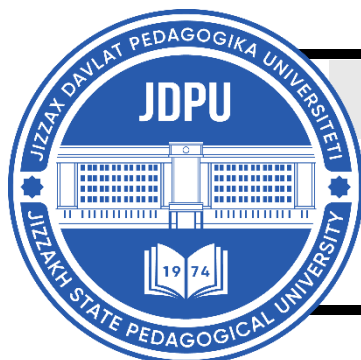


**MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL****MENTAL ENLIGHTENMENT SCIENTIFIC –
METHODOLOGICAL JOURNAL**<http://mentaljournal-jspu.uz/index.php/mesmj/index>**GENRE CHARACTERISTICS OF ADVERTISING TEXTS***Murotov Khamro Bukhorovich**Independent researcher of Tashkent State University of Uzbek Language
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ABOUT ARTICLE

Key words: advertising, advertising texts, linguistic advertising, advertising speech, communicative purpose, journalistic genre, functional linguistics, genre palette.

Abstract: : The article is devoted to the genre characteristics of advertising texts, in which problems related to the essence, scientific significance and a number of genre characteristics of advertising texts are studied and expressed.

Received: 01.05.23

Accepted: 10.05.23

Published: 15.05.23

INTRODUCTION

The advertiser chooses how to conduct advertising information and activities in order to bring the product or service to the attention of a wide range of consumers. In this, of course, it is taken into account that it should have a positive effect on the consumer's mind and remember that product or service for a long time, and at the same time, use it. After all, the effectiveness of advertising depends on the means by which it should be presented so that it reaches the public easily. From this point of view, it is important to combine advertising texts into certain groups.

"A necessary condition for ensuring the effectiveness of the study of advertising speech is to take into account the results of several branches of linguistics (from linguistic stylistics to ethnopsycholinguistics), as well as the results of research on sociology and psychology. Undoubtedly, the selection of relevant scientific data and rules from the point of view of analysis of advertising speech requires reliance on the principles of

integration. It includes the development of methodological foundations of the interaction of these scientific directions in the context of studying the language of advertising. The analysis of the state of affairs in this segment of research on linguistic advertising showed that now much attention is paid to the study of the structure and organization of advertising speech, as well as to the analysis of its typological features."[1]

"In the analysis of the communicative effectiveness of the text, emphasizing the importance of adequately evaluating its functional parameters, one of the important tasks of linguistic advertising is to develop the basis for the typology of advertising and advertising speech. This makes it possible to determine the functional tasks of various advertisements and the most effective ways of their linguistic implementation. Thus, the further development of research devoted to the study of structural and typological features of advertising shows the fundamental importance of the analysis from the scientific reliability and practical point of view."[2]

Based on the text characteristics of advertisements, research scientists emphasize that it is necessary to pay attention to several aspects when classifying them into certain groups.

MATERIALS AND METHODS

"Review of the thematic vectors of advertising communication research and the analysis of the classification of the studied issues made it possible to determine the object of the linguistic advertising science and highlight the important features of the object that constitutes its subject. Linguistic advertising research focuses on a set of important features of the object, including the use, operation and interaction of linguistic units in the field of advertising, which allows defining the subject boundaries of linguistic advertising research. Difficult tasks include clarifying the definition of its subject, determining the important features of the object and their systematic analysis. In addition, the most urgent problems of the field under consideration include determining the basis of classification of research data, optimization of research methodology, and issues that constitute the subject area of the scientific field under consideration."[3]

"Today, the need to systematize research in the field of advertising and develop principles for unifying information from various thematic cycles of advertising research is becoming clear. Factors that can serve as a basis for classifying research in the field of advertising include: the subject of research in each direction; used methods and their generality; belonging to one or another scientific school; stylistic and genre features; the degree of relevance of the publication in terms of solving specific research and practical problems. In addition to these factors, which can be described as objective, subjective factors can also be taken into account, namely: the reliability of the provided information; taking into account the necessary methodological conditions in learning (including compliance with integration and functionality); the correctness of the obtained theoretical conclusions and the practical significance of the results." [4] also help to classify advertising texts.

In world linguistics, advertising texts are interpreted as a specific genre. Because advertising texts do not resemble any literary type and genre. However, as we said above, the advertising company or entrepreneurs can choose any literary genre according to the type of product and the media in which the advertisement is given.

G.O. Vinokur believed that "the diversity of speech genres, in the broadest and most complete scope ... linguistic stylistics should not be neglected." The dynamics of genres in diachrony reflects the level of economic and cultural development of society.

According to the rapidly developing cognitive theory in recent years, genre means "a mental language scheme that helps to control the speech event, retrieve and select a script from memory that allows predicting the development of speech." [5, C-67]

"Advertising communication genres are mainly studied from a text-centered point of view, that is, advertising genres are genres of text types that are secondary speech genres opposed to primary (ordinary) ones in M.M. Bakhtin's concept. Unlike them, "secondary genres are developed in all areas of communication: they are developed, standardized, sometimes standardized." A secondary genre has a "prototype" within the primary genres. "The system of secondary genres is mobile,

changes in it occur under the influence of cultural and political factors. In this regard, the concept of text is relevant for our research." [6, C-68]

In our opinion, it is not correct to single out advertising as an independent style. because it serves different fields of activity and does not have its own language tools. Genre is a selection of linguistic tools specific to a certain functional style. the size of the text depends on the purpose set by the applicant. Advertising texts of various genres include: official work style (summary, announcement, invitation letter), scientific style (review), journalistic style (interview, article, review, essay). advertising is carried out with the availability of the offer. Advertising means "speech effect carried out to arouse positive attitude and interest in the object" [7, C-68]

"Traditionally, many scholars analyze advertising genres through the prism of forms created in journalism. In particular, N.N. Kokhtev singles out text forms such as note, interview, reportage, correspondence, sketch, article, that is, journalistic genres perform the function of advertising at a certain time. Some researchers say that it is illegal to identify the use of notes, interviews, reports and other forms of text with actual advertising activity, because they are taken from another field of activity - journalism.

V. V. Uchenova, S. A. Shomova, T. E. Grinberg, K. V. Konanikhin tried to distinguish and analyze modern advertising genres in their monograph "Advertising: a palette of genres". They distinguish genres according to the symbolic method of conveying messages: print, radio, visual, audiovisual. So, the genres of print advertising are: advertisement, developed advertising appeal, "daily history", expert advice, poster, leaflet. The "meaningful compositional blocks on which genre modifications are built in advertising" are based on the interdependence of the following factors: target orientation of the advertiser; the identity of the recipient of the advertising message; special features of the advertised object".

There are works comparing advertising and journalism. The presence of elements of the same genre in advertising and journalistic texts is possible only if their information, expressive, motivational functions match. "In advertising, a separate genre criterion can undoubtedly be the specificity of the audience, because, unlike

journalism, the advertising message is always aimed at a clearly defined target group." [8, c-69]

"The genesis and evolution of the advertising genre, new genres of print advertising are developing on its basis. It is a complex process that depends on many factors. Orientation to a different audience, its language code, field of activity, interests, attraction of a mass or "single" reader leads to the stratification of the genre. The reason for the emergence of new genres is the multi-functionality of media speech. In this, the information and influence functions take a central place and serve as a distinguishing feature that distinguishes it from other genres. By speech, following V.A. Tarygina, we understand an integral set of texts connected by semantic, content-thematic relations and united by communicative and functional-objective relations. The evolution of the genre of the declaration-document was to change the main function - from providing information to voluntary, increasing varieties (types), from strict standardization and formalization to freedom of design and purposefulness. The presence of the message function and the effect function at different levels in the advertising texts of different genres leads to the harmony and integration of expression and standard." [9, C-70]

"Speech used in advertising, including manipulative methods, is determined by the typological and structural features of advertising as a special functional and stylistic formation based on mass media. One of the directions of discursive-pragmatic interpretation of advertising texts is to determine the specific features of the linguo-creative development of traditional and hybrid genre types. Current trends in distinguishing genre features in advertising texts show the interaction of various compositional and content forms.

The dynamic nature of genre formation in mass media determines the vector for the style of advertising genres." [10, C-95]

Based on currently accepted texts, the main written forms can be classified as "case genres", i.e.: "a set of compositional structures and language signs familiar to members of a certain cultural group, which are of high importance for them and indicate a certain type of text". In this regard, the mastering and processing of genre

forms is a vivid example of the trend of actualizing intertextual relations in modern mass media.

Genre appropriation is both a process and a result of imitation, which can be defined as "creative imitation of a certain author's style (idiostyle, idiolect) or the most successful aspects of his work." From the ideological and aesthetic point of view, the important point is that the obtained object is "a source of creative inspiration beyond simple copying."

RESULTS AND DISCUSSIONS

Three tasks of genre systematization problems related to the analysis of hyperstructural, macro and microsemantic elements of advertising texts can be defined:

- description of mechanisms of interaction between journalism and advertising genres;
- description of actual advertising genres;
- description of genres related to other styles in advertising.

The main part of genre forms is taken from advertising in the field of traditional journalism, which indicates that advertising is actively entering journalism." [11, 95-96]

"Analysis of journalistic genres used to solve commercial, image and other tasks of advertising shows that: "Almost all journalistic genres are used for advertising purposes. It can be an advertising memo, article, interview, correspondence, reports, comments, tips, stories. The technique of text creation is taken from the core of the journalistic genre system - information-analytical genres, and the periphery - artistic and journalistic genres. At the same time, the most informative genres (for example, notes, announcements), followed by analytical genres (detailed review, article) and, finally, artistic and journalistic genres (fiction, essay) are represented the least in advertising." [12, C-96]

"Different genre forms are often used in advertising. The most actively used genre forms of advertising are:

1. journalistic genres (interview, reportage, sketch, review);

2. rhetorical genres (propaganda speech, presentation (demonstration), instruction, opinion, advice);
3. genres of fiction (plays, fairy tales, riddles);
4. Forms that have no analogues among other types of literature (advertisement, replica, unique sales offer, announcement).

Based on the above, advertising modifications of journalistic genres (for example, notes, interviews), modifications of other stylistic genres (artistic, colloquial, business, scientific speech), appropriate modifications of advertising genres (for example, announcements, posters). The first two groups of mentioned genres can be called "external", because they arise as a result of the pragmatic conditional use of genre features of the combination of various functional and stylistic phenomena in advertising. On the other hand, the last group can be identified as "internal" genre borrowings in advertising." [13, C-96]

The development of the Internet and social networks has led to the rapid spread of advertising and announcements. In addition, it is not difficult to notice that advertisements and announcements have acquired a new look on the Internet.

"Similar metamorphoses occur in Internet discourse as a special environment for the existence of advertising genres. According to M.V. Petrushko, "on the World Wide Web, you can find almost all types of advertising messages received in traditional mass media and other channels for advertising distribution." What happens in the process of adapting existing advertising genres to the technological features of the Internet. At the same time, due to the peculiarities of its activity, the Internet has given rise to many new forms of advertising that appear every day, as a result of which we have our own classification. We can talk about the genre system of Internet advertising. According to the author, "All genres of advertising on the Internet can be divided into two categories - adapted classic and original network." [14, C-295]

"Less common genres of online advertising are posters and classifieds. These genres, like their predecessors, have moved from offline advertising to the network and changed, gaining a strong position on various sites. A.A. Tertikhniy classifies the announcement as a type of information record. He writes: "It is difficult to imagine the

press without such operational messages, because it is they who attract the general public to all kinds of events, first of all, what is happening in the cultural life of society." It is difficult to imagine not only the press, but also Internet pages without advertisements. As a rule, such messages are placed on entertainment sites and pages, electronic cash registers and posters, depending on the interests of users. Adequately advertised with information about specific performances, films, concerts." [15, C-297]

"A.A. Tertikhniy considers it expedient to single out the genre of "question-and-answer" as a separate journalistic genre of information. A.D. Krivonosov focuses this form on various PR-texts. In our opinion, Q&A can be considered as a separate genre in online advertising. With targeted and contextual advertising capabilities, an advertiser can typically place such ads to show users who have a specific question and want an answer to it." [16, C-298]

"Texts in the form of an invitation, in our opinion, can be considered a special genre of online advertising. The expediency of using imperative verbs in advertising texts has been emphasized by many linguists. L.V. Podorozhnaya determines that "it is especially useful to use verbs in imperative mood, encouraging constructions in advertising." However, overly aggressive imperative constructions can also lead to rejection. Therefore, they should be used with caution. The use of incentive structures in Internet advertising is such a common method that the texts using it can be divided into a separate advertising genre. Such texts invite the user to access the advertising material, to go to the advertised page." [17, C-298]

Some studies consider social advertising as an independent genre alongside commercial and political advertising. E.V. Yuryeva defines the slogan and considers that it can be considered as a "sub-genre of advertising speech". because it is a one-act statement consisting of one superphrasal unit, which is, as a rule, part of the genre of social advertising." [18, C-84]

The considered rhetorical parameters of social advertising texts "the general specificity of the genre largely depends on purely rhetorical parameters" (the presence of an authoritative or personal addresser, focus on a generalized addressee, the presence

of a target sign, the use of superlative comparison) determines the genre characteristics of social advertising texts.

CONCLUSION

Analysis of social advertising texts taking into account their rhetorical parameters made it possible to distinguish two groups of social advertising genres. genres of forming a normative model of behavior and non-normative, that is, genres of forming a model of behavior not approved for moral reasons." [19, C-87]

It is known that the flow of information does not affect a person. Therefore, it is important that advertisers leave consumers with choice.

In short, advertising texts are recognized as a unique genre in linguistics. Literary and journalistic genres are effectively used in the creation of advertising texts. Advertiser independently chooses which form to use. For this, of course, the effectiveness of advertising is assumed. Language units play an important role in the preparation of advertising texts. After all, presenting the characteristics of the advertised products to the addressee (consumer) in a language and form that is understandable helps to increase the effectiveness of advertising.

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