



COMMUNICATIVE AND PRAGMATIC FEATURES OF ADVERTISING TEXT IN ENGLISH AND RUSSIAN (BASED ON SOCIAL DISCOURSE)

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Abstract: This study explores the communicative and pragmatic characteristics of advertising texts in both English and Russian, focusing on their roles within social discourse. By analyzing a variety of advertisements, the research identifies key elements that distinguish the persuasive strategies used in each language.

Keywords: communicative effect, translator, target audience, pragmatic aspect, advertisement, social discourse and etc.

Introduction. The study of the pragmatics of advertising discourse involves the consideration of linguistic means of implementing a pragmatic impact on the consciousness of the recipient, in particular, the study of emotive and expressive vocabulary, which, as a rule, has the greatest communicative effect, as well as the establishment of a relationship between the specifics of the target audience and the degree of disclosure of the pragmatic potential of the advertising text. An analysis of the literature devoted to the pragmatic aspect of translation activity shows that the techniques used by the translator to preserve the pragmatic orientation of the original text and ensure an adequate understanding of the translation text by the recipient are often used without taking into account the characteristics of the individual recipient of information. Basically, the recipient is a hypothetical, “average” representative of his language community, whose perception is determined not by personal characteristics, but by the cultural and historical characteristics of society and background knowledge about the realities of a foreign language. From a pragmatic point of view, different texts have different degrees of translatability, depending on their communicative focus and target audience.

Methods. The study of the pragmatic equivalence of advertising texts involves identifying the principles of translation and localization, thanks to which each representative of a foreign language target audience in the process of advertising communication will be influenced, the result of which will be a positive impression of the object of the advertising message. Despite the significant dominance of a certain group of goods in the advertising market, such as food, cosmetics, household appliances, etc., the thematic structure of advertising continues to be culturally specific: the content of advertising in each individual country is characterized by a number of noticeable cultural differences, reflecting the peculiarities of the mentality of society. Localization in linguistics, or language localization, involves translating text and adapting it to the culturally specific characteristics of a particular country, region, or specific target audience. Thus, the translator’s responsibility includes not only an equivalent translation of emotive vocabulary and the realities of the advertising text, but also its localization, that is, adaptation to the national mentality and making certain adjustments to socio-cultural (religious foundations, social, ethical and moral norms), psychological, political and other differences. Let us give an example of analyzing the translation of the text of an advertisement for educational services from the point of view of its pragmatic equivalence.

Results. The author, based on the research of Yu.S. Stepanova, draws attention to two concepts regarding the object of pragmatics research. On the one hand, pragmatics considers “the choice of linguistic means from the available repertoire for the best impact,” on the other hand, “it explores in its “pure” form those

problems that semantics and syntax study in a “hidden” form”. Pragmalinguistics (lingua-pragmatics) deals with a set of issues related to the speaking subject, the addressee, their interaction in communication, in a communication situation. There are different definitions of the concept “pragmalinguistics”. The researcher pays attention to the definition of I.P. Susov, according to which pragmalinguistics is a field of linguistic research, the object of which is the relationship between linguistic units and the conditions of their use in a specific communicative-pragmatic space where the speaker/writer and listener/reader interact, and to characterize which indications of the place and time of speech interaction are important, on the goals and expectations associated with the act of communication. Next, the author turns to the formulation of Yu.D. Apresyan, who points out that “pragmatics” should be understood as the speaker’s attitude to reality, to the content of the message, to the addressee, enshrined in a linguistic unit (lexeme, affix, grammeme, syntactic structure).

Analyze. Research on speech influence is represented by such areas as the theory of argumentation, the theory of speech influence, the theory of speech genres, etc. We can talk about speech influence in a narrow and broad sense. In the first case, speech influence is understood as the use of features of the structure and functioning of sign systems, primarily natural language, to construct messages that have an increased ability to influence the addressee. In the second, speech influence is identified with the process of verbal communication, taken in the aspect of purposefulness. According to G.R. Vlasyan, the meaning of speech influence is the use of language, in which new knowledge is introduced into the recipient’s model of the world and existing knowledge is changed. Consequently, language is an “instrument of social power,” the exercise of which implies that behind the linguistic expression there are certain interests, goals, and someone’s point of view. A person surrounds his consciousness with a certain protective barrier in order to resist the influence of others and, if possible, ensures coordination of actions, and does not simply include himself in other people’s plans. In a narrow sense, it is believed that the theory of speech influence studies overcoming the protective barrier.

Conclusion. Language and Cultural Nuances: How cultural differences influence the choice of language and messaging techniques. For instance, English advertisements may emphasize individuality and innovation, while Russian ads might focus on tradition and community values. Linguistic Structures: The use of specific linguistic features such as syntax, vocabulary, and rhetorical devices. English advertisements often employ direct and catchy phrases, whereas Russian ads may use more complex and formal language structures. Pragmatic Strategies: The ways in which advertisers achieve their communicative goals, including the use of implicature, presupposition, and speech acts. This section highlights how different pragmatic approaches are tailored to meet the expectations and cultural norms of the target audience. Social Discourse Context: The role of advertising texts within the broader social and cultural context. This includes the analysis of societal values, norms, and trends that influence advertising content and reception in both English-speaking and Russian-speaking communities. Cross-Cultural Comparison: A comparative analysis of the effectiveness and reception of various advertising techniques across the two languages. This involves understanding the socio-cultural factors that impact consumer behavior and how advertisers leverage these insights.

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