



THE LANGUAGE OF ADVERTISING: PECULIAR FEATURES

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ABSTRACT

The article attempts to analyse the language of advertising from numerous aspects: phonological and lexico-semantic. These two types were distinguished minor subtypes to scrutinize them meticulously. The illustrations were cited from distinct English newspapers. The explication was supplied before examples to make them more comprehensible for the readers.

Key words: lexico-semantic, English newspapers, Technology, Phonological strategies, Lexico – semantic strategies.

INTRODUCTION

"I don't know the rules of grammar. . . . If you're trying to persuade people to do something, or buy 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 an implement that is used by great number of companies in order to inform customers about their products and services. Technology century has created an atmosphere that is full of advertisements: in the car, on the subway and even when we are walking along the street. We often read what we need, others seem unnecessary but we pay attention the design and context of advertisements. What firstly grabs of attention are: pictures, colors, after then letters, words and messages, that`s why it is important to compose messages short and unique to make them easy to remember. In addition, they should carry some kind of emotion to make us believe them.

The etymology of the word “advertisement” shows that it is taken from the Latin verb “advertere” meaning “to turn towards”. It is doubtlessly true that advertisement is kind of text that is created to get our attention, to make us turn towards them. (Goddard, 2002:6)

MAIN PART

As all types and varieties of English have its own peculiar features, the language of advertising is not exception. Let`s analyze advertisements in terms of their structural and semantic features. These features are characterized by phonological as well as lexico-semantic strategies that are used in advertisements to make them concise and memorable. Below, we will discuss frequently used strategies in brief and with examples:

Phonological strategies

- a) **Rhyme** Rhyme is the repetition of identical or similar terminal sound combinations of words. (I.R.Galperin, 1981: 110) Rhyme is mainly used while creating slogans of companies. It is said that brand name should be the part of rhyme. For example, **“Dual core, Do more”** (advertising of Intel core). Another example: **LazyRiches.biz – NO selling, calling and closing**. In the both examples last sounds are repeated and making the advertisement memorable and poetic.
- b) **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, **Vacation rentals: sizzling summer specials at Florida`s best beach – New Smyrna beach. Stay a week. Plan a reunion.**
- c) **Assonance**. According to Macmillan dictionary assonance is “repetition of stressed vowel sounds within 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: **It beats..as it sweeps..as it cleans**. The above mentioned sound techniques are used to grab consumers` attention. They make slogans and advertisements memorable and they pronounce with strong beating rhythm.

Lexico – semantic strategies

Lexical strategies are based on words and vocabulary of advertising. Leech in his book mentioned that English advertising is not complex in terms of its grammar point. He studied the television advertisement and found out the followings: most of the clauses were independent, most of the clauses were just simple and in most of the cases there were

imperative clauses with no subject. In addition, he stated that grammar of advertisement in press printing media can be more complex than other media types. (Leech,1966:120)

G. Leech pointed out that the followings are main lexico – semantic properties of advertisements:

a) the usage verb phrases: Taste it! Feel it ! (Coca Cola)

b) the use of adjectives and adjectival compounds:

- “**Best** national wireless network here.” (“GLOBAL PHONE SERVICE”);

- “**Better** car insurance for YOU and the polar bears”. (“Ecoinsurance”)

- “**Chillingly real, electrifying, thrilling and nail-biting**” (film advertisement)

c) the usage of figurative language: Personification, simile, metaphor and metonymy as well as hyperbole.

- a) **Personification** is a rhetorical figure when human features and nature are assigned to inanimate objects or animals.(Wales, 2001:294) A classic example of personification in the American advertising is Uncle Sam that represents the U.S. Government. Most companies try to personalize their company product or slogan to make them memorable for consumers. For example,**Get the door. It's Domino's** (Domino's Pizza). Obviously, behind the door would not be standing anyone whose name is Domino's but a person who would bring pizza from Domino's.
- b) **Simile**. Wales says simile is a figure of speech whereby two concepts are imaginatively and descriptively compared”.(2001:358) For example, A **Hyundai like you've never seen before. ZERA**. (Hyundai COM.) Another example, “**It is like sleeping in a dond**” (House of Fraser) is an example for simile.
- c) **Metaphor**. The term 'metaphor', as the etymology of the word reveals, means transference of some quality from one object to another. From the times of ancient Greek and Roman rhetoric, the term has been known to denote the transference of meaning from one word to another. It is still widely used to designate the process in which a word acquires a derivative meaning. (Galperin, 1981:127).

For instance, “**Every line of the boat designs my smile**” (the advertisement of CantiereDelle Marche). The creator of this advertisement described smile as a concrete thing

rather than an abstract one. In addition, it gives an implicit message as voyage will be full of fun and amusement. Travelers do not only can enjoy views of sea or island, but also joyful atmosphere will be with them during this trip. Another example, for metaphor is ***“There is a car with your name on it our name on it”***. (Mercedes-Benz) Here *your name on it* refers to every woman whose name is Mercedes and *our name on it* refers to brand name of automobile company. The name of the woman attributes for the name of the car. With this advertisement they want to make woman with the name Mercedes to purchase the car in which there is their name.

Another example, ***“Opportunity is barking”***. Opportunity is an abstract noun but in the advertisement it possesses the ability of dog and can bark like dog.

- d) **Metonymy** is a bit different from metaphor. It associates things with contiguity. It applies the name of a thing to another thing, whenever two things are associated in common experience. For instance, Coca Cola advertisement: ***“The pause that refreshes”***. Here the drink is associated with pause or break in the difficult work or time. There are some common metonymic relations as : thing and attribute, cause and effect, container and contained, an object and its material, sign and signified and maker and product. Another example for metonymy Red Bull: ***“It gives you Wiiiiings”***. Here the drink and wings are associated together.
- e) **Hyperbole** can be defined as a deliberate overstatement or exaggeration of a feature essential (unlike periphrasis) to the object or phenomenon. In its extreme form this exaggeration is carried to an illogical degree, sometimes ad absurdum. (Galperin,1981:161) In the advertising the hyperbole is referred to as dramatizing the selling point. As an example from the fast food industry can serve McDonald’s slogan: ***It’s a good time for the tour to the city that never sleeps: the fabulous Las Vegas***. Fabulous can be considered as a hyperbole, it exaggerates the feature of the city.

CONCLUSION

It should be stressed that the language of advertising is characterized by its peculiarities in terms of structural and semantic properties. Thus it is quite distinctive from other types of English language. In the next chapters, we will discuss stylistic and pragmatic aspects of the advertisements.

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