

The Role Of Advertising In Public Life And The Concept Of Advertising Text

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ABSTRACT. *The article discusses the role of advertising in public life and the concept of advertising text. Currently, there are different approaches to clarifying the term "advertising", on the one hand, such approaches testify to the complexity of the phenomenon, on the other hand, there are different views and opinions on its structure and nature of formation.*

Keywords: *advertising text concept, linguistics, psychology, sociology, journalism, pragmatics, mass media.*

Advertising is widely used in many countries as the most effective means of communication. A few years ago, the topic of advertising was not as relevant as it is now, and for many years its research was also halted. Over time, the field of advertising began to be widely studied, although researchers have tried to study advertising only in the context of economics and marketing. Advertising has become a major topic of research in linguistics, psychology, sociology, journalism, pragmatics and other humanities. From the legal point of view, "advertising is special information about legal entities and individuals or products that is disseminated for the purpose of direct or indirect profit (income)."

Today, advertising plays a huge role in the world of information and culture. According to scientists, "modern man is living under the influence of constant advertising communication, because he is overwhelmed by the flow of advertising messages that encourage him to buy a wide range of colorful products and use a variety of services."

According to A.V.Olyanich, advertising is "information about the quality of products and services, a form of communication that determines the needs and wants of consumers. Advertising also uses a number of specific methods and tools that affect the human mind and have a clear communication strategy, disseminating information about product features and priority services, and using a variety of methods to increase sales and demand for the product. a means of providing extensive information about a product or product.

In order to clarify the phenomenon of advertising, E.V.Romat thinks: "Advertising is an event in which the provision of a service or the promotion of an idea using any form of payment on behalf of a well-known sponsor." A. Deyyan is. "Advertising is a form of wealth-oriented communication that is carried out using the media or other forms of communication to promote an enterprise or brand, to promote a product," he said. A number of other experts consider advertising to be a "form of communication that provides information about the type of product and service that reflects consumer demand and need" (I. Sandy, V. Freiburger, K. Rottsol). "Advertising is a form of direct communication with the general public on a fee basis; (the recipient of the advertisement) serves as a message or a source of information for the dissemination of the advertisement" said D. Cravens, G. Hils, R. Woodruff.

Advertising scholar E.A.Lazareva, taking a linguistic approach to the phenomenon of advertising, agrees with E.Tarasov, views advertising as a text that is uniquely mastered. This idea once again confirms that advertising is multifaceted and has a diverse nature. According to E.A.Lazareva, advertising has several forms and forms, including visual signs (advertisements on television, advertisements in print media, advertisements on billboards, etc.), specific information for listening (advertisements on television and radio), verbal information and other information. In addition, the advertisement reflects the communication-oriented features (behavioral norms, the actions of the protagonists in the commercial).

I. A.Guseynova views advertising not only as a form of market relations, but also as a process of disseminating verbal and non-verbal information using language, images, colors and various other symbols.

According to E.Doludenko, "advertising is aimed at a specific goal in a verbal or non-verbal way, which contains information sent to the recipient, the main purpose of which is to establish a relationship between the advertiser and the recipient. In addition, advertising is an effective form of communication, which is characterized by the economical use of expressive and meaningful means of language, a clear theme, pragmatic, semiotic complexity.

According to L.S.Vinarskaya, "advertising is a key part of the sales process and is the most important component of the dialogue between the advertiser and the recipient."

A.B.Okaeva expressed the following opinion about advertising: "Advertising - is to change the attitude of the advertiser to the product by providing the recipient with accurate information about a product or service."

E.V.Medvedeva considers advertising to be “a special form of public dialogue, an event aimed at a specific goal and not aimed at the same person, with a specific content, expressiveness and a certain impact, through which a message or text is created, disseminated and the population makes a choice”.

A number of studies in the field of advertising involve several controversial approaches. It is a type of communication that is focused and contains certain information that is sent through advertising.

Despite the fact that advertising is recognized in the CIS countries as one of the types of mass media much later than in Europe and America, its role in the development of the economy of our society is of great importance. As an important and necessary component of a market economy, advertising helps a product to enter the market, contributes to its purchasing power, at a time when the issue of selling as many products as possible, rather than producing as many as possible, is a priority, even without competition hard to imagine carrying.

Advertising has come a long way since its inception, and to this day, it has become a multi-faceted and multi-element phenomenon, manifested in a variety of forms and genres. Today, advertising plays a huge role in the world of information and culture. According to scientists, modern man is living under the influence of constant advertising communication, because he is overwhelmed by the flow of advertising messages that encourage him to buy a wide range of colorful products and use a variety of services.

A large number of definitions of advertising in research work by scientists testify to the fact that the science dictionary of advertising is still in the process of its formation, and therefore many theoretical issues are still unresolved. In any case, it is necessary to consider such evidence as legitimate, key concepts, and first of all, the concept of advertising itself is interpreted differently depending on the direction of research. The concept of advertising as a type of communication is reflected in another definition, which lies at the border of philology and psychology: Russian scientist A.V.Ovrutsky commented: is an impersonal appeal” In our opinion, the opinions expressed by scientists and experts on the topic of advertising confirm how complex the topic of advertising is. The reason is that, on the one hand, the conflicting views suggest that the issue can be approached from different perspectives, while on the other hand, it shows that the topic of advertising is constantly evolving and changing.

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