

THE LANGUAGE OF ADVERTISING

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Dilorom Poyonova Odilovna

Uzbekistan State University of World Languages

The faculty of filology student

Abstract: *The article illustrates information on the language of advertising from different spheres: phonological, typographical features. Therefore, it would be data on how languages influence on advertising. These two types were divided minor subtypes to scrutinize them meticulously.*

Key words: *Advertisement, Technology, Phonological strategies, Latin, Bilingual, Multilingual contexts.*

INTRODUCTION

“I don’t know the rules of grammar. If you are trying to persuade people to do something or by something. It seems to me you should use their language, the language they use every day, the language in which they think. We try to write in the vernacular”.

DAVID OGILVY

Advertisement is the Latin verb ‘advertere’, meaning to turn towards. While it is undoubtedly true that adverts are text that do their best to get our attention, to make us turn towards them. Advertising in English began with an advertising supplement appearing in the London Gazette as far as 1666 and over a period of a hundred years the number and style of advertisement grew. Slogans and trade names then became famous in the nineteenth century (Graddol 1997). Advertising grew increasingly popular at the end of the nineteenth century owing to social and economic factors in the more industrialized countries. In this globalized world, issues regarding advertising are becoming more and more important. The effectiveness of advertisements has led to the spread of advertising all over the world and a significant amount of this advertising uses English language use (Graddol 1997:86). As language is often used to sell products along with the visuals used to support the words, the choice of words, phrases or sentences is therefore crucial. Language is used to capture the attention of the readers/listeners and persuade them to purchase a product.

MAIN PART. In retrospect, literature shows how English and other languages co-exist in advertisements on bilingual and multilingual contexts, where English is used as a second or other language. How different languages convey certain meanings about a product is exploited by advertisers. For example, a number of studies on the use of

different European languages such as English, German in Japanese advertisements show.

Bilingualism in English and German is seen to indicate successful middle-class Germans while other languages like Italian, Russian and Spanish are presented as languages of other. Stereotypical views about English would then be linked to the product. As Piller (2003:173) points out, language choice within advertising becomes a powerful tool in the construction of social identity, be in national, racial or class identity. Similar findings have been found by Bishop et al (2005). Who looked at functional specificity of Welsh and English in advertisements and concluded that each language is used to achieve a specific voice or mode of address.

Phonological strategies

a) Rhyme is the repetition of identical or similar terminal sound combinations of words. (Galperin, 1981:110) Rhyme is mainly used while creating slogans of companies. It is said that brand name should be part of rhyme. Taken an example of Dual core, Do more` or Lazy Riches. NO selling, calling and closing. In the both examples last sounds are repeated and making the advertisement memorable and poetic.

b) Assonance. According to Oxford dictionary assonance is repetition of stressed vowel sounds within words words with different end consonants, as in the phrase quite like. It is unlike rhyme in which initial consonants differ but both vowel and end consonant sounds are identical, as in the phrase quite right. Example of assonance in advertising is the Hoover vacuum cleaners advertisement from 1950s:

c) Alliteration is a phonetic stylistic device which aims at imparting a melodic effect to the utterance. The essence of this device lies in the repetition of similar sounds, in particular consonant sounds, in close succession, particularly at the beginning of successive words (Galperin 1981:115). It is widely used in advertising slogans. For instance, Vocational rentals: stay a week, plan a reunion.

STEREOTYPING STRATEGY. Another aspect of spoken language which advertisers can exploit is how language varies across social groups. This idea mentioned previously, but briefly, when it was suggested that the BP advert was perhaps trying to give a female orientation to the text. Linguistics has gathered a large body of research on the social variation of language :that is how factors such as gender, age, social class might effect language use. Since advertising tends to target particular groups of people, one way of getting an audience to recognize who an advert might be aimed at is to provide some language in the text will be connected with a particular group. It is at this point that the process of stereotyping is clearly at work.

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