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FEATURES OF HEADLINE FORMATION IN ADVERTISING TEXT

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FEATURES OF HEADLINE FORMATION IN ADVERTISING TEXT

ANNOTATION

The article deals with the system of advertising texts. Advertising is described as a phenomenon of modern society; it is such information that affects the mass consciousness; analyzing these structures one can learn that most of the advertising headlines are composed of simple sentences. The impact of advertising on the consciousness of people has a psychological impact on perception. It is advertising that enables the relationship between the addressee and the addresser, playing an important role in informing people. Advertising texts are created to purposefully induce influence and to increase the demand for the advertised product or services. Before choosing a particular mode of influence, the advertisers determine for themselves what the goal they are pursuing in a specific case, in order to achieve it in a particular type of advertising. Proposal of linguistic means, according to which the headline is built, requires a fast-reading message. The inducement of an advertising text depends primarily on the headline. Many factors are important for the success of an advertisement, but the most important expression must be a meme. Units of all levels of the language are involved in creating a text that is capable of inducing and attracting attention while being memorable. In a sentence, the factor is not only the principle of the structure of the linguistic means, but also the achievement of a certain power to influence the customer. The ultimate goal of advertising is to make someone purchase something, so in their message the advertisers must clearly inform their

РЕКЛАМА МАТНИДА САРЛАВҲАНИ ШАҚЛЛАНТИРИШ ХУСУСИЯТЛАРИ

АННОТАЦИЯ

Мақолада реклама матнлари тадқиқ этилган. Бугун рекламага жамиятимизнинг замонавий ҳодисаси сифатида қараш, реклама матнидаги маълумотларнинг омма онига ўз таъсирини ўтказиши билан боғлиқ масалалар доирасида фикр юритилган. Реклама матнлари сарлавҳалари таҳлил қилинганда, уларнинг аксарияти оддий жумлалардан тузилаётганлиги мисоллар билан бирга айтилган. Реклама фаолияти аҳолига хизмат кўрсатишнинг таркибий қисми бўлиб, унинг ёрдамида маҳсулот ёки хизмат талабини ошириш мумкин. Шу нуқтаи назардан турли тил воситалари орқали реклама сарлавҳасини оддий ва ҳаммага тушунарли қилиб бериш кўпчиликнинг эътиборини жалб этади. Реклама муваффақиятли чиқиши учун кўплаб омилларга асосланиши зарур. Оддий сарлавҳалар орқали рекламанинг тақдим этилиши, унинг таъсир кучи ортишига ва шу билан бирга эсда қолиш даражасининг юқори бўлиши исботланган. Реклама матнининг якуний мақсади истеъмолчини бирор-бир нарсага ундашдан иборатдир. Шу боис рекламада харидор қандай йўл тутиши кераклиги аниқ кўрсатилиб, унга йўлланма берилиши керак (сотиб олиш, қўнғироқ қилиш, рўйхатдан ўтиш ва ҳ.к.). Реклама, бу – мурожаат, реклама берувчи ўз миқозига мурожаат қилади. Реклама ёрдамида у харидорни маҳсулотни сотиб олишга ёки хизматдан фойдаланишга ундайди. Шу сабабли, реклама матнларини тайёрлаш, сарлавҳалар соддалигини таъминлаш самарали рекламанинг муҳим элементи саналади.

consumers what actions they must take in order to purchase, call, register, and etc.

Advertising is an appeal, so with the ready advertising product advertisers appeal to their customers or clients, through which they hope to encourage them to make a purchase or use the services. Preparation of advertising appeal is considered one of the most important elements of advertising. The specifics of the headlines are very important. It is concluded that the peculiarity of the headline is a simple sentence structure that is understandable.

Key words: structure of headlines, inducement category, text, advertisement, modality, rejoinder, suggestion, message, influence.

INTRODUCTION

As a linguo-cultural phenomenon the language absorbs all the richness of culture, while any national culture is the measure related to the characteristics and specificity of a particular language. Language plays a major role in the internationalization of cultures; the contact of different cultures is reflected in the language in the form of lexical borrowings.

A learner encounters the culture in the process of learning a language or during the communication in a certain language. In order to teach effective communication it is necessary to encourage interest and respect for the culture of the people who speak the language, because there is a national concept of the world behind each word or evocation. Communication and promotion in modern person's life is largely associated with the mass media and, in particular, with advertising. Everyone living and working in the modern world falls under the influence of advertising. Despite the diversity of scientific research on advertising, there is an increasing need for qualitative rather than quantitative approaches. Advertising transcends the economic sphere and becomes a phenomenon of human culture.

In the global community due to changes in market relations, advertising has become an integral part of people's lives. Advertising in contemporary life is important. The relevance of advertising is due to a number of factors. Today, the life itself requires the study of everything new that is associated with the language. Globalization, innovative technologies of social life are reflected in the language especially mass information. Advertising is one of the special means. It plays a socially significant role. The impact of advertising on the consciousness of the people of the competitive struggle, has a strong informational, sociological and psychological impact on the perception of humanity. It is advertising that enables the relationship between the producer and the consumer, playing an important role in informing.

Informing the consumer in various ways about characteristics of goods, to encourage the sphere of services is helped by advertising. Advertising texts are created to specifically induce consumer influence to increase demand for the advertised

Реклама матнларидаги сарлавҳалар тузилишининг соддалиги истеъмољчида махсулот ёки хизмат ҳақидаги тушунчанинг тезроқ шаклланишига имкон беради.

Калит сўзлар: сарлавҳа тузилиши, ундаш категорияси, матн, реклама, модаллик, ишора, таклиф, хабар, таъсир.

product or service. Before choosing a particular method of exposure, the advertisers determine for themselves, what goal they are pursuing in this or that case, to undertake it in a particular form of advertising.

Advertising due to the ability to use influencing means is designed to attract the attention of the addressee, promote to memorize a message and a product, as well as encourage a certain action [Akhmedova M., 2015; 189].

The advertising product, being a special sphere of application of creative efforts, creates a special world. In this case no one doubts the fact that advertising demonstrates not only goods and services, but also functioning in society moral values, stereotypes of thinking, behavior patterns [Begun V.V., 2010; 31].

MAIN PART

The relevance of advertising is due to the growing interest in the structure of the headline. The modern stage of development induces a variety of emotions in the consumer. Incitement is formed on the basis of the category of modality, as it unites under the general meaning of inducement many elements that induce the addressee to some action, but each of these values does not overlap, is not repeated and has a specific incentive essence. Modality is a very topical concept, so it is difficult to meet definitions that are close in meaning. According to M.A. Abdurazzakov, “the nature of modality is expressed by the relevant language norms associated with a necessarily executable action (with the verb *devoir*), possible action (with the verb *pouvoir*) or non-executable action. The central part of the content of modality is considered to be a participant of the situation, i.e. the modal subject expressing a wish” [Abdurazzakov M.A., 1985; 28].

The study of motivational statements in linguistics was and remains one of the urgent tasks of linguistics. The peculiarity of this issue is explained by the fact that stimulus statements play a great role in the spheres of human activity. It is in the inducement that the speaker’s will, directions to the impediment, interpersonal relations of the participants of communication are expressed [Muminova A.A., 2014; 56].

That is why the inducement is defined as an independent category by the linguists. As an independent category, inducement has its own content and form of expression. If the content is determined by the communicative-pragmatic and semantic essence, the expressiveness is characterized by a variety of language units, expressing it, as well as their ability to appear in all aspects of the language.

Inducement denotes the desire, will, intentions of the speaker, through that, the speaker induces the listener to carry out any activity. In the process of inducement two subjects are required, i.e. addresser and addressee, with their presence, the speech act can be committed [Muminova A.A., 2018; 11]. Thus, the addresser (German word: *Adressant*) is a person, who delivers the inducement in a linguistic shape. Addressee (from German: *Adressat*) is a person who perceives, listens to the text of speech communication either actual or possible (conjectured) [Shukin A.N., 2008; 24].

The main purpose of advertising is aimed at achieving the main objectives of the marketing communications system: demand generation and sales promotion. In marketing practice it is customary to allocate three main groups of tasks, which,

depending on the goals, can be solved by advertising: usually advertising, first of all, informs, then convinces and in the end reminds. For this role of the category of inducement is special. Inducement of an advertising text depends on the title, subheading, main text, captions and comments, advertising motto (slogan). The success of inducement advertising depends on its linguistic expression. Units of all levels of the language are involved in creating a text that is able to induce and attract attention and at the same time be remembered.

The purpose of inducement is the immediate reaction of consumers to the advertisement, the desire to buy a product or use a service. In order to do that, advertising messages use such appeals as “Call now”, “Come to our store and you will learn about our discounts and promotions”.

According to E.A. Filatova, inducement is the expression of the imperative in speech, the content perspective of the imperative form, a specific type of expression of inducement (request, advice, offer, order, etc.) [Filatova E.A, 1997; 7]. E.I. Belyayeva classifies the types of inducement into the following categories: prescriptive (sentences-phrases inducing the addressee to perform an action); requisite (sentences-phrases inducing to perform an action taking into account the interests of the speaker); suggestive (sentences-phrases expressing advice) [Belyayeva E.I., 1998; 20].

Prescriptive inducements include an order, a command, a permission, a prohibition, an instruction; requisite inducements include a request, a plea, an offer; and suggestive inducements include an advice, a recommendation and a warning.

We can say that the inducement aims to call the consumer from perception to action, so the inducement always looks like a short motto or a slogan, which hides the appeal.

Since the ultimate goal of advertising is still a purchase, so in their message the advertisers must clearly communicate what action the consumers must take – to buy, call, register, and etc.

With life experience, education and competence people can still resist simple methods of suggestion, so there are specially designed techniques to neutralize the ability to resist exposure.

According to V.V. Begun “Advertising slogans with a reliance on a paremy reorient its semantics in a materially pragmatic direction. At the same time, old paremia, thrive in the new style provided by a slogan, can get a new content, often contradicting the established value orientations. And the slogan, taking advantage of the power of the original catchphrase, acquires a special persuasiveness. Thus an advertising product becomes both a source and evidence of cultural and stereotypical transformations” [Begun V.V., 2010; 37].

Advertising appeal is a completed promotional product, with which the advertisers address their clients, customers, with which they hope to convince them to make a purchase, to use services, to enter into a business relationship. A lot of things depend on how the advertising product will be executed: whether the consumer will perceive it or not [Theory and Practice of Advertising, 2013; 12]. As we mentioned above, preparation of the advertising appeal is considered to be one of the most

important elements of advertising activities and the specifics of the headlines are very important in this case.

“Advertising, represented by advertising texts, is a form of human activity and solves certain speech tasks. The forms and content of advertising texts are constantly improving, obeying the tightening market requirements for the promotion of goods and services. One of the effective ways to increase the advertising capacity of the text, in addition to artistic graphics, is an advertising slogan, which is increasingly used by advertising makers and shows a tendency to replace the advertising text” [Turbina O.A., Saltikova M.S., 2012; 50].

“The purpose of any advertising message is to induce the recipient to a specific action. Discussing the addresser’s target, we touch upon the most problematic area of social advertising i.e. the problem of the effectiveness of the final advertising product. If by analyzing the commercial advertising, we can simply operate with the concepts of communicative (memory ability, reproducibility of the text) and economic efficiency (increased sales), then everything is much more complicated in social advertising. Its effectiveness cannot be measured in terms of economic performance. And the communicative effectiveness of it belongs to a different level. In fact, social advertising is designed to change the way of life, and this is a very complex and time-consuming process” [Terskih M.V., Zaitseva O.A., 2015; 96].

There are various types of advertising such as outdoor advertising: billboard advertising, panel, banner, basorama advertising element installed on a vehicle, firewall (end wall of the building, which is a platform for advertising), cartouche (panel, billboard, tablet), mobile (rotating advertising structures), stretches.

Each type of goods and services are suitable for certain means of dissemination. There is a little hint about which one is better to choose: the media such as on television and radio, the Internet, and the “rational” such as in the press, in the city (outdoor advertising), on serious sites and radio stations. The peculiarities of the product and the target audience should be taken into account. The selection of the media should be done carefully by examining the possible indicators. Carriers are divided into the followings: outdoor advertising, Internet, press, television and radio. Each carrier has got its own types of advertising and its own effectiveness. Outdoor advertising is any advertising, located in the city like on the walls and roofs of houses, on stands, billboards and stretches, in the subway and on transport. This method of advertising is considered relatively inexpensive, moreover, covers a large number of people geographically. It should also be considered that the greater the flow of citizens (and it increases closer to the center), the more it gets expensive. Outdoor advertising: shields are installed along roadways and pedestrian roads in the form of poles with ads. Such advertising is effective and always draws attention.

However, the advertiser must take into account the fact that addresses and telephones are usually not remembered. Therefore, billboard advertising is appropriate when the product or service is known to the consumer. Large font and big words should be utilized in the billboard advertising, and if possible, there must be installed a few signs on the road, so that if the first time the consumer cannot see or remember the

message, they will have a second shot. The billboards have active and inactive sides. The one facing the people is the active side, and the other side (one has to turn back to read the text) is the inactive side. Stretches material with the text is stretched over the roadway. The duration of contact with passers-by and motorists with information on the banners is much longer than with the information on the billboards. Therefore, it is possible to specify phones, addresses, etc. [Theory and Practice of Advertising, 2013; 14].

The arrow shows the direction to the office, store, and warehouse. Signposts are mini billboards hung in front of the entrance to offices, institutions, and stores. If you use bright colors and large letters, the sign will attract attention from a long distance. Stands are folded structures with the company name, phone number and list of services.

They are all set up directly next to the company's building. People are dressed in different clothes. Men and women dressed in suits always draw the attention of passers-by. They may entice them with words, hand out flyers. Pneumatic figures are three-dimensional inflatable figures. They come in any shape. Quite a non-standard way, so they very well attract the attention of potential customers. Applications are posters, stickers used on poles, walls of houses, subways, entrances, schools, etc. Urban design is an advertising placed on booths, trashcans, bus stops. Advertising on and in public transport: buses, trams, streetcars, trolleybuses, and trains. You can choose the route cab, "on duty" in the area, and put a message on the car about the company, products and services they provide.

Advertising in elevators is simple and quite effective way: using the elevator people can pay attention to the announcement, read it and even write down the address or phone. There are two types of outdoor advertising: dynamic and static. The dynamic one is that past which people move. People have little time to perceive these ads, so they must be clear, written in large print and contain a short text. Static advertising can be utilized in the subway, elevators, etc. People in this case do not move too much. In such advertising facts, details, description, and a detailed text can be provided. For greater efficiency paint, size, font, backlighting can be used. One should make sure that the greater the flow of people passing an ad, the more effective it will be. The cost of outdoor advertising depends on location, size, material, complexity of its production [Theory and Practice of Advertising, 2013; 14].

Nowadays advertising slogan of a headline structure is the basis of world outlook, life activity and cultural stereotypes of any individual as well as linguo-cultural community as a whole. In connection with expansion of sphere of influence of information technologies on consciousness of not yet enough formed youth, with globalization of society and integration of various linguo-cultures, with instability of situation in the world, the role of advertising in the process of formation of mass consciousness.

T.G. Dobrosklonskaya notes that "having the purpose of intense concentrated impact, advertising uses a rich range of expressive means at all language levels. Among the most significant features of the advertising text at the morpho-syntactic

level are such as the frequent use of imperative verb forms, which greatly enhances the dynamism of the advertising appeal” [Dobrosklonskaya T.G., 2008; 4].

The analysis of advertising headlines showed that most of them are composed of simple sentences. The sentence of the linguistic means, based on which the headlines are constructed, requires fast-reading messages. In the sentence factor is not only the principle of structure of linguistic means, but also the achievement of a certain power of influence on the client.

As L.M. Maidanova notes: “Genre is an important regulator, on the one hand, of the embodiment of the idea, and on the other, of the perception of the work, since it from the author’s point of view predicts and limits the choice of form, and from the addressee’s point of view predicts and limits expectations (and, therefore, the construction of hypotheses about the text)” [Maidanova L.M., 1986; 118].

The peculiarity of the title is the simple structure of the sentence, which has to be understandable. In French, these constructions are built with expressive linguistic means. In foreign linguistics simple sentences are often referred to elliptical constructions. Elliptical sentences are those in which the formally missing member is not recovered from the external context or situation, but is prompted by the internal context, that is, by the present members of the sentence. “Elliptical structures, as a special type of two-part sentences, are syntactically so stable, widespread, and commonplace that they become typical constructions, without requiring to fill in, or to restore missing parts in any way. The greatest number of elliptical constructions falls on sentences with an ellipsis of the predicate” [Kruvko N.A., 2012; 46].

It is known that the personal form of the verb, often taken as a formal feature of the sentence, is not found in every sentence, that is, it does not serve as its indispensable indicator. But if the verb is not an indispensable feature of any sentence, then the verbless sentence cannot be considered elliptical in all cases, which is noted by a number of researchers [Kruvko N.A., 2012; 47].

To identify the structural peculiarities of complex sentences in advertising headlines, the presence of conjunctions and conjunctionless relations between predicative bases was taken as a criterion for their differentiation. This principle of differentiation makes it possible to identify the tendency to reduce any linkages, both the conjunctive and the subordinate ones, which is characteristic feature of advertising discourse. Compound sentences with formally expressed allied conjunctive and compound conjunctive links are rarely used in headlines, while compound constructions with a conjunctionless link between their constituent elements are more common.

In terms of structure, simple sentences in the headlines include single compound sentences, complete double compound ones, and incomplete constructions. Double compound sentences have two main components: the subject and the predicate, which carry out the main grammatical meaning of a sentence, i.e. predication. Single compound sentences have only one main component, which is the predicative center. A single compound sentence with a noun as the main component together with intonation expresses the correlation with reality of the existence of the named object.

Incomplete constructions can be as follows: elliptical sentences where one or

both main components are formally missing. Due to the verbal context and situation, elliptical sentences can be successfully reconstructed.

A single compound sentence is a complete, semantically complete structure with no implicit elements. By structural type, simple sentences of headings can be one compound sentence. According to the morphological expression of the main component, they are represented by two main types: nominal and verbal [Kruvko N.A., 2012; 49].

V.A. Zvegintsev notes that such sentences are common in dialogue and in the text are functionally ambiguous, require context and therefore are difficult to classify and it is more appropriate to consider them as components of the single communicative unity of a speech utterance. Such sentences are typical for an advertising text [Zvegintsev V.A., 1978; 18].

The advertising text should not express an explicit order; on the contrary, it should encourage, but not give any instructions. An advertising slogan has a specific feature, the essence of which is to avoid a categorical imperative and give preference to “softer” forms of inducement.

Consequently, advertising that uses verbs with the semantics of coercion will only alienate potential consumers. Such verbs as offer, advice, and recommendation have a softer form of unforced advice, although they carry the same incentive message and are therefore willingly used by advertisers.

The largest group of one-compound sentences in headlines is represented by nominative sentences, in which the main component is expressed by a noun or noun group. The one-compound sentence is characterized by a timeless realization, where the actualizer is not the verb in the personal form but the linguistic situation. Thus, E. Benveniste believes that the nominative phrase constitutes a statement “timeless, impersonal, not modal” [Benveniste E., 1966].

But it is easy to see that in the absence of a verb, the nominative phrase reflects certain aspects of the utterance (e.g., elation, exclamation); which makes it modal, more expressive in relation to the normative phrase. As the volume of grammatical expressions decreases, the expressiveness of the phrase increases and being represented by a single interjection reaches the maximum expression.

V.G. Gak in his work “Theoretical Grammar of the French Language” emphasized that “incentive sentences...are characterized by two features: establishing contact with the interlocutor and emotionality” [Gak V.G., 1979; 56].

The following types of single-compound sentences are found in advertising headlines:

(a) nominative (nominal) sentences are the most common groups with the main component expressed by a noun denoting the name of the product, firm, or brand of the product. Almost every advertising message begins with the name of the product brand, the element of the title, the main function of which is to represent the advertised product. An advertising headline may consist only of a nominative naming sentence or be supplemented by another sentence:

b) nominative (non-nominal) sentences with the main member denoting not

the name of the brand, but its merit, advantage, evaluation, any of its characteristics [Kruvko N.A., 2012; 56-60].

Pseudo sentences consisting of a single interjection can be classified as one-compound sentences. Formula sentences, associated with typical situations of greeting, farewell, prohibition, including one interjection, are characterized by intonation completeness and independence from the context they have a bright expressive meaning and the effect they produce is more significant than the communicated meaning.

Verbal single-compound sentences with the main member expressed by the verb in the imperative constitute a large group. In terms of frequency of use, this group immediately follows nominative single-compound sentences.

Two-compound sentences are divided into two types: the two-compound complete sentences, where the subject and the predicate are formally expressed, and the two-compound incomplete or elliptical sentences, where one or both main components are expressed implicitly.

In advertising, the accent of the main member with the construction *c'est* by frequency of occurrence prevails over other means of emphatic emphasis (for example, phrase *c'est ... qui, que*). The allocated element can be a noun and the verb in the infinitive form with dependent words [Kruvko N.A., 2012; 55].

Elliptical sentences with ellipsis of one or both main components function both in dialogical, question-and-answer units, and as separate rejoinders of expressive affective statements imitating dialogical speech. In dialogical speech, elliptical utterances are the result of speech compression. The unexpressed element can be syntactically and semantically recovered from the linguistic context. The answer to a question is almost always a truncated phrase, in order to save the segment already expressed in the question.

In advertising written discourse, the imitation of a dialogue is actively used, carried out by disparate fragments of colloquial constructions. Individual sentence functions outside of question and response combinations and do not form a semantic whole, as they do in a dialogue. Being compressive, elliptical sentences imply the obligatory presence of a complete correlate. They impart to the utterance an intentional incompleteness of meaning, a certain understatement, their expressiveness increases at the expense of syntactic compression: a part of the unexpressed predicate group of this sentence carries out, thanks to the situational context, a spatial and temporal reference to the real world and reveals the two-compound structure of the incomplete sentence with an ellipsis of the subject and predicate.

Elliptical sentences, which include interjections originating from the grammatical class of names, are affective-modal sentences with words of apology, gratitude; approval, etc.

The headline in advertising discourse is organized as a construction of colloquial syntax, where the presentation of thought is carried out in two ways. First, there is an emphasis on the name of the brand, and then an addition of this representation with other clarifying, explanatory, evaluative information [Kruvko N.A., 2012; 52].

CONCLUSION

Thus, we can say that advertising is a form of communication, to persuade the audience to purchase or take certain actions regarding services. It includes the name of the product or service, further how this product or service can benefit the consumer, and then convinces the audience or a customer to purchase or use this product. The daily impact of advertising on people's consciousness contributes to the formation of consumer preferences, is involved in the formation of certain types of thinking, stereotypes of behavior, thereby performing a social role. The educational role of advertising is to inform customers about modern achievements of science and technology and their application in real life. Telling about the ways of using the goods, explaining the principle of their functioning, thus acts as a real educational tool. Advertising takes an active part in the formation of personal self-esteem, adequate perception of the surrounding reality, actively affects the formation of life attitudes of people, performing a psychological role in the life of society. Beautiful advertising always attracts the attention of consumers. Watching commercial ads, sometimes you get a truly aesthetic pleasure. Advertising takes part in forming people's aesthetic taste, introduces new trends in fashion, and outdoor advertising is becoming an organic part of the aesthetic environment of the modern city, bringing color and variety to the urban landscape. It is a pity that not all advertising fully performs its aesthetic role. Modern advertising is full of tastelessness and outright rudeness as well, and explicit erotic scenes are not always justified. But to imagine modern life without advertising is no longer possible.

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