



LINGUOCOGNITIVE FEATURES OF PRECEDENT UNITS IN ADVERTISING TEXTS

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Abstract:

This article analyzes the use of precedent units in advertising texts - that is, familiar expressions and text units taken from a cultural, historical, literary or political context. The role of precedent units in advertising communication in attracting attention, instilling trust and increasing effectiveness is revealed. The article also studies the functional approach to these units, their significance in linguistics and intercultural communication, and their contribution to modern advertising styles.

Keywords: Precedent units, advertising discourse, cultural context, linguistics, intertextual units, communicative strategy, semiotics

In today's era of globalization and digital communication, advertising has become an inseparable part of human life. It is not merely a means of promoting products or services, but also a powerful tool for conveying cultural information, shaping public consciousness, and instilling various ideas into the audience. Advertising texts presented to the audience daily through mass media, the internet, and social networks are distinguished by their brevity and conciseness, while maintaining depth of content and impact. Language tools, particularly precedent units, play a crucial role in achieving such effectiveness.

In modern information society, advertising has gained particular importance as one of the powerful means of influencing human consciousness. It actively participates not only in promoting products or services but also in the process of shaping and reinforcing social and cultural codes. Notably, the sharp and impactful use of linguistic tools in advertising texts serves to enhance the effectiveness of advertisements. From this perspective, the application of precedent units in advertising texts deserves special attention. Precedent units refer to phrases, texts, names, or plots that are well-known to the audience within a specific language and culture, possessing social, cultural, historical, or literary connotations. They rely on a ready-made knowledge base stored in the audience's memory and serve to convey advertising content concisely, succinctly, and with profound meaning. Y.N. Karaulov, who first introduced the term "precedent unit" to the field, describes precedent units as "highly personal units that are well-known to a particular individual and encompass a wide range of people, including their past and contemporaries. These

units are extremely significant in the cognitive and emotional relationships of the person and are repeatedly referenced in the discourse of the native speaker of the language."

In N. Pyego-Gro's research, precedent units are divided into 4 groups: quotation, reference, unquoted citation, and allusion. Additionally, in some sources, precedent situations are also included among precedent phenomena.

Precedent units are often considered in linguistics as intertextual elements, cultural codes, or context-based signals. They hold a firm place in language and culture, are easily recognized by native speakers, and can convey rich meanings at the connotative level. In advertising texts, they are primarily used for the following purposes:

1. Capturing the audience's attention;
2. Conveying deep meaning in concise text;
3. Creating emotional and associative impact;
4. Connecting the product to a specific cultural or historical context;
5. Ensuring the advertising copy is memorable.

For example, the phrase "As strong as the Titanic!" is frequently used in television advertisements for the Russian Forest company's products. While it ostensibly describes the product quality, it primarily serves to capture the audience's attention and emphasize that these products are as valuable as the Titanic ship.

The linguocognitive approach studies language in close connection with human thinking, knowledge systems, and cognitive processes. According to this approach, each linguistic unit - especially metaphors, figurative expressions, or precedent units - is formed based on



conceptual structures, that is, concepts, in the human mind.

Precedent units are not merely phrases or images in the text; they are cognitive units linked to pre-existing information, emotions, experiences, and cultural knowledge in the audience's consciousness. Advertising text facilitates brief and impactful communication by activating these cognitive units.

Precedent units are not only linguistic elements but also cognitive tools that activate ready-made conceptual networks, memory chains, and emotional experiences in the audience's mind. Their presence in advertising texts ensures high effectiveness in conveying meaning. These units possess features such as cognitive automaticity (quick recognition and understanding), conceptual layering (conveying multiple layers of meaning through a single phrase), and connection to cultural frameworks. As a result, the advertising text is delivered concisely and holistically, with rich meaning and emotional impact. The use of precedent units in advertising language enhances stylistic aspects, including artistry, irony, and aesthetic appeal. These features make the advertising text more memorable and emotionally resonant with the audience.

Through the linguocognitive process, precedent units activate long-term memory. After receiving an advertising text, these units enable the content to enter the subconscious in a subliminal manner and be retained for a long time. The functionality of precedent units is inextricably linked to the cultural experience and knowledge of the audience. Precedent units unfamiliar in different cultures reduce communicative effectiveness; therefore, when selecting precedent units in advertising language, the cultural context of the audience should be taken into account. From a linguocognitive perspective, the use of precedent units in advertising texts provides a practical foundation for advertisers and linguists. Through these units, advertising strategies can be directed towards maximally mobilizing the cognitive potential of language.

In conclusion, precedent units are powerful tools that harmonize the communicative, emotional, and cognitive aspects of advertising language. By drawing on cultural knowledge, memory processes, and emotional perception, they convey rich meaning and impact through concise texts. The effective use of these units ensures that advertising copy is competitive in terms of memorability, comprehensibility, and aesthetic appeal. Consequently, the study of precedent units in the fields of linguistics

and advertising communication represents a central issue in contemporary research.

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