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ANNOTATION

This article presents a theoretical interpretation of advertising discourse in modern Uzbek linguistics. In linguistics, discussion and the concept of a text are considered as one of the topical issues. The article discusses the features of advertising the text language in the context of parameters. Recently, along with the continuing interest in advertising practice, more and more attention is paid to the theoretical aspects of advertising, including from such sciences as linguistics, psychology, sociology, psycho and sociolinguistics, semiotics, cultural studies, and art history. The theoretical basis of the research was the fundamental works on the theory of discourse and communicative interaction, works on studies that justify the anthropocentric approach to a language in general and its categories in particular. The topicality of the paper is due to the following: 1. Discourse is in general issue in modern types of communication. Discourse theory is one of the most actively developing areas of linguistics. However, many issues of discourse theory and analysis remain insufficiently studied. 2. The content and structure of the discourse is formed by various speech-act utterances. However, the specifics of the formation of various discursive types, their filling with illocutive types, the selection of appropriate syntactic constructions and filling in them the use of appropriate lexical units was not the subject of linguistic study.

Key words: text, discourse, advertising text, structure, slogan, brand building, AIDA, language activity.

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INTRODUCTION

Currently, advertising discourse is one of the most developing types of discourses. A large number of articles, dissertations, and books have been devoted to the study of advertising discourse and text, but the main issues remain debatable. There is no consensus among researchers about the status of the advertising language, its functions and functional features [https://steemit.com/marketing/@arrihan/definition-of-advertising-discourse].

Advertising discourse is a discourse used to influence individuals based on the use of available media, which helps to convey this discourse to a particular category or to a large number of people. It is considered a type of advertisement. The publicity discourse is also defined as the declaration of a set of information that contributes to the description of a commodity in order to connect it to as many individuals as possible in the commercial market. Another definition of an advertising discourse is the use of spoken or written words, and a method of addressing, in order to communicate with the public and introduce it to the idea of what may have been unknown in the past [Terminasova S. G., 2008; 229].

THEORETICAL BASE OF THE ARTICLE

According to S.G. Terminasova, "advertising is a special register of the sphere of business activity, it is allowed to be bright, extraordinary; in advertising, you can use any methods: language, visual as long as it fulfills its functions, as long as it works" [Utenova B.B.,2003; 78].

Studies of this form of mass communication are conducted in different directions. It is possible to distinguish two main concepts of advertising: cultural (historical and cultural) and marketing.

In researches from the standpoint of cultural studies, advertising is defined as "an offshoot of mass communication, in the course of which informative-figurative, expressive-suggestive works are created and distributed, addressed to groups of people in order to encourage them to make the right choice and act for the advertiser".

Advertising is considered as a poly-code structure that combines verbal (headline, slogan, main advertising text, echo phrase) and iconic (visual) means that are aimed at implementing the main goal to motivate the recipient to purchase a product or service (E.E. Anisimova, T.G. Dobrosklokonskaya, O.A. Ksenzenko).

An important link in this case is not only the preparation of the advertising text, but also its discursive updating.

Following Fernandez and Rosen (2000), advertising can be classified in terms of function: brand-building and directional. Brand-building advertising is synonymous with product advertising and is commonly seen in traditional mass media, including TV, radio, magazines, and newspapers, where as directional advertising is designed to reach a mass audience by using a tactic of intrusion aimed at helping consumers locate
suppliers of desired products and services, and includes advertising in yellow pages, a newspaper classified section, movie listings, and industry guides [Wang 2002].

According to William Wells, "advertising is paid, non-personalized communication carried out by an identified sponsor and using the media to persuade (something) or influence (somehow) the audience".

G. A. Orlov considers discourse as a category of (natural) speech materialized in the form of an oral or written speech work, relatively complete in semantic and structural terms, the length of which is potentially variable: from a syntagmatic chain over a single statement (sentence) to a meaningful whole work (story, conversation, description, instructions, lectures, etc.).

**ANALYSIS AND RESULTS**

M. L. Makarov explains the ambiguity of the term "discourse analysis" by comparing three approaches to its study: 1) "Discourse analysis in its broadest sense as an integrated field of study linguistic communication from the point of view as it forms and functions; 2) discourse analysis (in the narrow sense) as the name of the traditions of analysis of the Birmingham research group; 3) discourse analysis as "the grammar of discourse (R. Longacre, T. Rivon), close, but not identical text linguistics direction" [Makarov, 1998; 82]. T. Levandovsky's dictionary distinguishes discourse as a process and as a result: in the "Concise dictionary of terms of text linguistics" by T. M. Nikolaeva, "discourse" is characterized as a multi-valued term linguistics of the text, used by a number of authors in meanings that are almost homonymous. Important of them: 1) related text; 2) oral colloquial form of the text; 3) dialogue; 4) a group of statements related to each other in meaning; 5) speech work as a given – written or oral [Nikolaeva, 1978; 467].

The concept of "discourse" is characterized by the parameters of completeness, integrity, connectivity, etc. (that is, all the properties of the text), it is considered simultaneously as a process (taking into account the impact of socio-cultural, extralinguistic and communicative-situational factors), and as a result in the form of a fixed text. According to Emile Benveniste, a significant feature of discourse, understood in a wide sense, is the correlation of discourse with specific parties act, i.e. the speaker and hearer, as well as with the communicative intention of the speaker in any way to influence the listener. The structure of conversational discourse consists of a number of stages (entry into speech contact, nomination of the initial topic of conversation and its ratification, change of roles during the communication act, change of the topic of conversation, exit from the communication act).

The process of understanding discourse is based on the conclusions of the addressee of speech, who uses knowledge of the language to go beyond the language itself.

**Discourse** (FR. discourse, eng. discourse, from lat. discursus running back and forth; movement, circulation; conversation) – speech, the process of language activ-
ity; the way of speaking. *Discourse* – polysemantic term of a number of Humanities, the subject of which directly or indirectly presupposes the study of the functioning of the language: linguistics, literary studies, sociology, philosophy, ethnology and anthropology [Wells W., Burnet J., Moriarty S. 1999; 32].

In 1960-1970, discourse was understood as a coherent sequence of sentences or speech acts.

*Discourse*, being a dynamic process, reflects the functional features of speech and has a variety of pragmatic, expressive and cognitive properties.

*Discourse*, as pointed out by A. A. Kibrik [Luksic Of Livia, 2012] and his co-authors, is "a broader concept than text. Discourse is one thing: both the process of language activity and its result – and the result is the text." Studying different opinions of scholars and positions of modern approaches, we came to the conclusion that discourse is a complex communicative phenomenon that includes, in addition to the text, extra-linguistic factors (knowledge about the world, opinions, attitudes, goals of the addressee) that are necessary for understanding the text.

T. A. van Dyck writes that the term "discourse" is also used to refer to a particular genre, for example: "news discourse", "political discourse", "scientific discourse". G.A. Zolotova notes that a new genre "filling the space of Newspapers and the screen – Intrusive and brisk advertising" is being added to the number of known types of texts. The purpose of advertising discourse can be not only to form a direct intention for the consumer to act, but also a belief that will later lead to action.

Due to its communicative specificity, modern printed advertising discourse is of particular interest for studying from the standpoint of the theory of emotionality. The manifestation and expression of emotions in the context of advertising communication is the intention of the Creator of an advertising message to cause a certain emotional reaction on the part of the recipient (target audience), to influence it in the right angle for the advertiser/manufacturer. The article attempts to analyze the ideological and figurative content of modern printed advertising messages (based on the material of the French language), the purpose of which was to identify the forms of verbal explication of emotional constants and determine their role in the implementation of pragmatic attitudes relevant to this type of discourse.

Special attention is paid to appellative models/strategies as the most striking manifestations of language emotionality, the features of emotional argumentation in comparison with rational ones are analyzed, and the sphere of social norms of emotional behavior caused by cultural peculiarities is touched upon.

From the point of view of syntactics, advertising discourse has a formulaic character, connected by a rigid sequence of elements. The ad formula includes four elements that follow each other in a strict sequence.
The term, AIDA and the overall approach are commonly attributed to American advertising and sales pioneer, E. St. Elmo Lewis [Barry, 1987]. In one of his publications on advertising, Lewis postulated at least three principles to which an advertisement should conform:

The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement [The Bankers’ Magazine, Vol.78, 710–11].

Unlike other texts (scientific, artistic) actions in advertising texts as mythological discourses are absolutely specific. In advertising, as can be seen from the diagram, you can not mechanically rearrange the specified order, without violating the intent of the whole.

Attention — an intriguing key word, title (no more than 4-5 words). The first phrase of the advertising text must contain a communicative event.

Interest — the message about the characteristics of the product are unknown to the patient (2-3 sentences).

Desire — the culminating node of suggestion (impact), the purpose of which is to cause an acute desire of the buyer to possess the product, most often exists in the form of a slogan or an iconic (pictorial) sign.

The culmination of advertising discourse is based on two psychological premises: a) the expectation of the unexpected (curiosity) and b) a sense of security. The combination of two psychological prerequisites makes the solution of the desire prob-
lem quite successful.

The absence of such an event makes further advertising text meaningless.

For the language of advertising, it is important to distinguish between oral and written discourses, the structure of which has its own differences. Oral advertising discourse allows for a greater lexical and grammatical variation, while prosody (the system of pronunciation of percussive and non-percussive, long and short syllables in speech) plays a significant role. Written advertising discourse has its own construction features. Punctuation plays an important role in this process. The use of punctuation in written speech, as well as prosody in spoken speech, largely determines its rhythm, its perception by the audience. The main structural elements of advertising texts are the title, main text, and motto; subtitle, inserts and frames, seals, logos, and autographs (signatures) are also used [Prokhorov S.N., 2013; 72].

Title – draws attention to the text, interests the buyer. Therefore, it must be effective in impact and clear in meaning. Header are divided into several types: headers that report useful properties; provoking; informative; interrogative and containing a command.

A subtitle – is a visual bridge between the title and the main text.

The main text fulfills the promises of the title. The main text of an advertising message can be narrative, pictorial, or gimmicky (original); it can be written in the form of a monologue or dialogue.

The final phrase-slogan should encourage the buyer to take action ("buy today", "begin travel", "call now" etc.). This is the most powerful form of a trade offer. When coming up with a slogan, you should strive to ensure that it corresponds to the General advertising theme, is short, formulated by original wordplay and contains, if possible, the name of the company.

UNIVERSAL DISCOURSE FEATURES

Discourse, as a linguistic unit, is characterized by universal and specific features. The main universal features of discourse are its integrity and connectedness.

The integrity of the discourse is manifested in the continuous semantic connectedness of its components and is composed of some substantial structural components, recognized as a result of the perception of a discursive event as a complex. It resembles a phenomenon called the outstanding Russian psychologist L.S. Vygotsky's "influence of meaning". Realizing the word "influence" "... at the same time in its original literal meaning (infusion) and in its figurative, which has now become a generally accepted meaning, we can say that" meanings seem to merge into each other and seem to influence each other, so that the previous ones subsequently contained or modified" [Vygotsky 1996; 308].

The coherence of discourse is manifested in discursive continuity and is determined by specific patterns, rules that underlie the formation of complex communicative language units. It can be considered from the point of view of it: a) intonation-
al-rhythmic; b) logical; c) semantic; d) formal-grammatical design and detected by special markers of illocutionary and/or discursive nature.

Coherence is recognized as the main property of discourse by other researchers as well [Grishaeva 2006; 12]. The main non-abundance of pragma-linguistic models S.A. Sukhikh calls "a high degree of discreteness" seizure "of such qualities of communication as integrity and discursive continuity" [Sukhikh, 1998; 11]. That is why he made a successful attempt to build a communication model that combines communicator-centric and text-centric approaches that allow for a more holistic conceptualization of the space of linguistic pragmatics in model variables.

The chronotopy of discourse is embodied in the representation and perception of spatial and temporal relations and it is carried out mainly through verbs and adverbs. According to N. D. Arutyunova, "classes of objects are designated in languages by a fairly homogeneous category of names and noun phrases, event stream quanta correlate with very different and even sharply opposed units, such as a sentence (proposition), its nominalization, verbs (their lexical meaning), species-temporal and modal forms of predicates, names of General and specific event meaning". As a result, "concepts that model the quanta of what is happening are formulated at the intersection of nominal and verbal categories" [Arutyunova, 1988; 101-102].

The integrity of discourse is directly related to its informativeness, since the exchange of information is one of the indispensable conditions for the implementation of a communicative act. If the expected information is not received from the interlocutor, the very behavior of the partner in speech communication becomes informative. "Speech interaction is always oriented to transmit or receive information, another thing is that the information "pumped" in this way, from time to time not recognized as such", [Klyuyev, 1998; 6]. It should be noted that the criteria of informativeness is not clearly marked at the present time, the issues of definition of this concept, measurement of the level of information provided, identify typical forms of representation in discourse, distinguishing "old" and "new", the degree of perception of information.

The ilogic discourse also reflects such features of communication as the presence of two or more partners and activity character, embodied in intersubjectivity and intentionality. The addressee of the discourse can be a language person with any communicative role (listener, reader, outsider listener, eavesdropper, etc.), on whom the author of the discourse focuses speech influence. Discourse is procedural. Signs of processuality and of intersubjectivity reflected in the definition discourse. Communication is about the process of mutual coordination of activities through verbal and nonverbal semiotic systems [Maturana and Varela, 1987; 212, Boldyreva, 2001, Kashkin, 2005].

At the same time, "the space of discourse, being a point in the boundless continuum of speech activity, is itself be is extremely and internally divisible. It consists of units of speech activity of various communicative status, speech-thinking forces
with different vectors and orientation to the addressee/addressees of the discourse" [Zernetsky, 1990; 61].

Discursive units have relative integrity functions. The continuity and articulability of discourse is its constituent features.

Discourse as a language sign of the highest order is also characterized by a modality associated with the dominance of one or several parameters of their speech spaces. Discourses with an explicit modality based on the author's personal meanings reflected in them are oriented to the sphere of the addressee's material (speech/non-speech) activity.

Allocated P.V. Zerneck discourses of desire, obligation, possibility to have different motives and goals of communication.

Thus, the discourse of desire is motivated and has the ultimate goal of forming with the help of discourse and predicting it.

The semantic side of the discourse of the duty is impoverished, there is no argumentation and motivation of openly expressed by the author, required from the addressee speech / non-speech actions. The discourse of possibility is based on the action of accumulating force and is aimed at receiving information of any kind from the addressee: sigmatic, semantic, or pragmatic [Zernetsky, 1990; 65-66].

The intertextuality of discourse is shown in its connection with previous and subsequent works. As V. B. Kashkin quite rightly notes that "we all speak with phrases of previously spoken, previously created texts" [Kashkin, 2005: 348]. The generation and understanding of discourse depends, to a large extent, on the internal language memory for the created previously and spoken or recorded in writing other people's speech actions.

In relation to certain types of discourse, we can speak of the category of authority and precedent (see, on-example, about the authority of advertising discourse: [Baeva 2000; 5], authority of scientific discourse: [Boldyreva 2001, 2002]. The category of authority is recognized as one of the most important components of the communication process. As noted A. A. Boldyreva and V. B. Kashkin, its content is related to the linguo-economic and power status of communicants [Boldyreva, 2001; Kashkin, 2005].

Authority in this case is defined as one of the pragmatic categories, which manifests itself in the use of proverbs, catch phrases, quotes, references to the opinions of famous personalities and/or test results, appealing to generally recognized truths and authorities. The authors seem to rely on already recognized authorities. "Authority comes, as a rule, from the extralinguistic environment, it is brought to the advertising text by proverbs and catch phrases, references to the results of tests and laboratory tests, to the opinion of a well-known person, that R. Lei calls it a qualitative enhancement of impact. And if when using Proverbs and catch phrases their inherent wisdom is imperceptibly transferred to the advertising text and is present there implicitly, then
the results of the test the comments and statements of experts and celebrities about the advertised object are explicit the category of authority" [Baeva, 2000: 21].

In terms of language, this category very rarely finds its expression in the means of explicit grammar. "This category is expressed mainly in discourse markers (such as introductory phrases, links, inserted texts, quotations, etc.). Its content is usually meta-communicative, i.e. the reference function is minimal, while the function of regulation, 'monitoring' of the communication process is clearly expressed" [Boldyreva, 2001].

Precedent discourse is, in fact, "a very expanded, transformed, hypertrophied metaphore. A precedent text always forms a certain concept, a sociopsychic education characterized by multidimensional character and value significance" [Kashkin, 2005; 348].

Linguists also note the inherent features of discourse, such as the polyinterpretability of the result in the convention. The possibility of different content filling while maintaining the formal macro and microstructure, and a number of others [Grishaeva, 2006; 12].

Thus, like any linguistic unit that the discourse inherent in universal and individual, ideo-ethnic features. The first are: integrity and coherence, which are manifested in a continuous continuum of meanings, chronotopicity, which is embodied in the representation and perception of spatial and temporal relations, informativity, intersubjectivity, and intentionality. The categories of authority and precedent are probably individual, ideo-ethnic traits, since they are not observed in all types of discourse.

Discourse, as a language unit of the highest order, has a complex structure, characterized by its own principles and the rules of the organization, which we will discuss in the next section.

**GENERAL PRINCIPLES OF DISCOURSE BUILDING.**

In the mid-1960s, a theoretical framework was developed in a research group of American sociologists led by Harvey Sachs conversation analytical models dates back to the ethnomethodological (conversation analysis).

The organization of discourse refers to the division and ordering of its constituent parts.

The division of a discourse is called natural segmentation, which isolates the discourse as a whole from its environment and makes recognizable its internal structuring into separate parts (sections), as well as into smaller units. Membership can be carried out on a thematic and functional basis. The thematic structure includes: preparation, introduction, development and completion of a discussion of a topic in a conversation. The functional organization of discourse is based on interactive speech actions and speech-organizing actions. They are unequal. Linguistic actions related to communication form a metaactional level. Along with the thematic and functional organization in dialogical discourses, there is another organizational aspect, which is due to the participation of several speakers: the exchange of communicative roles and the structuring of speech contributions.
Discourse segmentation is a natural segmentation that separates the discourse as a whole from its environment and makes its internal structuring into separate parts (sections), as well as into smaller units, recognizable. Membership can be based on a thematic and functional principle. The thematic structure includes: preparation, introduction, development and completion of the topic discussion in the conversation. The functional organization of discourse is based on interactive speech actions and speech-organizing actions. They are not equal. Language actions related to communication form a meta-functional level. Along with thematic and functional organization in Dialogic discourses, there is another organizational aspect that is due to the participation of several speakers: the exchange of communicative roles and the structuring of speech contributions.

1) The nature of the interaction. The order of the conversation is not set in advance. It is set in the course of the conversation itself, with each speech contribution (W. Franck).

2) Interactive structure design, joint constitution of individual speech contributions. Central the means for the production of speech exchange is a specific preparation of the speaker, focused on the premise of understanding or interaction of partners.

3) Sequence of interactive actions structure. The sequence assumes a certain interconnection.

4) Relevance to the context. Statements can only be meaningfully interpreted in the appropriate context, but they themselves simultaneously create contextual conditions for subsequent statements.

5) The structural order of interaction, which is regulated by the mechanisms of exchanging the roles of speakers (H. Sacks, E. A. Schegloff, G. A. Jefferson), rules for opening and ending conversations, and rules for correcting conversations.

The structure of speech interaction can be considered as a "two-vertex system" (G. V. Kolshansky), in which first of all, there are two participants in communication – the speaker and the listener.

This problem has been repeatedly discussed in the linguistic literature (N. D. Arutyunova, I. P. Susov, T. G. Vinokur, D. Wunderlich, T. A. van Dyck, etc.), and suggestions have been made to create a so-called sender grammar and recipient grammar.

Encoding refers to a process conversion of meaning to text by the speaker, and under decoding – the process of reverse conversion by the listener.

Thus, internal structuring of discourse can be carried out on a thematic or functional basis. The Dialogic discourse traces the structure of the exchange of communicative roles and the step-by-step nature of speech contributions.

Compliance with the basic principles of converse-analytical modeling and maxims of P. Grice ensure the success and effectiveness of the rules of speech interaction and allow you to develop a dialectic of skilled and successful negotiations.
CONCLUSION

This paper summarizes the current understanding of discourse from the point of view of the basic paradigm. Paying attention to the advertising discourse within the framework of institutional discourse, its features are noted, taking into account the main components of this discourse: participants, goals, values, strategies, varieties and genres, discursive formulas. We analyzed the linguistic and stylistic features of the advertising language.

When creating an ad text, the authors use the entire arsenal of language and non-language tools in order to find the most effective form of influence on the recipient [Kibrik.E., 1992; 287-301]. When studying discourse, as well as any natural phenomenon, the question of classification arises: what types and varieties of discourse exist. The most important distinction in this area is the opposition of oral and written discourse. This distinction is related to the channel of information transmission: for oral discourse, the channel is acoustic, and for written discourse, it is visual. In addition to the two fundamental types of discourse – oral and written – one more should be mentioned: mental. A person can use a language without producing any acoustic or graphic traces of language activity. In this case, the language is also used in a communicative way, not the same person is both the speaker and the addressee. Due to the absence of easily observed manifestations, mental discourse is much less studied than oral and written discourses. One of the most well-known studies of mental discourse, or, in traditional terminology, internal speech. Two main trends in the creation of advertising texts are: conciseness, conciseness of expression and expressiveness, the capacity of information. In trivial advertising, the construction of the text is reduced to simplifying grammatical structures and an abundance of cliche-stamps with General repeatability and limited vocabulary. However, the most effective advertising texts are based on much more complex than it sometimes seems. In this case, the creators of texts avoid direct description of the subject of advertising, its properties, characteristics and advantages.

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