

## LINGUAPRAGMATIC FEATURES OF ADVERTISEMENTS

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### ABSTRACT

*In this article, in addition to the linguistic analysis of linguapragmatic features in advertising texts, information about why advertising texts are actually needed, the characteristics and types of advertising texts is analyzed. An interesting aspect of the advertising text is that it serves not only to stimulate the consumption of the population, but through it it is possible to achieve the transfer of certain social, educational or cultural values.*

**Key words:** *advertising texts, linguapragmatic features, fixed combination, literary, visual and audience, linguistics, coherence, brands.*

### АННОТАЦИЯ

*В данной статье, помимо лингвистического анализа лингвопрагматических особенностей в рекламных текстах, анализируются сведения о том, зачем собственно нужны рекламные тексты, характеристики и виды рекламных текстов. Интересным аспектом рекламного текста является то, что он служит не только для стимулирования потребления населения, но и через него можно добиться передачи определенных социальных, образовательных или культурных ценностей.*

**Ключевые слова:** *рекламные тексты, лингвопрагматические признаки, фиксированное сочетание, художественность, визуально-аудитория, лингвистика, когерентность, бренды.*

### INTRODUCTION

Lingupragmatic features of advertisements are that it is written with the intention of persuading or persuading readers of something. It is a widely used tool in advertising, because it is a type of text aimed at potential customers to buy or use a certain product or service. Each word in the language differs from each other according to its lexical-grammatical characteristics. This feature can also be said about word combinations. Words and phrases are combined in certain ways.

This is a consequence of grammatical abstraction. In this research, we used comparative, contrastive and descriptive analysis methods, translation method and analysis of linguistic and methodological literature, stylistic method of literary translation analysis. For this study, the “Multilingual Dictionary of Translation Terms” manual was used. In creating the article, it was approached from the point of view of these two meanings and analysis. Komissarov V.N., Yakobson R., Salomov G., Panjiyeva N., Fayziyeva A., Dolimov Sh. on the basis of the works of local and foreign scientists, the theoretical considerations of explaining the difficulties of the linguapragmatic characteristics of advertisements were introduced.

### **Main part**

Advertising text uses many linguistic and literary sources, pictures or music. Among the literary sources, we can observe the use of humor, metaphor, rhyme, riddle, typical expressions, hyperbole (that is, exaggeration) and others.

Advertising usually comes with short phrases (or slogans) that are repeated over and over to stick in the minds of readers, viewers, and consumers in general. Through advertising text, something called popular culture can be created. With this type of text, the reader-consumer can usually feel himself recognized, and it is with this identity that the receiver moves (in other words, buys).

The meaning of fixed conjunctions does not come from the words taken separately, but from their sum. Fixed conjunctions based on the image ensure that the text is also stylistically colored. The colorfulness of the original text requires that it be reflected in the translation and that the means of expression are fully preserved.

In order to ensure the expressiveness and colorfulness of the text, the translator must find a variant of stable combinations with adequate images in the translated text.

Just the first thing that comes to mind is the brand Nike. You can't avoid this advertising on billboards, television, radio, magazine or newspaper brands or their advertisements. A brand is not limited to just one place or culture. Brands are now growing all over the world.

As the advertising industry rises to the top and the international presence of brands is felt, the challenges of translation for the advertising industry are also increasing. Advertising written in one language will not work for everyone. For example, a German brand ad cannot be used in the United States. For example, a German brand cannot be advertised in the US because all Americans must be fluent in German to advertise it. Translator when it comes to the picture, the translator of the advertising industry should provide the traditional value of the translation and the same text and content that suits them.

The translator is expected to convey the message in its original meaning, using the correct words. However, advertising translation will not be simple. Some of the challenges faced by translators working in the advertising industry are worth noting, as advertising copy can be enough to make or break a brand's image. Translation of slogans can cause many difficulties. It is difficult to translate a brand's slogan in one language into another language. A translated slogan can have a completely different meaning and does not always convey the original meaning. In such a scenario, the brand cannot sustain itself. A similar wordplay is another tragedy of advertising translation. It is almost impossible to translate repeated words and phrases into another language impossible. Sometimes a native speaker may not be able to understand a phrase.

It can be concluded from researcher S.N. Berdishev's opinion that the advertising text allows the listener to think positively, and also controls the outcome of the shopping activity, and also teaches the science of persuasion to easily overcome the difficulties and questions arising in it (about shopping). Therefore, the text should be able to find a place in the mind of the buyer and help him to get out of the situations that make his tongue dull.

The motto of the Canadian Monarchist League is “Fidelitate Coniuncti”. Translated, it means “Loyalty blinds us.” But when translated literally into Arabic, “Loyalty to blind us!” an inappropriate slogan may appear. Translated ad copy should not offend anyone's feelings and clearly communicate the original. Advertising copy or text should be well understood and relatable by the target audience. If something is funny in one culture, it may be frowned upon in another. The consequences can be banning of the brand or product, and sometimes changing the advertising campaign to suit the target consumer. Always keep sentimental values in mind before taking the plunge.

Transcreation is a method of translation through re-creation, and now that we understand the challenges of translation for the advertising industry, the next step is to find different ways to overcome these obstacles.

Transcreation is the process of translating a text into another language while preserving the intent, tone, style, and context of the text. Transcreation is a proper and appropriate solution to this problem is a method. To determine the success of an advertising company, it is necessary to refer to cultural expressions or sounds. A professional translator must fully understand the culture of the target audience, intelligently, accurately and culturally can create appropriate ad copy.

Translating through re-creation is effectively conveying the source message without resorting to humor, idioms, puns, and puns. Transcription can be useful for translating slogans, puns, and country-specific expressions. This is very useful for avoiding messy cultural and colloquial translations. The logic behind this is to evoke the emotions and effects of the source text from the target text.

When it comes to translation, the close relationship between the verbal and nonverbal components of advertising cannot be overlooked. Verbal elements include branding, billing, tagline, body copy, etc., while nonverbal elements include audio or includes visual parts. They work together to convey the message and together form the creative concept behind the ad. A clear example of these two important components can be seen in the anti-smoking campaign ad shown below, where the visual reference - the shadow of a cigarette in the background - reinforces the popular slogan “Smoking kills”.

Often, the way these elements interact can be more subtle than the example above, but it is always crucial to the success of a campaign. As a result, the strong potential of both the image and the strapline is completely lost. In short, the creative behind the ad the idea is not successfully translated. Translation of advertisements basically, it means focusing on the message rather than the words. A word-for-word approach to advertising translation can be a big mistake.

## **CONCLUSION**

In conclusion, we can agree with the opinion of E.V.Medvedeva, L.V.Minaeva, A.Yu.Morozov, N.A.Khimunina, S.N. Usachyov, who conducted research on the linguistic analysis of advertising texts, that - intercultural from the point of view of communication, the task of linguists is to clarify the linguopragmatic features of advertising texts, which are considered the property of different language cultures in the conditions of global globalization, to have a more complete idea of the potential of the people, the national image of its world, because the advertising message is a large number that can be interpreted only from the point of view of a specific culture is a carrier of symbols. Conveying the same message across all markets is critical. If words are given too much weight, novelty, impact, and ultimately overall impact can be lost.

Effective headlines incorporate a variety of elements, not just metaphors, but expressions, humor, and tone of voice. Often, this is not easily translated into another language, and as a result is something that the reader immediately recognizes as a translation.

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