

STRUCTURAL COMPONENTS OF THE ADVERTISING DISCOURSE

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Abstract

In this paper we study the structural components of the Advertising Discourse. The subject of this study is to investigate the peculiarities of structural components of AD through the use of means of different functional styles and it is attractive due to such pragmatic factors as font, color, size. Besides, the given article provided the analysis of advertising text. AD is a complex communicative and cognitive process, not only reflecting knowledge about the world, but also conveying a new "glossy world" in accordance with the aesthetic, pragmatic and value orientations of the author. Consequently, the purpose of AD functions is decoding conceptual and cultural information. The crucial aspect for the study is the point that the recognition of advertising discourse (AD) in linguistics creates the necessity to study the language in a broad socio-cultural context. Also, linguistics is confronted with new objectives due to the demand to study advertising discourse in tight correlation with human communicative activity. Moreover, this research lies in the fact that it fills a gap in the studies of ADs in terms of their structural features.

Keywords: advertising discourse, slogan, headline, echo-phrase, body copy.

INTRODUCTION

Over the last ten years, the volume of advertising materials has become more and more topical. It should be accentuated that advertising is an object of complex study: the use of economic expediency, the impact on specific groups of people, compliance with certain legal norms, its features as a phenomenon of social culture are studied in such branches of science as marketing, sociology, law and philosophy. Also linguistics has contributed to the study of this phenomenon and has conducted it in such areas as semiotics, medialogistics, psycholinguistics and cognitive linguistics, pragmalinguistics and stylistics, which is reflected not only in numerous scientific works of Uzbek scientists, but also Russian and Western researchers. [2; 3; 4; 8; 9; 10; 11; 13].

As researchers note, the advertising refers to the types of texts, focused primarily on the impact. The most significant for the study of advertising are interpretations of advertising, revealing the essence of the advertising text as a multi-level

communicative formation, intended to influence the addressee with a particular purpose. Many scientists consider advertising as "an act of specific communication, involving the influence of the addressee on the intellectual, emotional and volitional structure of the recipient's psyche" [E.V. Kulikova]. Another interpretation of the concept of advertising exists: "Advertising is a non-personal form of communication performed through paid means of information spreading with a clearly specified source of funding" [F. Kotler]. Finally, Russian researchers elaborate that "Advertising is any form of non-personal presentation and promotion of commercial ideas, goods and services, financed by a clearly specified advertiser." [E.V. Kulikova]

Thus, the advertising text can be defined as a type of text of mass communication, the purpose of the pragmatic impact is to induce the recipient to purchase a product or service.

It should be emphasized that in modern mass communication it is possible to discuss that

different types of advertising are represented in the advertising message. According to many scientists, the following types of advertising are distinguished, based on their goals: prestige advertising, brand advertising, rubric advertising, sale advertising, propaganda and explanatory advertising, brand advertising, trade and retail advertising, political advertising, advertising in catalogs, institutional (corporate advertising), social advertising, interactive advertising.

In the light of modern linguistics, a need arises to study the phenomenon of advertising in depth through the prism of the discursive space of language. In this regard, we believe it is essential to introduce the term advertising discourse, since it not only includes all of the above characteristics inherent in the advertising text, but also extra-linguistic factors that cover a wide range of linguistic and non-linguistic aspects.

As we have mentioned, one of the crucial key aspects in modern linguistics, focused on the anthropocentrism of language, is the concept of discourse. It should be noted that the problem of discourse and discourse analysis is widely debated in linguistics, and there are different approaches and points of view on this issue. It is known for a fact that the concept of discourse was first introduced by the English famous scientist Harris in his book "Discourse Analysis" [12]. This scientist's merit is that he was one of the first to proclaim the thesis stating that the main unit of communication is a coherent text. Another major factor in the development of discourse theory was the work of E. Benvenist, who considered discourse as "speech in communication" [E. Benvenist].

Discourse is a communicative process (addressee - text - recipient) and allows us to study the person in language. N.D. Arutyunova insists that the existence of a person makes itself known throughout the language - the semantics of words, sentence structure and as N.Normurodova points out "the organization of discourse" [1, pp.136-137]. Prikhodko analyzes discourse as a linguocultural phenomenon, which can be interpreted from the perspective of exactly - linguistic (form), sociocultural (content) and communicative-pragmatic (function), i.e. three-level parameterization [13, p.195.]. From this perspective, discourse appears as a complex cognitive-communicative

unit of procedural-resulting order [Kubryakova, 2005, p. 202].

Interestingly, some researchers believe that the study of advertising in linguistics occurs in accordance with modern communicative-oriented trends, giving a central place to the text in close connection with its situational context. By situational context is understood the integral cooperation of psychological, social, cultural and historical factors and communicative and pragmatic attitudes of the author, which determines a certain order of arrangement of linguistic units in the text. [Kubryakova, Krasnykh, Aznaurova]

Despite numerous approaches to the definition of this phenomenon (e.g., commercial discourse, discourse advertising message, discourse advertising work, advertising communication discourse), we believe that the treatment of the term discourse is ambiguous and highly debatable, and the choice of this term in relation to the advertising text is reasonable, because the term advertising discourse includes not only linguistic parameters inherent to the information and entertainment cluster messages, but also extralinguistic characteristics, including social context of the axiological attitudes and moral beliefs of the advertising text.

Therefore, significant for the study is the point that the recognition of advertising discourse (AD) in linguistics creates the necessity to study the language in a broad socio-cultural context. Consequently, linguistics is confronted with new objectives due to the demand to study advertising discourse in tight correlation with human communicative activity.

MATERIALS AND METHODS

Since the advertising discourse is a set of speech acts of advertising [2], being actualized in specific advertising messages, and assumes the presence of the sender of the message, its recipient and a particular purpose of communication, let us characterize them and, in this way, provide a description of the characteristics of advertising discourse.

Considering that AD is a set of speech acts of advertising [2], being actualized in specific ADs, and presupposes the presence of the message sender, its recipient and specific

purposes of communication, on this basis, let us analyze the detailed characteristics of ADs.

The scientist V.P. Konetsky considers the fundamental distinctive features of advertising discourse as: informativeness (transfer of information), expressiveness (ability to reveal not only semantic, but also evaluative information), pragmatism (potential to betray communication attitude, prescribing a certain impact on the recipient)" [6, p.85]. Some scholars emphasize the predominant features of AD, such as: messages and influences [D.Rosenthal, N.Kokhtev; 12]. N.I. Ryabkova states the following characteristic features: informativeness, representativeness, regulativeness, (influence on consumer behavior), prescriptiveness (inducement), pragmativeness (connection of the text with other cultural texts), aesthetics, expressiveness, etc. Researcher R.Harris holds the view point that advertising discourse has the following characteristic qualities: cognitive (transfer of information, message); affective (emotional aspect, attitude formation); suggestive (suggestion); conative (determination of behavior). As M.M. Krongauz states, some features of AD apply: intensiveness (conscious intention to reach certain attitudes through the discourse, informativeness (the discourse should mainly include new and intelligible data, situationality (the situation should be provided in which speech is performed, or which this text is connected with).

As a result, we can state the unity of views of all researchers that advertising discourse is characterized by the following predominant features: informativeness, cognitiveness, contextuality, affectivity, intensiveness.

It has been shown by reviewing our theoretical material that the characteristics inherent in AD have a close relationship with the functions of AD and overlap in the cognitive and pragmatic aspects. In the course of our study we identified the following functions of advertising discourse: informative, attractive, representational, communicative, cognitive, appellative, phatic, expressive or emotive, cumulative, economic (marketing), suggestive, persuasive, social, educational, mythological, ideological and other functions. [K. Buhler, R. Jakobson, E. Tarasov, Cook G., Tanaka K.] It is necessary to emphasize that these functions are mandatory to attract attention, and even more to provoke

interest, desire and stimulation of the recipient of the advertising message to make a purchase. In other words, the advertising text is properly interpreted and produces an adequate effect on the consciousness of the recipient only when it can activate certain knowledge structures and represent the explication of verbally expressed concepts.

RESULTS AND DISCUSSION

Regardless of the conglomerate of these functions, we have divided them into two aspects: functions that are inherent only to the advertising text and functions that are peculiar only to AD. On this basis, we believe it is vital to concentrate on the following functions of AD: informative, communicative, cognitive, phatic, suggestive, persuasive, attractive, appellative, economic (marketing), aesthetic mythological and ideological. [D. Rosenthal, N. Kokhtev, V. P. Konetsky, M. M. Krongauza, R. Harris, K. Buhler, R. Jakobson, E. Tarasov, Cook G., Tanaka K.].

All the above allows us to study each function of advertising discourse in detail.

Primarily, let us consider the informative function. Depending on the communicative purpose, information is divided into content-factual, content-conceptual and content-subtextual [1]. It is important to note that the realization of the informative function correlates only with the content-factual and content-conceptual types.

Content-factual information includes texts about facts, events, processes that are happening, have happened or will happen in the future in the material as well as in the unreal environment. A typical feature of this type of information is its explicit nature, reflecting verbal events at the surface linguistic level.

Content-conceptual information is based on the correlation of the author's modality and the displays of the conceptual picture of the world. In our case, the content-conceptual information in the AD can be expressed in the title, in the slogan, as well as in the body copy, which represents the units of different complexity of subjective nature. In the words of I.R. Galperin, the content-subtextual given "is the implicit information obtained from the content-factual

through the potential of language to form associative and connotative meanings, as well as due to the ability of sentences within SFEs to add meanings" [1, p. 28]. The informative function of the RD carries an additional load in relation to the other functions. We agree with the statement of O.A. Feofanov, that information (meaning content-factual) "the core is a component of the advertising text, but only information, without emotional content, is not considered a full-fledged advertising" [5, p. 148].

One more function is communicative, caused by the fact that speech is basically a way of transferring information between people. It provides an opportunity for the speaker to state his intentions, and for the receiver to realize what has been said, and consequently to react somehow, to pay attention to it, to change his behavior or his psychological disposition. Moreover, the communicative function of speech is fulfilled by the fact that language itself is a system of signs: the individual simply cannot communicate otherwise. And, in turn, signs are intended to ensure the transmission of information between interlocutors.

As for the phatic (contact-establishing) function, a prerequisite for creating a correct advertising text is that its producer has information about the target audience, which is a potential consumer of the advertised product and the addressee of the text created. Political preferences, biographical information, decision-making processes, demographic information (age, gender, race, religion, economic income, cultural preferences) and other data are considered as criteria for the target audience. In accordance with this information, advertising texts are constructed in such a way as to correspond as much as possible to the recipient's picture of the world. This applies both to the formal structure of the text and to the content, which appeals to spiritual, cultural, moral and other worldview stereotypes, immanent to the mentality of the targeted audience to which it is assigned.

Next function is persuasive, which is perceived as one of the acceptable elements of the communicative and pragmatic component of the text, as a design to optimize the implementation of the communicative intent, or "conceptual and thematic moods" of the recipient [5, p.190]. By following A.V. Golodnov, we will examine

persuasion as "the impact on the addressee's mental environment (his judgments and evaluations) by the addressee in order to regulate the addressee's action in accordance with the recipient's interests". It follows that as a result of the persuasive act two communicative and pragmatic intentions of the author are fulfilled: the impact on the mental environment of the addressee (his opinions and evaluations) and stimulation of the recipient to perform certain actions, implementation of the correction of the recipient of the message [11, p. 30].

Regarding the suggestive function, its main purpose is to influence the addressee's psyche, his feelings, this function has a close interaction with a decrease in the level of consciousness, analytical and critical perception of the material offered by suggestion. Moreover, it is implemented with the purpose of creating certain states or inducing special actions. According to researchers, "advertising in its essence should not only inform about the existence of the goods, but also influence the consciousness and subconscious of the potential consumer, mainly by all kinds of psychological ways to ensure preference for a given product or service over other similar goods or services" [Arnold]. Many scientists believe that the suggestive function is realized through a "pseudoscientific style", i.e. it has a manipulative nature and appeals to subconscious structures and mechanisms: "to suggest means to more or less directly graft onto the mental sphere of another person, ideas, feelings, emotions and other psychophysical states" [O.A. Feofanov, N.D. Golev, V.M. Bekhterev and etc.]

Attractive function is of particular importance because it manifests itself in the need to attract attention, especially taking into account the fact that the potential consumer is faced with a huge number of advertisements every day (so, according to O.A. Feofanov, the average resident of the United States is exposed to about 1500 advertisements per day) [5]. This function is expressive, which is subdivided into emotional, evaluative, figurative and is realized with the help of stylistically marked units. Stylistic marking is caused by a great variety of stylistic means used in artistic dialogue, which include: a) emotionally evaluative vocabulary; b) expressive means of language and stylistic techniques; c) convergence of stylistic

techniques. The means to embody the attraction function of AD are a variety of "eye-stoppers" - elements fixing the view, the role of which is primarily used images, as well as various types of font and coloring, as well as advertising in general.

Another important function, the appellative function, is surrounded by an emotional, expressive, evaluative aura, and is characterized as "a means of attracting, stimulating to certain actions" [16: 9]. The appellative (directive) function corresponds to the recipient of the message, which the speaker is focused on, trying to influence the addressee in one way or another, to cause his reaction. It is realized by the form of the imperative inclination, sometimes distinguished as a separate question form, a particular case of the appellative function: the question implies action (verbal) of the recipient and, if the question is understood as a hint of action, nonverbal action - purchase of this object.

By the following functional category of AD is economic, which in the text is realized by linguistic forms of all levels of language - morphological, word-formation, lexical, syntactic and even stylistic. The least studied in this regard are stylistic means, which, along with the expressive and aesthetic function, can perform the function of linguistic economy. The fact is that many stylistic devices have "gestalt" properties. This means that one linguistic form transmits such a large amount of information, which can be equated to the content of the whole text. This phenomenon is called conceptual integration and is observed in the case of the use of such stylistic devices as allusion, antonomasia, as well as stylistic devices of creating imagery. The principle of economy of linguistic means is manifested in all types of text, but it has the greatest importance in the AD and texts of colloquial style.

Along with the function of linguistic economy in many AD there is a tendency to linguistic redundancy, created by all kinds of repetition (anaphora, epiphora, framing, synonymous repetition, morphemic repetition, parallel structures, gradation, etc.). The phenomenon of repetition (recurrence) is of great interest not only from a stylistic point of view but also in terms of text formation, contributing to the coherence of the text. Moreover, repetition is one of the ways of nomination, acting as key

words, reference signals in the process of AD interpretation. Thus, redundancy, thus, is by no means an excessive, excessive use of linguistic means, but acts as one of the cognitive principles of AD construction. It is worth emphasizing that at the lexical level the economic function in the AD is expressed to the greatest extent in abbreviation and this means contributes to a more economical and operative implementation of the act of communication of the addressee and the recipient. [2013, c.370]

The next function aesthetic is manifested in the twofold linguocreative process of generation and perception of the advertising text, a certain (aesthetic) correlate of the features of the harmonious appearance of the advertised product, etc. is understood. This function is aimed at constructing an "imaginary world", reflecting the author's individual picture of the world, his knowledge about the world, values and aesthetic attitudes. The attitude of the author of the advertising segment is implicitly manifested in the entire system of the used linguistic means: in the selection of lexical units, in the peculiarities of stylistic, syntactic and compositional organization of the AD, in the text categories of evaluation and modality. Along with the implicit forms, it is possible to note the explicit markers: hybrid texts, digressions, generalizations, reasoning, evaluations, maxims, paradoxes, conclusions.

Finally, the ideological function involves the analysis of advertising discourse aimed at decoding conceptual information, which determines the cognitive principles of organization and presentation of cultural information driven by the diversity (diversification) of goods/services, the emphasis on their distinction, the intentional promotion of material goods as indicators of social status. This function also consists in the formation of positive attitudes toward consumption. In addition, the ideological function in RD is realized through the promotion of some ideological ideas, the formation of public opinion, the formation of the dominant ideology in society.

The pragmatic function of AD is less studied, although many works emphasize the idea that AD has pragmatic connections. The pragmatic function of RD requires more detailed elaboration. In our opinion, the pragmatic function is aimed at identifying the socio-

cultural, individual-psychological, gender aspects of EP, includes the consideration of the addressee and addressee factors, as well as ways to ensure the optimal transmission of meaningful information, etc. The analysis of the linguistic material allowed us to reveal that the pragmatic function is subdivided into characterizing and influencing functions. Both direct (explicit) and indirect (implicit) characterization of characters in advertising discourse are valuable for our work. By characterization, following V.V. Gakova, in this paper we understand the process of predicting to the subject any qualities, indicating its dynamic (transient) states or static (permanent) properties [Gakova, p. 41]. Characterization includes the disclosure of a number of sides and features of the character, such as appearance, age, gender, level of education, profession, financial situation, social status, marital status, hobbies, religious beliefs, ambitions, motivations and others [Gakova, p. 41-42]. The influencing function is directly related to the factors of the addressee and the addressee, their role relations, the factor of mutual understanding, as well as internal individual-psychological state of the communicants.

As for the cognitive function, which so far has not been the subject of special consideration in the linguistic literature, it is, in our opinion, very significant from the point of view of the AD theory. In this regard, AD is seen as a means of transmitting information, knowledge structures, world picture and thesaurus of personality. The cognitive essence of EP is also manifested in the fact that any text implies understanding and interpretation, i.e. cognitive procedure, aimed at revealing the semantic content of advertising. In other words, text perception, understanding and interpretation is a complex cognitive process, cognitive processing of textual information, involving conceptualization and categorization of information about the world reflected in the text. The process of conceptualization as one of the most important processes of human cognitive activity, the process associated with the structuring of knowledge on the basis of minimal conceptual meanings, the process that

involves mechanisms of inference, obtaining inference knowledge, inferences, revealing of hidden information.

The process of categorization also refers to a form of cognitive activity. In relation to the text, it allows us to generalize disparate data and information extracted from the text and combine them into certain conceptual systems. The process of categorization, thus, is associated with the formation of certain concepts in the continuum of the text, as well as a set of concepts, united in the conceptosphere of all advertising in our case.

Thus, we can conclude that the AD performs, along with communicative and stylistic, pragmatic and cognitive, etc. functions. It should be noted that all these functions act in close interaction, complementing and enriching each other. But in each case one of the functions has a dominant role. As a result of the study we found out that the above-listed functions do not occur separately, but on the contrary in interaction with many functions, because the essence of AD implies correlation with the above-listed functions of AD, as it is polyfunctional and multifaceted by nature. On the basis of this thesis, we argue that AD is revealed in the linguistic representation of one or another function.

New approaches to linguistic research at the present stage of linguistics development require considering the theory of AD and the problem in a new light from the position of linguopragmatics, cognitive linguistics, linguoculturalism and gender linguistics. The study of the advertising text in advertising discourse seems, in our opinion, the most optimal if its analysis is carried out through the prism of linguocreativity, since AD is a carrier of cultural, communicative-activity values, knowledge, attitudes and behavioral reactions.

Having analyzed the characteristics and functions of AD, we are given the opportunity to consider the structural components of AD, as these elements of AD represent all the above-mentioned functions.

STRUCTURAL COMPONENTS OF THE ADVERTISING DISCOURSE



Pic.1 <https://in.pinterest.com/pin/1002965779483743012/>

AD is treated not just as a unit of communication, but as a complex semiotic unity, representing a chain of sign components, presented through structural components (slogan, headline, body copy, echo-phrase, company details, font, color and other graphic components, images, organization name, logo), fully adapted to implement the basic goal - the impact on the target audience to achieve the desired effect.

Some researchers distinguish the following three components in the structure of AD: the beginning (a small advertising remark, with which the advertising text begins), ORT (expanded, specified main advertising thought) and echo-phrase (a small advertising phrase, which completes the text) [6, p. 11]. Researcher E. V. Romata also agrees with the above-mentioned researchers and identifies three parts in the structure of AD: a slogan (a brief appeal, slogan, slogan, title, aphorism that traditionally precedes the advertising text), the introduction (it reflects the problem that the product must solve) and the information block (carries the basic load in the recipient motivation and reveals all the interesting data) [24]. There is an opinion

of another researcher that the structural elements of AD are the following components: highlighting subtext (subjective information, which is accompanied by communicative purposes of the addressee, but does not follow from the objective final meaning of the statement), context (the integrity of phrases preceding as well as following the volume message) and the overtext (external objective circumstances, covered in AD and the spiritual atmosphere of its creation) [12]. There is also the most detailed description of the structural parts of EP and they are considered: the title, sub-title, introductory sentence, main text, price announcements, bonus sentence, prompting and postscripts [4]. (I. A. Imshenetskaya, D. A. Shevchenko, E. V. Romata, V. L. Musicant, A. Dotsenko)

The essence of the above comes down to the fact that RD distinguishes and describes four main parts:

Now let's look at the analysis of each of the above elements of the structural component of AD.

The first element is a slogan, which is a cliché construction, condensing the meaning of the commercial offer, and also focuses on the emotional impulse and contains a stimulating load" [10. p. 27]. According to F.V. Fedorov, "a slogan is a "battle cry", "slogan", "motto", in accordance with which the promotion of goods and services to the target audience is performed.

For example, the slogan "Think Different" used by Apple Corporation between 1997 and 2002, from English it means "Think Different". Rejecting the more grammatically correct one, Jobs insisted on writing the concept "Think Different" instead of "Think Differently." It is pertinent to note that the slogan is of an inductive nature and is dominated by the imperative mood. Consequently, the appellative function is clearly reflected in this case, as the addressee stimulates the addressee to take certain actions.



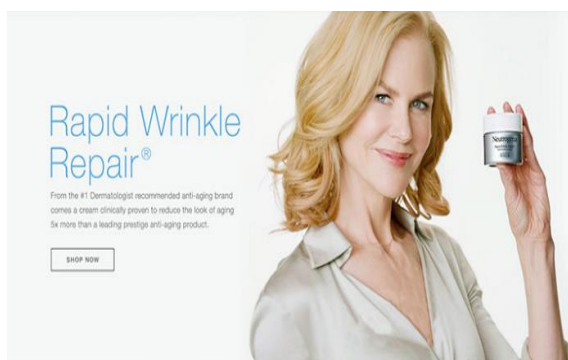
Pic.2 <https://www.cleanpng.com/png-think-different-apple-apple-logo-think-different-5531147/>

According to E.S. Kara-Murza, it is the advertising slogan and logo" that symbolize the advertiser and perform the function of identifying the goods and the firm, identifying the goods in the search among the crowded counters and store shelves" [6. P. 71]. M.V. Terskih notes a similar characteristic of a slogan: "the name of this or that product implies the reproduction of a slogan, as quite often slogans are as if "fused" with the product name or with its product category" [13. P. 119]. As a rule, the slogan is at the end of the advertising message and is supplemented by the name of the advertiser or brand of the advertised product. Such a position can be explained by the fact that the main function of the slogan is generalizing: it summarizes everything that was said in the advertisement. Along with this, completing the text, the slogan also performs an aesthetic function - in fact, according to the observations of scientists, in most cases, it has a beautiful,

memorable and original form and is addressed exclusively to the feelings and thoughts of the buyer [11. P. 5]. It should be noted that of all the content of the advertising text the slogan, as noted by Ya. G. Popova, "is perceived by the addressee best - clearer, clearer, more quickly perceived and remembered, and even more so if the slogan is of high quality" [12. P. 19].

Another type of structural element in advertising is the headline. It should be noted that in linguistics there are a large number of definitions of the headline. According to I.R. Galperin, the headline is defined as "implicit, maximally compressed SCI (content-conceptual information), compressed, undisclosed content of the text" [69, 133 p.]. I.V. Arnold emphasises that it is an initial stimulus for prediction, a possible range of themes and images, and contributes to the development of a perception strategy [13, 69c.]. Z.Y. Turaeva notes that "linguistically, the title is the name of the advertisement text and semiotically, it is the first sign of an EP" [235, 53 p.]. V.A. Kukharensko interprets the title (headline) as "the framework sign of the text, with which the text opens and to which the reader returns retrospectively, having closed the book" [140, 92 p.]. The title is defined as "the embodiment of the internal semantic program of the whole speech" [195], as a thesis, "whose essence and meaning are revealed in the material set forth below" [133, 28 c.], as an element of the structure of the text [102, 13 c.]. Researchers [223; 150; 151, etc.] note the role of the title in the processes of understanding the EP by the recipient. Thus, V.A. Lukin [152, 48 p.] notes the semantic and structural importance of the title, as it takes a strong AD position, which, according to the author, it is believed that a strong AD position contributes to an adequate understanding of the advertisement.

As follows from the above definitions, each scholar, when defining a title, proceeds from the peculiarities of his views and concepts, highlighting one or another feature of the title as a dominant factor in its functioning. These characteristics can be briefly presented as follows: signification, a strong position in the AD, a basis for perception and understanding of the AD, the semantic core of the AD, etc.



Pic.3

<https://www.neutrogena.com/products/skincare/rapid-wrinkle-repair-regenerating-anti-wrinkle-retinol-cream-hyaluronic-acid/6811098.html>

As an example, the headline "Rapid Wrinkle Repair," used by the mega-brand Neutrogena® face and body care. This headline uses an economic function, as this headline should be written as "Rapid Wrinkle will be repaired." instead of "Rapid Wrinkle Repair," which may be misunderstood by the recipient and will not take the time of the second process, i.e., MAT, to understand the main point of the AD. In other words, this function serves to convey the maximum of content while using the minimum of linguistic means, which will improve the understanding, clarity and speed of perception of the addressee. As for the verbal component of the AD, we have revealed the application of graphics through the allocation of the first letter of each word in capital letters. It should be noted that this technique is a means of attracting to each word in the title, so that the recipient can perceive and act in favor of the addressee.

Moving on to the next component, and this element is the main advertising text (MAT). It provides complete information about the product and what qualities it has. At the same time AD is a fragment of the overall information network. But for certain reasons it is impossible to present all the information about the product or services within the advertising. Consequently, the AD specifies contacts, postal and e-mail addresses, which provides for follow-up actions on the part of the recipient. The e-mail address serves as a way to continue the contact between the advertiser and the direct recipient, who goes to the site placed in the ad, which has the most detailed information. Perfectly chosen text advertising, according to E. V. Kulikova, is "the successful combination

of visual and expressive elements, such as images, images, verbal texts" [8. P. 203]. According to a scientific study by H. Kaftanjiev, the main advertising text forms the argumentation, through which the truthfulness of the headline and the appropriateness of its use are justified. At that, the argumentation can be presented in different ways - according to rationality, emotionality, unified selling proposition, iconic nature of the argumentation, etc. [7. C. 51]



Pic.3 <https://www.facebook.com/Lancaster-Childrens-Dental-1422833494688823/>

For example, the MAT "Use your dental benefits to maintain your oral health and reduce your out-of-pocket expenses." used by Archana Dental Care in California. This advertisement in the ORT uses a graphic technique, the purpose of which, is to visually emphasize a certain part of the expression that the recipient is required to perceive as the predominant part of the message. In this RD an attractive function is used, as the MAT emphasizes the phrase "dental benefits" and is expressed at the expense of non-verbal means (font + coloring). Thus the addressee accepts this part of the message as dominating from the whole sentence, because the recipient, not suspecting it himself, involuntarily pays attention to that text, which graphically looks unusual.



Pic.5

<http://jondobson.net/https://vimeocom/296055480>

Lastly, the echo-phrase as a textual sign serves as a logical conclusion of the communicative process, expresses the semantic load of the whole RD, as A. G. Dulianinov states, "acts as a completely independent and autosemantic segment" [2. P. 157]. Besides, H. Kaftanzhiev notes that the echo-phrase is undoubtedly one of the principal links of advertising, since together with the title it is read in most cases, noting the importance of its functions, which are to repeat the main idea of the MAT and gives completeness to the entire advertisement [7. P. 73]. The echo-phrase, which sometimes also bears the term tagline, is an impressive act, which completes the advertising text, being a kind of summing up of the MAT. In some cases, the echo-phrase is solely a brand name, and in other cases it can combine both the brand name and the slogan, which is more common.

For example, "Let's Go Places" is an echoing phrase of the Toyota brand, which reflects the main idea and concludes the advertising text. This example has used an imperative construction, which shows the impact on the addressee and causes his reaction to a certain action, and is a proof of the appellative function

CONCLUSION

To summarize, the following conclusions can be made:

AD is a complex communicative and cognitive process, not only reflecting knowledge about the world, but also conveying a new "glossy world" in accordance with the aesthetic, pragmatic and value orientations of the author;

-The functions of AD, aimed at decoding conceptual, cultural information, involve:

a) consideration of the processes of AD generation and perception from the perspective of the author and audience intentions and verbal markers of their expression in the AD;

b) study of the interaction of different types of AD structure and ways of representing knowledge structures in the text;

c) definition of cognitive principles of organization and presentation of information in the AD;

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