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АНАЛИЗ ЯЗЫКА РЕКЛАМНОГО ДИСКУРСА НА ОСНОВЕ АНГЛОЯЗЫЧНЫХ РЕКЛАМНЫХ ТЕКСТОВ

Аннотация

С развитием социальной экономики реклама все глубже проникает в повседневную жизнь людей. Рекламная сфера, как специальное назначение, имеет свои отличительные особенности в использовании языка. Язык должен быть кратким, точным и художественным. В данной статье будет проанализирован язык рекламного дискурса, установлены ведущие экстралингвистические факторы, определяющие коммуникативный процесс в рекламе; рассмотрение доли рекламного текста и рекламного слогана в рекламно-коммуникативной деятельности; анализ структурных, семантических и функциональных особенностей рекламного слогана.

Ключевые слова: Рекламный текст, рекламный слоган, язык, коммуникация, реципиент.

INGLIZ TILI REKLAMA MATNLARI ASOSIDA REKLAMA DISKURSINI TILINI TAHLILI

Annotatsiya

Ijtimoiy iqtisodiyotning rivojlanishi bilan reklama odamlarning kundalik hayotiga tobora chuqurroq kirib bordi. Reklama sohasi maxsus maqsad sifatida tildan foydalanishda o'ziga xos xususiyatlarga ega. Til ixcham, aniq va badiiy bo'lishi kerak. Ushbu maqolada reklama diskursining tili tahlil qilinib, reklamada muloqot jarayonini belgilovchi yetakchi ekstralingvistik omillar aniqlanib; reklama matni va reklama shiorining reklama va kommunikativ faoliyatdagi ulushini ko'rib chiqildi; reklama shiorining strukturaviy, semantik va funksional xususiyatlarini tahlil qilindi.

Kalit so'zlar: Reklama matni, reklama shiori, til, aloqa, retsipiyent.

THE ANALYSIS OF LANGUAGE OF ADVERTISING DISCOURSE BASED ON ENGLISH ADVERTISING TEXTS

Annotation

With the development of the social economy, advertising has become increasingly deep into people's daily lives. Advertising area as a special purpose, has its distinct characteristics in the use of language. The language should be concise, accurate as well as artistic. This paper will analyze the language of advertising discourse, establishing the leading extralinguistic factors, that determine the communication process in advertising; reviewing the share of advertising text and ad-slogan in advertising and communicative activities; analyzing structural, semantic, and functional peculiarities of an ad-slogan.

Key words: Advertising text, ad-slogan, language, communication, recipient.

Introduction. The subject of this research is the analysis of the language of advertising and its relation to the social environment. The impact of advertising on the modern world is increasing and thus has become a major area of study from a broad multidisciplinary approach. Sociology and psychology attempt to find possible ways of its influence on society, mentality, mind, and human behavior. Linguistics emphasizes the literary norms of the language used in advertising and the stylistic features of written and spoken types of the same. The objective of the sociolinguistic study is to discover the mechanism of the impact of advertising upon language as a variable entity and actual linguistic process, which is demonstrated on the levels of style formation and word formation of the language. New words to mean new ideas and new facts of mass media society are the most broad and active field of new lexical developments in modern languages.

Stylistic peculiarities of media texts (including advertising) tend to be contrasted to other written and spoken styles to discover language variability as paradigmatically and syntagmatically concerned process influenced by extralinguistic factors. Internal and external factors of language variability are discussed as possessing varying degrees of influence on text-formation and text-interpretation components of mass media language. This work is an attempt to examine how advertising differs from other types of communication and what its functions and contents are. We should look at advertising not only as an economic and social factor, but also as a form of communication with specific goals and mechanisms for reaching it. Being a combination of both verbal and non-verbal means, advertising makes a good object for linguistic and sociolinguistic study.

Literature review. Linguistic and discursive characteristics of advertising attract close attention mainly from foreign researchers. Thus, many review works examined various levels of linguistic organization of advertisements, including phonology, graphology, vocabulary and syntax Vestergaard, Schroder, Cook, Myers. The object of more narrow research was the cognitive features of advertising Pateman, Redfem, Harris, its cultural and anthropological aspects Goldman, Schmidt, O'Barr, Ohmann, genre features of advertising discourse Toolan, Vekh. It is also necessary to note the works of A.A. Leontyeva, I.N. Gorelova, M.A. Makhsudova, E. Goziev, who developed the foundations of psycholinguistics and speech manipulation.

Research Methodology. Advertising is the most obvious way in which cultural production services the wider system of material production and consumer society. The existence of advertising media and their audiences constructed through the cultural practices of newspapers, magazines, and broadcasting have been essential to the development of modern consumer capitalism. Since the circulation of symbolic values becomes integral to the circulation of commodities, advertising is growing in importance.

Advertising is a form of mass communication that puts business in touch with consumers through paid, controlled, identifiable messages that try to persuade the recipient to make a certain decision - usually the decision to buy a product [1]. Advertising is quite a general notion, which implies various aspects and methods of product promotion. We can distinguish advertising for individual goods and brands (Sony CD-players, Ferrari cars, Rank-Xerox copier), branch and corporate advertising (for sugar, bananas, canned fish,

coffee, etc.), sponsored by a whole industrial branch rather than an individual company. There is advertising for the company's activity, or image advertising. It is used by manufacturers to promote the enterprise, its potential, its role in the country's and the world's economy, its social achievements [2].

Advertisements are complex texts, images, words, framing devices, and structures, which attempt to influence individuals into accepting certain values and role models and into adopting certain lifestyles. Obviously, in order to be effective an advertisement must have an appeal to its audience; it must reflect shared values.

It is not easy to draw a clear conceptual boundary around the variety of advertising. The style of advertising slogans overlaps with other similar varieties, such as the style of newspapers, political speeches, sermons, and several other uses of language, which can be said to be "selling something". Newspaper headlines tend to be short, concise, and expressive, and the same can be said about advertising slogans. Commercial advertising is the largest and most visible form of advertising; but by no means the only one. There is an overlap with such categories as auctions, automobiles, bargains, careers, entertainment, health and safety, house sales, investments, lost and found, personal, prestige, situations wanted, and other announcements contained in the classified columns of a newspaper. However, commercial advertising stands out stylistically on several counts.

The semiotic analysis of advertising, that is, analysis of the meaning transmitted by various elements of an advertising message, helps to understand the latter based on previous experience, but does not allow to find absolute rules of advertising creating. Those who produce advertising are sometimes surprised by hints and additional meanings which can be extracted out of advertising messages created by them. However, there are standard procedures, which gradually lead to the appearance of an advertising message. Their application is possible due to the simple fact that any advertising owes its existence to the advertiser with his product, his competitors, potential customers and their needs, his goals and limitations, all of which has to be considered in advertising [3].

Communication is a vital element of our life and the life of the whole world. Mass communication is one of the types of communication, the other ones being interpersonal and impersonal, public and private communication, etc. Mass communication is effected through the mass media, such as TV, radio, all kinds of press, and all other kinds of media reaching a wide audience, such as billboards, booklets, public announcements, etc. Advertising should be regarded as a form of mass communication.

Advertising is an inseparable part of the mass media. Advertising and mass media are mutually dependent cultural and economic phenomena. Mass media need advertising because it helps to support their ideological independence, and advertising uses mass media to cover the largest possible audience. Mass media make an important channel for advertising, enabling the latter to be an integral component of mass communication.

In general terms, the communication procedure can be described as follows. The object of a communicative act is a message. The parties involved are the one who is sending the message (that is, the addresser, or the sender) and the one who is supposed to receive it (that is, the addressee, or the recipient). Besides, there is a certain channel of communication and a code that is used by the addresser to shape the message, subsequently decoded by the addressee. In most cases, there is a conflict between the addresser and the addressee, since the latter is not always willing to accept the message and to act according to the intention of the former. However, a message that has been coded in the right and sufficiently cautious way is likely to arouse the desired recipient's response. Visually, the scheme can be represented as follows: (see Figure 1)

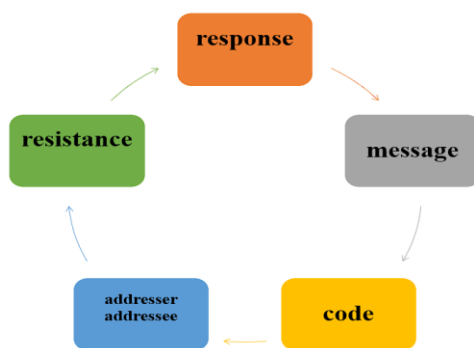


Figure 1.

In the case of advertising, there are four main groups of addressers involved:

(1) Advertisers: these are mainly public and private companies and central and local governments in most countries. Companies usually advertise their products or the services they offer, their final goal being to sell the same.

(2) Advertising agencies: their main role is to plan and carry out advertising campaigns on behalf of their clients, and in case of success to keep the client's account.

(3) Media owners: they include the Press, independent television and radio, outdoor advertising, cinema, direct mail, etc. and they have to attract advertising revenue from other companies and agencies.

(4) Ancillary services: To produce effective advertisements, the services of specialists such as typesetters, design consultants, photographers, film producers, and copywriters are required [4].

All of the above agents are interested in the successful completion of the procedure and contribute to it in different ways.

Analysis and results. The addressee, or the recipient, is ultimately the prospective customer of the product advertised, be it a merchandise, service, event, or anything else. Customers, or recipients of the advertising message, can be divided into an infinite number of specific groups, and advertising of every product has to consider specific features of a certain given group that is supposed to consume the product. Criteria for this classification take into account a large number of factors. To mention just a few, these are age, gender, occupation, social and academic background, social position, income level, hobbies, etc. All of these factors, and a lot of

others, influence the way an individual perceives an advertisement, and therefore they are of vital importance. Thus, while the addressee of specific professional advertising is a differentiated corporate group of experts in a certain domain of social and cultural communication, general advertising targets a wider and less differentiated audience. The advertising text is compiled with the consideration of the communicative competence of the addressee, meaning situational, social, and linguistic knowledge. These factors shape the choice of composition and linguistic tools for the adequate construction of a speech context.

While studying advertising, we also have to consider the socially different approach of the authors of ad slogans to the pragmatic purpose of their content. Thus, advertising for a hair conditioner (Stop tearing your hair out) is targeted at wide strata of the population, while advertising for a high-quality wine (Life is Worth Baccarat) has another orientation, which is meant to appeal to those who value quality and prestige and underestimate simple things. Some examples of prestige advertising are: "150 Years of History and Romance" (for Cartier watch) because it is prestigious to have things of traditional quality; "Begin Your Own Tradition" (for Pateck Phillipe jewelry), because it is prestigious to have one's own tradition of jewelry succession; or "Decorative tea service, circa 1760. Made in silver. Made in England. Maid in torment" for Asprey silverware, showing a girl polishing it. The last one refers to all the components of prestige, saying that the product has been manufactured for a long time, in a prestigious country, of a prestigious material, and someone is always working at it. The opposite feeling is stressed in the slogan: "If you're paying more than J2,99 for your suntan lotion, it's daylight snobbery". It appeals to the rational consumer who cares about the price as well as about quality, and probably will buy a cheaper product.

This particular research is based on advertising slogans selected from newspapers and magazines of two types: those targeted at general public (Vogue, Elle, Life) and at a specific section of the readers, namely business executives (Time, The Economist, Financial Times). Naturally, it depends on the type of publication what advertising it contains. Business press is not likely to contain ads about body lotions, jeans or women's pantliners, while popular magazines do not have much promotion material of oil refineries or world information systems. Basically, it is the advertisers who choose where to place their materials, and usually the choice relies substantially on the type of readership of a certain publication, which has been established long before.

As a rule, the addressee does not take any initiative to obtain the advertising message. So, the channel of advertising has to be designed in such a way as to ensure reception in spite of total passivity of the addressee. Before World War I, advertising was conducted by word of mouth and through print. Many years later, the introduction of radio, cinema and television provided the advertiser with improved possibilities and additional outlets. Apart from the major media outlets (daily or weekly press, radio and TV commercials), advertising also employs a vast range of devices and locations to get its messages across: they include billboards, book jackets, bookmarks, carrier bags, catalogues, circulars, flyers, handbills, inserts, labels, leaflets, special merchandise (cups, pens, T-shirts), notices, placards, posters, price tags, programs, samples, sportswear, showcards, signs, tickets, tourism brochures, skywriting, subliminal advertising, shows, exhibitions and fairs, display of goods, media trailers, vehicle sides, wrapping paper, and classified pages in telephone books [5]. The variety of possible codes is still more impressive.

In terms of codes influence, we can distinguish rational and emotional advertising. Rational (objective) advertising informs, it calls upon the potential recipient's mind, submits arguments, giving them the form of words, using pictures and drawings to enhance and secure the impression produced by words. Emotional (associated) advertising excites recollections and arouses implications, it calls upon feelings, emotions, the sub-conscious; it acts through association, trying to recreate a situation; its favorite tool is drawing, rather than sound. There are advertising messages which are purely rational or emotional, but most are various combinations of the two types described. The language is one of the instruments used to create the code for the transmission of information in advertising [6].

–Conclusion/Recommendations. Advertising slogans often gain their effect by manipulating the norms of the language. They make use of phonetic and syntactical stylistic devices, as well as their combinations. A particular role is played by various forms of comparison, which makes the basis of comparative advertising. The latter is a source of great controversy because its effects can reach far beyond the linguistic limits, causing serious material and moral damage to those against whom it is targeted.

Advertising is a communicative act, which follows the general principles of a communication procedure and has its specific features.

The language of advertising is a specific linguistic variety with its own laws and structures, which combines, but is not limited to linguistic devices characteristic of other varieties. The speech and non-speech planning activity in advertising lies in coordinating the overall preliminary knowledge and the strategies known to the advertiser both with the needs and motivations of the addressee and with the object of advertising, and eventually producing the subjective motivation. Speech planning is coordinated by the semantic and pragmatic intention of the addresser.

The activating feature, the active speech influence of advertising texts is expressed by special lexical, grammatical, and syntactical forms and stylistic methods. These special forms comprise, first of all, various instruments of establishing a contact with the addressee, expressions of shadow (implicit) motivation, and carrying out indirect persuasion. The linguistic and stylistic means described above serve to offer goods and services in a friendly style of intimate advice and to lead the recipient to the point where he will involuntarily discover an opportunity to satisfy his own need.

The text aspect of advertising, that is, the totality of formal means of expression for its denotative and pragmatic orientation, reveals several linguistic and stylistic features of the organization of the communicative nucleus. Analyses of the material under review showed that modern English language advertising manifests incomplete structure, implicit shaping of the slogans, their isolated character, logical and intonation links between segments of an utterance, and causal consecutive relations as a major factor of the logical, grammatical, and semantic structure.

Advertising slogans are distinguished for the manipulative use of linguistic tools, such as phonetic, lexical, and syntactic stylistic devices, as well as their combinations. Stylistic means can be used in a way that can become the subject of calamity in society, which is brightly manifested by comparative advertising. The latter can make a serious impact on social and economic life.

The advertising slogan is a specific form of mass communication text, where one can see realization of connection between pragmatics and linguistics. The pragmatic effect of advertising depends on two factors: the addresser's intention, realized in the message, and the way it is decoded by the addressee in the context of his background and the situation at the moment of reception. If

the case of a successful completion of the transmission procedure the advertiser receives the addressee's response, which comprises three stages: knowledge, convictions, and actions. The success of advertising depends to a great extent upon the appeal contained in the message.

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