

## **Linguacultural Analysis of Language of Advertising in the English Language**

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**Abstract:** This article is dedicated to the study of advertising discourse in the American variant of the English language. Advertising is a reflection of the culture of a country, its mentality, and national character, in which all socio-cultural phenomena are reflected. The study reveals not only the lingua-cultural features of advertising slogans, but also conducts their lingua-stylistic analysis with the aim of identifying the cultural characteristics of American society.

**Keywords:** linguaculturology, advertising, national character, advertising slogan, linguistic-stylistic analysis, American society.

In the context of modern lingua-cultural studies, the description of advertising discourse is becoming increasingly relevant. The modern world cannot be imagined without advertising. As potential consumers, we are subjected to a powerful flow of advertising information from various media, including newspapers, magazines, television, radio, and the Internet. Advertising is intended to reflect the differences between products and convey this information to the consumer. The language of advertising is intended not only to convey information; its main goal is persuasion and influence on the consciousness of buyers.

The word "advertisement" first appeared in the Bible in 1655 and meant a warning. The Encyclopedia Britannica interprets the word advertisement as follows: a public announcement, generally printed or oral, made to promote a commodity, service, or idea.

Consumers have historically been verbally enticed by commercials with phrases like "stay warm, eat, those who receive are in need, those who do not receive are in wish." In this sense, it is appropriate to acknowledge the language of advertising as an example of the art of speech. This is due to the fact that creating unique sentences that grab the attention of the consumer and make sure the product is the first thing that comes to mind when you hear that term is essential to selling a product.

Advertising language appears to be a language rich in vernacular expression, with a significant appearance that discloses the rules of figurative language use. For instance, in the Coco-Cola commercial "Taste of Life," social significance is deduced from the usage of terms of taste that follow the essential and universal rules of literary language. This is due to the fact that the term flavor, which highlights the aesthetic and educational value of thought as well as the part language plays in the formation of society, further strengthens the idea of empowerment, which is conveyed through the word life. Simultaneously, the social symbols ingrained in advertising language revealed the clarity and coherence of thought, together with its features pertaining to the substance of life and society. As a result, the language of advertising is a type of vernacular

in which words sense their effect on social relations, whether they are used literally or metaphorically. Advertising language has a specific meaning because of this.

W. Wells, J. Burnett, and S. Moriarty define advertising as a paid non-personal communication form with an identified sponsor using mass media to persuade or influence the audience. Advertising is a paid non-personal form of communication in which a specific sponsor uses mass media to persuade and influence the audience.

The Dictionary of the Russian Language by S.I. Ozhegov describes advertising as "notification by various means to create wide awareness for someone or something with the aim of attracting consumers, viewers, etc."

From the definitions provided, it is clear that advertising is important not only for producers but also for consumers. It is a driving force of society and reflects all the changes taking place within it. J. Russell aptly called advertising "a mirror of society."

In every country, advertising is oriented towards the audience of that specific country, it is targeted towards the residents of a particular state. Naturally, in different countries, the products and services consumed may coincide, but advertising has its own unique specificity that influences carriers of a specific linguo-culture.

The unit of advertising text is the word. Moreover, the word is the most important linguistic unit, as it carries meaning, conveying information about objects and their qualities. When creating advertising, the main process is the creation of advertising text, which involves careful selection of words. It should convey the maximum amount of basic marketing information with the minimum possible number of words. Therefore, each word in the advertising text must be extremely precise, weighty, justified, and understandable to the residents of that country in the sense that the author intended.

As noted by many researchers, the effectiveness of advertising text depends on three main factors: 1) clarity and readability; 2) the degree of interest it arouses in potential consumers; 3) the persuasiveness of the text. Therefore, the requirements for advertising text are as follows: it must be specific and targeted, clearly argued, with every general consideration supported by facts and vivid examples, so that potential consumers cannot doubt their authenticity.

Advertisers use various features of language and follow the rules of its usage. The possibilities of language are extremely rich due to the presence of various artistic and visual means. The language of advertising is characterized by a number of specific features, distinguishing it among other sub-languages (sub-language of culture, sub-language of literature, etc.). The language of advertising has certain linguistic characteristics:

- specific selection of vocabulary characterized by a rich connotative trail and abundance of meanings;
- words are often stylistically colored, attracting the attention of the text receiver;
- use of vocabulary not in its direct meaning to enhance imagery;
- frequent use of idioms to create imagery.

The main goal of advertising language is to leave an impression and make a lasting impact on the text. When perceiving advertising text, the main thing is the reaction to the image, which will remain in memory due to the maximum use of language tools - idiomatic expressions, low-frequency vocabulary, and vocabulary with emotional-evaluative meanings (affixes).

Next, it should be mentioned about the methods of attracting the attention of consumers to the advertised product through its design. After all, it is the design of the advertisement that creates the conditions for the successful achievement of the ultimate result - turning a potential consumer into an actual buyer. When preparing a poster, brochure, or other printed advertisement, it is very important to carefully consider the design: to correctly place the text,

find an effective image, and choose the color scheme against which the advertisement of the product will be perceived in the best way.

Psychologists have established that the perception of color depends on a person's emotional state. Thus, by choosing a specific color, it is possible to influence the consumer's attitude towards the advertisement, and by creating the necessary color environment, it is possible to evoke the desired emotions in the consumer of the advertisement. With the right choice - the desire to purchase the advertised product.

The effect of advertising is also based on the correct use of a number of linguistic phenomena and regularities. When we talk about the language of advertising messages, we are talking about the use of language for professional purposes, the result of which is the generation of messages targeted at a specific audience and performing specific tasks. Advertising, as one of the forms of speech communication, has a significant distinguishing feature: often communication takes place in conditions that can be defined as unfavorable.

The fact is that advertising represents a so-called "one-sided" type of communication, as defined in Torben Vestergaard and Kim Schroder's book "The Language of Advertising", which in a certain way narrows the range of possible mechanisms for influencing the audience [8, 132]. In addition, the possibility of using various means of influencing the audience in advertising is to some extent limited by ethical norms and legal acts.

So, from the above, we can conclude that American advertising is characterized by such qualities as simplicity, straightforwardness, and logic. It is associated not only with promoting a product to the market from a commercial point of view but also performs intercultural interaction, as it is a way of contact between different cultures. In general, advertising is a mirror of the culture of a country, its mentality, and national character, in which all socio-cultural phenomena are reflected.

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