



SOCIAL AND PRAGMATIC FEATURES OF ADVERTISING LANGUAGE

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ABSTRACT

This article describes some features of advertisement language, especially, its social, pragmatic aspects. The analysis is carried out in famous English advertisements and their effect on listener.

Key words: *Social aspect, pragmatics, advertisement, advertising language, communication source.*

Introduction. Another type of advertising is indoor advertising. Its peculiarity is that there is no time limit for the display of information in the video prepared for the advertised product. Indoor advertisements are displayed repeatedly in public places of food, vehicles and various seminars and exhibitions. . In this case, the advertising text is constantly updated, so it resembles a news message. This data includes more time frames and detailed information about the product. And the effect of advertising texts has a longer repetition period and a stable, unchanging form.

Analysis. The repeat message symbol means that the message can be repeated multiple times to the recipient. The advertising text becomes fixed in the consumer's mind with many repetitions. Therefore, if the characteristics of the human psyche are taken into account, the goal will be achieved. The term advertising model AIDA (English AIDA - Attention, Interest, Desire, Action) was proposed by the American advertiser Elmer Lewis in 1896. This model reflects the psychological effect of advertising step by step: attracting attention - arousing interest - giving clear evidence about the product or service - making a decision - buying.

Therefore, we can say that advertising texts are based on anthropocentrism, because any text should serve human needs.

Determining the status of advertising text has caused and continues to cause certain difficulties. Because the advertising text today can be related to the emerging text types that tend to be informational in terms of their linguistic, textual, compositional parameters. Advertising text has the characteristics of affecting texts, consistency, brevity, and emotional assessment.

There are a number of approaches to extracting, describing and interpreting the evaluation directly embedded in the meaningful structure of the text. Evaluation implies focusing on the subject of knowledge, therefore, the ratio of these two factors, such as the evaluative word subjective and objective, depends on the communicative intentions of the speaker.

The evaluative component can enter the denotative, semantic zone of the meaning of the word or join the formation of the pragmatic zone and be on the edge of the meaning. V. L. Afanasevskiy emphasizes that the stylistically defined vocabulary is implied in the semantic structure of the meaning.

Genre and stylistic biases are hidden sources of information in advertising text. The essence of this communication technique is that the advertising message is partially or completely disguised as other genres. Comparing the extralinguistic and stylistic texts of commercial advertising texts and scientific



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and technical advertising texts, we distinguish the following: field of activity, advertising topic, goals and objectives, communication method, level of preparedness of written speech, belonging to a certain social group of the subject of speech. The scope of commercial advertising is advertising, that is, it provides the addressee with facts about any material and ideal objects of reality.

Conclusion. The aim and task of the advertiser is to convince the addressee of the "standard" of the advertised object by increasing the visibility and emotionality of the advertising presentation. The communication method of commercial advertising: visual-written distance communication with the characteristics of oral communication, while scientific and technical advertising distinguishes its sphere of social activity. It will include the results of scientific and technical research, introduction of technical and technological innovations, provision of technical services, advertising of scientific, technical and reference literature.

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