WHAT IS AN ADVERTISING TEXT AND ITS DISTINCTIVE LINGUISTIC FEATURES

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Annotation
In order to better understand what an "advertising text" is, let's get acquainted with the concept of "advertising". For a long time, "advertising" has been one of the most effective ways to sell a product or attract the attention of the necessary audience to this product.

Keywords: advertising, advertising text, distinctive linguistic features, economy, market, product, types of advertising

Now in the XXI century, the century of high technologies, the role of advertising has become much more significant in the promotion of products. Advertising has become so widespread that people have simply stopped noticing it, because every second a person is influenced by advertising and it is almost impossible to imagine life without it. It is for this reason that many scientists, both foreign and Russian, have studied the features and types of advertising.

So, from all the above definitions, we can generalize that advertising is a non–personal form of communication paid by the addressee, in our case the manufacturer, directed at the addressee, in our case at the consumer, with the help of mass media, in order to attract his interest in any product. Having considered the concept of "advertising", let's move on to the study of the "advertising text" as a whole, as well as its components. Speaking about the advertising text, we primarily perceive information presented in written or oral form, the primary purpose of which is to attract the attention of the addressee to any product or product, and it should also be mentioned that almost any advertising text has a commercial character.

The advertising text should stimulate the desire to buy something, to perform some action, depending on what purpose was invested in it. That is why those who write advertising texts use various psychological and linguistic techniques. The advertising text should be accessible, concise, bright, characterized by informativeness and expressiveness. As a rule, an advertising text is a whole structure consisting of several parts, each of which carries a specific function and purpose, and these parts are: the title, the main advertising text and the echo phrase.

Depending on the structure, the main text will express a certain communication strategy of the advertiser. The main text can be based on the following communicative models:

1) inverted pyramid model;

2) advertising-comparison;

3) plot or dramatized advertising;

4) advertising-instruction;

5) advertising-dialogue;

6) advertising-question or riddle, paradox;

7) advertising with the participation of famous personalities;

8) advertising with the participation of ordinary consumers. Let's look at each of the models in more detail. The very name of the inverted pyramid model hints that the main and in most cases, the most important information is contained at the very beginning of the text, followed by additional and clarifying information, which is less important.

The main task of advertising is not only to inform the idea of the product, but also to form a clear, memorable image of the product for the target audience. This can be achieved most effectively through the visual and expressive means of language. Associations create an advertising image in the consumer's mind. It turns out that it is with the help of an associative series that a person discovers any new sides of the advertised product. Most often, to create a unique and memorable image of the product, various tropes are used in the advertising text. A trope is a turn of speech in which a word or expression is used figuratively. The term "trope" comes from the ancient Greek word trops, meaning "transformation" in translation. Thus, the title emphasizes that this group of expressive means gives words a meaning that is not peculiar to them, and in such a way that speech does not lose clarity, but even on the contrary - increases it. The trope is based on the comparison of two concepts that seem close to us in any respect. The trope can be applied only if there is some sign in the meanings of two words used together. The most frequently used tropes in advertising texts are metaphors, hyperbole, litotes, epithets, comparisons, personifications, allegories and some other turns of speech. Let's consider the most common and effective tropes found in modern advertising. Epithets are words that emphasize the characteristic property or quality of an object or phenomenon. The use of epithets in the advertising text is one of the most effective ways to influence the consumer's memory. This is due to the fact that epithets contribute to the creation of a certain image of a product that can cause specific associations. Comparisons are the comparison of any two phenomena in order to explain one of them with the help of

the other. The creation of comparisons can be attributed to the initial stage of structuring trails. Very often comparisons are used to explain something unknown to the known. But, if we talk about the use of comparisons in the language of modern advertising, they are rather used to achieve an original sound. In addition to an interesting sound, with the help of comparisons used in the advertising text, the positive characteristics of the object of analogy are transferred to the product.

Recently, the language formula "more than ..." has been increasingly used in advertising, with the help of which it is possible not only to emphasize the exceptional qualities of a product in its product category, but even to take this product beyond the product category. Thus, this product begins to be perceived out of competition as a "superfood" Hyperbole - a figurative expression that exaggerates certain qualities of an object or phenomenon. In modern advertising language, hyperbole creates a clearer and more memorable advertising image. This trope is used if necessary to emphasize the special properties of the object, its exclusivity and individuality. Personification is the transfer of human properties to inanimate objects and abstract concepts. The object of advertising receives objectivity in order to be included in the life of the consumer. Even without the use of an image, with the help of advertising text alone, with the help of impersonation, you can create the illusion of a "live" product. Metaphor is a word or expression that is used figuratively based on the similarity in some respect of two objects or phenomena. Metaphor is the most common trope found in the advertising text, as it makes it possible to apply a hidden comparison in relation to almost any properties and qualities. In the advertising language, the metaphor also has its own specific functions:

a) is a material for illustrating the main idea, idea. The specificity of human memory is that an idea in the form of a metaphor is remembered faster than with a dry rational presentation

b) serves as a hint of a solution (the plot may suggest the right idea) or an incentive to action

c) generates new ideas and strengthens internal motivation. Acting indirectly, mostly "bypassing consciousness", the metaphor reduces the criticality of the consumer in relation to advertising: it is difficult to resist one's own thoughts or associations. Advertising does not tolerate verbosity and complex syntactic turns, since by its nature it should be dynamic, that is, it should call for action. As a rule, text advertising is dominated by simple sentences that help to increase the digestibility of advertising appeal, enhance expressiveness. Phrases of a more complex syntactic structure should be alternated with simple sentences (of 3-4 words). A short text is better perceived by the reader: the whole text of five words is remembered; about four to five out of 10

words are remembered; four to eight out of 25 words. What syntactic constructions are used in the advertising text depends on its expressiveness and the final impression that it will leave with a potential buyer. Consider the use cases of syntactic constructions.

The method of parcelling is the division of a sentence, in which the content of an utterance is realized not in one, but in two or more intonation-semantic speech units, following one after another after a dividing pause. A simple or complex sentence is divided into shorter independent segments. A segmented construction is a construction in the first part of which an object or phenomenon is called in order to evoke an idea about it (expressed by the nominative case of a noun). In the subsequent text, the object or phenomenon receives a second designation in the form of a pronoun, less often in the form of a synonym. Nominative offers are used to emphasize the uniqueness and quality of the advertised product. Question-and-answer constructions are borrowed by advertising from colloquial syntax and are used to attract the attention of the advertising consumer to the content of the message, to push him to independent thinking (excluding questions that lack specific content and are inappropriate). Such constructions create ease of presentation. The antithesis technique is based on opposite concepts and is used to enhance the expressiveness and better memorization of the text. Antithesis can be characterized as a connection and juxtaposition of opposing ideas, which are used to achieve greater clarity of images or to express feelings and ideas more strongly. In the case of using this stylistic technique, the effect is achieved from contrast and acquires a more original sound, and the meaning is determined more precisely due to the imposition of its opposite meaning on this explanation. The antithesis is often used in advertising headlines and slogans. One of the functions of the slogan is to help distinguish a company or brand from its competitors. It is no coincidence that the idea of contrast is the basis of a number of modern advertising strategies - a unique sales offer, a positioning strategy, an advantage strategy. Contrast can be created both on an informational basis and purely rhetorically, it can be presented explicitly or only implied - in any case, such phrases have a great impact potential. Semantically, the oxymoron is very close to the antithesis - concepts that are logically excluded are connected through it. Both the antithesis and the oxymoron are realized with the help of antonyms (words with the opposite meaning).

The gradation technique is an arrangement of words in which each subsequent one contains an increasing (less often decreasing) meaning, thereby creating an increase (less often weakening) of the impression produced. Usually, gradation is used when various actual or digital comparisons are given and arranged as they become stronger.

Thus, gradation can be characterized as a technique in which homogeneous syntactic constructions are layered. The idea is expressed through these constructions, which are graded along an ascending or descending line and, accordingly, are divided into ascending and descending gradations. In advertising, ascending gradation is mainly used, through which a product or service is advertised incrementally. A rhetorical appeal is an emphatic appeal to someone to enhance expressiveness. The appeal not only enlivens the text, but also helps to establish contact with the consumer. Exclamation sentences play the role of signals - they indicate the importance of advertising information and give a special expressiveness to the utterance. We are pleased to inform you about a unique opportunity! Simple! Convenient! Available! Saves time! The use of exclamation sentences, as well as expressive appeals, contributes to the creation of the necessary emotional mood, preparation of the addressee for the action. Example: CANON is the best choice for your office! Super discount - 10%! . Conversational syntax techniques are widely used in advertising texts: Direct speech is used to revive the advertising text: statements on behalf of a representative of the target audience: L'Oreal. After all, I deserve it! statements on behalf of the consumer's relatives: Juice "Nursery garden". Mom knows what I'm happy about! Kitekat Feed: For me-y. All. You can't be late anymore. It's almost 2023. The Time of Supermen, Actions and Information. Now you just have to find out the news before everyone else and keep up everywhere. Without the Yes magazine! you can't do it. Subscribe and get a gift! Incomplete sentences are sentences of incomplete grammatical structure or incomplete composition - one or more significant members of the sentence are missing. Most often there is no verb-predicate, which is easily restored from the context or situation.

Just like the lexical and syntactic features of the advertising language, phonetic expressive means play a significant role in the design of the advertising text. The phonetic features of the advertising text include the use of a special rhythmic pattern, built by attracting various kinds of repetitions that give the advertising text expressiveness, emotionality. Let's consider the most commonly used phonetic techniques when creating an advertising text. Alliteration is the repetition of consonant or vowel sounds at the beginning of closely spaced stressed syllables. In advertising texts, alliteration is used as a technique for creating a certain emotional tone corresponding to the content of the utterance, and is also an effective means of expression. Assonance (vocal alliteration) is the repetition of stressed vowels within a string or phrase. Assonance is a characteristic phenomenon for advertising messages, as it contributes to the creation of a special rhythmic pattern that gives the utterance the intonation of persistent repetition. To enhance the emotional impact, copywriters

also resort to the selection of certain sounds in an advertising statement in order to evoke appropriate associations in the consumer. Example: "Cola is a sea of fun!" - advertising "Coca-Cola" The atmosphere of exhausting thirst is transmitted through the use of the alliteration technique.

Rhyme is a special kind of regular sound repetition - the repetition of more or less similar combinations of sounds at the ends of lines or in other symmetrically arranged parts of poems, performing an organizing function in strophic composition, the use of rhyme in the design of printed advertising text is a vivid expressive means, since rhyme helps to memorize the text. In rhymed advertising messages, the technique of rhyming a foreign word is quite actively used. Such a construction of an advertising text is a kind of linguistic manipulation, which is aimed not only at involuntary memorization of the utterance itself, but also the name of the advertised product. Onomatopoeia is the use of words whose phonetic composition resembles the objects and phenomena called in these words. This technique is most often used in advertising texts as product names in order to distinguish this product from a number of similar ones.

The advertising genre is unusual and requires special language tools to create it. The basis for creating an advertising text is based on various linguistic means that differ from traditional genres of journalism. It should be noted that the possibilities of the advertising text are limited in volume. The advertisement should be short and concise. The advertising message should not use large language constructions, as well as complex turns of speech. Also, an important feature of the advertising text is that the words used in the advertising text are sonorous and should be capacious. Expressiveness and capacity of utterance in an advertising message, most often, is achieved through the use of such visual and expressive means as epithets and metaphors.

In the course of the course work, the most effective visual and expressive means were considered, which include tropes: epithet, comparison, personification, hyperbole, metaphor; syntactic means, the most effective of which are the reception of antithesis and parcelling, as well as phonetic means, the most effective of which are alliteration, assonance and onomatopoeia. In addition, in the course of the work, the stylistic features of the advertising text were presented, namely, the basic principles of composing a printed advertising text and its compliance with a specific task were analyzed. Based on the analysis of visual-expressive and stylistic means of printed advertising text, it was revealed that due to the competent use of tropes, syntactic and phonetic means in the advertising message when creating a text, it is possible to

influence the consumer's consciousness by creating an associative series or creating a memorable advertising image.

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