

DISTINCTIVE FEATURES OF ADVERTISING TEXT AS A GENRE

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Abstract: *This article examines the genre characteristics of advertising texts, exploring their fundamental nature, scientific relevance, and various defining genre features.*

Key words: *advertising, advertising texts, linguistic advertising, advertising speech, communicative purpose, journalistic genre, functional linguistics, genre palette.*

Аннотация: *В статье рассматриваются жанровые особенности рекламных текстов, исследуется их фундаментальность, научная релевантность и различные определяющие жанровые признаки.*

Ключевые слова: *реклама, рекламные тексты, лингвистическая реклама, рекламная речь, коммуникативная цель, публицистический жанр, функциональная лингвистика, жанровая палитра.*

Annotasiya: *Ushbu maqola reklama matnlarining janr xususiyatlarini o'rganadi, ularning fundamental mohiyatini, ilmiy ahamiyatini va turli xil belgilovchi janr xususiyatlarini o'rganadi.*

Kalit so'zlar: *reklama, reklama matnlari, lingvistik reklama, reklama nutqi, kommunikativ maqsad, jurnalistik janr, funksional tilshunoslik, janrlar palitrasi.*

INTRODUCTION

Advertising, a ubiquitous force in modern society, goes far beyond simply promoting products or services. It's a complex interplay of language, visuals, and cultural references designed to influence consumer behavior. Examining advertising texts through the lenses of genre, thematic content, and characterization reveals the intricate strategies employed to capture attention, build desire, and ultimately drive sales.

Advertising doesn't fit neatly into traditional genre categories. Instead, it borrows and blends elements from various genres to achieve its persuasive goals. We see narratives reminiscent of short stories, dramatic elements borrowed from theater, poetic language evoking emotional responses, and informational structures akin to journalistic reporting. This hybridity allows advertising to adapt to different media and target diverse audiences[5].

Advertising text is a sort of text that has certain purposes, is delivered verbally or in writing, is planned ahead of time, has autonomy, and is intended to send a specific message to the audience. Formations having a predominant commercial objective — bringing the addressee's attention to a certain sort of product or service and persuading him to choose the advertised product or service, firm, and brand [1]. In this

article, the notion of advertising text, its linguistic features and its traditional structure are presented. Moreover, this paper also demonstrates the analysis of common advertising texts' slogans in Uzbekistan. The notion of advertising text Advertising text is not a new notion. It has been defined in different ways by different scientists.

Advertising text is content that aims to capture users' attention and compel them to take action that is consistent with the goals of your advertising campaign, such as purchasing your product or service [2]. There is another definition given to this notion: "advertising text can be both in written and oral form, aimed at presenting certain information to the addressee with a commercial goal.

The main features of advertising texts are matching the interests of customers, being addressed to the potential customer, and carrying information about the advertised product. According to Vasiloaia [3], a successful advertising text should have the following features. Firstly, attention value means, that ads should intrigue and arouse the curiosity of the customers. Linguistically, it can be achieved through puns, changes in word order, neologisms, etc. Secondly, it should be readable, which means more colloquial and simple vocabulary, such as phrasal verbs, idioms, and contractions should be used. Information should be presented in an understandable and timely manner. Thirdly, adverts should be memorable for the recipients. Plenty of linguistic devices, such as rhythm and alliteration, can serve at this point. Lastly, it should have selling power. It should instruct people to buy the product. Imperatives are the best tools to urge people to buy. Moreover, using more positive vocabulary can be also helpful [3].

Depending on the type of advertising texts, they may have different unique features. Blum and Molotkov suggest the following types of advertising texts coupled with their characteristics. For example, informational texts are known to be concise and ordinary. They do not usually contain emotional colouring although they describe and present the characteristics of a particular product. Another type of text is reminder text, which is used when the product is already known to the viewer. It only reminds us of the product. The next type is inspirational text. They suggest the product by repeating the name of the brand several times. Lastly, persuasive texts convince the customer about the high quality of the product and persuade them to buy it [1].

The mini-narrative is often, ads tell concise stories with characters overcoming problems through the advertised product. This engages the audience emotionally and makes the product relatable to everyday life. The testimonial is borrowing from the credibility of personal experience, testimonials mimic authentic reviews and recommendations, building trust and social proof. The problem/solution genre positions the product as the hero, resolving a clearly defined consumer problem – from bad breath to a messy home. The lifestyle portrayal ads go beyond the product itself, selling an aspirational lifestyle associated with its use. Luxury car commercials often employ this genre, showcasing freedom, success, and exclusivity[2].

Advertising taps into fundamental human desires and anxieties to create a sense of need for the advertised product. Recurring themes create resonance with the target audience, making the message more persuasive.

Happiness and fulfillment ads often link their product to happiness, suggesting that purchasing it will lead to a more fulfilling life. Success and achievement products are frequently portrayed as tools for achieving success, whether in career, relationships, or personal goals. Health-conscious consumers are targeted with ads emphasizing the product's benefits for physical and mental well-being. Beauty standards are leveraged to create a desire for products that promise enhanced appearance and attractiveness. Security and safety ads often play on fears and anxieties related to safety and security, positioning their product as a solution for protection and peace of mind. Luxury goods and exclusive brands often appeal to the desire for social status and belonging to a particular group[4].

The characters featured in advertising are carefully constructed to appeal to the target audience. They can be relatable "everyday people" facing common problems or aspirational figures embodying desired qualities. The everyman/everywoman characters represent the average consumer, facing relatable challenges that the product can solve. Their ordinariness creates a sense of connection and reinforces the message that the product is for everyone. The expert/authority figure ads often feature experts, such as doctors or scientists, to lend credibility and authority to the product's claims. Leveraging the fame and influence of celebrities, these ads associate the product with desirable qualities like glamour, success, and popularity[2]. The aspirational figure characters embody the ideal consumer, possessing qualities that the target audience desires, such as beauty, wealth, or social status.

Advertising texts are multimodal, combining language and visuals to create a powerful persuasive message.

Catchy slogans, memorable jingles, and evocative imagery work synergistically to capture attention and reinforce the desired message. Visual elements can strengthen the emotional impact of the text, creating a more engaging and memorable experience for the viewer.

The persuasive power of advertising raises ethical considerations. Critics argue that advertising can perpetuate harmful stereotypes, create unrealistic expectations, and manipulate consumers into buying products they don't need. Furthermore, advertising often targets vulnerable groups, such as children and adolescents, who may be less equipped to critically evaluate its messages.

Conclusion

Advertising is a complex and dynamic genre that utilizes a range of strategies to influence consumer behavior. By analyzing its thematic content, characterization, and use of language and visuals, we can gain a deeper understanding of its persuasive power and its impact on society.

Critically evaluating advertising messages is crucial for navigating the consumer landscape and making informed choices in a world saturated with persuasive messages.

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