

LINGUO-RHETORICAL EXPLICATION OF SPEECH EMOTIONS IN ADVERTISING

Shoisayeva Dilkhumora Shojalil kizi

*Student of master's degree of Faculty of Foreign Philology of National
University of Uzbekistan named after Mirzo Ulugbek*

Abstract. *The article explores advertising appeal as a special genre and rhetorical phenomenon. Advertising text is a communicative unit with a special structural and semantic organization. The objectives of the study are to identify the compositional, linguistic and rhetorical parameters of this text, as well as to study the impact on the mass addressee using cognitive, pragmatic and rhetorical strategies, tactics and techniques.*

Key words: *linguistic, rhetorical, compositional features of advertising texts; speech strategies, tactics, techniques.*

Annotatsiya. *Maqolada reklama jozibadorligi maxsus janr va ritorik hodisa sifatida ko'rib chiqiladi. Reklama matni maxsus tarkibiy va semantik tashkilotga ega bo'lgan kommunikativ birlikdir. Tadqiqotning maqsadi ushbu matnning kompozitsion, lingvistik va ritorik parametrlarini aniqlash, shuningdek, kognitiv, pragmatik va ritorik strategiyalar, taktikalar va usullardan foydalangan holda ommaviy adresatga ta'sirini o'rganishdir.*

Tayanch soʻz va iboralar: *reklama matnlarining lingvistik, ritorik, kompozitsion xususiyatlari; nutq strategiyasi, taktikasi, texnikasi.*

Аннотация. *В статье исследуется рекламное обращение как особый жанровый и риторический феномен. Рекламный текст представляет собой коммуникативную единицу с особой структурно-семантической организацией. Задачами исследования является выявление композиционных, лингвистических и риторических параметров данного текста, а также*

исследование воздействия на массового адресата с помощью когнитивных, прагматических и риторических стратегий, тактик и приемов.

Ключевые слова: лингвистические, риторические, композиционные особенности рекламных текстов; речевые стратегии, тактики, приемы.

Introduction. The world of modern man in the era of the development of audiovisual and electronic media is a media space, which is nothing more than a specific environment where the virtual life of the whole society, as well as individual social groups and individuals, takes place. The media space, in turn, generates a media fact - “an informational error or a deliberately false message modeled as reliable”, as well as a media text that replaces the traditional journalistic work. It manifests itself as a fragment of media discourse and is completely determined by it.

“The coherence and integrity of the traditional text began to recede into the background. Verbally or virtually designed fragments, pieces of reality began to enjoy popularity.

The term «advertising» comes from the Latin «reklamare», which means to respond, object, express displeasure. Advertising in English is denoted by the term «advertising», which in English means notification and is interpreted as drawing the consumer's attention to a product (good, service) and disseminating advice, appeals, suggestions, recommendations to purchase this product or service. Advertising books give a large number of different definitions of advertising:

“Advertising - familiarizing the consumer with a product or service offered by a given manufacturing, commercial or other enterprise.”

“Advertising is a paid, unidirectional and non-personal appeal carried out through the media and other types of communication, campaigning in favor of any product or service.”

“Advertising - non-personal forms of communication carried out through paid means of disseminating information, indicating the source.”

Advertising is a specific form of mass (marketing) communication, the main purpose of which is not only to inform, but also to convince the addressee of the need for a particular product or service. Each advertising text functions in the media as a communicative unit that has certain structural and semantic components.

In addition, advertising is extremely interesting as a special rhetorical phenomenon, since “the object of rhetoric can be any kind of speech communication that is considered from the point of view of a consciously chosen impact on the addressee.”

Literature review. The works of domestic and foreign linguists, psychologists and sociologists (G.A. Kopnina, T.V. Shaikhidinov, Yu.V. Rozhdestvensky, Van Dyck, O.S. Issers, etc.) revealed the main levels of influence of media texts, including and advertising: cognitive (concepts, frames, models), phatic, associated with emotional impact, and manipulative-suggestive.

It should be noted that modern linguistic teachings - cognitive linguistics, linguopragmatics, communication theory, the theory of speech acts - have influenced traditional rhetorical canons. If in classical rhetoric, there are 5 stages of text deployment:

- invention;
- disposition;
- elocution;
- memorization;
- pronunciation (performance).

In modern media discourse, both the number and content of these concepts have changed: the disposition is correlated with the communicative-textual approach, with speech acts, and elocution turns from decoration into a means of influencing the addressee in order to change his picture of the world.

Returning to the genre diversity, it should be noted that at present the following types of printed texts are distinguished in advertising discourse: short advertising messages, announcements, leaflets, posters and more complex texts, such as “everyday history”, a detailed appeal, an advertising article.

Research Methodology. Working with advertising texts has always implied, and presupposes, a deep knowledge of the laws of communication between the buyer and the market. At present, psychophysiological semiotics is dealing with these problems in various countries of the world. In any trading company there are specialists in psycholinguistics and neurophysiology.

The method of linguo-rhetorical explication of speech emotions in advertising developed by psychologists is based primarily on well-known patterns in the field of psycholinguistics and neuro-linguistic programming of personality. It is on these two modern scientific disciplines that the linguo-rhetorical and psychophysiological prerequisites for the creation in the near future of uniform rules for creating an advertising text of one plan or another have been formed.

Taking into account the criteria and limitations of psychophysiological semiotics in advertising activities, and primarily when working on the source text or already with the finished product, will allow you to carry out all the preparatory work on advertising in the shortest possible time, or, as they say, “without words and without torment.”

If advertising first attracts the reader or listener with its emotional side, then it should interest him with its content, cause one or another reaction - stimulate a certain emotional state. For example, to please, intrigue, surprise, cheer. Good advertising quickly evokes in the mind of the addressee an idea of the subject - an image and associations associated with it. It forms an advertising image.

Analysis and results. The effectiveness of the advertising text is enhanced by the logical selection of the main, most important part of it. Moreover, if the text is short, of five or six words, then only one stressed word is usually distinguished in it, which is placed in the first and last place in the sentence. In an extensive text, such a selection is no longer enough - additional means of influence are needed, for example: opposition, explanation, various linguistic figurative and expressive elements, etc. At the same time, we must not forget that saving language means is an indispensable condition for effective advertising.

Interrogative forms are used in indirect speech tactics as a means of lateral presentation of information. Information is deposited in the subconscious without causing objections from the client. To attract attention, interrogative sentences are used even in headings. Often the question sounds rhetorical and is a pathetic expressive statement, for example:

First wrinkles? Smooth out. Rejuvenate. (advertisement of a cream);

How to give your skin youth for a long time? (advertisement of cosmetics).

How to protect your body? (advertising for medical nutrition)

A similar function can be performed in accordance with the conditional sentences of the first type, which do not contain a question to the client about the problem, but, assuming such, offer a «recipe».

Conclusion/Recommendations. The conducted research allows us to say that the main thing in the advertising text is the formation of an advertising image with the help of various lexical-syntactic and visual means.

The advertising image creates specific ideas about the subject and evokes certain feelings that influence the behavior of the reader in the right direction. And since the advertising image is formed taking into account the individual characteristics of the advertised object and the common features inherent in a group of objects, the main features of advertising are a certain organization of linguistic material that reveals the specificity of this sphere of communication, the target orientation of the means of language used and the specific nature of the communication situation, determined by a combination of extralinguistic and linguistic conditions.

References

1. Арутюнова Н.Д. Дискурс //Лингвистический энциклопедический словарь. М.: Сов. энцикл., 1990, С. 136.
2. Безменова Н.А. Проблема эффективности речи в перспективе неориторики // Оптимизация речевого воздействия. М.: Наука, 1990. С. 152-161.

3. Ворожбитова А. А. Лингвориторическая парадигма: Теоретические и прикладные аспекты. Сочи: РИО СГУТиКД, 2000, С. 63-98.
4. Гаран Е. П. Лингвокультурологические аспекты интерпретации рекламного дискурса: автореф. дис. ... канд. филол. наук. Ростов-на-Дону: Южный Федеральный ун-т, 2009, 85-91.
5. Johnson, K. E. The Sociocultural Turn and Its Challenges for Second Language Teacher Education. // TESOL Quarterly., – London., 2006: – 235 p.
6. Маматов А.Е. Замонавий лингвистика. Тошкент. Ношир 2019. Б. 28-123.
7. Расулов Р. Умумий тилшунослик. Тошкент 2010, Б. 95-121.
8. Шаховский В.И. “Язык и эмоции в аспекте лингвокультурологии” Волгоград Издательство ВГПУ «Перемена» 2009, С. 65-121.