Advertising Text and its Characteristics

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Abstract: this article discusses the use of proper names in advertising texts.

Keywords: advertising texts, discourse, linguistic and non-linguistic means.

Introduction

Advertising is a multifaceted and multifaceted phenomenon of the modern trade industry. It affects various professional areas and attracts the attention of representatives of various professions. It is difficult to give an exact definition of the term "advertising" due to the vagueness of its criteria, and scientists from different fields of knowledge have different definitions of this term.

The main part

In advertising, proper names are used to attract the attention of the buyer, and in order to effectively promote their products and services, well-designed advertising acts as a "trade engine". To implement various advertising projects, advertisers invite marketing specialists who analyze the market and assess the needs of the buyer.

In order to interest the consumer, advertising must have certain properties. The informational text should form the buyer's sense of social significance when purchasing a product or service. At the same time, the idea should be stated clearly, concisely, in the presence of a complex text, the consumer will not be able to perceive the information in full, and there is a possibility that the desire to purchase the proposed product will not arise.

A.V. Olyanich in his scientific work "Advertising discourse and advertising text" gives two definitions of the term advertising. The first definition characterizes advertising as a kind of communication that tries to translate the quality of goods and services into the language of the needs and requirements of buyers. The second definition of the term: advertising is notifying people in all sorts of ways to create widespread fame for something, for example, disseminating information about the consumer properties of a product and the benefits of various types of services in order to sell them and increase demand for them, for which a certain arsenal of tools and techniques is used. organized into communicative manipulation strategies [12].

The effectiveness of the impact of advertising is influenced by a huge number of different factors: the social conditions in which communication takes place; the social group to which the addressee belongs, the religion he professes; his educational and cultural level, political beliefs, his gender characteristics, profession and personal needs.

The list of these factors is not exhaustive, and with the dynamic development of society,

more and more new conditions will appear that will affect the effectiveness of the impact of the advertising text.

The main goal that advertising sets itself is to obtain commercial benefits and promote the advertised object in the market for goods and services. Advertising controls the audience, presents it with all aspects of a product or service, notes the benefits and shows its benefits to the consumer.

From the point of view of A.V. Olyanich, the implementation of advertising goals occurs in a situation of immersion of texts promoting a product or service in communication, i.e. with the support of an appropriate - advertising - discourse. In addition, in his work "Advertising discourse and advertising text" he reveals what advertising discourse is [12].

Advertising discourse as a type of communication is a complex socio-cultural phenomenon that is a component of a broader social interaction, covers many areas of life in modern society and, thus, is associated with various types of human activity.

E.Yu. Prokhorov in his work "Reality. Text. Discourse" refers to the works of M. Stubbs on discourse.M. Stubbs identifies three main characteristics of discourse:

a) in a formal sense, this is a unit of language that exceeds the sentence in volume,

b) in terms of content, discourse is associated with the use of language in a social context,

c) in its organization, the discourse is interactive, i.e. dialogical [10]

Discourse, as A.A. Kibrik is both a process of linguistic activity and its result [2]. The texts of the mass media represent exactly the discourse, they are always dynamic and modern, they are perceived by the participants of communication in the context of ongoing events.

Feshchenko L.G. in the work "The structure of the advertising text" defines the advertising text as a communicative unit functioning in the field of marketing communication for non-personal paid promotion of a product, service of a person or subject, idea, social value [13, 208].

Nazaikin A.N. highlights the following features of the advertising text: the advertising text is always addressed to someone; the advertising text affects the interests of the addressee; The advertising text is intended to promote the dissemination of information about goods and services and their sale [9,168].

The advertising text contains information about the company that sells its product on the market; forms ideas for the consumer, contributes to their implementation.

It should be noted that one of the important conditions for an effective advertising text is its expressiveness.

The English language is rich in synonyms and epithets, and you need to use them. The presence of brightly colored means of expression form images of goods in the human mind and highlight them. If you play with different meanings of the same word, the text will become even more expressive. This effect can be achieved with the help of stylistically colored vocabulary and syntax. Pragmatonyms, anthroponyms, toponyms are the main means of onomastics to perform this function. Let's break them down in order.

The term "pragmatonym" (from the Greek πράγμα - "thing", "goods" and ονομα - "name"), is a proper name denoting the brands of a certain product, owned by a certain enterprise, or the types of services offered [11,263]

Despite the structural and semantic diversity of pragmatonyms even within the same type of goods (names of cars of foreign manufacturers: "Volvo, Mercedes, Toyota"), they belong to the same category of onomastic vocabulary. The common properties that unite all

pragmatonyms are, firstly, the features of individualization (the right of ownership of a certain type of goods is individualized and perceived objectively), and secondly, belonging to the language of advertising, which determines their pronounced pragmatic orientation (already when creating a pragmatonym, it is taken into account future impact on the addressee) [11, 267].

The use of proper names in an advertising brand is one way to make it (brand) recognizable. Many commercial campaigns make their brands based on already known ones, similar in sound but different in spelling, for example: *Adidas-Abibas, Kia-Nokia.*

Thus, pragmatonyms form in the mind of the consumer those features that should ensure the understanding, memorization and evaluation of advertising information.

From the point of view of I.V. Kryukova, anthroponyms in the advertising text perform an argumentative function, serve to prove the originality, uniqueness of a product or service [11, 268].

In order for advertising to be in demand by a larger audience, marketers use proper names that are known to most of it, therefore, at the present stage of development of the advertising business, references to famous personalities or current events are especially effective. According to the frequency of use in foreign television advertising, the names of popular personalities related to show business, cinema, and sports are in the first place. These are the statements of people who are authoritative in a certain area, who have experienced the effect of this or that product. In addition, the participation of famous people in the advertising of any product attracts the attention of the consumer.

In second place in terms of popularity of the use of proper names in the advertising text are well-known names (for example, Cinderella - detergent). The use of well-known names in promotions attracts more consumers.

Toponymy (Greek 'place' + 'name') is a section of onomastics that studies geographical names (toponyms), the patterns of their occurrence, development, and functioning. The totality of toponyms of a particular area is called toponymy [1, 7]

The advertising impact of toponyms is quite obvious, since the names of the places of production of goods, along with pragmatonyms, are the information centers of many advertising texts. They not only identify geographical objects, but also form the recipient's ideas about the properties of the goods, actualizing the connotative semes "stability", "reliability", "high quality" [11, 270].

A stronger memorization of toponyms denoting places of production of goods is facilitated by their inclusion in advertising rhymes (The nose can be easily cleared from the Atlantic by water. Drops from the common cold "Quixx"), as well as in parcel constructions (*Vitek. Austria. Ideas for life).*

Toponyms included in numerous advertising promises carry important information (Ahmad Tea gives a trip to London for two; Send two barcodes from Shauma cosmetics and win a fabulous Caribbean cruise). The cognitive impact of place names London or the Caribbean Islands is provided by the presence of connotative semes "prestige" and "inaccessibility", which are firmly fixed in the minds of most consumers of "Ahmad" tea and inexpensive "Shauma" shampoo.

The noted cases of the use of toponyms in the advertising text contribute to the strong memorization of advertising information. However, what is remembered, first of all, is what makes an impression.

From the point of view of I.V. Kryukova, the use of two proper names as members of a false analogy - a toponym and a pragmatonym (Milka chocolate is made in the Alps, from the best

Alpine milk) - contributes to the strengthening of the affective impact of the advertising text [11, 268]. Here, with the help of two proper names belonging to different categories of onomastics, the consumer gets the impression that the chocolate of this brand is very tasty, because it is made in the Alps themselves, where cows give excellent milk.

Performing a plot-role function in commercials and having a suggestive impact, anthroponyms, toponyms, pragmatonyms can themselves become precedent signs, symbols of advertising discourse and have been actively used outside of it for a number of years.

Conclusions

The information used in the advertising text is specially selected and directed to the consumer in order to promote any product or service. To give a bright image to the text of advertising, proper names are used.

A proper name in advertising discourse is considered as a nominative communicative-meaning unit of language-speech, which serves to individualize and name individual objects of reality. In advertising, proper names are also used to name the definition of the role-playing context of advertising or as a marker that forms the image of a trademark in the mass consciousness. The priority types of proper names in advertising discourse are pragmatonyms, anthroponyms and toponyms.

An advertising text is a communicative unit that functions in the field of marketing communication for non-personal paid promotion of a product, service of a person or subject, ideas, social values.

The main features of the advertising text include: appeal to any addressee, affecting his interests, the ability to disseminate information about goods and services and their implementation.

The text of the advertisement contains information about an individual or legal entity; goods, ideas and undertakings, intended for an indefinite circle of persons, designed to form or maintain interest in an individual, legal entity, goods, ideas, undertakings, promotes the sale of goods, ideas, undertakings.

Advertising discourse is a type of communication that is a complex socio-cultural phenomenon, is a component of a broader social interaction, covers many areas of life in modern society and is associated with a variety of human activities.

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