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THE NOTION OF ADVERTISING DISCOURSE IN LINGUISTICS

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Annotation: This article presents a theoretical interpretation of advertising discourse. In linguistics, discussion and the concept of a text are considered as one of the topical issues. The article discusses the features of advertising the text language in the context of parameters. The theoretical basis of the research was the fundamental works on the theory of discourse and communicative interaction, works on studies that justify the anthropocentric approach to a language in general and its categories in particular. However, the specifics of the formation of various discursive types, their filling with illocutive types, the selection of appropriate syntactic constructions and filling in them the use of appropriate lexical units was not the subject of linguistic study.

Keywords: text, discourse, advertising text, structure, slogan, brand building, AIDA, language activity.

M. L. Makarov explains the ambiguity of the term "discourse analysis" by comparing three approaches to its study: 1) "Discourse analysis in its broadest sense as an integrated field of study linguistic communication from the point of view as it forms and functions; 2) discourse analysis (in the narrow sense) as the name of the traditions of analysis of the Birmingham research group; 3) discourse analysis as "the grammar of discourse (R. Longacre, T. Rivon), close, but not identical text linguistics direction" [3]. T. Levandovsky's dictionary distinguishes discourse as a process and as a result: in the "Concise dictionary of terms of text linguistics" by T. M. Nikolaeva, "discourse" is characterized as a multi-valued term linguistics of the text, used by a number of authors in meanings that are almost homonymous. Important of them: 1) related text; 2) oral colloquial form of the text; 3) dialogue; 4) a group of statements related to each other in meaning; 5) speech work as a given – written or

oral [2]. The concept of "discourse" is characterized by the parameters of completeness, integrity, connectivity, etc. (that is, all the properties of the text), it is considered simultaneously as a process (taking into account the impact of socio-cultural, extralinguistic and communicative-situational factors), and as a result in the form of a fixed text. The structure of conversational discourse consists of a number of stages (entry into speech contact, nomination of the initial topic of conversation and its ratification, change of roles during the communication act, change of the topic of conversation, exit from the communication act). The process of understanding discourse is based on the conclusions of the addressee of speech, who uses knowledge of the language to go beyond the language itself. Discourse (FR. discourse, eng. discourse, from lat. discursus running back and forth; movement, circulation; conversation) – speech, the process of language activ- Discourse – polysemantic term of a

number of Humanities, the subject of which directly or indirectly presupposes the study of the functioning of the language: linguistics, literary studies, sociology, philosophy, ethnology and anthropology [5]. In 1960-1970, discourse was understood as a coherent sequence of sentences or speech acts. Discourse, being a dynamic process, reflects the functional features of speech and has a variety of pragmatic, expressive and cognitive properties. T. A. van Dyck writes that the term "discourse" is also used to refer to a particular genre, for example: "news discourse", "political discourse", "scientific discourse". G.A. Zolotova notes that a new genre "filling the space of Newspapers and the screen – Intrusive and brisk advertising" is being added to the number of known types of texts. The purpose of advertising discourse can be not only to form a direct intention for the consumer to act, but also a belief that will later lead to action. The article attempts to analyze the ideological and figurative content of modern printed advertising messages (based on the material of the French language), the purpose of which was to identify the forms of verbal explication of emotional constants and determine their role in the implementation of pragmatic attitudes relevant to this type of discourse. The ad formula includes four elements that follow each other in a strict sequence. In one of his publications on advertising, Unlike other texts (scientific, artistic) actions in advertising texts as mythological discourses are absolutely specific. In advertising, as can be seen from the diagram, you can not mechanically rearrange the specified order, without violating the intent of the whole. Attention — an intriguing key word, title (no more than 4-5 words). The first phrase of the advertising text must contain a communicative event. Interest — the message about the characteristics of the product are unknown to the patient (2-3 sentences). Desire — the culminating node of suggestion (impact), the purpose of which is to cause an acute desire of

the buyer to possess the product, most often exists in the form of a slogan or an iconic (pictorial) sign. The culmination of advertising discourse is based on two psychological premises: a) the expectation of the unexpected (curiosity) and b) a sense of security. The absence of such an event makes further advertising text meaningless For the language of advertising, it is important to distinguish between oral and written discourses, the structure of which has its own differences. Oral advertising discourse allows for a greater lexical and grammatical variation, while prosody (the system of pronunciation of percussive and non-percussive, long and short syllables in speech) plays a significant role. Written advertising discourse has its own construction features. Punctuation plays an important role in this process. The use of punctuation in written speech, as well as prosody in spoken speech, largely determines its rhythm, its perception by the audience. The main structural elements of advertising texts are the title, main text, and motto; subtitle, inserts and frames, seals, logos, and autographs (signatures) are also used [3]. Title – draws attention to the text, interests the buyer. Therefore, it must be effective in impact and clear in meaning. Header are divided into several types: headers that report useful properties; provoking; informative; interrogative and containing a command. A subtitle – is a visual bridge between the title and the main text. The main text fulfills the promises of the title. The main text of an advertising message can be narrative, pictorial, or gimmicky (original); it can be written in the form of a monologue or dialogue. The final phrase-slogan should encourage the buyer to take action ("buy today", "begin travel", "call now" etc.). This is the most powerful form of a trade offer. When coming up with a slogan, you should strive to ensure that it corresponds to the General advertising theme, is short, formulated by original wordplay and

contains, if possible, the name of the company. Discourse, as a linguistic unit, is characterized by universal and specific features. The main universal features of discourse are its integrity and connectedness. The integrity of the discourse is manifested in the continuous semantic connectedness of its components and is composed of some substantial structural components, recognized as a result of the perception of a discursive event as a complex. It resembles a phenomenon called the outstanding Russian psychologist L.S. Vygotsky's "influence of meaning". Realizing the word "influence" "... at the same time in its original literal meaning (infusion) and in its figurative, which has now become a generally accepted meaning, we can say that" meanings seem to merge into each other and seem to influence each other, so that the previous ones subsequently contained or modified" [5]. The coherence of discourse is manifested in discursive continuity and is determined by specific patterns, rules that underlie the formation of complex communicative language units. It can be considered from the point of view of it: a) intonation- b) logical; c) semantic; d) formal-grammatical design and detected by special markers of illocutionary and/or discursive nature. Coherence is recognized as the main property of discourse by other researchers as well [2]. The main non-abundance of pragma-linguistic models S.A. Sukhikh calls "a high degree of discreteness" seizure "of such qualities of communication as integrity and discursive continuity" [1]. That is why he made a successful attempt to build a communication model that combines communicator-centric and text-centric approaches that allow for a more holistic conceptualization of the space of linguistic pragmatics in model variables. As a result, "concepts that model the quanta of what is happening are formulated at the intersection of nominal and verbal categories" [3]. The integrity

of discourse is directly related to its informativeness, since the exchange of information is one of the indispensable conditions for the implementation of a communicative act. If the expected information is not received from the interlocutor, the very behavior of the partner in speech communication becomes informative. "Speech interaction is always oriented to transmit or receive information, another thing is that the information "pumped" in this way, from time to time not recognized as such", [4]. It should be noted that the criteria of informativeness is not clearly marked at the present time, the issues of definition of this concept, measurement of the level of information provided, identify typical forms of representation in discourse, distinguishing "old" and "new", the degree of perception of information. The addressee of the discourse can be a language person with any communicative role (listener, reader, outsider listener, eavesdropper, etc.), on whom the author of the discourse focuses speech influence. Discourse is procedural. Signs of processuality and of intersubjectivity reflected in the definition discourse. Communication is about the process of mutual coordination of activities through verbal and nonverbal semiotic systems [5]. At the same time, "the space of discourse, being a point in the boundless continuum of speech activity, is itself be is extremely and internally divisible. Discursive units have relative integrity functions. The continuity and articulability of discourse is its constituent features. Discourse as a language sign of the highest order is also characterized by a modality associated with the dominance of one or several parameters of their speech spaces.

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