

THE ROLE OF LANGUAGE IN ADVERTISING AND CONSUMERISM

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ABSTRACT: *As globalization and intensification of informational and communicative interchange become very important functional languages begin to play a significant role in a contemporary society. The language of advertising is included into a number of functional languages. The language of advertising doesn't represent only certain stylistic features as some philologists write. The language of advertising is a language for special purposes of special type that realizes all the functions of language. The researchers distinguish some features of languages for special purposes. The language of advertising is based on a certain ethnic language. The authors note that when we translate advertising texts from one language into another, advertising in this case is not just translation and transposition. The addresses have to understand not only the main sense of the message, but also all its shades including extralinguistic. The results of the research can be used in other investigations in the sphere of advertising and in the process of teaching students to translate from Russian into English and from English into Russian.*

Keywords: *brand identity, brand personality, cultural resonance, persuasion, consumer behavior, emotional engagement, advertising, potential customers, communication, a code system.*



INTRODUCTION

One of the most important communication tools that people use to engage with one another is language. Someone arranges and constructs reality using language. Thus, language brings the hidden things to the surface and transforms them into reality. Language can also be used to describe someone's experience. Experience discusses an event, procedures, individuals, things, abstractions, circumstances, quality, and interpersonal relationships. In language, we discuss more than only the human sign system, which takes the form of spoken and/or written language. However, it also discusses social issues in a wider cultural context. In society, such as attire, cuisine, customs, and more. Mass media discourse is also considered a linguistic phenomenon. In the world of advertisement, language also has an important role. Language is considered as mediation equipment in advertisement production process, as Tarigan (1993) said that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion. Transactional language, which emphasizes the communication's content, is used in advertisements. Additionally, language can be thought of as interactional language, which is prioritized in the relationship between the addresser and the addressee[1,23].

METHODS

The most powerful tool in advertising is language. A product's success or failure can be determined by the company's name and tagline. The written word has gained more prominence than ever before with the rise of social media and web 2.0. Though not in the traditional sense, people read on social media all the time. But since text-based media has become so prevalent, advertising and how it permeates our lives have evolved. Advertising used to be limited to the generic: a half-page in a newspaper, a 30-second TV commercial, or an advertisement on a bus. These were general rather than targeted. Since cookies and GPS track your whereabouts both online and offline to target you and your unique patterns, advertisements are now considerably more effective. The power



of an advert becomes that much stronger when it is personally attached to your own daily life. Information processing and reception are significantly impacted by the volume and quantity of information that is communicated. On the other hand, too much information in advertisements has a big influence on people's decision to buy the goods. Therefore, a powerful psychological element in advertising continues to be the stimulation of cognitive need. The advertisement will prompt you to reflect and pose questions about producing a final image. The answer is that how well, thoroughly, and most crucially, reasonably the promoted product is presented to the consumer determines how he feels about advertising. Approximately 80% of consumers who get advertising material express dissatisfaction with the absence of such information, according to psychological study. The word “advertising” originates from the Latin word “advertere,” which means to direct attention towards [2,129]. This is the first step in what advertisements attempt and challenge to accomplish. When an advertisement directs attention toward itself, it can initiate its true target, that is, to persuade. Advertising is in numerous forms and it surrounds all people of the world. It would be: advertisements on television, on radio, in magazines, in newspapers, on buses, and so on. We are, accordingly, overwhelmed in a world which is full of advertisements and indeed, they are too countless to be often noticed. According to Taylor (1978) advertising is at the obverse of conveying the proper message to customers and prospective customers. The intention or aim of advertising is to influence customers that a company's services or products are the best, improve the image of the company, highlight and create a need or a necessity for products or services, make evident new uses for established products, proclaim novel products and programs, strengthen and support the salespeople's individual messages, draw customers to the business, and to hold existing customers [3,45].



RESULT AND DISCUSSION

The focus of this paper is mostly on advertisement due to the fact that advertisements are the excellent example of persuasive texts.

Therefore, for the purposes of this article, the term “advertisement” refers to any material that is written with the aim of promoting a product or service. This study attempts to investigate the features of the advertising language exhaustively and in detail. Advertising in business is a form of marketing communication employed to encourage, persuade, manipulate, or influence an audience (viewers, readers or listeners; occasionally a particular group) to take or continue to take some action. In the main, the preferred and favorite result is to conduct consumer behavior pertaining to a commercial contribution, while political and ideological advertising is common too[4,45].

The study emphasizes how effective language is in marketing and customer behavior. The language used in commercials has a big impact on how people view brands and products. Successful marketing techniques in many locations are achieved by using language that respects and represents local cultures and traditions. This increases consumer acceptance and trust. Ads with original and imaginative language draw in customers and stand out in a crowded market. For a brand to succeed, language used in advertising and consumer behavior must be smart and successful. It facilitates the development of a strong brand identity, long-term customer relationships, and consumer trust.

CONCLUSION

The use of advertisements in Uzbekistan has grown significantly in recent years. The use of aesthetic values in advertising has led to a rapid development in aesthetic representation. However, there are instances when the language used in advertisements tends to get worse with the intention of boosting revenue or product sales. The word choice is poor, and it will create a domino effect for the advertising itself, causing many people to disparage it. Language is a powerful



tool for communication and is used in all aspects of human endeavor, including advertising. Language has a mystical energy that may captivate an audience if it is used skillfully. Thus, language plays a crucial part in advertising and cannot be viewed from a single perspective.

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