

LINGUOCULTUROLOGICAL STUDY OF THE LANGUAGE OF ADVERTISING (on the material of English and Karakalpak languages)

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ABSTRACT

This article is devoted to the study of advertising discourse in the American version of the English language. Advertising is a mirror of the culture of the country, its mentality and national character, which reflects all socio-cultural phenomena. The study reveals not only the linguistic and cultural features of advertising slogans, but also conducts their linguostylistic analysis in order to identify the cultural characteristics of American society.

Keywords: linguoculturology, advertising, national character, advertising slogan, linguostylistic analysis, American society.

INTRODUCTION

The language of advertising is designed not only to convey information; its main goal is to convince and influence the consciousness of buyers.

The unit of advertising text is the word. Moreover, the word is the most important linguistic unit, since it is endowed with meaning, meaning, which carries information about objects and their qualities. When creating an advertisement, the main process is to create an advertising text, which implies a careful selection of words. It should convey the maximum amount of basic marketing information as many words as possible. Therefore, each word included in the text of the advertisement should be extremely accurate, weighty, reasonable and understandable to the inhabitants of this country in the sense that the author intended. As many researchers have noted, the effectiveness of advertising text depends on three main factors: 1) on clarity and legibility; 2) the degree of interest aroused by it in a potential consumer; 3) from the persuasiveness of the text. Therefore, the requirements for the advertising text are as follows: it must be specific and purposeful, clearly reasoned, any general consideration is confirmed by facts and illustrative examples, so that a possible consumer cannot doubt their authenticity. Advertisers use various features of the language and are guided by the rules of its use. The possibilities of the language are extremely rich due to the presence of various artistic and pictorial means.

The language of advertising is characterized by a number of specific features that distinguish it among other sublanguages (sublanguage of culture, sublanguage of literature, etc.). The language of advertising has certain linguistic features: - a specific selection of vocabulary, characterized by a rich connotative train, an abundance of meanings; - words are often stylistically colored, which attracts the attention of the perceiver of the text; - the use of vocabulary not in a direct sense to enhance imagery; - numerous use of idioms to create imagery [3].

The main purpose of the language of advertising is the ability to make an impression, to leave a bright trace about the text. When perceiving the advertising text, the main thing is the reaction to the image, which will remain in memory due to the maximum use of the means of the language - idiomatic expressions, low-frequency vocabulary and vocabulary with emotionally evaluative values (affixes). This article examines the linguistic and cultural features of advertising in American society, which is not only a vast sphere of practical activity, but also a special sphere of language communication. For example, an advertisement for Coca-Cola: "Coca-Cola is The Coke side of life" – Everything will be Coca-Cola. According to the authors, in this case it is necessary to start from the fact that Coca-Cola (Coca-Cola) is associated with good, something good. The slogan clearly echoes the old American saying "sunny side of the road", which was later transformed into the expression "sunny side of life". In this example, there is a rupture of the idiom, into which the subject of speech is inserted in place of something positive. Next, it should be said about the methods of attracting the attention of consumers to the advertised product through its design, or design. After all, it is the design of advertising that creates the prerequisites for the successful achievement of the final result - the transformation of a potential consumer into a real buyer. When preparing a poster, booklet or other print advertising, it is very important to think through the design well: correctly arrange the text, find a spectacular picture and choose the color scheme against which the advertising of the product will be perceived in the best way.

And in the Karakalpak language, the words of advertising are not so important, because in Karakalpakstan they also use English words, but this does not mean that Karakalpak does not use it at all. For example, Karakalpak advertising words are usually used in national dishes or store names. : Milliy Tagamlar, Nur-Market, Oraylyk Bazaar....

Psychologists have found that the perception of color depends on the emotional state of a person. Thus, with the help of choosing a certain color, it is possible to control the consumer's attitude to advertising, and by creating the necessary color medium, it is possible to evoke the required emotions in the consumer of advertising. With the right choice - the desire to purchase the advertised product. For example, an advertisement for a large burger in the McDonald's network - on a bright red background there is a juicy, appetizing bun "The thing you want when you order salad". This color background attracts the attention of buyers. The same technique was used in social advertising, the purpose of which was to reduce the number of accidents on the roads: "Applying makeup while driving can be deadly!" This slogan is located on a black background, which causes negative feelings, feelings of danger and fear. The effect of advertising is also based on the correct use of a number of linguistic phenomena and patterns. Speaking about the language of advertising messages, we are talking about the use of language for professional purposes, the result of which is the generation of messages aimed at a certain audience and performing certain tasks.

Advertising as one of the forms of speech communication has a significant distinctive feature: often communication takes place in conditions that can be defined as unfavorable. The fact is that advertising is a so-called "one-way" type of communication, called in the book by Torben Westergaard and Kim Schroeder "The Language of Advertising" one-way communication, which in a certain way narrows the range of possible mechanisms of influence on the audience [8. P. 132]. In addition, the possibility of using a variety of means of influencing the audience

in advertising is to a certain extent limited by ethical standards and legal acts. Therefore, in advertising messages in a fairly "limited space" (since one of the characteristic features of advertising texts is brevity), one can observe an extremely high concentration of various stylistic techniques.

Slang and colloquial expressions are used very actively in advertising. As E.N. Serdobintseva notes, "... colloquial constructions are used to create emotionally expressive coloring, imagery, intelligibility and effectiveness of the advertising text, which is intended for the mass reader, and therefore should be close to him in structure" [5. p. 69]. Indeed, often advertising texts are written in such a way that their sound resembles the sound of oral colloquial speech. For example, "Don't text and drive!", "Be your own boss!", "Evian is live young!". Also, in advertising texts and slogans, such a stylistic device as an allusion is widely used, which makes a reference to books, films, proverbs, catchphrases known to the reader, characterizing this country in the cultural aspect. For example, "Share or Not to Share" is an allusion to the work of W. Shakespeare, or rather to the words of the main character of his play Hamlet "to be or not to be". The number of possible deviations from the linguistic norm is not limited, because any language rule can be broken in one way or another. J. Leach, in his book English in Advertising, mentions spelling, grammatical, lexical, semantic, and contextual deviations from the language norm [10. P. 75]. For example, advertising Knacki sausages: "Why pay more?". This slogan completely violates the structure and order of words that should be in the English question. This is a distinctive feature of Americans, who partly neglect official words, the rules for constructing phrases and sentences. The absence of a subject also indicates the impersonality of the advertisement itself. It should be noted that, despite the attractiveness and even entertainment of the above stylistic techniques, linguistic innovations in advertising are not welcomed by everyone. And yet, in advertising texts, the purpose of which is to sell goods, new words and non-traditional use of already known words have great value. However, in order for a bright advertising text not to turn into an illiterate set of incorrectly written words, the rules should be violated in a certain way.

In the UNITED STATES, everyone has long been accustomed to advertising, it is obliged to open new horizons for viewers, promote the right product, or rather, push it, not hesitating to shout about it in its videos and slogans. As a rule, American advertising is pragmatic, straightforward, both in its general orientation and in the choice of artistic appeals. Americans are not outraged by such advertising, on the contrary, they thus notice it, and it can remain conscious for a while, reminding of itself again and again. Like, for example, the Rothhammer beer ad: "More women presidents, more men drinking beer" – more women presidents, more men drinking beer. Mr. Curtain "Keep your privacy" – keep your privacy a secret. It is worth noting that most often American advertising is based on a plot that shows a picture with characters who are ordinary people - it can be a neighbor girl, a family, colleagues. In any plot, the main thing is a copy of a good positive truth. Heroes incline you to buy goods, citing facts from life, they clearly and clearly offer to buy goods. For example, OMO powder: "Mud teaches more than carpet ever could" – dirt teaches much more than a carpet; "Real adventures aren't controlled with a joystick" - real adventures are not controlled by a joystick. In addition, Americans are characterized by practicality and pragmatism in all spheres of life. Pragmatic orientation in the advertising context is nothing more than the author's orientation to the

fulfillment of a predetermined goal of the message, but possessing a powerful force of influence and a bright manifestation.

CONCLUSION

Pragmatism, a clear focus, and sometimes some shocking rudeness in American social advertising was well expressed, for example, in the advertising of the deodorant Old Spice: "There is a man in there, smell better than yourself" – somewhere there is a man. At first glance, it looks very rough and shocking, but in it we see a reflection of reality, a real male essence. And it is this kind of advertising that makes the American consumer think and attracts the buyer's attention to the product.

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