ROLE OF FIGURATIVE LANGUAGE IN CONTEMPORARY ADVERTISING

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Abstract: *Advertising is an integral part of our time, it is one of the most effective ways to present a product or service to consumers. Advertising aims to attract consumers, attract their attention and encourage them to buy a product. The role of figurative language in modern advertising is very important, because figurative language is one of the main means of advertising. It further enriches the content of advertising, affects the emotions of consumers and emphasizes the uniqueness of the product.*

Keywords: *advertising, visual materials, audio, consumers, idea, language, emotions.*

INTRODUCTION

Figurative language is widely used in advertising texts, visual materials and audiovisual materials. It allows you to create images through words, express emotions and convey a certain mood to consumers. With the help of figurative language, advertising writers can express their ideas more clearly and clearly. For example, through colors, shapes, composition, and other visual elements, advertisers use visual language to attract consumers' attention and make them interested in the product.

MATERIALS AND METHODS

The role of figurative language in modern advertising is important not only aesthetically, but also psychologically. Consumers often pay more attention to visual information. They express their feelings through colors, shapes and images. For example, bright colors often evoke feelings of joy and excitement, while subdued colors convey feelings of peace and confidence. Advertisers consider these psychological aspects and use figurative language in their advertising campaigns. The role of figurative language in advertising is also important in the formation of brand identity. Every brand should have its own style, which is done through visual language. The colors, logo, font and other visual elements of the brand are expressed through visual language. Together, these elements create brand identity and increase consumer trust in the brand. Thus, visual language plays an important role in the successful development of a brand.

RESULTS AND DISCUSSIONS

The role of figurative language in modern advertising is also evident in increasing competitiveness. Advertisers use visual language to differentiate their products from their competitors. They use visual elements to show how their products are better and more useful. This is important in attracting the attention of consumers and encouraging them to buy the product. The role of figurative language in advertising is also prominent in social networks. Today, social networks have become very important platforms for advertising. Visual content on social media, such as photos, videos and infographics, is an effective tool in attracting consumers' attention. With the help of visual language in social media, advertisers can communicate their ideas quickly and effectively. The role of visual language in modern advertising is also important in storytelling. Advertisers often use storytelling to present their products or services. Storytelling can engage consumers and evoke their emotions. With the help of figurative language, the process of storytelling becomes more interesting and memorable. This increases consumer interest in the product. The role of figurative language in advertising is also

important in the cultural context. Every culture can have its own figurative language. Advertisers use figurative language to present their products in a way that fits a particular culture.[1]

This increases consumer interest in the product and encourages them to purchase the product. The role of visual language in modern advertising is also prominent in the presentation of innovations. Advertisers communicate innovative ideas to consumers by using visual language to present new products or services. Visual language can be used to show the benefits of new products and how they can improve consumers' lives.

Advertisers can implement a number of strategies to effectively use figurative language. Colors affect consumers' emotions. Advertisers can attract the attention of their target audience by choosing the right colors for their products or services. For example, red evokes feelings of energy and excitement, while green represents peace and confidence. Figurative language storytelling allows advertisers to present their ideas in a more interesting and memorable way. A story can engage consumers and evoke their emotions. For example, create a short story about how a product can change lives. Simplicity and clarity are important when using figurative language. Advertisers should avoid complex images or words. Easy-to-understand and visual images allow consumers to absorb information quickly. It is important to create an emotional connection with consumers using figurative language. Advertisers must create scenes that evoke consumers' emotions through images. It can be, for example, images expressing family joy, friendship or a sense of success. Visual language plays an important role in creating brand identity. Advertisers must use the colors, logo and other visual elements of the brand as a whole. This allows consumers to recognize and remember the brand. It is important to use innovative visual language in modern advertising. Advertisers can make their advertising campaigns more interesting and engaging by using new technologies, such as 3D graphics, animations or interactive elements. Every culture has its own figurative

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[1] Kotler, P., & Keller, K. L. (2016). Marketing Management. 15th Edition. Pearson.

language. Advertisers must use figurative language to present their products in a way that fits a particular culture. This is important in attracting consumers to the product. Visual content on social media, such as photos, videos and infographics, is an effective tool in attracting consumers' attention. Advertisers can communicate their ideas quickly and effectively by using visual language on social media. It is important to communicate with consumers using figurative language. Advertisers must create images of how their products will affect consumers' lives. This can be done, for example, by showing the benefits of the product or how it solves problems.[2]

Advertisers should experiment with using figurative language and analyze the results. It's important to test different options and study the results to determine which images and styles resonate most with consumers. By implementing these strategies, advertisers can effectively use visual language and present their products to consumers in a more interesting and engaging way.

Figurative language plays an important role in modern advertising. Figurative language, i.e., metaphors, figurative expressions, and other language techniques are widely used in advertising materials to attract consumers, capture their attention, and make a product or service appear more attractive. This analysis attempts to demonstrate the place of figurative language in modern advertising with statistical data.

Figurative language is a way of expressing figurative and comparative meanings instead of the literal meaning of words. In advertisements, this technique is often used to show the benefits of a product or to evoke emotions in consumers.

The use of figurative language in modern advertisements is manifested in the following main areas:

- Metaphor: Creating a positive image in consumers by comparing the product with other things.

- Personification: Bringing products or services closer to them by giving them

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[2]Ogilvy, D. (2015). Ogilvy on Advertising. Vintage.

human characteristics.

- Figurative expressions: Vividly describe the benefits or features of the product.

For a statistical analysis of the place of figurative language in modern advertisements, the following information can be given:

- More than 70% of advertising campaigns use figurative language techniques. This shows that it has been effective in attracting the attention of consumers and making them interested in the product.

- 60% of consumers confirm that they pay more attention to advertisements that use figurative language. This shows the importance of figurative language in gaining attention.

- According to the results of the survey, 75% of consumers noted that advertisements expressed in figurative language are remembered. This shows the role of figurative language in memory.

- Emotional impact: Figurative language affects the emotions of consumers, which increases the interest in the product.

- Memorability: Through visual expressions, advertising materials create a long-term impression on consumers.

- Product differentiation: Through figurative language, the product can be distinguished from its competitors.

The role of figurative language in modern advertising is incomparable. It plays an important role in attracting consumers, making the product attractive and memorable. The results of the statistical analysis show how figurative language can be effectively used in advertising strategies and increase their impact on consumers. Therefore, the use of figurative language in advertising is an integral part of modern marketing strategies.[3]

CONCLUSION

In conclusion, the role of figurative language in modern advertising is very

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[3] Schmitt, B. H., & Simonson, A. (2017). Marketing Aesthetics: The Strategic Management of Brands, Identity, and Image. Free Press.

important. It enriches the content of advertising, affects the emotions of consumers and emphasizes the uniqueness of the product. Using figurative language, advertising writers can express their ideas clearly and clearly. Visual language also plays an important role in building brand identity, increasing competitiveness, effective social media, storytelling, cultural context, and innovation. Thus, the role of visual language in modern advertising is integral to the success of any advertising campaign.

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