



ADVERTISING TEXTS AND THE LANGUAGE OF ADVERTISING TEXTS

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Article history:	Abstract:
Received: 11 th March 2022 Accepted: 11 th April 2022 Published: 28 th May 2022	In this article we analyse advertising texts and advertising language from the linguistics point of view included structure and composition of advertising language, lexical, syntactic, stylistic and morphological units used it in advertisement . The importance of taking into account social and 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 text; advertising language; linguistic and extralinguistic means; interlingual parallelism; pragmatism.	

INTRODUCTION

Life in the 21st century is unimaginable without advertising. Modern advertising is a multifaceted phenomenon that attracts the attention of specialists in various fields of science: linguists, psychologists, culturologists, and sociologists. The language of advertising instantly reacts to the emergence of new ideas and events, and changes in any area of life are inevitably reflected in modern advertising texts.

LITERATURE REVIEW

The increased interest in advertising has, in turn, caused the interest of researchers in the main product of advertising - the advertising text and, accordingly, the language of advertising. The language of advertising was studied by D.E. Rosenthal, N.N. Kokhtev [1]; A.N. Baranov [2]. The specifics of advertising in the pragmatic and linguistic aspect [4], speech impact and manipulation in advertising [3], the structure of the advertising text [5], advertising as an intertextual phenomenon [6], expressive syntactic constructions in the language of advertising [7] were considered..

Under the influence of general processes, changes occur in the language, which are called carnivalization. For the first time about carnivalization, more precisely about carnival culture in relation to literature, M.M. Bakhtin [8]. The same term was later used in relation to "mass media texts" [9].

MATERIALS AND METHOD

The language of advertising is a special phenomenon and a special area of study in modern linguistics, the language of advertising attracts the attention of many scientists and is studied by specialists from various branches of modern science - linguists, sociologists, psychologists, economists, etc. Of course, they all pursue different goals in their research, linguists analyze the functional and stylistic features of the language of advertising, sociologists - the impact of advertising on public opinion, psychologists - linguistic manipulation and its impact on the consumer, economists - the percentage of advertising and sales growth.. Modern advertising affects even lawyers. There are cases when the use of profanity or erotic motives that go beyond what is permitted made it necessary for lawyers to intervene in the advertising field, as this was an administrative violation.

To date, a number of studies have been carried out regarding modern advertising activities, advertising techniques, advertising language, etc. There is more and more educational and popular literature on this issue.. Some researchers consider advertising and the language of advertising, mainly from the point of view of marketing and advertising activities others directly explore the language of advertising, linguistic and stylistic. What are the means used in it, the texts of advertising messages and many other features of modern advertising.

D.E. Rosenthal, N.N. Kokhtev distinguish features inherent in the language of advertising [10]. Yu.K. Pirogova draws attention to the speech impact in the language of advertising [11]. Yu.F. Okovitaya considers expressive syntactic constructions in the language of advertising: the relationship between structure and meaning [7].

D.E. Rosenthal and N.N. Kokhtev give the following definition of the language of advertising: "The language of advertising performs two communicative functions - it informs and convinces. He must be literary literate (note that this requirement was formulated in other speech conditions). It is distinguished by concreteness and purposefulness - this helps to understand how the advertised object differs from similar ones. At the same time, the language of advertising

texts should be evidence-based (persuasive), logical in form and content, understandable. An important feature is brevity and conciseness. Originality, uniqueness, entertaining characterize the artistic side of such texts" [10: 27-50]. As you can see, the above definition is more about the main goals and functional features of the language of advertising than its linguistic means.

In the Stylistic Encyclopedic Dictionary of the Russian Language, the language of advertising is understood as "a system of linguistic and extralinguistic means of expressing the content of advertising texts, their speech organization, due to the functioning in the field of mass communication. Advertising refers to persuasive and influencing speech, designed to attract and maintain the attention of the addressee, contribute to the subsequent memorization of the message and induce to a certain action" [12: 635]. Thus, the language of advertising is a system of linguistic and extralinguistic means of expression, subject, first of all, to the rules of mass communication.

The language of advertising affects the perception of a product or product by its owners or potential consumers - native speakers of the language in which the advertisement was created in accordance with the goals of explicit and implicit information laid down by her. Thus, the language of advertising is not only a system of linguistic and extralinguistic means of expression, subject, first of all, to the rules of mass communication, and then to general literary rules, but also a linguistic structure that forms the perception of certain information by the addressee, taking into account the sociolinguistic, psycholinguistic and linguocultural features of the language environment in which this addressee exists.

The concept of the language of advertising as a system of linguistic means is based on the categories of pragmatics - the choice of linguistic means as a result of their evaluation, their correspondence to a certain mode of speech. Advertising should be clear, concise, easy to remember, intriguing and persuasive.. In the language of advertising, a violation of the language norm may be allowed if this is necessary to enhance the impact of the advertising text.

The language of advertising uses various verbal / linguistic and non-verbal / visual, graphic ways of influencing the consumer. In an advertising text, quite often, both a verbal context (in textual terms) and a non-verbal context can be simultaneously presented, which can be created using a colorful image or schemes (if we are talking about print advertising), or by means of a video (in television advertising). In this case, television advertising requires special attention, since the video sequence almost always contains not only an image, but also written textual accompaniment, designed to be reproduced in inner speech..

The possibility of using various means of influencing the audience in the language of advertising is to a certain extent limited by ethical standards and legal acts. This explains the fact that in advertising messages on a rather limited - minimal text space - one can observe an extremely high concentration of various stylistic devices.

D.E. Rosenthal and N.N. Kokhtev believe that an important requirement for creating an advertising text is maximum information with a minimum of words [10: 27]. This requirement is due to the fact that "tight financial conditions force advertisers to save on every square centimeter of printed space or every second of airtime. Such savings are realized with the help of various means of language compression - from semi-predicative constructions to abbreviations" [5: 18-19].

Russian advertising is a growing field of activity, the rules of which are still being established. As time and research have shown, advertising is not only an engine of trade, but also an incentive for the development of speech activity.. The influence of advertising affects not only the sphere of the consumer market, but also the political and cultural life of society, the use of the Russian language and, indirectly, the development of its system. So, for example, in the language of advertising, non-normative from the point of view of the modern Russian language forms of a simple and compound comparative degree are becoming more and more frequent.. Or you can talk about special syntactic constructions in the language of advertising (see more about this later).

Of course, puns, spelling distortion, the use of phraseological units, non-standard use of punctuation marks are very characteristic of advertising and often contribute to the creation of the most successful examples of advertising (see below). This feature is common to both the language of Russian and American advertising. Identification of a number of similar characteristics allows us to speak about the emergence of interlingual parallelism in the language of Russian and American advertising[22].

Due to the fact that in this work we study only the texts of advertising messages themselves, without taking into account the specific features of their sources, be it newspaper or magazine advertising, street or television advertising, a certain number of questions arise regarding the concept of text in advertising.

Before considering the concept of text in advertising, one should refer to definition of the text itself. One of the generally accepted definitions of the text is the following: "Text (from Latin *textus* - fabric, plexus, connection) is a sequence of sign units united by a semantic connection, the main properties of which are coherence and integrity" [13: 507].

I.R. Galperin in the book "Text as an object of linguistic research" gives the following definition: "A text is a product of a speech-creative process that has completeness, objectified in the form of a part of a literary document, literary processed in accordance with the type of this document, a work consisting of a name (heading) and a number of special units (superphrasal units), united by different types of lexical units. Oh, grammatical, stylistic connection, having a certain purposefulness and pragmatic attitude" [14: 8]. This definition focuses on the written text. Meanwhile, the same content can be presented not only in writing, but also in oral form, and there may be significant differences between them, cf.: "The text can be not only written, but also oral, in other words, it can be expressed in written or

oral form. Students often have the opportunity to read monographs, textbooks, articles of a particular scientist and listen to his lectures on the same topics.. And if the lecturer does not "read from a piece of paper", then the oral text of a section of a lecture given in the audience will differ from the written text of a section or chapter on the same topic in a textbook" [15: 96].

In our work, we will adhere to the following definition of the text: "A text is an ordered and complete verbal whole expressed in written or oral form, containing a certain content, withrelated to one of the genres of artistic or non-artistic literature, delimited from other similar wholes and, if necessary, reproduced in the same form" [ibid: 49]

As for the form of realization of the text of an advertising message in speech, then "any advertising text presented in oral or written form is a text prepared in advance; Thus, when analyzing advertising. In texts, we are dealing with two forms of speech implementation: written form and oral implementation of a pre-written text. The text of the advertising message can be narrative, pictorial, tricky (original); it can be written in the form of a monologue or dialogue" [16: 340].

This opinion is supported by V.G.. Kostomarov in his work "Our Language in Action: Essays on Modern Russian Stylistics": "The implementation of slogans can be both oral and written, it is often supported by a picture or a sound effect. They are compiled as briefly as possible, counting on quick and easy memorization" [9: 39].

Based on the above definitions of text, we derive the following concept of advertising text. Under the advertising text, we mean a text presented in oral or written form, prepared in advance, having autonomy, initially aimed at conveying certain information to the addressee, with prevailing commercial goal - to attract the attention of the addressee to a particular type of product. Therefore, all examples of advertising considered in this paper, in our opinion, should be called advertising texts..

With regard to the structure and composition of the advertising text, many advertising researchers break the advertising text into its component parts, for example: heading, main text, or slogan, ending. Advertising texts are open in nature, that is, elements of the compositional structure can be replaced or removed to achieve non-speech tasks.. The structure of the advertising text is a series of components grouped into blocks based on their content and formal features [4: 8]

In our work, almost all examples of advertising consist of text, not broken down into separate elements, most often - a slogan. The slogan is called the "flag of the advertisement" [117: 27] and is considered as the formulation of an advertising idea that reflects and strengthens the client's touching faith in the wonderful means of his product [18: 77]. "An important component of the semantic structure of an advertising text is a slogan (English slogan is a slogan, a motto is a concise, clear and easily perceived formulation of an advertising idea. A slogan can be placed not only in a strong - initial - position of the text, but also at its end, as a kind of expressive dot, output. The linguistic design of the slogan is due to the requirements of brevity and expressiveness, which together ensures its aphorism" [12: 638].

But recently, the slogan has come to mean the entire text of the advertising message, which is confirmed by V.G.Kostomarov: "We note by the way that the English word slogan (originally corresponding to the Russian word of German origin slogan) has become, it seems, the accepted common name for various types of advertising, appeals, bargain in gnew, political and other announcements" [9: 39].

An advertising text is a special type of text in which pragmatism is realized by units of almost all language levels. A special place belongs to vocabulary, which, according to experts, has the most impactful speech potential among other linguistic means.. It is the vocabulary that forms human needs, affects the feelings, desires, and valuable orientations of consumers. By analyzing the vocabulary of an advertising text, one can understand what moral guidelines modern society is guided by at this stage[21].

Advertising text has certain functions. The main purpose of the advertising text is to encourage consumers to make a choice in favor of the advertised product or service, company and brand. The effect of advertising text is based on the correct use and combination of a number of linguistic and psychological phenomena and patterns

Advertising text should attract attention, arouse interest and stimulate sales. That is why its compilers turn to the use of various linguistic and psychological techniques. The advertising text should be distinguished by simplicity, brightness, conciseness, professionalism. There are a number of language advertising media used for these purposes.. From the point of view of the traditionally distinguished levels of the language, they can be divided into the following groups: phonetic, graphic, lexical, morphological, derivational and syntactic[20].

Advertisers, text writers, or so-called copywriters, use many of the techniques known to the most experienced philologists and writers.. Of course, their main goal is to maximize the attention of the consumer to a particular type of product, and most often they use stylistic and graphic means..

The creation of advertising is "a creative process based on professionalism, on a certain set of knowledge and skills, therefore, the preparation of an advertising text requires knowledge of certain rules and patterns. A number of things, including the rules for constructing a competent and expressive text" [9: 337].

The work of compiling an advertising text presupposes the presence of not only a certain talent or desire, but also the corresponding professional qualifications. As A.P. Repiev: "His only task is to sell, and only SELL. (In advertising, the word "sell" is a term meaning "persuade the reader to buy, vote for a candidate, etc.)" [19]. If the ad doesn't sell, then the ad text is useless. Advertising text is the most expensive text in the world. It follows from this that every word in advertising must meet the highest demands, and not so much artistic and informational, as economic - here, literally every word must work for the public. Giveability. Technically, the advertising text should: attract the attention of an

uninterested reader; make this reader want to start reading the text; be so interesting that the reader reads it to the end [ibid.]

To create an advertising text, both verbal and non-verbal components are equally important. Indeed, "an advertising text is a complex semiotic whole, in which there is no place for random, communicatively unloaded components, due to the fact that the solution of a pragmatic problem in such a text is always primary.. And this implies equal attention to the verbal and, which is especially important due to the insufficient development of this side of advertising communication, its non-verbal components" [5: 192]. As you can see, to create an advertising text, you need to have certain knowledge and skills: this is an art that needs to be learned.

CONCLUSION

The language of advertising is not only a system of linguistic and extralinguistic means of expression, subject, first of all, to the rules of mass communication, and then to the rules of general literature, but also the language structure. The structure that forms the perception of certain information by the addressee, taking into account the sociolinguistic, psycholinguistic and linguocultural features of the linguistic environment in which the addressee exists.

Advertising text is a special type of text that has certain functions, is implemented orally or in writing, prepared in advance, has autonomy, and is aimed at conveying a certain message to the addressee. Formations with a prevailing commercial goal - drawing the attention of the addressee to a particular type of product or service and encouraging him to make a choice in favor of the advertised product or service, company and brand.

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