



GENERAL DESCRIPTION OF ADVERTISING TEXT

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Article history:	Abstract:
Received: 28 th June 2024 Accepted: 26 th July 2024	It is no exaggeration to say that today we cannot imagine our life without advertising. The reason is that the demand for food products of almost all the world's population is increasing day by day. Therefore, in order to increase the demand of consumers for food products, great importance is attached to advertising. Due to the influence of advertising, it is natural for manufacturing organizations to turn to advertising to increase the demand for their products or to demonstrate this product. In this article, in fact, what is advertising, and the theoretical basis of the gastronomic advertising text, are discussed more widely.
Keywords: linguistics, advertising, gastronomy, advertising copy, marketing, food, customer, supply and demand	

INTRODUCTION

Advertising is becoming an integral part of our life day by day. Today, wherever we look, we see advertisements. For example: billboards, pictures on clothes and vehicles, online ads, radio and TV ads, gastronomic ads... This situation reflects the use of effective methods of advertising by organizations and companies that want to sell their services or products. According to Mohammad Shariq, "In today's advanced age, the main goal of advertising creators is not to reach more people, but to reach people's minds and stay there for a long time." The only way to achieve this goal is to pay attention to the advertising language and make effective use of linguistic tools. In his article, Balaji Natkare listed five purposes of advertising: to attract attention, arouse interest, create desire, persuade, and induce purchase. Below you can get information about the definitions of linguistic methods and tools used to achieve these goals and their use in advertising texts. Advertising text is a form of text material aimed at attracting the attention of the target audience and further persuading and stimulating interest. Advertising text is a type of text genre that can be associated with various forms of information presentation, the purpose of which is to convey advertising information about the product to the target audience, which should ultimately benefit the organization. With the help of advertising text, the advertiser (sponsor) addresses the audience of consumers who have a completely different attitude to the advertising text. Based on the above, we can conclude that all definitions are interrelated:

- advertising text has a specific recipient, a specific audience that can be combined according to common characteristics and goals (target audience);

- advertising text is aimed at the interests and values of the target audience; advertising text is aimed at drawing attention to the product in order to sell it later

Advertising text differs from other types of text used in various fields of human activity. Thus, the advertising text should be short, clear, contain a large number of ideas and new thoughts, and be creative in content. Advertising text should not take much time to read, and the text itself should be very interesting and not boring to the reader. Also, with the help of the text, it is possible to form a certain attitude in the reader towards the advertising object. Thus, the advertising object can have both positive and negative characteristics in front of the target audience. Basically, the advertising genre is one of the most unusual and, perhaps, the most complex, because it requires the compiler not only to create beautiful texts that attract the attention of many people, but also to understand its specific features. industry, characteristics of advertised product, event, person, etc. The task of any advertising text is to convert an ordinary reader into a consumer or to prolong the interest of an already formed consumer audience in products known to them. The text is considered as a reflection of reality, and in turn becomes a part of this reality. For example, advertising texts can be based on specific situations imagined by the copywriter (compiler of the text advertisement) in order to prolong the attention or increase the interest of the target audience. So ad copy can sometimes work with fantastical, over-exaggerated situations or real-life situations that can be fond of memories, etc. For example, situations in the "good for memories" cycle are characterized by affecting the emotions of



potential consumers and may look like this: "Lovers do not watch the clock. 0 copies/min. With "Precious number" service. Beeline. (Billboard advertisement)". The first phrase of the advertisement is taken from the comedy of A.S. Griboedov "Woe from the mind". Therefore, using links to other sources in the advertising text is a very effective tool. Such elements of the text, such as a famous statement or part of a famous work, are already familiar to the reader, the target audience. Something that has already formed a certain attitude, often of a positive nature. Thus, referring to another text or partially distorting it, the perception of advertising by the target audience increases and thus makes it more effective. Advertising is related to both material and spiritual values. Material wealth includes everything that is required by a person at the moment. This may include food and certain attributes (expensive watches, cars, yachts) that may emphasize the importance of the person. Spiritual values include promoting cultural objects, museums, galleries, historical sites, natural sites, films, musical groups, etc. An important requirement for advertising texts is maximum information with minimum words. Advertising texts should be reasonable, logical and easy to understand. Thus, to meet the requirements of different authors, it is possible to divide the advertising text into five parts and thereby systematize its structure: text title; subtitle; main text; recommendations; motto. Almost always, the first thing that catches your attention when viewing an ad text is the headline, that is, the text itself. The title may differ from the text in terms of font, color characteristics, and other factors. The title is a kind of formula in which the idea is hidden, something more voluminous and important for the reader. Now there are many articles on the Internet, sometimes of a contradictory nature, so a number of researchers believe that the title plays almost the most important role in the text, and therefore it is necessary to pay maximum attention to its quality. A well-crafted headline cannot have the impact it deserves without effective copy. Of course, if the most important elements of the text are given the same attention as the title, the idea of the great importance of the title can really exist. A poorly structured headline, with twisted and unnecessary elements in its structure, will not be able to interest the target audience, but on the contrary, it can worsen the interest of consumers and damage the advertising campaign. The purpose of the title: to attract the attention of the consumer, to interest him. If a simple headline doesn't evoke anything in a person's heart, then a good headline will

make them read the whole text. It is precisely because of a bad headline that many people do not want to read the text of the ad from the beginning. If the title does not play the biggest role in the effectiveness of the advertising text, then, in any case, it has a great impact on the consumer's interest in reading it. The title is the next structural element, the link between the main text of the advertisement and its title. It is not for nothing that it is also called the second additional title. The subtitle should clearly show the reader what is discussed in the main text, what may be of interest to him.

CONCLUSIONS

In conclusion, it can be said that the advertising text is one of the most important, the most basic, incomparable criteria for the development and prosperity of society. If the advertising text is at the level of demand, that is, it serves to further increase the need of buyers for this product. Without advertising, the seller cannot introduce any of his products to the public. In order to create a quality advertisement, it is necessary to re-edit the advertisement text first. It is necessary to review the errors and shortcomings in the advertising texts, and the quality and all the advantages of the advertised food should be clearly reflected in the advertisement.

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