

Linguistic Features of Advertisement Discourse

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Abstract:

This study conducts a comprehensive analysis of the linguistic features employed in advertising discourse across a range of media contexts. The study explores the intricate connections between language, emotions, and persuasion in advertising by utilizing theoretical frameworks from psycholinguistics, critical discourse analysis, and multimodal analysis. To understand the complex processes that allow ads to grab attention, arouse desire, and eventually affect purchasing decisions, the study focuses on lexical choices, syntactic structures, and pragmatic aspects. By offering a sophisticated comprehension of the linguistic and multimodal strategies used in advertising discourse, this study seeks to illuminate the complex nature of its meaning and its importance in influencing customer behavior.

Keywords: advertisement discourse, connotation, figurative language, inference, direct and indirect communication, multimodality.

Introduction

In this paper, the linguistic characteristics used in advertisement discourse are extensively examined across different media and culture. Despite their practicality, ads can still be considered powerful tools of persuasion due to the use of specific linguistic techniques (Abdullaeva: 2024). These approaches are not just stylistic choices but a complex web of linguistic manipulation designed to capture attention, stimulate desire and ultimately influence purchase.[p]. The study of this discourse will delve into the multifaceted nature of its meaning, how language shapes feelings and emotions to make buying decisions. In order to understand the significance of multimodality, the study will examine lexical choices, syntactic structures, and pragmatic features. Utilizing a variety of theoretical frameworks, including psycholinguistics (Abdullaeva, 2024), critical discourse analysis (Aftab, 2020), (Chong, 2015), and multimodal analysis from Hartono (2022), will be utilized to gain an in-depth understanding of the intricate interdependence between language/conscience along with persuasion in advertising. Its ultimate objective is to provide a comprehensive understanding of the linguistic mechanisms that enable advertisements to be persuasive.

Methodology

Lexical Decisions: Word Choice and Its Effect

Lexical choices in advertising are far from random, but carefully considered to optimize persuasive impact. The words chosen are not only descriptive; they are deliberately chosen to arouse particular feelings, establish desirable associations, and eventually affect the behavior of consumers.

Emotional appeals and positive connotations. In order to establish good associations with their products, advertisers deliberately choose phrases that have positive meanings. Adjectives that arouse emotions of joy, excitement, or achievement are frequently used in this context (Hartono, 2022). For example, using adjectives like "sleek," "powerful," and "luxurious" to describe a car instantly evokes favorable connections and pictures. Similarly, utilizing adjectives like "innovative," "revolutionary," or "cutting-edge" can create a sense of excitement and desirability surrounding a new technology product. The use of emotional appeals, such as arousing sentiments of belonging or nostalgia, further strengthens this tactic (Lestari, 2020). Language that conjures up childhood memories or conveys a sense of community and shared experience may be used in a perfume advertising. Another important component is the use of straightforward language (Adetuyi, 2020).

Rhetorical Devices and Figurative Language. Figurative language is essential to creating memorable and powerful ads. To improve the persuasiveness of the message and provide vivid images, metaphors, similes, and other figures of speech are commonly used (Arakelyan, 2021). The terms "thoroughbred" and "rocket ship," which are metaphors used to depict speed, power, and beauty, may be used in an automobile commercial. Conversely, similes use "like" or "as" to make analogies; for example, a coffee is described as "smooth as silk" or a chocolate bar as "rich as dark velvet." By making the message more memorable and captivating, these strategies increase its persuasiveness (Ke-feng, NaN). Puns, a form of wordplay that capitalizes on a word or phrase's various meanings, can also add humor and make a sentence more memorable (Arakelyan, 2021). A well-placed pun in a commercial can draw viewers in and enhance the appeal of the message. These strategies work well because they can draw in viewers and elicit a favorable emotional reaction, increasing the likelihood that the ad will stick in their memory and be connected to good sentiments about the product.

Brand Names and Slogans. The language constructs of brand names and sloganized phrases are carefully crafted to be memorable and expressive. The purpose of their design is frequently to reflect the core values of a brand (Agbede, 2017). Many recognizable brand names are made easier to remember by alliteration or rhyme (Agbede, 2017). Its sound and rhythm are key factors in making the name a memorable choice. In the same vein, slogans are brief and persuasive phrases that seek to captivate consumers' thoughts. Their use of metaphor, parallelism, or rhyme is often aimed at making them more memorable and persuasive in their arguments. Brand names and slogans are heavily influenced by the type of vocabulary used to define the brand and influence consumer behavior.

Syntactic Structures: Sentence Construction and its Effects

The deliberate construction of sentences in advertisements is not a random act, but rather one intended to shape the message's reception and processing.

Sentence Length and Complexity. Line length and syntax is deliberately modified to adhere to its medium and the audience, for example (Candra, 2019). It is also common to use shorter and simpler sentences in television or billboard advertisements with the omitted part being understood immediately (Nefedova, 2020). This is important on these media, where a few seconds is all the time that most viewers have to read. On the other hand, sentences used in print ads tend to be

longer and more complex since the consumer is provided a lot more information (Candra, 2019). Print ads also offer a deeper level of presentation of the features and benefits of a given product. An important consideration here is the need to adapt a message to its specific medium and audience, which can impact whether we choose shorter, more impactful statements, or longer, more descriptive sentences. Using these kinds of sentences allows readers to control the message and emotions, and guides the audience to the response they want.

Parallelism and Repetition. Strong rhetorical strategies for establishing rhythm, emphasis, and memorability include parallelism and repetition (Ke-feng, NaN). By highlighting related ideas with similar grammatical patterns, parallelism produces a sense of harmony and balance. For instance, an advertising listing a product's advantages might employ parallel structure: "It's fast, it's efficient, and it's reliable." However, in order to strengthen the message and increase its memorability, repetition entails repeating important words or phrases (Ke-feng, NaN). A brand name or phrase can be kept at the top of the viewer's consciousness by repeating it throughout the commercial. Together, these strategies provide a coherent, powerful, memorable, and convincing message.

Pragmatic Elements: Speech Acts, Implicature, and Context

The context, implicature, and speech acts utilized to transmit meaning beyond the literal words are all part of the pragmatic features of advertisement discourse. These nuanced yet effective techniques have a big impact on the message's persuasiveness.

Direct and Indirect Communication. Researches show that advertisements frequently use a combination of direct and indirect communication strategies (AlAzami, NaN). Direct communication clearly states the benefits of the product in content of advertisement through language and promotes purchase; for instance, an advertisement may say: "Buy our product now and get 20 percent off!" In contrast, indirect communication relies on implication and suggestion which can be achieved through setting, clothing, items or music (AlAzami, NaN). For instance, an advertisement for a luxury car may depict a gorgeous landscape and a stylishly dressed couple enjoying a drive, suggesting that owning the car will result in a similar lifestyle. The ratio of direct to indirect communication is carefully chosen to fit the target audience and the overall marketing strategy.

Inference and Implicature. A key component of advertising discourse is implication, which enables marketers to communicate ideas softly and indirectly (AlAzami, NaN). This entails depending on the audience to deduce meaning from implicit presumptions and context. An ad featuring a person using a cleaning product and a spotlessly clean kitchen, for instance, may subtly imply that using the product will produce a similarly pristine environment. The relationship between the product and the intended result is left up to the audience to deduce. Because it stimulates the audience's cognitive processes and promotes active engagement in the meaning-making process, this strategy can be more compelling than direct statements.

Multimodality: Combining Visuals and Language

In modern media, language and images are not always used alone. Instead, they combine to create powerful and compelling multimodal messages.

The way text and images interact increases the impact and recall of advertisements.

Text-Image Interaction. One important component of multimodal advertising is the interplay between text and pictures (Hartono, 2022; Njoku, 2023). The reader/viewer can have a more comprehensive and memorable experience when images support and expand the text's content. An advertisement for a sports drink, for example, might include athletes at their best, thus visually reiterating the claim that the beverage improves athletic performance. A synergistic effect is produced when textual and visual components are combined, increasing the message's

persuasiveness and impact beyond what either could do on its own. To optimize the overall effect, both text and image arrangement and design are carefully thought out.

Results and Discussion

Typography and Color. Typography and color are effective means of establishing a certain tone or ambiance (Njoku, 2023). Color selection has the power to arouse feelings and connections. While cool shades like blue and green can evoke feelings of peace and tranquility, warm hues like red and orange are frequently employed to evoke feelings of excitement and vitality. Another important factor is typography, or the text's style. Different perceptions, such as elegance, modernity, or informality, can be conveyed by different fonts. Color and typeface are carefully chosen to complement the advertisement's overall tone and style and to establish a recognizable brand.

Composition and Layout. For an advertisement to be effective, its composition and layout are essential (Njoku, 2023). The brand name, product image, and call to action are all prominently presented in an advertisement that is well-designed to guide the viewer's eye through it. To optimize visual appeal and provide a coherent and captivating message, materials like text, photos, and logos are arranged with care. White space, or empty spaces, are also crucial for maintaining equilibrium and keeping the advertisement from appearing cluttered. The total impact of the advertisement is greatly increased by a visually appealing and well-structured layout.

Conclusion

The complexity and diversity of the linguistic elements used in advertising discourse have been illustrated by this analysis. The language of advertising, from pragmatic elements and multimodality to lexical choices and grammatical patterns, is a meticulously created system intended to persuade. But advertising's ability to persuade is more than just skill; it is intricately entwined with social and cultural circumstances, reflecting and influencing our attitudes, convictions, and actions. The changing nature of advertising in the digital era requires more study, especially the effects of social media, emerging technology, and changing cultural norms. Both new opportunities and problems for language analysis are brought about by the growing usage of interactive technologies and targeted advertising. We may better grasp how advertising affects our larger social and cultural landscape and determines consumer behavior by delving deeper into the complex interplay between language, cognition, and persuasion. This information is essential for consumers looking to assess persuasive messages critically and make wise decisions, as well as for advertisers looking to develop successful campaigns. This paper's findings help linguists, advertisers, and consumers alike gain a more sophisticated grasp of the advertisement discourse. This information can be used to develop more moral and successful advertising efforts while also giving people the ability to assess persuasive messages critically.

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