



CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE

eISSN: 2660-6828 | Volume: 04 Issue: 04 Apr 2023
<https://cajipc.centralasianstudies.org>

Advertising Discourse as a Research Object of Linguistics

Botirova Maxliyo Baxodirovna

Teacher of the Department of Uzbek Linguistics of Termiz State University

Received 28th Feb 2023, Accepted 29th Mar 2023, Online 30th Apr 2023

ANNOTATION

The text in the ad reveals the main content of the ad. Its task is to attract attention with the appearance of the offered product, interest in the potential buyer and convince him to buy. In addition to subtitles and frames, stamps, logos and autographs (signatures) are used in the main structural elements of advertising texts. The main meaning of the advertising discourse is reflected in the title. The main text of the advertisement can be a story, image or special trick in the form of a monologue or dialogue.

KEYWORDS: linguistics, pragmalinguistics, discourse, advertising, presupposition, proposition.

Discourse is a complex communicative phenomenon, which, in addition to the text, includes additional linguistic factors (thoughts, knowledge about the world, the receiver's goals, and attitudes) necessary for understanding the text.

The term "discourse" has become one of the most widely used terms in the field of linguistics. Historically, this term was first used in an article called "Discourse Analysis" published in 1952 by the American linguist Z. Harris. The full scope of the term "discourse" has gained popularity in linguistics over the past two decades.

According to the linguist scientist A. Pardaev, discourse is the process of practical use of linguistic and non-linguistic tools in the form and type that they consider to be the most effective to exchange ideas and influence each other. Discourse is a process, a type of human activity. It is the manifestation of hundreds of linguistic and non-linguistic factors in a common form towards one goal. In another source, discourse is derived from the Latin word "discursus" - discussion, which means emotional, direct, intuitive, i.e. logical argument - demonstrable knowledge, which is created through discussion, as opposed to required knowledge. In simpler words, this definition puts forward the meaning of discourse and discussion.

Special studies of discourse in Uzbek linguistics were carried out by linguist Sh. Safarov. The linguist notes the following about the problems of text and discourse: "if both text and discourse are the result of human linguistic activity, they can be classified as "oral" and "written" based only on the external-formal indicator. I doubt the possibility of differentiation. Similarly, it is difficult to imagine one of them as a material phenomenon, and the other one without this feature. After all, if both of these will be the product of productive activity, then the achieved result should take a material form? The purposefully expressed communicative content and the informative content formed in the listener's perception (reception) independent of the speaker's desire do not negate each other, on the contrary, they mix and combine and become a factor

that ensures the effectiveness of communication. " The harmony of communicative and informative content ensures the integrity of the macro unit of the communication system. At present, it is recognized that only discourse has such integrity.

According to Y.S. Kubryakova, "at the time of the current development of the science of linguistics, there is no generally accepted definition of discourse."

Advertising is an extremely versatile and multifaceted phenomenon. Advertising occupies a border position between different professionals, covers fields, and attracts the attention of representatives of different professions.

F. Kotler explains the concept of advertising as follows: "Advertising is a non-personal form of communication with a clearly defined source of funding, carried out through paid means."

Researchers I.A. Golman and N.S. Dobrobabenko clarified: "Advertising is any form of impersonal representation and commercial ideas, products and promotion are services paid for by a clearly defined advertiser."

Researchers distinguish different types of advertising. So, F. Kotler distinguishes the following types depending on the goals of advertising:

- ✓ authoritative advertising;
- ✓ brand advertising;
- ✓ classified advertising;
- ✓ advertising sales;
- ✓ explanatory and promotional advertising.

Foreign researchers talk about the existence of the following types of advertising:

- ✓ brand advertising;
- ✓ trade and retail advertising;
- ✓ political advertising;
- ✓ advertising in catalogs;
- ✓ institutional (corporate advertising);
- ✓ social advertising;
- ✓ interactive advertising.

The authors of the "Language of Advertising" research divide advertising into commercial and non-commercial. Commercial advertising is divided into image, industry, and consumer. In modern Russian culture, the word advertising combines the meanings of a syncretic product and activity:

- 1) the text of the advertisement (current advertisement);
- 2) a separate advertising genre or subgenre (television advertising, political advertising);
- 3) advertising activity (advertising).

Genre specificity of the advertising event is the method of advertising transmission and the purpose of creating the advertising text. The text embedded in the situation of advertising communication serves as a basis for distinguishing the most general meaning of the advertising term - advertising discourse.

A.A. As Kubrick noted, "Text is a broader concept than speech. Discourse is a simultaneous speech process and linguistic activity, and its result is a text.

Knowledge of the world is systematic, it is inextricably linked with the inseparability of knowledge, and it is expressed through language. Discourse is a dynamic process, through which the predicative is connected with the direct expression of surrounding events with the help of language.

Media texts represent speech, they are always dynamic and modern, and they are perceived in the context of the events taking place by the participants of the communication.

Advertising text has its characteristics. Most advertising texts also include verbal (audiovisual) elements. The elements can be different and the topics do not have a clear structure, which is perceived by the consumer as a whole with written or oral statements.

In the opinion of linguist S.Y. Tyurina: "In addition to verbal means, other means such as iconic means (drawing, photo) and semiotic codes (color, font) are used in the structure of texts, they are called creolized. Their structure consists of two different parts: verbal (linguistic / speech) and non-verbal (belonging to sign systems other than natural language). As a rule, the presence of a non-verbal component of an advertising text is considered an integral attribute of a full-fledged feature.

The text in the ad reveals the main content of the ad. Its task is to attract attention with the appearance of the offered product, interest the potential buyer and convince them to buy. In addition to subtitles and frames, stamps, logos, and autographs (signatures) are used in the main structural elements of advertising texts.

The main meaning of the advertising discourse is reflected in the title. The main text of the advertisement can be a story, image, or special trick in the form of a monologue or dialogue. As an example:

You deserve more (Loreal Paris Shampoo)



If we analyze the discursive process in this advertisement, in the image, the famous European model and actress express through her actions that the secret of her glamorous and long hair is in Loreal Paris shampoo, and at the end of the image, she says, "You deserve more" applies the sentence. In the same process, the discourse presupposition is expressed as "despite the fact that this shampoo is expensive, every woman

deserves to use it and achieve beauty." The main task of advertising discourse is exactly that, that is, to express the original meaning to consumers through the most appropriate sentences. Another example is:

According to the structure, the advertising discourse is divided into three parts: the introduction, the main part, and the conclusion. In the introduction, the advertiser introduces the consumer to the topic (if the consumer is unfamiliar or unaware of the issue). For example, in advertisements for medicines, water purification systems, and financial advisory services, such introductions are simply necessary. If the ad is about advertising the company, then the content of the discourse should not start from afar and indicate the position of the company in the market, how long it has been operating, and what successes have been achieved. The main part of the advertisement is the essence of the commercial offer. It describes the main advantages of goods or services. It is known that the advertising text is not of much interest to the consumer, therefore, the main thing in this section is to show the consumer what the advertised product needs, and how much he can benefit from them, logically, with the help of examples, the result of the proposed thing is to prove.

In the final part, you need to encourage the customer to act through a phrase - a slogan ("buy today", "call now", etc.). This is the most prominent selling point. Coming up with a slogan should be consistent with the general content of the advertisement, be concise, and contain an original speech composed by a specialist. This process can be analyzed by the following example:

You deserve happiness (Planbaby products Sperolin and Mammolin)



In the introductory part of this advertising process, information is provided about the composition, advantages, and results of Planbaby products (Sperolin and Mammolin), about families suffering from childlessness, and about the fact that medicine has not had a solution to such problems until recently; in the main part, the families who had children using this drug at 5, 8, and 10 years of age and their opinions about the drug are highlighted. In the last part of the conclusion, the slogan You deserve happiness (Planbaby products Sperolin and Mammolin) is presented, which reflects the entire content of the ad. It is through the combination of these 3 parts that the content of advertising discourse is fully expressed.

In conclusion, when creating an advertising text, authors use all linguistic and non-linguistic means to find the most effective form of influencing the addressee. The main task in product advertising is to express the goal in the presupposition of the discursive process. In this way, they increase the demand for the products they offer.

LIST OF REFERENCES

1. Ablakulova O. U. B. Q. Diskurs tushinchasi va uning tadqiqi //Academic research in educational sciences. – 2021. – Т. 2. – №. 11. – С. 1167-1172.
2. Safarov Shaxriyor. Pragmalingvistika. –Т.: “O‘zbekiston milliy ensiklopediyasi” Davlat ilmiy nashriyoti, 2008. 12-bet.
3. Е.С. Кубрякова. О КОГНИТИВНОЙ ЛИНГВИСТИКЕ И СЕМАНТИКЕ ТЕРМИНА. «КОГНИТИВНЫЙ».
4. Котлер Ф. Основы маркетинга. – М., 2001
5. Тюрина С.Ю. О понятиях рекламный дискурс и рекламный текст «Вестник ИГЭУ» Вып. 1 2009 г. Ст. 1-3
6. Botirova M., Qayumova M. Language Characteristics of Phraseological Units //Procedia of Philosophical and Pedagogical Sciences. – 2022. – Т. 1. – №. 1. – С. 80-83.
7. Makhliyo B. et al. Linguistic Features of Artistic Similes //Central Asian Journal of Literature, Philosophy and Culture. – 2022. – Т. 3. – №. 11. – С. 41-46.
8. Qizi B. M. B., Sanjarovich I. S. BADIY MATNNING LINGVISTIK MOHIYATI //Oriental renaissance: Innovative, educational, natural and social sciences. – 2021. – Т. 1. – №. 3. – С. 46-51.
9. Botyrova M., Bozorova G. THE USE OF METAPHOR IN FICTION //Евразийский журнал социальных наук, философии и культуры. – 2023. – Т. 3. – №. 1 Part 2. – С. 82-89.