# REALIZATION OF VERBAL AND NON-VERBAL WORDS IN ADVERTISING TEXTS

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## ANNOTATION
The article analyzes the features of the non-verbal component of the language of advertising in the formation of an advertising image. The necessity of taking into account, when compiling an advertising message, each element of the language of advertising, not only the verbal component, but also the non-verbal one, is revealed, since all components of the advertising message influence the formation of the advertising image.

**Keywords**: advertising language, advertising language components, non-verbal component, advertising image.

Advertising and advertising text are increasingly becoming the objects of in-depth research, not only marketing, but also linguistic. Pursuing quite specific pragmatic goals, such as informing the consumer about the product, its qualities, the value of exceptional benefits, influencing the consumer's mind, artificially creating a need for him to buy the advertised product, the authors of advertising messages carefully think over the concept of this or that advertising company. An advertising message includes not only the text itself, which carries basic information and is the most important carrier of ways to influence the consumer, but also a non-verbal component, which includes accompaniment by an image or video component, color, font and musical accompaniment in the form about- and audio advertising.

At the moment, the problem of a comprehensive linguistic study of the advertising text, despite the huge number of works devoted to this topic, is still relevant.

In our opinion, this situation is due both to the special nature of the advertising text itself and to a complex of extralinguistic factors. All together, this creates a situation where the scientific understanding of the processes taking place in the field of advertising is "one step behind" these processes themselves. A similar situation takes place in other areas, but in the case of advertising and, more broadly, advertising discourse is of particular relevance in connection with the rapidly developing field of advertising. As a result, a heuristic approach to the practical issues of copywriting (writing effective advertising texts) becomes primary in relation to a consistent conceptual theoretical approach to these issues. Meanwhile, according to the logic of things, advertising text modeling and forecasting of its effectiveness should be built on a solid theoretical basis.

As the Member of the American Marketing Association A.P. Repjo in: "The language of advertising is the verbal means by which the content is conveyed. Thoughts can be expressed

in many ways, using a lot of stylistic shades and accents. You can build and compose texts in different ways, divide them into paragraphs, make sentences, you can choose words in different ways and arrange them in sentences [1].

It is widely known that the language of advertising operates with various verbal (linguistic) and non-verbal means, presented in the form of a colorful image, scheme (in printed advertising products) or with the help of a video (in advertising on television), which have an impact on the consumer [6]. And the non-verbal component of the advertising text is equally important along with the verbal component. Today, more and more often, the object of linguistic research is non-verbal communication, which is necessary to influence the consciousness and unconsciousness of a person. The transfer of information occurs through verbal means (only words) by only 7%; sound means (including tone of voice, intonation, sound) by 38%; and most of it is occupied by non-verbal means - 55%.

Now society trusts more non-verbal information than verbal. In addition, the non-verbal component of advertising messages is more difficult to track consciously for both the sender and the addressee. Thus, non-verbal communication, including optical-kinetic, paralinguistic, extralinguistic systems, organization of space and time of the communicative process and visual contact, deserves special attention.

We must agree that the language of advertising should be extremely concise, understandable and clearly convey the information that is the basis of the advertising message and facilitates the acquisition of the advertising product. An example would be a business loan ad that asks a short question and gives a short answer, "Successful business? It's easy with us!"

Non-verbal elements of the semiotic organization of the text scientists divide into type setting and pictorial. Typesetting non-verbal elements include: font, spaces between words, margins, decorative elements. At the same time, photographs, drawings, diagrams, tables, graphs, diagrams, etc. belong to the pictorial non-verbal elements[2].

According to the approximative scale, on which the indicated means graphs are minimally and maximally easy for adequate perception of information by the addressee (complex graph, simple graph, diagram, diagram, drawing, map, photograph), photography and drawing are the best for perception[4].

The information efficiency of any advertising text depends both directly on the text and on the image (illustration) presented in the advertising text.

Based on the fact that the means of non-verbal communication perform such functions as supplementing speech, replacing speech, expressing the emotional states of communication partners, the study of this issue seems important for advertising specialists who work without the use of technical means in the process of direct communication with customers[5]. It is necessary to be able not only to correctly use the means of non-verbal language, but also to correctly interpret them, which allows you to recognize the true intentions of the client, build a conversation correctly and understand exactly when this or that information will be better perceived[3].

Thus, we can say that the non-verbal components of the language of advertising are important components of the advertising image, which gives it a socio-psychological significance, sets its position among competing products. When compiling an advertising message, it is important to pay attention to each element of the advertising language, not only the verbal component, but

also the non-verbal one, since all components of the advertising message have an impact on the addressee as a whole.

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