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CHARACTERISTICS, STRUCTURE OF ADVERTISING TEXT AND PSYCHO-LINGUISTIC ANALYSIS OF COMMON COMMERCIAL SLOGANS IN THE UZBEK MARKET

Abstract. Advertising texts have been studied by experts in marketing, linguistics, economy and psychology for a long time. This paper investigates advertising texts from linguistic and psychological perspectives. The main features and structure of advertising language have been studied. One of the main parts of advertising text is a slogan, which is a typical brand motto. Common ad slogans in the Uzbek market were collected and analyzed based on their effectiveness, structure, and linguistic units. The author's analysis of how effective slogans should be is given in the conclusion section.

Keywords: advertising text, slogan, title, features of ad texts, the structure of ad text, persuasive, Uzbek market.

Introduction

The importance of advertising texts and their impact has been thoroughly learnt only through the marketing aspects of it. However, as the years pass, the influence of advertising text is becoming wider. Its psychological and cognitive effects through the means of linguistic units are requiring considerable research studies. The Latin verb advertere, which means 'to turn towards,' is at the source of the term advertisement. It is not difficult to see why advertisers would want to have their message catch customers' attention. The copywriters' goal is to convince everyone to register their communication, either for immediate action or future reference [3]. Advertising language is not only a system of linguistic and extra-linguistic methods of expression, subject first to the laws of mass communication and thereafter to the principles of general literature, but it is also a language structure. The structure shapes the addressee's perception of specific information while taking into consideration the sociolinguistic, psycholinguistic, and linguocultural characteristics of the linguistic context in which the addressee resides. Advertising text is a sort of text that has certain purposes, is delivered verbally or in writing, is planned ahead of time, has autonomy, and is intended to send a specific message to the audience. Formations having a predominant commercial objective — bringing the addressee's attention to a certain sort of product or service and persuading him to choose the advertised product or service, firm, and brand [1]. In this article, the notion of advertising text, its linguistic features and its traditional structure are presented. Moreover, this paper also demonstrates the analysis of common advertising texts' slogans in Uzbekistan.

Literature review

The notion of advertising text

Advertising text is not a new notion. It has been defined in different ways by different scientists.

Advertising text is content that aims to capture users' attention and compel them to take action that is consistent with the goals of your advertising campaign, such as purchasing your product or service [2]. There is another definition given to this notion: "advertising text can be both in written and oral form, aimed at presenting certain information to the addressee with a commercial goal [9].

Krivonosov explains it with simple words as the following advertising text is the text which contains "advertising information". One of its distinguishing features is that it has information about an individual, legal entity, product, idea, or initiative. Moreover, it is aimed at a particular target audience, the specific group of people selected based on age, gender, occupation etc. It should also spark and maintain the interest of users in the product, legal entity, and products. Finally, it contributes to the sale of products, ideas, and initiatives [9]. Aliyeva defines the advertising text as a special text in which the vocabulary has the most impactful speech potential than any other linguistic means. With the help of powerful words, advertising text persuades the addressee, stimulates their interests, influences their emotions, and creates human needs. The main purpose of advertising text is to persuade the addressee to buy a certain product [1].

According to Feshenko, "an advertising text is a complex semiotic whole, in which there is no place for random, communicatively unloaded components because the solution of a pragmatic problem in such a text is always primary. And this implies equal attention to the verbal and the non-verbal, which is especially important due to the insufficient development of this side of advertising communication, its non-verbal components" [12].

The main features of advertising texts

The main features of advertising texts are matching the interests of customers, being addressed to the potential customer, and carrying information about the advertised product. According to Vasiloaia [10], a successful advertising text should have the following features. Firstly, attention value means, that ads should intrigue and arouse the curiosity of the customers. Linguistically, it can be achieved through puns, changes in word order, neologisms, etc. Secondly, it should be readable, which means more colloquial and simple vocabulary, such as phrasal verbs, idioms, and contractions should be used. Information should be presented in an understandable and timely manner. Thirdly, adverts should be memorable for the recipients. Plenty of linguistic devices, such as rhythm and alliteration, can serve at this point. Lastly, it should have selling power. It should instruct people to buy the product. Imperatives are the best tools to urge people to buy. Moreover, using more positive vocabulary can be also helpful [10].

Depending on the type of advertising texts, they may have different unique features. Blum and Molotkov suggest the following types of advertising texts coupled with their characteristics. For example, informational texts are known to be concise and ordinary. They do not usually contain emotional colouring although they describe and present the characteristics of a particular product. Another type of text is reminder text, which is used when the product is already known to the viewer. It only reminds us of the product. The next type is inspirational text. They suggest the product by repeating the name of the brand several times. Lastly, persuasive texts convince the customer about the high quality of the product and persuade them to buy it [11].

Linguistic means used in advertising language

Advertising language frequently employs techniques similar to those found in poetic texts. The mnemotechnical effect of so-called mnemonic devices (rhyme, rhythm, alliteration, and assonance) is advantageous. It ensures that the recipient of the advertisement understands the text and recollects it at the appropriate time [10]. Different linguistic means can be used in advertising texts based on their purpose of it. For example, using rhymes, rhythmic

structures or literary devices like alliteration, and assonance are common among advertising copywriters. Because, these linguistic units can make the advertising texts more attractive, memorable and emotional. Especially, the rhythmical arrangement is one of the most frequently used thanks to its memorable nature [10].

The structure of advertising texts:

There are different structures of advertising texts that exist. However, nearly all advertising texts include a slogan, headline, and echo phrase. As Mamirova explains main components of the verbal part of an advertisement consist of a slogan, title, the main advertising text and echo expression [7].

Slogan — " (slaugh-gharim) is derived from the Celtic language and means "battle call". This short, clear, and easy-to-pronounce phrase is the main logical element of an image name or brand, expressing the essence and philosophy of the firm and its whole policy in various fields. The average size of the slogan is 4–5 words, and the maximum size, as a rule, does not exceed 7 words." The slogan should be short, easy to memorise, trademark reflection, and translatable to other languages. Slogans may help your brand stand out and be remembered. They can provide customers with a simple approach to determine whether your brand is right for them. It is difficult to convey what your brand is about and one's purpose in just a few simple words, but a well-thought-out and appealing slogan may carry a company for many years [4].

The initial line of text displayed in a clickable search or context-served ad is known as an ***advertising title***. Ad titles function as ad headlines [6]. The title has a strong advertising motive and refreshes the advertising argument. Approximately 80% of individuals who view the headline are not intrigued by reading the main content of the advertisement. Hence, the most important role of the advertising title is to catch the attention of potential customers and piques their interest in reading the advertisement's text. The advertising title can be larger than the size of the slogan. The main functions of the title can be highlighted as attracting customers, piquing their interest, revealing the target audience, and selling the goods.

Main ad text (MAT) — as its name suggests, the main message of the text is presented in this part of the advertisement. This part reveals the essence and evidence of the title through argumentation. This part is created based on the target market's specific needs, bids, and feelings. For example, for some people, rationality is more suited than emotionality. Mostly, such groups consist of male customers, and the most favourable goods for sale can be gadgets, properties, sportswear, etc.

An echo phrase is an expression or a statement which usually comes at the end of the printed ad and repeats the main verbatim and motive of the advertisement. The echo phrase is a usually optional component for advertising text although it has an important role in the text. One of its main functions of it is repeating the message of the text. Moreover, it gives the view of completion for the potential customer [9].

Materials and methods

To do this research analysis, seven common advertising slogans have been selected. Namely, they are the slogans of Artel, Hot Lunch, Shedroe Leto, Pantene Prove, Artel and Makiz. They are mostly found in TV commercials, or on street banners. Their linguistic and efficiency features have been learnt. They have been selected based on their popularity and influence among the Uzbek people. The advertising photos have been taken from the YouTube platform, Google and the street banners.

Results

Analysis of seven common advertising slogans in the Uzbek market,

1. Analysis of the slogan of "Shedroye Leto."

Uzbek women can easily know what product is being described by just listening to the "Pazanda bekalar siri" (The Secret of Housewife Cooks). This memorable slogan has been taken from the

advertisement of "Щедрое Лето" (Shedroye Leto Butter). It is known that every housewife wants to cook delicious and sweet food for their family and surprise their family members. This slogan persuades them to believe that this butter holds all the necessary ingredients which can turn their food more delicious. The noun "secret" is a positive and jingling addition to this slogan.

2. Analysis of the slogan of "Hot Lunch".

Hot Lunch — ta'mi o'zgacha mazali (Hot Lunch-extraordinarily tasty). Whenever one gets hungry, this slogan comes to one's mind and inspires that person to imagine the taste of Hot Lunch products. The words "tasty" and "extraordinarily" play like an affirmation. Maybe, the taste of this product may not be anything "extraordinary", yet the memory of this commercial can provide a unique additional taste to the product.

3. Analysis of the slogan of "Makiz".

Makiz — muhabbat ila tayyorlangan (Makiz-made with love). Just through the slogan we can identify the target market of the commercial. Makiz is a brand for pastes. Kinds of pasta are made by housewives. The slogan triggers the feelings of romantic emotions while just making the pasta of this brand. Likewise, it can urge you to recollect the sweet moments from the past. These can urge housewives to buy this product again and again.

4. Analysis of the slogan of "Akfa Lighting".

Akfa Lighting — sifat va tejamkorlik uyg'unligi (Akfa Lighting — the integration of quality and thrift). There is a positive message that the brand is sending to the property owners through this slogan.

It saves the electric supply. In addition, the product is high quality. These are two of the most important features people seek while choosing a brand. This positivity and saving money can make this slogan more unforgettable.

5–6. Analysis of the slogan of "Artel"

Artel — xalq tanlovi. (Artel — the choice of nation)- This is an example of a concise and persuasive advertising slogan. It makes the viewer think that everyone is purchasing this brand's products and urges him also to buy this. It also piques the interest of the viewer.

Artel — doimo birga (Artel — together forever). This slogan does not speak directly to the product; however, this evokes feelings of shared bonds with the brand. This slogan can inspire brand loyalty among customers. No matter what type of technological product is needed for the customer, thinking of Artel can be the first option. Because the words "together forever" may evoke the memory of this brand. Another important feature of this slogan is its shortness, making it more memorable and catchier.

7. Analysis of the slogan of "Pantene Prove".

Pantene Prove — Fantastic Smoothness. This slogan is directed at women dreaming of having smoother hair. It exaggerates the capabilities of this shampoo by using the powerful adjective "Fantastic". It consists of only two words: an adjective and a noun. This combination makes it perfectly attractive and memorable. When these words are heard, it associates the memories of this advert with the customer.

Conclusion

Advertising is more than simply the economic promotion of branded items; it may also refer to writings whose purpose is to improve the image of an individual, group, or organization. The idea of ads as simple texts that function on a single level has been questioned in the process: instead, advertising texts are considered as possibly incorporating complicated ideas of audience, where readers must work hard to decipher messages and grasp multiple address connections. One of the main parts of advertising texts is ad slogans [3].

Advertising slogans are seen to be an enticing technique for providing originality for a brand. Advertising slogans are frequently presented as jingles because they may generally properly perform their purpose, promoting brand remembering and recall (Someyah A., 2013). Advertising slogans can present the long-term vision and represents the whole brand not just the particular product itself (Artel- Together Forever). Copywriters use different linguistic units to make the slogans more influential such as repetition techniques, alliterations, or just a bunch of powerful words. Slogans are usually one of the most creative parts of ad texts. For slogans, the golden rule of "keep things simple" does not apply.

While it is typical to simplify slogans for conciseness, a body of data suggests that slogans with a moderate level of complexity in terms of syntax or semantics will enjoy deeper processing and easier memory than simpler ones. Advertising slogans that induce consumers to assimilate incoming information more rapidly and thoroughly would be more readily committed to and recovered from memory, given the individual's daily exposure to a barrage of commercial communications. Implementing this strategy prevents bogus recollection, which is a big problem with slogans [5].

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