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EFFECTIVENESS OF ADVERTISING LANGUAGE AND SLOGANS

Abstract: Economic development is essential in building a civil society based on a market economy. It requires a competitive environment. Nowadays advertising is becoming increasingly notable in the socio-economic and political relationships between people in various sectors of society. Advertising is used to provide information on competitive products and services and to attract consumers to particular products or services. This article analyzes the approaches of advertising language slogans and effective advertising media sources which are chosen by respondents.

Key words: advertising language, slogan, stylistics, internet, culture.

Language: English

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Introduction

President of Uzbekistan Shavkat Mirziyoyev signed a decree “On Uzbekistan’s Development Strategy” in 2017. The Decree has approved Uzbekistan’s Five-Area Development Strategy for 2017-2021 years. It is important to ensure that new products and technologies are being introduced, thus ensuring the competitiveness of national goods in the local and foreign markets. Developing marketing strategies to protect the local market and active access to foreign market in the context of globalization is one of the most pressing challenges of today. Year by year the development of industry in the Republic and the increase in the demand for various types of services raise the role of the advertising industry. In the beginning, it is important to define advertising itself. The term comes from the Latin word to the advertiser to shout loudly or to notify, which reflects the original function of advertising - information are shouted out or read out in squares and in other places where people gather, advertising always carries information, however, if advertising is always information, information not always an advertisement. In fact, advertising is special information that is distributed in accordance with the law by any legal or natural person, products, including trademarks, service marks and technologies for the purpose of direct or indirect profit[1].

Nowadays people are confronted with thousands of advertising messages on a daily and they are incapable to memorize all of them. They have become more sophisticated, than ever before, it is not easy to convince, marketers have to make advertisements even more capturing the attention and memorable. The main goal of advertising is to persuade consumers in order to assure a number of readers with many advertising messages, copywriters (a writer of advertising or publicity copy; Merriam Webster dictionary.,2019) try to use figurative language, word play, pictures, music to catch the reader’s attention, arise their desire which can help to motivate their action and satisfaction. In the last decades, scholars began to define and analyze linguistic figures which were used in advertising and increased attention to the aspect of advertisement language. Their aim is try to find new kinds of association with elements of advertising language, improve the effect and usage of rhetorical devices in creating advertising slogans. One of the ways of doing so is a good advertising slogan.

REVIEW OF LITERATURE

Advertising slogans are an important part of any advertising campaign and they have notably value from linguistic, sociolinguistic, ethnological, psychological, cultural and in marketing as well. A

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lot of definitions have been found by various scholars about advertising slogans, however there is no uniform definition as comprehensive, adequate and inclusive. According to Oxford Learner’s Dictionary, “a slogan is a word or phrase that is easy to remember, used to attract people’s attention or to suggest an idea quickly an advertising slogan and campaign slogan”. Similarly, We and Kang(2013) noted that slogan is a short phrase used to help form an image, identity and position for an organization[2,p.6]. Leech(1966) maintains that slogan is a short and laconic phrase that used by company for the advertising especially to reinforce their product identity[3,p.49-54]. He also stated that slogans are more powerful than a logo that can be remembered and recited by people. Hamlin describes the advertising slogan are “catchy, declarative phrases that use devices such as metaphors, alliteration or rhymes with simple, vibrant language”. “The Importance of Advertising Slogans”[4]. The slogans should point out at least the most important advantage of the product or respond to the consumer needs that advertised product or service is of the highest quality, or is the most delicious or nutritious

one[5,p.62]. Thus, along with other advertising elements(body text, specification, image, logo, video, music, jingle), an advertising slogan helps to develop a recognizable image for the brand they are representing [6,p.3-6]. To strive effectively, many advertisers try to use different kinds of linguistic and rhetorical devices to catch the reader’s attention and have to make advertisements more capturing the interest of consumer and memorable. Thus, our mind first take visual information such as pictures, colors and then with letters, words and messages used in advertising needs to be short and remembered.

METHODOLOGY OF THE RESEARCH

The data for the research was collected by survey to know the most effective media of advertisement, and find out the most memorable advertising language for consumers and to find more catchy and the most memorable food advertising slogans which are produced in Uzbekistan. The sample size for the research includes 100 respondents. The survey will be useful in attaining the objectives of the research. The collected data studied with using simple statistical techniques as percentages.

Table 1. Information about respondents:

Categories	Number of respondents	Percentages
Students	56	56%
Employee	44	44%
Total:	100	100%

ANALYSIS AND RESULTS

Consumers prefer different type of advertisement media. This bar chart represents the

performance of the advertisement in purchasing the products by the respondents.

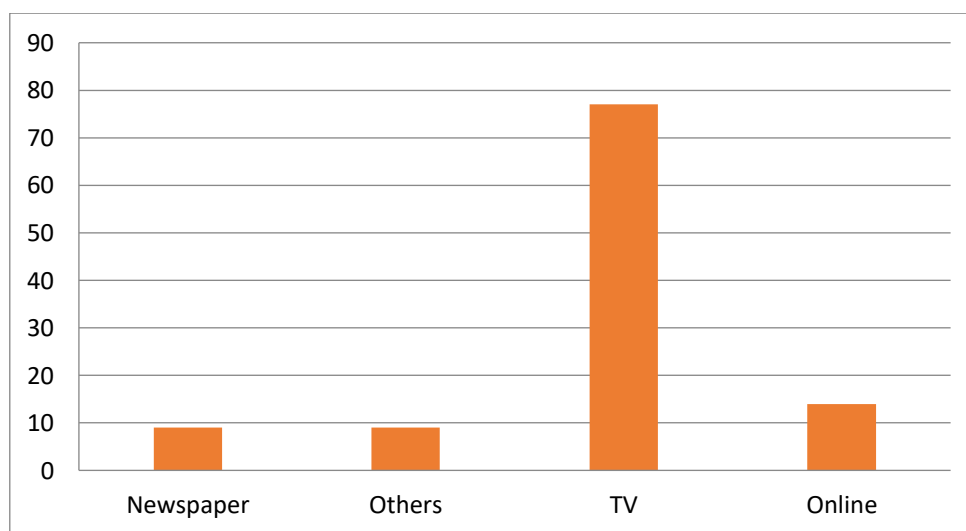


Figure: 1

From the above bar chart, it is obvious that 15% of the respondents prefer online advertising for purchasing products . However, 75% of the

respondents find TV as a convenient type of advertising among the other media types. Moreover, 5% prefer advertising in newspaper, another 5%

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prefer other kinds of advertising and none of the respondents prefer advertising in banners. To conclude for this diagram that majority of the respondents prefer television advertisement.

LANGUAGE OF ADVERTISING

The language of advertisements plays an important role in promoting a range of products and services. Advertising helps to attract the attention of the audience and persuades them to buy the advertised product. From the linguistic point of view, some linguistics have dealt with the analysis of advertising language which used in advertising texts. For example, Leech’s (1966) work on English language advertising, Rees (1982) work on advertising linguistic devices that used in advertising messages such as parallelism, metaphor, metonymy, puns, rhyme, and homophones. Myers (1994) focuses on alliteration, assonance, rhyme, ellipsis and puns. Brierley (2002) shows language games, similes, repetition, paradox, omission and ambiguity. However, The English language used in international advertising has increased immensely over the last decades. Although English is a *lingua franca*, not

everyone is proficient enough to understand English slogans. The concept of ‘English as a lingua franca’, is the type of specific communication context: English being used as a lingua franca, the common language of choice, among speakers who come from different lingua cultural backgrounds.[7] English language as a Lingua Franca, widespread around the world like standard language. For this reason many developed industrialized countries use English language for commercial purposes. According to G.Rahimov; “Standardization is a long-standing historical process, but it is inevitable that verbal rules will be formed and updated. Along with various social and official organizations, literature, press, art, television, radio and electronic media play an important role in shaping the language and communication norms.”[8.,p38,39]. The importance of English language in the media is highly increasing. For example, the majority of Uzbek business companies, buildings, market, places and products are named in English language and they prefer to name in English than other languages. The following survey about preferences of languages in advertising.

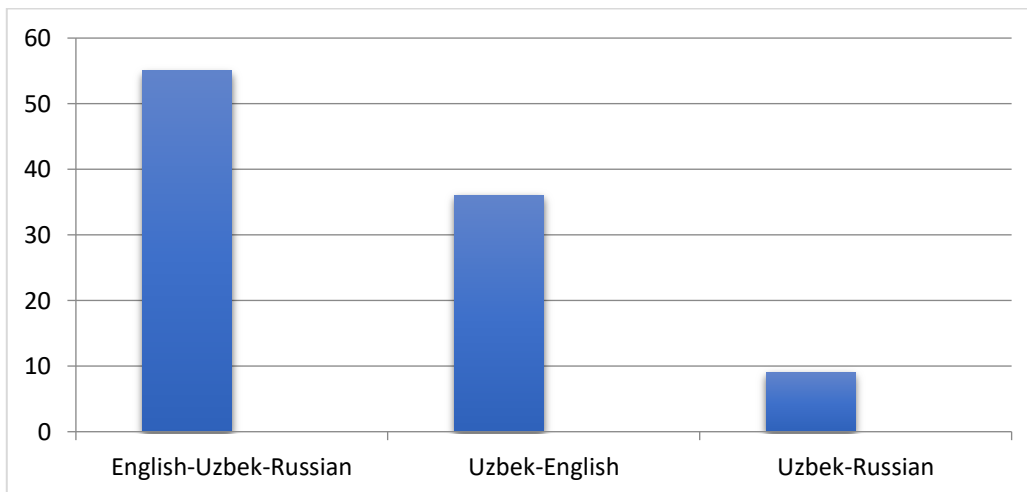


Figure: 2

This bar chart reveals that preferences of languages in advertising. It is obvious that 55% of respondents preferred English-Uzbek-Russian languages in advertising messages, 36% of respondents liked Uzbek-English languages in advertisement, only 9% of respondents thought it would be effective to advertise products only Uzbek-Russian languages. A conclusion can be reached the majority of respondents found potential languages for advertising are English-Uzbek-Russian languages in Uzbekistan.

CONCLUSION

Methodologically, there are some limitations in this research. Firstly, it only includes students and employee, the most were men. Lastly, respondents

were only 100 people from Kashkadarya and this cannot give overall results of our country. Advertising slogans have a great impact on advertising than other types of advertising hints such as music, picture, jingles, its main goal is to sell products. In this way, linguistic features play a very important role in choosing proper devices for creating a new advertising slogans. The language of advertising is persuasive that should try to influence potential customers’ attitudes and ordinary habits. The main rules of advertising language are: an advertisement should be attractive, the text should be memorable, catchy, easy to read as well as well-designed for modern consumer. Advertising language should be clearly described and have the power to make the readers to consume. According to the study,

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shows that the most effective media of advertising is television, nowadays . Online advertising also has advantages that offers increased awareness of brands, market, products which has an easy method to share

information, advanced methods of targeting consumers, with the immediate way and reduced costs.

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