



Peculiarities of the Sociolinguistic Approach in Advertising Discourse

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ABSTRACT

Language is a very powerful tool in advertising and advertising language is unique in terms of usage. The aim of this paper, among others, is to discuss the essential peculiarities of the sociolinguistic approach in advertising discourse. Advertising language influences the consumer's purchasing attitude. This function of advert has been said to be completely socially useful completely ethical and relatively free from semantic problem (Boulton, 1978:83).

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Recently in science the direction associated with the linguistics of the text, where especially close attention is paid to the discourse, has been actively developing. Categories of discourse are considered from the standpoint of communicative linguistics. Thus, in the communicative approach, the text is the only support for the researcher in communicative and cognitive unity. Cognitive refers to textual activity and text, which at different levels (primary or secondary) are characterized by different types of procedural knowledge (strategies, conventions, rules), covering both forms of textual activity and forms of language [1, p.9]. As A.G. Baranov emphasizes, the other side of cognitiveness is "declarative knowledge", a list of language expressions and knowledge about the world. Textual activity is seen as a chain of abstractions, from the idea and will of the subject of speech to a specific text, where this lower-level abstraction is a cognotype or frame, which includes "invariant mental and linguistic" characteristics of texts that are united by one subject area.

The main features of a cognotype are its belonging to a certain clearly defined subject field, which implies thematic integrity and completeness; a cognotype has a thematic composition and includes language expressions, which correlate in the subconscious of the subject of communication with a particular subject field and field of activity; besides, a cognotype is a mental and linguistic model of declarative meanings, in particular about the world and language, which is supplemented by procedural knowledge, strategies, conventions, rules of higher (modified functional-meaning elementary texts) levels of text-typicality [1, pp. 5-10]. Certainly, such procedural and declarative knowledge must be taken into account in the study of discourse, as the cognotype is modified in a certain way, linguistic expressions in the subconscious of the subject of communication, as well as the mental and linguistic model of declarative meanings is transformed according to those mental-linguistic models possessed by the recipient.

Over the past thirty years, the most common concepts of linguistic communication have received their name as an information transmission model. This model incorporates the well-known features of two-way discourse. Communication is possible only if the listener decodes some message that the speaker encodes; and, as a consequence, it is assumed that communication breaks down if the information decoded differs from that which was originally encoded, so language is a kind of link between the one who speaks and the one who listens, and the ways in which the information is communicated are the communicative conduits of that information. In order to decode the information received, the receiver must be able to consciously reproduce sentences to reflect the structural complex processes of human language, such as structural ambiguity and meaningfulness.

Decoding the meaning of the received information (discourse code) is a crucial aspect of successful linguistic communication, although the communicative process does not end with the processing of structural features and information decoding. These points are important in understanding discourse, because discourse is a complex phenomenon, from the perspective of which any text in different situations. Fundamental, in our view, in the study of discourse is the sociolinguistic approach, as it makes it possible to study the discourse from the positions of the type of discourse, the format text and speech genre as the main characteristics of the text in a communicative situation [4, p. 250].

Since advertising is a socio-cultural phenomenon, the study of advertising discourse from sociolinguistic positions seems quite logical, since the formation of advertising discourse is due to social, psychological, linguistic factors, as well as cultural traditions of society. Advertising is the market instrument which advertisers use to influence the behaviour of consumers at the point of purchase (Sandage, Fruburger and Rotzol, 1997).

Advertising discourse is understood as a complete message with a strictly focused pragmatic orientation, combining the signs of oral speech and written text with a complex of paralinguistic and extralinguistic means.

The center of advertising discourse is the direct or indirect interaction between the status-unequal participants of communication - the advertiser/advertising agency/distributor of advertising and the consumer. The main purpose of advertising is to attract the attention of the potential buyer and induce him/her to purchase the advertised product, to influence the pragmatic sphere of advertising consumers by all means.

The classification of advertising discourse depends on the following factors: *first*, the represented object (advertising of goods, firms, services, etc.); *second*, the sphere of application (commercial, social, political); *third*, the recipient (a mass consumer or a narrow circle of specialists); *fourth*, the medium (print, television, Internet, outdoor, etc.); *fifth*, the way of exposure (figurative, associative, object, emotional, rational, etc.); *sixth*, the means of exposure to the audience (in the form of a "message"); and *sixth*, the means of the media. The sixth is the means of expression (direct, allegorical, "soft", "hard"). Each of these types of advertising discourse has its own peculiarities, although the main conditions for the implementation of an advertising text depend on the fact that the information is *brief, authentic, dynamic, clear, etc.*

Advertising text has its own differences from any other text because the purpose of creating such texts has a specific nature, which is determined by a special interest in the end result:

forming in the recipient a certain level of knowledge about the advertised object; stimulating the decision to purchase goods, services, brands; about voting in elections for this or that candidate; about supporting this or that political party; about supporting those or other social programs; informing or educating (for example, when advertising a medicine, advice to seek a consultation with a doctor).

The functional differences of advertising discourse imply a pragmatically interested appeal to the recipient (appellative-emotional function), informing the recipient (representative function), influencing the potential buyer in order to form a demand for a or service.

In terms of functional stylistics, the definition of the functional and stylistic status of advertising discourse does not have an unambiguous interpretation in modern science. So, for example, I. R. Galperin attributes advertising text to the newspaper style, since the main purpose of an advertising text, as well as of a news text, is to inform the addressee [2, p. 301]. D. E. Rosenthal and N. N. Kokhteva, in their studies of advertising texts of the past, refer these texts to the journalistic style because they are socially oriented and

aimed at the implementation of a policy [71, p. 120]. E. C. Kara-Murza, in turn, comes to the opinion that “the nature of the functioning of advertising in the current time MCM (mass communication media) already allows us to draw conclusions about the established functional and stylistic features of its texts against the background of other stylistic varieties of the language”. [3, p. 65]. Since the advertising text differs from publicistic text by the theme and function, it allows us to single out the advertising style as a separate functional variety of language. In turn, Y. M. Skrebnev believed that style is a characteristic of a sublanguage singled out by the researcher in accordance with the goals of research, and therefore the number of styles can be infinite - from the style of C. Dickens to the style of culinary recipes [8, p. 15].

The advertising message acts as a direct carrier of information, as well as emotionally affects the individual. Advertising appeal has a certain form, for example, visual, symbolic, text, and is transmitted to the recipient through a particular channel of communication.

Recently, special attention in the scientific literature focuses on neurolinguistic programming (Neuro-Linguistic Programming - NLP) as a means of influencing the individual. This applied psychology emerged in the 70's of the last century in the United States (the founders, J. Grinder, R. Benedler and R. Benedler). Grinder and R. Bendler).

The main and most important discovery of NLP is the following: visual images, sounds and sensations constitute the human experience because each individual has his or her own personal way of forming and representation of reality.

Despite the fact that advertising becomes an integral part of society, the mechanisms of advertising discourse distribution are such that they enter the consciousness of the individual regardless of the desire of the recipient, so we believe that from the perspective of the socio-cultural approach to the study of advertising discourse are relevant problems associated with the mentality, cultural and historical experience of the individual, as well as problems associated with socio-economic conditions and the nationally determined value system of the individual.

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