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THEORETICAL BACKGROUND OF THE LINGUOCULTUROLOGICAL RESEARCH OF THE CATEGORY OF INCIDENCE IN THE ADVERTISING TEXT

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Аннотация — Мақолада реклама матнларида ундаш категорияси таҳлил қилинган. Реклама матнларида реклама қилинаётган маҳсулотнинг талабини оширишга ундаш категорияси таъсир этиши ва уни тўғри қўллай билиш миллий маданият доирасида кўрсатиб бериш назарда тутилган.

Таянч сўз ва иборалар: реклама, ундаш категорияси, мулоқот, маълумот, прагматика, коммуникация, нутқ акти, сўзловчи, тингловчи.

Аннотация — В статье рассматривается категория побуждения при рекламе. Рекламные тексты создаются для целенаправленного побуждения к воздействию на потребителей для увеличения спроса на рекламируемую продукцию или услугу. Прежде чем выбрать тот или иной способ воздействия, рекламодатель определяет для себя, какую цель он в данном случае преследует, чтобы реализовать ее в определенном виде рекламы.

Ключевые слова: реклама, категория побуждения, общение, информация, прагматика, коммуникация, речевой акт, адресат, адресант.

Abstract — The article discusses the category of motivation in advertising. Advertising texts are created to purposefully induce consumers to influence to increase demand for the advertised product or service. Before choosing one or another method of influence, the advertiser determines for himself what purpose he pursues in this case in order to realize it in a certain type of advertising.

Key words: advertising, category of motivation, communication, information, pragmatics, communication, speech act, addressee, destination.

Introduction. The category of motivation, which is expressed within the units reflecting the national culture of multi-system languages, has similar and distinctive features in languages. Similar and distinctive features in the expression of motivation are determined by national-cultural (linguocultural) characteristics.

Stereotypes in the process of motivation are based on what is the nationality and mentality of the people. In the choice of linguistic units that express motivation, their belonging to any language is of great importance. For each nation has its own national and cultural values.

Informing in various ways about the consumer characteristics of goods, encouraging the service sector in order to sell them for this today, advertising helps. Advertising texts are created to purposefully induce consumers to influence to increase demand for the advertised product or service. Before choosing one or

another method of influence, the advertiser determines for himself what purpose he pursues in this case in order to realize it in a certain type of advertising.

Literature review. Encourage advertising text depends on the headline, subtitle, body text, captions and comments, advertising slogan. The success of incentive advertising depends on its linguistic expression. Units of all levels of the language are involved in creating text that is able to inspire and attract attention and at the same time be remembered.

The purpose of inducement is the immediate response of consumers to advertising, the desire to purchase a product or use a service. To do this, advertising messages use the following urges: "Call right now", "Come to our store and you will find out about our discounts and promotions". Thus, motivation is aimed at encouraging the consumer from perception to action, so the motivation always looks like a short slogan or motto in which this call is hidden.

Since the ultimate goal of advertising is still a purchase, therefore, in his message, the advertiser must clearly state what kind of action the consumer should take - buy, call, register, etc. With life experience, education and competence, people can still resist simple methods of suggestion, so there are specially designed techniques to neutralize the ability to resist exposure.

Analysis. In world history, globalization is one of the main trends in modern society. Societies are becoming interdependent in all aspects. Humanity is turning into a social integrity that embraces all people living on Earth, which is primarily due to the dominance in culture of the tendency towards uniformity. The media is expanding access to this trend.

In modern conditions, the media is subjected to serious tests. There are significant gaps in the information space, information links are disrupted between members of society, various categories of the population, between society and the individual, the state and its citizens, the region and the center, etc.

In the theory of the media, five of their functions are usually distinguished: informational, transformative, cognitive-cultural, entertaining and mobilizing [9].

L.V. Volodina believes that millions of people become witnesses of events that have taken place in different places, join the same cultural experience, contributing to the unification of their tastes and preferences [2].

Broadcasting information - the first and main task of the media, news of the domestic and foreign policy of the state, events in the business, cultural and public life of the country - form the basis of the information block of any media product (newspaper, magazine, radio or television program). Newspapers and magazines, radio, television, cinema, along with the information function, are also designed to entertain their audience. It can be assumed that "lightness" both in content and in the form of media products, their visibility, entertainment are becoming the main qualities of modern media [9].

In advertising, the category of incentive is the main feed. The study of the category of incentive is one of the most pressing problems of the studied linguistics. Incentive means to cause a change in the surrounding reality to something or someone. It is recognized that motivation as one of the communicative-pragmatic categories of the proposal plays an extremely important role in human activity. An

incentive statement implies an indication of the need for the addressee to perform this action, while the need may be due not only to the subjective desire of the addressee, but also by objective circumstances. For a long time, researchers considered the grammatical form of the imperative as the main marker of incentive, as a result of which scientists had no interest in studying incentive due to its relatively simple structure [10]. Motivation is a psychological operation carried out in the process of formulating assignments, questions, commands and comments that organize the work of students and encourage them to take action [1].

The category of incentive is one of the most dynamically developing areas of modern theory of knowledge. The imperative, considered as one of the oldest semantic universals, is represented in almost all languages, in all types of texts and has a global meaning in communication and human activity.

N.V. Gurova considers the category of incentive - the leading feature of modern political interaction - is explicitly and implicitly embodied in a wide variety of linguistic forms, effectively expresses the addressee's will, calling for a reaction in the form of a specific action, is a socially significant, important and in-demand reality, an insufficiently studied and promising object for further scientific search”.

The linguistic perspective has clear contours, since it includes a number of issues related to the speaking subject, addressee, their interaction in communication, with the communication situation. One of the main sections of linguistics is this called the theory of speech acts, “which studies a statement with point of view of its illocutionary function” [7].

The transfer of culture is the most general and broader function in its content. The media, being one of the main agents of socialization, has a direct impact on the formation of the value orientations of the younger generation, creates and reproduces cultural myths characteristic of a given society.

Conventionally, two aspects of the transfer of culture can be distinguished: modern and historical. They are complementary and intersecting levels of translation of cultural models. The modern aspect is aimed at the formation of a dominant system of values in society, while the historical aspect includes the accumulation and preservation of cultural heritage, the history of both a separate state, community, group, and society as a whole. Thus, the mass media are simultaneously a means of preserving existing cultural models and producing cultural innovations [9].

According to J. Austin, the theory of speech acts is connected, first of all, who first drew attention to the fact that the utterance of an utterance can be not only a message of information, but also many other actions (a request, advice, question, order, warning, etc.) etc.). All these are speech actions, or speech acts. Of course, sentences are used in speech acts, but a sentence and a speech act are phenomena of a completely different nature.

Making a statement (performing a speech act), the speaker condemns it performs two actions simultaneously: the actual pronunciation; utterances are a locative act; and an illocutionary act such as, expression of a statement, promise, request, etc. In other words, in addition to the transmission of the message, the implementation of the communicative the speaker's intentions.

In connection with the addressee of speech, the following are studied:



- 1) interpretation of speech, including the rules for the derivation of indirect and hidden meanings from the direct meaning of the statement;
- 2) the impact of the statement on the addressee;
- 3) types of speech response to the received stimulus.

In connection with the relationship between the participants in communication studied:

- 1) forms of speech communication;
- 2) the social and etiquette side of speech;
- 3) the ratio between the participants in the communication;

In connection with the communication situation, the following are studied:

- 1) interpretation of deictic signs;
- 2) the influence of the speech situation on the subject and form communications) [5].

One of the reasons for the cautious attitude of linguists to advertising is the extreme heterogeneity of objects attributed to this concept, both in semantics, and in the size of the text, and in its compositional structure, and even in genre varieties. The difficulty of studying advertising is due to the mobile dynamic nature of this phenomenon.

The search for new forms and methods of advertising impact leads to a constant renewal of advertising methods, resulting in original genres, non-traditional ways of presenting information, etc. It is pragmatics that makes it possible to single out a stable, regularly repeated component of the content structure that identifies advertising at the first stage of text mastering.

This component is an advertising offer, the presence of which distinguishes the advertising text from other texts. "The essence of the advertising proposal is reduced to the verbal presentation of the subject of advertising to the recipient in the most favorable form for the source," notes E. L. Shamsutdinova [10].

However, in addition to the advertising offer, a number of other specific criteria of the object under study can be distinguished, reflecting its similarities and differences with related phenomena. A special section of this study is devoted to the analysis of differential and integral features of advertising.

In the "Explanatory Dictionary of the Russian Language" S.I. Ozhegova and N.Yu. Shvedova, we find the following interpretation of the word advertising: "Notification in various ways to create widespread awareness, attract consumers, viewers" We think the most successful definition given in the Great Encyclopedic Dictionary: "Advertising (French. *reclame*, from lat. *reclamo* - shouting) information about the consumer properties of goods and types of services in order to create demand for them".

Being an integral part of the modern print edition, advertising, as well as reporting, news publications, performs its information function. By itself, the dissemination of information about goods and services can be called information. However, advertising information has its own specifics. Advertising texts by their nature cannot (and should not) be neutral, conveying some information to a particular audience. RI Mokshantsev points out the importance of the emotional component in advertising: "If a person does not find anything interesting, emotionally colored for

himself, then he may not have a desire to make a purchase. Often, advertisements that are created without taking into account the emotional reactions of the consumer, cause a clearly negative attitude towards the subject of advertising”. This means that the ad has not achieved its main goal [6].

Discussion. The category of incentive is one of the permanent semantic components of advertising, since the incentive is due to its very nature. The interest in advertising discourse is constantly growing as one of the types of speech communication, which opens up new possibilities for the functioning of the language. Advertising enters the life of society, has an impact on the individual, because of this, we can say this is important for educational factors, since it plays a big role in the life of mankind.

The increased interest in the advertising text on the part of linguists is associated with the desire to understand how the attitude and intention are realized in linguistic terms, namely in terms of its expression by linguistic means. Numerous works devoted to advertising differ in the range of different directions of research. A large number of works are related to economic marketing works, others are devoted to the sociological aspect, and still others are focused on the psychological parameters of advertising.

Obviously, the category of motivation plays an essential role in the construction of an advertising text, since any such text is designed to go through some stages of psychological impact. For example: to induce something, to attract attention, to arouse interest, to induce a desire, to lead to a decision, to allow or refuse a purchase decision, to advise someone about something, etc. So we can say that the category of incentive is an integral part of the advertising text.

The task of motivation is to achieve an immediate reaction to advertising, to “induce” a potential buyer to a very specific action - to buy a product or use a service. In advertising practice, motivation does not play an independent role; it acts as the final stage of influencing a person after he has been convinced or inspired that it is necessary to perform a certain act - a purchase. The goal is to urge potential consumers “Visit our fitness club” cannot be effective if we do not inform about its distinctive features and do not convince advertising viewers of the advisability of visiting this particular institution. Here, however, there are also exceptions to the rule. This was the advertising slogan - “Drink Sosa-Cola”. And he very effectively exerted his influence. The fact is that Coca-Cola has long ceased to be just a carbonated drink, for the majority of the population of our planet this brand denoted (symbolized, associated, brought closer to a dream, etc.) the American lifestyle (also, by the way, nothing else but a promoted advertising brand) and is so well known in the world that there is no need to talk about its consumer qualities.

Conclusion. Thus, advertising attracts the attention of researchers in various scientific disciplines: psychology, sociology, communication theory, translation theory, linguistics, and cultural linguistics. As a rule, advertising is considered from the point of view of the peculiarities of its design, functioning, methods of influencing the recipient. In other words, in most cases, researchers represent the position of advertisers, advertising manufacturers. Any advertisement is a condensed (sometimes up to one phrase, motto, appeal) text.



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