies were producing the advertising message itself, including copy and artwork. Most advertising promotes goods for sale, but similar methods are used in public service messages to promote causes, charities, or political candidates. In many countries, advertising is the most important source of income for the media through which it is conducted. In addition to



newspapers, magazines, and broadcast media, advertising media include direct mail, billboards and posters, transit advertising, the Internet, and promotional items such as matchbooks or calendars. Advertisers attempt to choose media that are favored by the advertisers' target (Britannica Concise Encyclopedia, 2006).

Defining advertising from the etymological point of view, the term advertising according to Merriam Webster online dictionary, a Latin word *advertere* at its root consist of "*de plus vertere*" which means turn towards or pay heed. Advertising is an inevitable part of our contemporary capitalist consumer society whose outstanding feature is its competitive fight. "...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us..." (Cook 1996). It is ubiquitously around us: in newspapers, in magazines, on billboards, banners and hoardings along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute their message. The effects of the advertising influence us whether we like it or not. According to Britannica Concise Encyclopedia (2006) Advertising is "Techniques and practices used to bring products, service, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way". Also a definition offered by English file (2005) advertising is a business in which language is used to persuade people to do things: to buy a particular product, to watch a certain television show, to donate to a given cause, to engage in a certain practice (such as gotten vaccine or not smoking), to go to some community function, to vote for someone, or to hold certain beliefs (for example, that corporation is trustworthy or that political philosophy is a good one).

Defining advertising language according to dictionary of language and linguistic; "A persuasive use of language aimed at influencing people's behavior in politics, business, and especially in consumption. Pragmatic features of advertising language include its persuasive intention, its communicative distance to various addressees, and its distinctive use of certain expressions such as elliptical comparatives (25 percent less car—than what?), complex comparatives (More car for less money), and adjectivizations (meaty taste). Owing to its characteristic register, advertising language is readily recognizable as such by consumers. Advertising language is innovative (e.g. in the formation of new words) on the one hand and

functions as a means of language distribution between different language groups (technical language becoming standard language). On the other hand, it confirms and reinforces existing social norms and social stereotypes. The extent to which it is effective in its persuasive goals is the subject of investigation in semiotics (e.g. visual advertising, sociology, and psychology)" (Bussmann, 198) According to Geoffrey Leech (Leech 1972), most frequent and important type of the advertising is "commercial consumer advertising": advertising directed towards a mass audience with the aim of promoting sales of a commercial product or service. It is the kind which uses most money, professional skill, and advertising space in this country". Example of this category of advertising: "Plump it up. New volume boost liquid lip color. Paints lips with a high shine lacquer finish. Feel the tingling sensation as formula begins to work". Another type of commercial advertising is "prestige advertising", where, the name and the positive image of the company are advertised rather than a product or a service. For instance: "The America's Cup: the oldest and most coveted trophy in the world of sailing. Its organizers have entrusted once again the vital timing of the races to Omega, a corporation whose experience in watch making and sports timekeeping dates back over 150 years...to the very origins of the America's Cup itself". We may mention "industrial or trade advertising, where a company advertises its products or services to other firms, so the communication is between equals. They both (copywriter and the reader) have as an interest as a particular information about the product been advertised. Therefore, "industrial advertising typically lays greater emphasis on factual information than prestige and consumer advertising and less emphasis on the persuasive elements". An additional illustration: "You can trust Trenkwalder. We can search for and find the right professional challenge for your career. We offer you: Advice about the employment market and analysis of your personal career opportunities, taking into account your knowledge, your experience and your preferences. We can classify the types of advertising also according to the type of medium: TV, radio, brochures, leaflets, magazines, newspapers and other printed material advertising, the Internet and direct mail advertising, outdoor advertising, etc.

3. RESULTS

According to Richards, Schmidt pragmatic is the study of the use of language in communication,



particularly the relationships between sentences and the contexts and situations in which they are used. Pragmatics includes the study of:

- a. How the interpretation and use of utterances depends on knowledge of the real world.
- b. How speakers use and understand speech acts.
- c. How the structure of sentences is influenced by the relationship between the speaker and the hearer? (Richards, Schmidt, 2010).

The reliability of a product or company is addressed indirectly through implicature one common strategy used by advertisers is to announce how long a company has been in business like "in business since 1924" this type of expression is frequently used in commercial ad in which intended to mean that a company does something enough to stay in business for extended period of time, although the age of company does not directly affect the quality of the product or service it provides. Therefore, there must be an implicature that addressees supposed to infer from company's longevity such as experience which denotes a good service or quality.

4. CONCLUSION

In conclusion, the data demonstrated in this thesis is to analyze linguistic features of advertisement, it has been shown that understanding advertisements is not only a matter of decoding it linguistically, but also to look at it through the angle of culture, gender, religion and economic. Advertisers manifest language as a piece of artistic work of art and turn black into white in order to convince audience and to win their hearts and souls.

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