

STUDY OF ADVERTISING LANGUAGE IN MASS MEDIA FROM A LINGUISTIC
POINT OF VIEW

OMMAVIY AXBOROT VOSITALARIDAGI REKLAMA TILINING LINGVISTIK
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ИССЛЕДОВАНИЕ ЯЗЫКА РЕКЛАМЫ В СРЕДСТВАХ МАССОВОЙ
ИНФОРМАЦИИ С ЛИНГВИСТИЧЕСКОЙ ТОЧКИ ЗРЕНИЯ

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Abstract. *This article is dedicated the language of advertising in the mass media from a linguistic perspective. Moreover, advertising language is crafted to be persuasive memorable and culturally appropriate. It focuses on words, sentence structure, and stylistic aspects that make advertisements more effective. It explains how rhetorical devices, figurative language, and emotional appeal help advertisements work better in print, television, and digital media.*

Key words: *Advertising language, mass media, linguistic analysis, rhetorical devices, figurative language, marketing communication, cultural influence, ethical considerations, lexical and syntactic features, branding and slogans.*

Annotatsiya: *Ushbu maqola ommaviy axborot vositalarida reklama tilining lingvistik nuqtayi nazardan o'rganilishiga bag'ishlangan. Bundan tashqari, reklama tili ishontiruvchi, esda qolarli va madaniy jihatdan mos bo'lishi uchun maxsus yaratiladi. Maqola reklamalarning ta'sirchanligini oshiradigan so'zlar, gap tuzilishi va uslubiy jihatlarga e'tibor qaratadi. Shuningdek, unda ritorik usullar, obrazli til va hissiy ta'sir reklamaning bosma nashrlar, televideniye va media kabi turli platformalarda samaradorligini qanday oshirishini tushuntirib beradi.*

Kalit so'zlar: *Reklama tili, ommaviy axborot vositalari, lingvistik tahlil, ritorik usullar, obrazli til, marketing kommunikatsiyasi, diskurs analizi, madaniy ta'sir, leksik va sintaktik xususiyatlar, brend va shiorlar.*

Аннотация: *Данная статья посвящена изучению языка рекламы в средствах массовой информации с лингвистической точки зрения. Кроме того, рекламный язык специально создается таким образом, чтобы быть убедительным, запоминающимся и культурно адаптированным. В статье рассматриваются*

слова, синтаксические конструкции и стилистические особенности, которые усиливают влияние рекламы. Также анализируются риторические приемы, образный язык и эмоциональное воздействие, которые способствуют эффективности рекламы на различных платформах, включая печатные издания, телевидение и цифровые медиа.

Ключевые слова: *Язык рекламы, средства массовой информации, лингвистический анализ, риторические приемы, образный язык, маркетинговая коммуникация, дискурсивный анализ, лексические и синтаксические особенности, бренд и слоганы.*

How Should Advertising Language Be from a Linguistic Point of View?

Advertising to be effective, its language must be clear, persuasive, and memorable. From a linguistic point of view, the following aspects ensure the success of advertising language: Simplicity and Clarity. Advertising language must be simple and easy to understand so that any audience can understand it. Instead of complex words and sentences, it should use common and understandable expressions. Short and clear sentences help to keep the audience's attention. Persuasiveness and Memorability. Slogans and advertising texts must be short, concise, and rhythmic For example: "Just do it",¹ "Think different. Advertising must consider the cultural values and traditions of the audience. Brand Consistency. Advertising language must match the brand's overall strategy. The brand must have its own unique communication style (formal, friendly, innovative, etc.). Advertising must highlight the brand's uniqueness and make it stand out from competitors.

Study of advertising language in mass media from a linguistic point of view.

Advertising is a strong tool of modern communication. It influences consumer behavior and shapes public opinion. The language of advertisements is very important because it makes messages persuasive, memorable, and emotional. This study looks at the linguistic aspects of advertising in mass media. It focuses on how words, sentence structures, and stylistic techniques make advertisements more effective. Advertising language is carefully created to get attention and influence people. Some important features are: For instance: Lexical Choices – Advertisements use positive and emotional words to make a strong impression. For example, words like "exclusive," "new," "free," and "best" help to attract interest.

Syntactic Structures – Short and catchy sentences or slogans make advertisements easy to remember. Imperative sentences For instance: "Buy now!", "Try it today. create urgency. Rhetorical Devices – Advertisements often use special techniques, such as: Alliteration "Silky smooth skin" makes phrases sound nice. Repetition "Because you're worth it!" helps people remember the message. Metaphors and Similes "A smile as bright as the sun" create strong images in the mind. The Role of Emotional and Psychological Appeal Effective advertisements use emotions to

¹ "NIKE" Advertising slogan

connect with people. As an example of this: "What really decides consumers to buy or not to buy is the content of your advertising, not its form."² This includes: Fear Appeal – Showing possible problems that the product can solve. For instance: insurance ads. Happiness and Joy – Creating positive feelings about the brand. For example: Coca-Cola's "Open Happiness".³ Social Proof – Using customer reviews or statistics to convince people for instance: "9 out of 10 dentists recommend it". Cultural and Ethical Considerations. Advertising language changes in different cultures. A message that works in one country may not work in another because of different traditions and values. Ethical problems in advertising include false claims, stereotypes, and emotional manipulation.

Conclusion

The study of advertising language in mass media shows that language plays a key role in influencing consumers. Advertisements use specific linguistic techniques to attract attention, create emotional connections, and persuade the audience. Effective advertising language is simple, persuasive, and memorable. It uses short and catchy phrases, rhetorical devices, and emotional appeal to leave a lasting impression. Additionally, cultural and ethical considerations are important to ensure that advertisements are appropriate and respectful for different audiences. Understanding the linguistic aspects of advertising helps businesses create more effective and ethical advertisements. As advertising continues to evolve in the digital age, the role of language remains essential in shaping consumer perceptions and brand identity.

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²The father of the advertising industry: David Ogilvy

³Coca - cola Advertising slogan

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