



METHODOLOGICAL CHARACTERISTICS OF ADVERTISING AND PROMOTIONAL TEXTS

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Abstract: Advertising text in this article is written with the intention of persuading or interesting the buyer.

Keywords: advertising, promotion, text, methodology,

It is a widely used tool in advertising, because it is a type of text aimed at potential customers to buy or use a certain product or service. In the language, each word differs from each other according to its lexical-grammatical characteristics. This feature can also be said about word combinations. Words and phrases are combined in certain ways. This is a consequence of grammatical abstraction. Advertising text uses many linguistic and literary sources, pictures or music. Among the literary sources, we can observe the use of humor, metaphor, rhyme, riddle, typical expressions, hyperbola (i.e. exaggeration) and others. Advertising usually comes with short phrases (or slogans) that are repeated over and over to stick in the minds of readers, viewers, and consumers in general. Advertising text can create something called mass culture. With this type of text, the reader-consumer can usually feel himself recognized, and it is with this identity that the receiver moves (in other words, buys). Now let's talk about the issue of branding in advertising texts.

Just the first thing that comes to mind is the brand Nike. You can't avoid this advertising on billboards, television, radio, magazine or newspaper brands or their advertisements. A brand is not limited to just one place or culture. Brands are now growing all over the world. As the advertising industry rises to the top, and the international presence of brands is felt, the challenges of translation for the advertising industry are also increasing. Advertising written in one language will not work for everyone. For example, a German brand ad cannot be used in the United States.

For example, a German brand cannot be advertised in the US because all Americans must be fluent in German to advertise it. When a translator comes into the picture, the advertising industry must provide the translator with the traditional value of the translation and the same text and content that suits them.

The translator is expected to convey the message in its original meaning, using the correct words. However, advertising translation will not be simple. Some of the challenges faced by translators working in the advertising industry are worth noting, as advertising copy can be enough to make or break a brand's image. Translation of slogans can cause many difficulties. It is difficult to translate a brand's slogan in one language into another language. A translated slogan can have a completely different meaning and does not always convey the original meaning. In such a scenario, the brand cannot sustain itself. A similar pun is another tragedy of advertising translation. Repeated words and phrases are almost impossible to translate into another language. Sometimes a native speaker may not understand a phrase.

Translated ad copy should not offend anyone's feelings and clearly communicate the original. Ad copy or text should be understandable and relatable to the target audience. If something is funny in one culture, it may be frowned upon in another. The consequences can be banning of the brand or product, and sometimes changing the advertising campaign to suit the target consumer.

When it comes to translation, the close relationship between the verbal and non-verbal components of advertising cannot be ignored. Verbal elements include branding, billing, tagline, body copy, etc., while non-verbal elements include audio or visuals. They work together to deliver the message and together form

the creative concept behind the ad.

A clear example of these two important components can be seen in the anti-smoking campaign ad shown below, where the visual reference - a cigarette changing into the shadow of a gun in the background - reinforces the popular slogan "Smoking kills".

Often, the way these elements interact can be more subtle than the example above, but it's always crucial to the success of a campaign. As a result, the strong potential of both the image and the strapline is completely lost. In short, the creative idea behind the ad doesn't translate successfully. Translating ads basically means focusing on the message rather than the words. A word-for-word approach to advertising translation can be a big mistake.

Conveying the same message across all markets is critical. If words are given too much weight, novelty, impact, and ultimately overall impact can be lost. Effective headlines incorporate a variety of elements, not just metaphors but expressions, humor, and tone of voice. Often, this is not easily translated into another language, and as a result is something that the reader immediately recognizes as a translation.

Selling products and providing services in today's market economy, new modern approaches and the use of various methods are required to achieve success in their relations. Here, advertising plays an important role in promoting a product or service to a customer.

Also, advertising has become an integral part of social life. As we look around us, we can see all kinds of advertisements invading our privacy everywhere. Nevertheless, advertising has the power of attraction, which is able to manipulate the consumer.

The invisible voice of advertising affects people's minds, motivates them, encourages them to consume or buy a product, advertises and deeply absorbs. In recent decades, due to the abundance of advertising in the market, linguists have studied caused an increase in desire and interest in the linguistic aspect. Advertising has become a science. Linguists have been trying to define the principles of language, create new types of relationships between language elements, and improve techniques in order to make advertising unique and maximize consumer needs.

At this point, we should ask ourselves a question: who is interested in advertising language and for what purpose can they use it? Advertising texts are important for analysis from linguistic, sociological, sociolinguistic, psychological, ethnological and marketing perspectives. Linguists are interested in advertising language because it is important to know how a certain language works in this type of speech, what linguistic tools are used here, and how advertising language has changed over the years. Sociologists may be interested in how advertising affects society's values, attitudes, and behavior. On the other hand, sociolinguists can study the influence of any aspect of society on the use of language in advertising over time. Psychologists can try to study the influence of advertising on the human mind and the motivation to satisfy material and social needs. Ethnology can find good evidence of how a nation's culture developed in this area. And marketing professionals and advertising agencies are interested in advertising language to find different ways and tricks to make advertising more effective. Advertising is an integral part of the consumer society in the modern market economy, and the process of competition in it is one of the unique features of advertising. The term "advertising" is derived from the Latin word "reclamare", which means "to shout". or information provided about these goods and services in order to inform customers about the types of services, to create or increase the demand, need for them. rather, it is an integral part of our way of life, and people as consumers are also important for the development of advertising..." We can find advertising in any place. Advertisements have an effect on us, whether they are wanted or not. Advertising is usually carried out by a specific sponsor, to make the consumer buy a product or service or is dedicated to promoting an idea. Advertising can be defined in different ways. English linguist Gillian

So, the main purpose of advertising or advertising text is to promote a certain product or service to the customer, to attract the customer's attention and encourage him to buy it. All the above definitions of advertising mean similar concepts. Advertising plays a role, in the market economy to provide information about a product, production or idea, to convince the consumer that the product has advantages and to encourage him to buy it.

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