

The Use of Imperative Verbs in Radio Advertising Texts

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Abstract: This article examines the use of imperative verbs in French radio advertising texts. Imperative verbs, as an important element of advertising communication, are widely used to motivate listeners to take active action and encourage them to perform a certain behavior. The article analyzes the syntactic and semantic properties of imperative verbs, as well as their role and effect in advertising texts. Using examples of French advertising, it shows how imperative verbs are used in different contexts. It also discusses the impact of imperative verbs on the audience, their importance in attracting their attention and increasing interest in the brand. The article also provides recommendations aimed at increasing the effectiveness of advertising by studying the positive and negative aspects of imperative verbs, their cultural context, and the psychological reactions of listeners.

Key points: Radio advertising, imperative verb, french language, syntactic features, semantic features, advertising examples, psychological impact, motivation to action, advertising strategies, communication theory, audience engagement, formal and informal style, brand interest, effectiveness.

INTRODUCTION

In the conditions of modern socio-economic relations, advertising is becoming increasingly important as an important communicative tool. Among the main tasks of advertising, such functions as providing information about products or services, attracting consumers and encouraging them to take action occupy a special place. Linguistic means, in particular, grammatical structures, play an important role in achieving these goals of advertising. One of them is the imperative verb (imperative). Imperative verbs are widely used in advertising texts, especially in radio advertising texts. This is due to the impact of advertising, and encouraging consumers to take action, to purchase a particular product or service is one of the main goals of advertising texts. The use of the imperative verb in French in radio advertising texts has its own stylistic, grammatical and pragmatic features, and the study of these features is of great importance not only from the point of view of linguistics, but also in the field of marketing communications.

Radio advertising, in turn, is a special type of advertising communication. It uses only the audio channel, is time-limited and is intended for one-time listening. Therefore, the use of language tools, in particular the imperative verb, in radio advertising texts requires special study.

METHODS AND ANALYSIS

The syntactic and semantic properties of imperative verbs in French were studied. The psychological impact of imperative verbs in advertising texts was studied. Psychological theories were used to study how they motivate listeners to action and affect their emotions. French radio

advertising texts were compared with advertising texts in other languages (for example, Uzbek or Russian). The frequency of imperative verbs in radio advertising texts and trends in their use were studied using statistical methods.

DISCUSSION

Advertising is a communicative process aimed at a specific target audience, influencing the audience's consciousness, emotions and changing its behavior. According to Adam and Bonhomme, "advertising is a communicative practice designed not to provide information about the product, but to encourage the consumer to acquire it" [Adam, Bonhomme, 2012: 25].

Advertising communication has a number of specific features that affect the linguistic structure of advertising, including the use of imperative verbs. Below we will consider the main features of advertising communication.

Scientists who have studied the main functions of advertising distinguish the following among them:

- ✓ **Information function** - providing information about the product or service;
- ✓ **Influence function** - influencing the consumer's thoughts, emotions and behavior;
- ✓ **Aesthetic function** – attracting attention by providing aesthetic pleasure;
- ✓ **Pragmatic function** – encouraging the consumer to take a certain action.

According to Maingueneau, "advertising discourse is based mainly on influencing and pragmatic functions, and its main goal is not to transmit information, but to encourage the consumer to take action" [Maingueneau, 2010: 56]. In this sense, the advertising text has a specific performative character, not only providing information, but also encouraging action. [1]

The effectiveness of advertising depends on how well it adheres to the following principles:

- ✓ **Conciseness** - the advertisement should be short and concise;
- ✓ **Clarity** - the message should be clear and easy to understand;
- ✓ **Originality** - the advertisement should stand out from the rest;
- ✓ **Repetition** - the main idea and appeals should be repeated;
- ✓ **Targeting** - it should be aimed at a specific target audience.

As Charaudeau notes, "the advertising message should be, first of all, short, concise and emotional in order to attract the attention of the target audience" [Charaudeau, 2011: 118]. This, in turn, affects the use of language tools, in particular imperative verbs. [2]

Among the linguistic features of advertising, the following can be distinguished:

- ✓ **Word selection** - each word in the advertising text is chosen thoughtfully and purposefully;
- ✓ **The uniqueness of the syntactic structure** - simple, short sentences, rhetorical questions, imperative sentences are often used;
- ✓ **The widespread use of stylistic devices** - metaphor, metonymy, hyperbole;
- ✓ **Lexical-semantic devices** - the use of new words, analogies, contrasts.

According to Sandig, "advertising texts are often directive in nature, through which the advertiser gives instructions to the consumer to perform certain actions" [Sandig, 2006: 87]. This, in turn, leads to the widespread use of imperative verbs in advertising texts.

The following lexical features are observed in French advertising texts:

- ✓ **Emotional-expressive vocabulary** – « extraordinaire », « fantastique », « incroyable »;
- ✓ **Evaluative (evaluation) vocabulary** – « meilleur », « excellent », « parfait »;

- ✓ **New words (neologisms)** – “cliquez”, “shoppez”;
- ✓ **Foreign words** – mainly from English: “look”, “design”, “must-have”;
- ✓ **Words with a positive connotation** – “bonheur”, “plaisir”, “réussite”.

According to Grevisse, “evaluative vocabulary is widely used in French advertising texts, as it allows to emphasize the positive characteristics of a product or service” [Grevisse, 2016: 98]. [3]

RESULTS

Imperative verbs occupy a special place in advertising communication. They are widely used to encourage consumers to take specific actions, attract their attention and persuade them to purchase products or services. Radio advertisements, on the other hand, use only voice means to attract the attention of listeners, therefore, linguistic means, especially imperative verbs, are of great importance.

In French, imperative verbs (l'impératif) are used especially effectively in advertising, as they allow for a short, effective and direct appeal. This article examines the features of the use of imperative verbs in French radio advertisements, their effect and linguistic analysis.

In French, the imperative verb (l'impératif) is used to express the meaning of an order, request, advice or suggestion, similar to other languages. It is used only in three persons - the second person singular (tu), the first person plural (nous) and the second person plural (vous).

Formation of imperative verbs in French:

- ✓ **Group I verbs (-er):** “Parle!” (Speak!), “Parlons!” (Let's speak!), “Parlez!” (Speak!)
- ✓ **Group II verbs (-ir):** “Finis!” (Finish!), “Finissons!” (Let's finish!), “Finissez!” (Finish!)
- ✓ **Group III verbs (irregular verbs):** “Prends!” (Take!), “Prenons!” (Let's take!), “Prenez!” (Take!)

Imperative verbs are usually used without a pronoun, which makes them short and effective. This feature is especially useful in radio advertisements, where it is necessary to convey information and make an impression in a short time.

Marketing research shows that imperative verbs are effective in radio advertising for the following reasons:

- **Brevity and clarity:** French imperative verbs are short and clear, making them ideal for conveying the necessary information in 30-60 second radio spots.
- **Memorability:** Imperative messages are more memorable than declarative ones. For example, the phrase “Goûtez notre chocolat” (“Taste our chocolate”) is more effective than the phrase “Notre chocolat est délicieux” (“Our chocolate is delicious”).
- **Direct call to action:** Imperative verbs directly encourage consumers to take action, which can positively affect sales.

CONCLUSION

The use of imperative verbs in French radio advertisements is an important part of marketing communication. They are an effective tool for motivating consumers to take action, making an emotional impact, and emphasizing the benefits of a product. The linguistic features of the French language, in particular the brevity and expressiveness of the l'impératif form, allow it to be used effectively in radio advertisements. The strategic use of the second person plural (vous), second person singular (tu), or first person plural (nous) forms allows you to appeal to different audiences. In today's increasingly competitive advertising market, imperative verbs, especially in French radio advertisements, remain one of the most effective ways to attract consumers' attention and encourage them to make a purchase.

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