

Advertising language analysis

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Annotation. The article analyzes the psychology of the audience with the language of advertising. New types of advertising have been analyzed by his world-wide experience. There are many types of advertising, TV advertising, radio advertising, newspaper advertisements and online advertisements. All types of advertising are integrated in the language.

Keywords. Term of advertising text, advertising language, journalism, radio, main ideas' development, headings.

The text should be written in a prominent advertisement or the most important aspects that must be reflected in the campaign. That is, it is necessary to know the answer to the question of which might be potential buyers. How detailed is it concerning demographic, psychological and behavioral attitudes? And finally, what is the identity of the potential buyer? At the same time, rationality and emotionalism in the text should be consistent. After that, it is important to identify the goods that meet the consumer's consumer needs. How can you confirm the benefits of a product? What role does it play in the market? What does this brand mean? And the last aspect — how to use the technique, approach, tone in the ad text? In general, what does the announcement say? The general answer to these questions is the basis of the ad text. It's the next process to focus on unconditional tools, such as art decoration and technical performance, during writing. In this case, the three parts are also important: place of text, art decoration and technical execution. They are developed in harmony. A complete description of the elements of reference strategy is the most important precondition for creative development that is the core of the promotional promo or campaign. The strategy is exactly what the advertisement tells you to say, telling to whomever you want to tell, and what tone you need to make that tone.

Main ideas development

The stage of development of the shop is the most serious and most productive. It is a long-lasting, full-fledged, challenging task that summarizes all the necessary information on the problem of selecting and analyzing a single verbal (visual) or visual (concept) concept for delivering the necessary information. It means creating a visual idea, or a promotional announcement, a visual image of the slider until the text is written down or



the creative appearance of the ad is created. This process can be described as conceptual or conceptual, and this is an important step in promoting advertising ads. John Kay, the father of advertising, thought that ideas were the most important thing in the ad text. She believes there are 12 ways to find the idea of advertising: use of personal experience, analyzing your own experience, writing down, learn from others' experiences, communicating with a commodity producer, studying the goods to review the advertisement for the previously issued advertisement, studying of competitive commercials, testimonials of customers, solving problems facing prospective customers to use intelligence to work, submission of successful promotions with subtle changes.

There are 5 goals for good writing:

Attention-attention — the first purpose.

1. The key element in this is the title. Tool: Illustration. Key features: color, size, unusual sound, video ...
2. Interest. — Attention is not enough, so it is also important to keep this attention. The goal of the promotion is too optimistic.
3. Confidence. — People must believe. They only read what is in their best interests. Modern people are definitely more complicated.
4. Wish. We need to talk about the merits of the goods to create a desire. To do this, you need to know the customer well. You need to be sure about the benefits of a product.
5. Immediate or future action is not always the case in many advertisements, as the fact that people do not deal with your commodity exceeds their expectations.

Terms of advertising texts (Basis of writing)

All ad text consists of many elements or components. These elements can be mixed, dropped, minimized, replaced, modified, or removed until something is created. The most important elements of print advertising; headings, visual aids, chapters, main text, headings, templates (frames), frames, slogans, logos, facts, records. The title is the most important element of the printing press. It is the top priority. That's why the title should be noticeable and attractive. There are too many types of headers. The title can be divided into 5 main types: 1) Interesting — the reader is interested, wants to know more and goes to study the text. 2) The type of information — gives you new information here and it's called “how to do it” (knowing, shopping, etc.). 3) Poll — often used, but there is a risk of abuse. If the reader finds an answer easily or negatively, then the likelihood of reading an ad text will be reduced. 4) Beneficial properties of a trademark on a direct reference to useful features of the good. 5) Command ringtone — commands to do



something. This is not always bad. B. A. draws an example: “Do your best to your beloved, but definitely the gift of Arid!”

Headings

They serve to extend the most important commercial idea. It is important to note that the reader does not want to read another. Here's what happens in the heading. In titles the most important content of the information — figures, facts can be. The main information covers all information. The content should be commercially viable. And in capital letters.

Five Requests for Basic Text: The main idea is to emphasize, the brand should be clearly marked, it should be emphasized that its benefits to consumers, the trademark is named and strengthened, text is clear and concise, the promotional text is broader, with the rest of the techniques listed below: to tell the truth directly, self-definition, dialogist-monologues, adding imaginations, original genre. The title of the direct statement and continuation of the information contained in the headings shall be counted on the merits of the brand. The story tells the story, the story is considered a problem, and the ways of its solution are described. Self-definition should not be avoided by excessive self-esteem. In dialogue-monologue style, the text serves to eliminate distrust. You need a drama experience. The idea of selling words or staging of participants. Illustration means using video recording. You may use different styles or other genuine genres in the promotion. Text consists of 4 basic elements: Inlet passage, internal postings, range code, the entry makes the reader's interest interesting to the goods, domestic articles will increase the interest to the goods, and you have to make sure that your advertising is accurate. Intermediate points mean fill out an order. In the good ad text, there are a few such methods. The code — the advertisement in the end has recently addressed to the consumer and how it is said. In the advertisement for this event, in fact, the self-propelled merchandise sells. The code can be either directly or indirectly in the form of a hidden offer or order. The conclusion is that the advertisement should be written in a clear, informative, interesting, reliable, exciting, elegant and memorable text.

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