Theoretical view of sociolinguistic characteristics of advertising

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ABSTRACT

Sociolinguistics in advertising discourse examines how language is used in advertising to convey messages, influence consumer behavior, and reflect or reinforce societal norms, values, and identities. This field involves analyzing language choices – such as vocabulary, tone, accent, register, and cultural references – that are strategically employed to appeal to specific social groups or create particular meanings.

In this context, sociolinguistics provides insights into how language operates at the intersection of communication, culture, and society. It reveals how advertisements construct and communicate meanings that resonate with diverse social groups. By understanding how language shapes identity, appeals to emotions, and reinforces cultural norms, advertisers can design more effective and targeted campaigns. At the same time, sociolinguistic analysis uncovers implicit messages and power dynamics within advertising discourse, shedding light on how consumer culture is constructed through language. This article explores theoretical perspectives on the representation of sociolinguistic aspects in advertising discourse.

Reklamaning ijtimoiy lingvistik xususiyatlariga nazariy konarish

ANNOTATSIYA

Reklama diskursidagi sotsiolingvistika tilning reklamada xabarlarni etkazish, iste'molchilarning xatti-harakatlarini shakllantirish va ijtimoiy me'yorlar, qadriyatlar va o'ziga

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appelativ-emotsional funktsiya,
mahsulot,
xizmat,
sosiolingvistik portret,
ijtimoiy tabaqalanish,
stereotip va madaniy boylik.

xosliklarni aks ettirish yoki mustahkamlash uchun qanday ishlatilishini oʻrganadi. Bu soʻz boyligi, ohang, urgʻu, registr va madaniy manbalar kabi til tanlash usullarini muayyan ijtimoiy guruhlarga murojaat qilish yoki maʼlum maʼnolarni yaratish uchun strategik jihatdan qoʻllanilishini tahlil qilishni oʻz ichiga oladi. Shu nuqtai nazardan, sotsiolingvistika tilning muloqot, madaniyat va jamiyat oʻrtasidagi kesishuvda qanday ishlashini oʻrganishga yordam beradi. Ijtimoiy lingvistika tilning reklamada qanday ishlashi haqida qimmatli tushunchalarni taqdim etadi, reklama turli xil ijtimoiy guruhlar bilan rezonanslashadigan maʼnolarni qanday yaratishni va muloqot qilishini ochib beradi. Til shaxsiyatni qanday shakllantirishini, his-tuygʻularni jalb qilishini va madaniy meʼyorlarni kuchaytirishini tushunib, reklama beruvchilar yanada samarali va maqsadli kampaniyalarni yaratishi mumkin. Shu bilan birga, sotsiolingvistik tahlil reklama nutqida yashirin xabarlar va kuch dinamikasini ochishga yordam beradi, isteʼmol madaniyati til orqali qanday tuzilganligini ochib beradi. Ushbu maqolada reklama nutqida sotsiolingvistik jihatlarning ifodalanishiga oid nazariy qarashlar tahlil qilinadi.

Теоретический взгляд на социолингвистические характеристики рекламы

АННОТАЦИЯ

Социолингвистика в рекламном дискурсе изучает, как язык используется в рекламе для передачи сообщений, формирования поведения потребителей, а также отражения или укрепления общественных норм, ценностей и идентичностей. Это включает анализ того, как выбор языковых средств – таких как словарный запас, тон, акцент, регистр и культурные отсылки – стратегически используется для обращения к конкретным социальным группам или создания определенных смыслов.

В данном контексте социолингвистика позволяет исследовать функционирование языка на пересечении коммуникации, культуры и общества. Она предоставляет ценные сведения о том, как язык работает в рекламе, раскрывая механизмы конструирования и передачи смыслов, которые находят отклик у различных социальных групп. Понимание того, как язык формирует идентичность, вызывает эмоциональный отклик и укрепляет культурные нормы, позволяет рекламодателям разрабатывать более эффективные и целенаправленные кампании.

В то же время социолингвистический анализ выявляет скрытые сообщения и властные динамики, заложенные в рекламном дискурсе, демонстрируя, как потребительская культура формируется через язык. В статье рассматриваются теоретические подходы к репрезентации социолингвистических аспектов в рекламном дискурсе.

Ключевые слова:
ценность,
имидж,
апеллятивно-эмоциональная функция,
продукт,
услуга,
социолингвистический портрет,
социальная стратификация,
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INTRODUCTION

In modern sociolinguistics, a special place is given to the issue of interaction and connection between language and culture. These relations are bilateral, and the processes of communication between different cultures are also reflected in lexical adaptations. Undoubtedly, the processes of language acquisition in modern conditions and their development in stylistic and genre types of speech have a general cultural, worldview, and social context. Several scholars who have studied the sociolinguistic aspect of advertising discourse, based on the fact that the sphere of influence of advertising is extremely wide, emphasize that advertising is not only information about goods and services, but also gives the consumer a reaction to their purchase. In addition, it builds a unique ideological code, a system of social, moral, political, and family-symbolic values.

Advertising discourse is usually understood as a holistic message of a strictly oriented pragmatic setting, combining the features of oral speech and written text with a set of paralinguistic and extra-linguistic means. The center of advertising discourse is the direct or indirect interaction of communication participants occupying unequal positions – advertiser/advertising agency/advertiser and consumer. The main goals of advertising are to attract the attention of a potential buyer and induce him to buy the advertised product, that is, to influence in some way the pragmatic sphere of advertising consumers. Advertising often targets specific social groups based on factors like age, gender, ethnicity, class, or lifestyle. Sociolinguistic analysis looks at how language reflects and constructs these identities.

For example: *Gendered language*: Ads may use language that appeals to traditional gender roles or challenge them (e.g., using assertive language for women in empowerment ads).

Youth vs. adult language: Advertisements for products aimed at younger consumers might use informal, colloquial language or slang, while ads for older demographics might employ more formal or traditional language.

Ethnic or regional identity: Advertisers may use local dialects, accents, or cultural references to appeal to a particular ethnic or regional group.

Language and Persuasion. Advertising often aims to persuade consumers to buy products or adopt certain behaviors. Sociolinguistics analyzes the persuasive language techniques used in advertisements, including:

Rhetorical devices: Techniques like metaphor, hyperbole, and alliteration are often used to make the language more memorable or impactful.

Appeals to authority or expertise: Advertisements might use expert opinions, celebrity endorsements, or technical jargon to enhance credibility and persuade audiences.

Positive and negative framing: Language can be used to frame products or actions in either a positive (e.g., "healthy", "sustainable", "luxurious") or negative (e.g., "dangerous", "outdated", "inefficient") light, influencing consumer attitudes.

METHODS AND LITERATURE REVIEW

The advertising text has its own differences from any other text, as the purpose of creating such texts has a specific character, which is determined by the special interest in the final result: formation of a certain level of knowledge about the advertised object in the recipient; stimulation of the decision to purchase goods, services, trademark; voting in elections for this or that candidate; support for this or that political party; support for this

or that social program; informing or educating (for example, in advertising of medicines). The study of mass media texts in general and English-language advertising texts in particular has a long tradition all around the world. Many well-known scholars, such as Shmelev, Kostomarov, Laptev, Teun van Dijk, Allan, Bell, Norman Fairclough, Martin Montgomeri, and Gillian Dyer have studied the functioning of language in the mass media. Various aspects of advertising texts have been studied using the methods of discourse analysis, content analysis, and cognitive linguistics, as well as within the framework of such relatively new fields as critical linguistics and linguacultural studies. Functional differences in advertising discourse imply a pragmatically interested appeal to the recipient (appellative-emotional function), informing/familiarizing the addressee (representative function), and influencing the potential buyer to create demand for a product or service. From the point of view of functional stylistics, the definition of functional-stylistic status of advertising discourse does not have an unambiguous interpretation in modern science.

For example, I.R. Galperin refers to the advertising text as the newspaper style, because the main purpose of the advertising text, as well as the news text, is to inform the addressee [Galperin, 1981, p. 301]. D.E. Rosenthal and N.N. Kokhteva in their studies of advertising texts of the Soviet period, refer these texts to the journalistic style, as they are socially oriented and aimed at the implementation of any policy [Rosenthal, Kokhteva, 1981, p. 120]. E.C. Kara-Murza, in turn, comes to the opinion that "the nature of functioning of advertising in the current Russian SMC (mass communication media) already allows us to conclude the established functional and stylistic features of its texts against the background of other stylistic varieties of the Russian language" [Kara-Murza, 1997, p. 120]. [Kara-Murza, 1997, p. 65]. Since the advertising text differs from the journalistic text in 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 the sublanguage, allocated by the researcher in accordance with the objectives of the study, and therefore the number of styles can be infinite – from the style of C. Dickens to the style of culinary recipes [Skrebnev, 2003, p. 15]. However, despite the different approaches to the question of style status, the main functions, purposes, specificity and social significance of advertising discourse indicates the proximity of advertising to the publicistic functional style of language. Style seems to integrate, unify the means that make up advertising discourse, and at the same time differentiates it, distinguishing it from others. Style acts as a kind of connecting link, as it influences the choice and order of constituent elements, both at the level of linguistic structure and at the level of content.

RESULTS

Along with general concepts denoting spiritual values (such as truth, love, conscience, faith), individual typical events, characters, mythological characters and even specific individuals can act as metaphors. A preconceived idea is always fixed in an image. Due to this, a figurative image, in contrast to a simple artistic image, requires a special interpretation. Although the main conditions for the implementation of an advertising text depend on brevity, reliability, dynamism, clarity of information, etc., each of these types of advertising speech has its own characteristics. An advertising text has its differences from any text, since the purpose of creating such texts is clear, which is determined by a special interest in the final result: the recipient has a certain level of knowledge about the object of advertising; encourages a decision to purchase a product, service, trademark; to vote in

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elections for this or that candidate; support a specific political party; support of certain social programs; provision of information or training (for example, when advertising a medicine, advice to consult a doctor). Functional differences in advertising discourse consist of a pragmatic interested appeal to the recipient (appeal-emotional function), informing/acquaintance with the recipient (representative function), influencing a potential buyer to form demand for a product or service. Advertising discourse actively uses slang, abbreviations and colloquial forms as a method of bringing speech closer to the colloquial type. The creation of sociolinguistic portraits can be considered a very promising direction of sociolinguistic research, since in a person's speech, features characteristic of the language habits of a particular social environment can be accumulated. The use of precedent events in the design of advertising discourse, whether printed or oral, increases the pragmatic potential of advertising, making it more vivid and memorable. The study of the reflection of society's "Gender component and gender stereotypes" is one of the distinctive features of modern advertising discourse.

Indeed, "today, gender studies are concerned with the characteristics of femininity and masculinity as two socio-cultural constructs, ideas about the differences between women and men, and issues about their specific roles in society".

"Factors of the emergence of gender studies in linguistics" as important factors of the emergence of any science were applied to the development of gender linguistics or gender and language studies: 1) the pragmatic factor – the influence of the results of linguistic research on the needs of society; 2) the epistemological factor is considered the general level of "cognition". In linguistics, the anthropocentric paradigm was formed as a result of interest in the human factor, its intellectual and emotional world, and its connection with the outside world. In this sense, an excellent explanation of gender difference and its impact on organic nature in the works of W. Humboldt on the philosophy of language and culture made a great contribution to the development of genderology;

Gender (social or sociocultural gender) is not a linguistic category, but its content can be determined by analyzing the structures of language, which explains the need for linguistic competence to study a cultural representative of the sex. It is important to determine what means are used to determine gender in language, in what semantic areas and in what cases. The study of stereotypes, and the dynamics of their development, reflecting changes in the differentiation of the traditional role of society, is a very relevant area of "gender" research. Thus, according to several researchers, gender stereotypes in language are a special case of culturally and socially conditioned views on the qualities, characteristics and norms of behavior of both sexes and their reflection. One of the most persistent stereotypes is role-playing games. This stereotype is the result of the influence of a gender system of beliefs formed at an early age, that is, knowledge and norms about how men and women should emotionally behave in certain situations. This aspect is also important in modern advertising. Some time ago, linguistic advertising stereotypically contrasted the concepts of "serious and responsible work" and "working woman". However, at present, the advertising image of a woman is changing and has begun to be presented in a slightly different way. In advertising, a woman is now shown as having an independent opinion, full of energy, trying to realize herself as a person with equal professional opportunities. To describe such an image, lexemes are used that reflect the volitional qualities of the individual, including determination, independence, and self-development: "Cheksiz yashang!"; *"O'zingizni seving!"; "Siz yagonasiz!"; "Jang bilan birga*

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bo'ling!"; "Har doim o'zingizga ishoning!"; "Aql va amaliylik sizni tushkunlikka solmaydi"; "Siz nima kerakligini bilasiz" (Translation: "Live endlessly!"; 'Love yourself!'; 'You are the only one!'; 'Stay in the fight!'; 'Always believe in yourself !'; 'Intelligence and practicality will not let you down'; "You know what you need.")

CONCLUSION

For a man, the logic of the temporal development of events is characteristic. The manifestation of this stereotype in the media; however, the conclusions cannot claim to be representative, since the gender of the copywriter, as a rule, remains "behind the scenes". We believe that the existing stereotype about the greater politeness of women's speech does not find confirmation in the analysis of advertising discourse, but in Uzbek advertisements "politeness" is shown as a human-Uzbek quality. In English advertisements, the level of politeness is not a gender level, it is directly related to the level of general culture, equally for both men and women. In our opinion, politeness is not only a property of language units, but also a strategic principle of the speaker's behavior, the choice of language means in accordance with the communicative situation, indicating the communicative competence of the speaker. It is clear that all cultures of the world have certain rules, and behaviors that must be followed to ensure the successful flow of communicative actions and establish certain norms for the participants in the dialogue. Since all people act by their culture, and the expectations of society, their behavior can be called stereotypical speech behavior. Based on the analysis conducted, it can be concluded that the main indicator of the male orientation of an advertising message is the use of a masculine stereotype, attention to masculine characteristics, and the social roles of a man (son, father, husband). Even though advertising is becoming an integral part of society, the mechanisms of dissemination of advertising discourse are such that they enter the consciousness of the individual regardless of the recipient's desire, therefore, we believe that from the standpoint of sociocultural approach to the study of advertising discourse, the problems related to the mentality, cultural and historical experience of the individual, as well as the problems associated with socio-economic conditions and nationally determined system of values of the individual are considered relevant.

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