



The stylistic properties of advertisements

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Annotation

The language of advertising is characterized by peculiar features that makes it quite distinctive from other types of styles. These characteristics are mainly observed in stylistic, pragmatic and cultural aspects of this language. Various types of stylistic devices as well as figurative language tools are commonly used in advertisements to persuade the consumers to get an action and purchase the product. Frequently applied stylistic devices are defined and exemplified with newspaper and TV advertisements.

Key words: advertising discourse, style, convergence of stylistic device, advertisement.

The style of the language of advertising is characterized by the convergence of stylistic devices. The convergence means the abundant use of stylistic devices in the advertisements. Below we will analyze different examples in which several stylistic devices are used:

Why Are Bigger, Stronger, Taller And Meaner Multiple-Black Belt Bad Asses Absolutely Terrified Of Challenging This Mild, Middle-Aged (And Undeclared) No –Rules Cage Fighter From Arizona?

Alliteration - Meaner **M**ultiple-**B**lack **B**elt **B**ad

Mild, **M**iddle-Aged

Epithet - Bigger, Stronger, Taller And Meaner Multiple-Black Belt Bad Asses

Periphrasis - This Mild, Middle-Aged (And Undeclared) No –Rules Cage Fighter

In another example, Fanta is advertised and several stylistic devices are used at once:

Like a burst of sunshine through a cool wisp of wind, it's sweet and tangy, surprising and juicy. It tickles like a delicious secret that you cannot bear to share and lush it like an instant whiff of a fresh feels at every sp bouquet of flowers in



spring! With a quick, sharp jolt of tart and a sudden burst of sugary-citrusy-sweetness, it leaves your tongue tingling pleasantly. Then, it curls deliciously around your taste buds, tantalizing your imagination and ripples happily down your spine. Are you still with us? Great! Cause we would like to try Fanta's new taste, deliciously orange. Yes, right now! Just tear of a piece of this page pop in your mouth and enjoy a Fanda by tasting this ad!

Simile – like a burst of sunshine

- It tickles *like* a delicious secret
- Lush it *like* an instant whiff of a fresh feels

Personification - Tantalize your image

- Ripples happily down your spine

Genuine metaphors - a cool wisp of wind

- quick, sharp jolt of tart
- sudden burst of sugary-citrusy sweetness

Metonymy - piece of this page – Fanta

It's like a symbol for the fact that this shop offers you something beyond the ordinary. A symbol for the fact that life can be a bit more fun. A bit more interesting. A bit more exciting. Because to be perfectly honest, life isn't always that great. And that's exactly why you need movies, literature and magazines that are just the way your life isn't. (Papercut)

The advertisement is based on philosophy of life. In addition, the following stylistic devices are used here:

“fall in love”, “get dumped” – **repetition**

Another repetition – A bit more interesting. A bit more exciting.

Simile – It's like a symbol for the fact that this shop offers you something beyond the ordinary.

Alliteration – through the whole first paragraph of the advertisement: You..., You ..., You... at the same time it serves as a parallelism in the text.

Epithet – radiant child

Chanterelle season



However, its length makes people get customers get bored and not to read till the end.

One more stylistic feature of the language of advertising is the usage of occasionalisms in the context of the advertisements. They are called as nonce words as well. According to D. U. Ashurova and M. R. Galieva occasionalisms are built on deviations from the norms of the literary language and they are main devices to attract the readers' attention. (2016:160). Thus, the advertisers use a lot of occasionalisms in their advertisements: For example:

- "Welcome to Jamaica and have a nice day. An *oldie*, but a *goodie*"
- You might not feel a 4-16-19-34-38-and-the—bonus-ball-I-don't-believe-it-happiness. But you might feel a blimey-the-bike-fits-in-the-bak-he-might-lose-a-bit-of-weight-happiness.
- Londublin. Heathrow – Dublin from £20

In conclusion, it should be noted that the language of advertising is characterized by its stylistic features that are based on polarities, the convergence of stylistic devices and the use of occasionalisms. All these properties make the advertisements eye-catching and memorable.

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