

**THEORETICAL BASIS OF THE STUDY OF ADVERTISING TEXTS IN WORLD
LINGUISTICS**

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Abstract: This article analyzes the theoretical foundations of the study of advertising texts in world linguistics. Advertising texts as a communicative process, their linguistic features, stylistic means and how they are formed in the cultural context are considered. Also, linguistic approaches and methodological principles that serve to increase the effectiveness of advertising texts are critically analyzed. The article shows the possibilities of a comprehensive study of advertising texts using various areas of linguistics, including pragmatics, semiotics and discourse analysis.

Keywords: advertising texts, linguistics, communication, stylistics, pragmatics, semiotics, discourse analysis, theoretical foundations, cultural context.

The theoretical foundations of the study of advertising texts in world linguistics include a number of linguistic theories and approaches. Also, the study of advertising texts is one of the areas that attracts the attention of many researchers in linguistics.¹ The study of advertising texts in world linguistics has its own theoretical foundations, in which the linguistic features of the advertising text, linguistic styles, culture and communicative goals are separately studied.

From the point of view of linguists, some linguistics have been engaged in the analysis of the advertising language used in advertising texts. For example, Cook focuses on metaphor, parallelism², etc., Leech on English advertising³, N. Rees worked on advertising linguistic devices used in advertising texts, such as metonymy, metaphor, puns, rhyme and homophones⁴, Brierley points out similes, paradox, repetition, omission and ambiguity⁵, and Myers focuses on alliteration, assonance, rhyme, ellipsis and word combinations⁶.

According to L.G. Feshchenko, the advertising text is a kind of communicative unit operating within the framework of marketing communication. This idea reflects the features of advertising texts, since they simultaneously perform both informational and persuasive functions. As a communicative unit, the advertising text is aimed at establishing and maintaining contact between the manufacturer (or seller) and the consumer. Feshchenko also emphasizes that the advertising text should be concise, convincing and adapted to the target audience, as this is important for the effective achievement of marketing goals. Its structure, style and content depend not only on the characteristics of the advertised product or service, but also on the cultural and mental characteristics of the audience. Therefore, the advertising text can be

¹ Guy Cook. The discourse of advertising. London&New York: Routledge, 1992

² Geoffrey Leech English in Adversiting: a linguistic study of advertising in Great Britai.: London, Longman, 1972

³ Geoffrey Leech English in Adversiting: a linguistic study of advertising in Great Britai.: London, Longman, 1972

⁴ N.Rees Slogans. London: Allen&Unwin, 1982

⁵ S.Brierly. The advertising handbook. London&New York: Routledge, 2002

⁶ G.Myers. Words in ads. London: Edward Arnold, 1994

considered as a means of communication, in which language in its essence serves as the main means of conveying both logical and emotional content.

Russian linguist Roman Jakobson emphasizes that the conative function (promoting the consumer to action) and the poetic function (ensuring the attractiveness and memorability of the text) play an important role in advertising texts.

私は除去する。未来もこれさえあればいい。シンプルに、大切なものだけを見極め、選ぶ。未来に向けてそんな生き方をしたいあなたへ。新アルティミューン、誕生。

I will destroy. That's all in the future. Simply, separating and choosing only the important things. For those who want to live like this in the future. The new Ultimune is born. The text emphasizes that it is easy to understand for the buyer, such as *たいする* (to destroy), *未来* (future), *シンプル* (simple), *あなたへ* (for you), and the price is also low.

In the work "Kojina 2006", advertising text is defined as "a system of linguistic and non-linguistic means that serve to express the content of advertising texts, as well as their discursive organization determined by their functioning in the field of mass communication" [Kojina 2006: 635]. In many studies, for example, Livshits T.N., Murashov A.A., Khalatyan A.G., etc., the concepts of "advertising" and "advertising text" are used as interchangeable terms, and in many cases the concept of advertising refers to the advertising text.

Analyzing the language of advertising through the mechanisms of motivation, intention and perception, A. Leontyev, who took a psycholinguistic approach to advertising texts, in his work "Language, speech and speech activity", noted that advertising is a specific type of social speech activity aimed at psychologically influencing a person, which has a special organizational-linguistic structure⁷.

Masalan,

男の美しさは、肌に出る⁸。

"A man's beauty is reflected in his skin."

If we analyze it based on Leontyev's theory, it is this sentence that has a motivational psychological effect, encouraging the male audience to the need for beauty and self-care. Also, the communicative intention "you need to take care of your skin, because it is your beauty" is expressed through connotations (the man's strength, the woman's admiring gaze and radiant faces). As Leontyev said, the mechanism of perception is that the phrase is expressed through a simple and concise slogan, visual and verbal codes, so it does not tire the audience's attention, is quickly remembered, understandable and emotionally strong.

The text plays an important role in the perception of advertising. The main goal of advertising is to attract the attention of the audience, arouse interest in it and stimulate sales, and in this regard we agree with the following opinion of Ksezenko O.A.: "Creators of advertising text resort to the use of various linguistic and psychological methods. Advertising text should be distinguished by clarity, conciseness, brightness and high professional application."

Despite all the diversity of advertising, advertising texts are united by their brevity. In any textbook on copywriting you can find the following advice: minimum words - maximum information. V. Schonert, emphasizing the brevity inherent in advertising, formulates one of his recommendations as follows: "the title should not exceed seven words. The slogan should consist of no more than five words."

Referring to Schonert's recommendation on advertising, we can analyze the following example.

⁷ Леонтьев А. А. Язык, речь, речевая деятельность. М., Просвещение», 1969. 214 стр

⁸ <https://prtimes.jp/main/html/rd/p/000002519.000005794.html>

隙なく守りシミフォーム。最強*ミルク

Protects without leaving gaps, prevents stains. The strongest* milk (cream).

We can see that this text, consisting of six words 隙なく (without gaps), 守り (protection), シミ (spot), 防ぐ (prevention), 最強 (strongest), ミルク (milk, in the context of cream), belongs to the advertisement of the product, which emphasizes that it is a powerful tool that completely protects the skin and protects against pigmentation spots.

N. Kolokoltseva emphasizes that, in addition to the linguistic component, the advertising text is also formed by various components that have an extralinguistic nature, which allows us to talk about the polycode nature of the advertising text. Extralinguistic components include visual elements (playing with fonts, images, symbols, logos, etc., the use of video clips in television advertising) and audio elements (soundtracks, including music).

Kh. Kaftandjiev, having studied the features and specific features of the advertising text, emphasizes: "In advertising, the text is not only a logical sequence of sign and verbal units. In it, integrity-meaning and communicative unity are more important than the connection of elements within the text.

Thus, the concept of "advertising text" is very broad and to a certain extent relative, since the set of semantic components in different texts is very diverse. Along with evaluative meanings (describing the advertised product), the advertising text is also enriched with causal (cause-effect) meanings, which determines not only their information richness, but also the diversity of their communicative orientation."

Roland Barthes in his work "Image, Music, Text" conducted a study of advertising texts on the basis of "sign-systems". As a result, he argues that advertising is a structure formed by the interaction of multimodal signs such as language, image, color, design and layout. The idea put forward by Barthes is of great importance. In his works "Image, Music, Text" and "Mythologies", the combination of language and visual signs as advertising text is theoretically justified. He distinguishes between denotative (direct) and connotative (secondary, cultural) levels of meaning. Advertising text explains the "icon-index-symbol" relationship between language and image, the creation of a brand myth. Based on Barthes' idea, we will consider the words in the advertisement for the Japanese cosmetics "Skin Aqua SPF" as an example.

きもちいい! 焼かない! (やかない!) 最強 UV (さいきょう UV) 高密着で汗・水に強い! (こうみっちゃくであせ・みずにつよい!) さらに続く!

It evokes a good feeling, gives comfort! Does not burn (does not burn)! The strongest protection against ultraviolet radiation! Due to its high level of adhesion, it is resistant to sweat and water! The light and silky smooth feeling is maintained for a long time!

As Barthes said, the image and text reinforce each other's meaning, that is, the phrase " 焼かごは! " is combined with the smooth, white skin of the buyer. The golden color in the background emphasizes the sun and the expensiveness of the product. It offers the highest quality and high level of protection. "さらさら" means an emotional experience that is combined with the radiant and light appearance of the woman in the advertisement. At the same time, the advertisement creates a myth of beauty - white, young and sun-protected skin. Through the above phrases, the advertising text is used both as a linguistic sign and as semiotic elements that carry emotional and aesthetic meaning.

Daniel Chandler in his work "Semiotics: The Basics" presents an analysis of advertising in a lexical and visual context. Daniel shows the cultural codes, gender stereotypes, and social role play behind the symbols in the advertisement. The advertising text emphasizes the aesthetic quality of the social identification phenomenon.

Norman Fairclough studies advertising texts within the framework of social power and authority relations using critical discourse analysis. In his opinion, advertising texts are not only information, but also a means of reinforcing social values and authority.

Thus, phrases such as “最強 UV” (high SPF) and “気恋きいい!” (good mood, comfort) in the above advertising text are not only a means of protecting the product, but also “emotional comfort, social standardization of feminine beauty” that corresponds to the social status of women.

The communicative effectiveness of advertising texts is ensured by the expression of implicit devices. They are perceived independently, based on the inferential conclusions of the addressee. Implicit information in advertising texts has a much more complex nature than logical implication. Whatever is expressed implicitly is considered an implicate. Implicatures are signs that indicate the presence of implicit information in the advertising text⁹.

According to Prokhorov's theory, let's consider the following example,

美白ケアの最高峰 (びはくケアのさいこほう)

“The peak of whitening (skin whitening) care”

新 HAKU, 誕生 (しん HAKU, たんじょう)

“A new HAKU was born / was born”

The advertisement does not explicitly state how the product works, what ingredients it has, what results it gives. However, the following indirect (inferential) thoughts are formed in the mind through the advertisement: Through the phrase “美白ケアの最高峰” the highest level of whitening care, the conclusion arises that “this product is the best, perfect solution”. “新 HAKU, 誕生.” It is said that a new HAKU was born, which is evaluated in the mind as a novelty, innovation, and a noteworthy event. The image of the woman has clear, radiant, natural skin, which also reinforces the inference: “With this product, you can have skin like this.”

In conclusion, it can be said that linguoculturology analyzes advertising texts as a factor expressing cultural codes, meaning creation and national mentality. Linguoculturology is a science that studies the relationship between language and culture. Language reflects cultural codes, revealing the values, mentality and worldview of a society. Advertising texts are a rich source of material in this regard. They express cultural stereotypes and values. They also transmit symbols and meanings characteristic of that society. The approaches of Barthes, Chandler and Fairclough study linguistic, visual, social and political aspects. This combination is the main one for a comprehensive analysis of advertising texts in linguistics. Cultural features play a huge role in the creation of advertising texts.

Advertising plays a major role in determining national identity, how it is perceived among different cultural groups, and in understanding them, its linguistic and cultural analysis. For example, while advertising texts in Anglo-Saxon culture typically emphasize individualism, Japanese culture often reflects collectivist values.

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⁹ Proxorov A. B. Reklama matnlari haqida tushincha. Tambov, 2008. –B. 139.

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