

The Language of The Advertisements In The Newspapers At Present Time



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Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the good useful to them. That's why editors should pay attention to the texts of advertisements. In this article indicates the language of advertisement in the newspapers which published in the republic of Karakalpakstan. There is adduced evidence with some examples.

KEY WORDS: Advertisement, communication, language, newspaper, genre.

One of the most serious features existing in our society the language of advertisement. Advertisement is a communication process, the way of organizing the selling process, economic and social process which provides the connection with the society.

Language has a powerful influence over people and their behaviors. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important¹.

¹ The language of advertising.
<http://www.linguarama.com/ps/marketing->

It is necessary to note that advertisement fulfills some functions on modern society; however it makes demand for language and styles the same.

It plays a vital role for using sentences which literary image and tropes in texts of the advertisements.

It is expressed not only the achievements of a good, but also the serve in order to appeal to buy the good with the help of figurative sense, tropes which is a word or phrase that is substituted metaphorically or symbolically to create an expression of some sort.

As can be seen from the above analysis, it is used any figurative sense, tropes in texts of advertisement. For instance, with the helping of analogy “Our silk material is light as an air”, with meta which referring to the use of replacement or 'hidden' forms instead of what is normally visible or openly accessible, “the world is in your house” or “the world is in your ”, exaggeration or excessive description,

used for dramatic effect, or arising from emotional reactions, rather than for accuracy or scientific reasons is which named in one word hyperbole - “Its opportunities sea and ocean of fantasy”, with metaphor “a great deal of than the stars in the sky”, with periphrases - “who knows save, he our automobiles”, “a good quality and in addition to this dood service”.

Besides this there are the phraseology which creates a new content in advertisement’s text and also proverbs, verses and etc¹.

Above all, using the tropes and not make mistake in advertisement’s text the editor should know the grammatical rules.

Because, it is very necessary for newspaper and the good which is advertised. It should be concise and clear the language of the advertisement.

The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always

themed-english/the-language-of-advertising.htm

¹ Розенталь Д. Язык рекламных текстов. М., 1983. Стр 43.

be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a detergent may say "It gets clothes whiter", but whiter than what?²

At the same time it should be noted to pay a special attention to the language of advertisement is important as a one type of genres of journalism. It has specific character in newspapers, TV and radio.

Aggrey Nzomo presents a number of notions of concepts that are developed by different scientists, and advice take into consideration the follow features:
Graphetic Level (The title: The name of the author, pictures, font size, bold, use of capital letters, color, spacing, numerals, abbreviations, underlining), in addition to this Grammatical level which are contain the Sentence Typology, clause typology, group typology, word typology and also the graph logical level and dimensions (it

includes dialects, province and modality)³.

These issues in summarized form such as firstly, it is used the rules of literary language in the texts of advertisement, secondly the elements of verbal language. It is essential to note that the verbal language is widely used in advertisement.

Every journalism genres which are manifested in newspapers have its style¹. The advertisement play an important role in modern and it includes the advertisement. The language of advertisement is distinguished than other genres with the features conciseness, exactness and emprehensiveness. The language of advertisement has distinctive features. Firstly, it informs about the good, secondly it manifested the importance. There are the sentences which are used constantly in the texts of advertisement such as "be with us", "always be on

² The language of advertising.
<http://www.linguarama.com/ps/marketing-themed-english/the-language-of-advertising.htm>

³ Source: ArticlesGratuits.com - Free Articles, Aggrey Nzomo Moi University Kenya in Linguistics and Foreing languages. 14.02.2009

¹ Солганик Г.Я. Стилистика публицистических жанров МГУ, 1970. Стр. 45.

contact”, “It’s all for you!” and etc. However, to repeat the words always is tedious and decreased the demand for the good.

The information about the good and types of service should be concrete and be attractive to the readers. Every costumer is able to imagine to their eye while listening the advertisement.

In pursuit of a perfected analysis, I drew the following features using of the verbs close the truth in advertisement. These features are very important because of ensuring communication across all target groups. Precisely, it was appeared difficulties in the language of advertisement. It is enhanced readability and comprehension for successful dissemination of information. The following it is not advised to use the terms in texts.

Moreover using the interrogative and exclaimed sentences is used to make the article more authentic. For instance, “How can learn the English at home?”, “Do you want to enjoy?” “How can become rich immediately?”, “How become thin immediately?”

According to the results of the experiment, it is the best way to establish a connection with the costumers in order to achieve the success. To sum up, it is developed in foreign Mass Media, however not in our country.

In conclusion it should be attractive, concise and exact the text of advertisement to the readers.

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