

CHARACTERISTICS OF MODERN ADVERTISING TEXTS

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Abstract. Some advertising texts really help not to get lost in various goods and services and make the right choice, while others, on the contrary, it is misleading. But what makes an advertising message compelling? Original design solution, color palette and of course the text. Psychology, advertising to create quality advertising text technology, knowledge in the field of marketing, as well as a certain norm and it is required to follow the rules, i.e. the "laws" of our language.

Keywords: advertising, advertising text, linguistic and stylistic features, advertising pragmatic direction of the text, mass communications.

The final decision of the consumer about the need to buy the advertised product depends on how well the advertising text is structured, so special attention should be paid to the linguistic features of the language. From a philological point of view, advertising is a special field of practical activity, its product is oral works - advertising texts. These texts collectively characterized by:

- 1) some features of the content and external design that allow to distinguish it from other (non-advertising) texts;
- 2) certain functional characteristics;
- 3) a certain place they occupy in the set of texts created and being created in a certain language.

The question of the linguistic and stylistic characteristics of the advertising text is closely related to the specific characteristics of the effect of print advertising and its perception by the consumer.

A number of these conditions are related to extralinguistic factors: payment for the space occupied by the advertising text, competition of other information, pragmatic direction of the advertising text. The general saturation of the information field, the high cost of advertising and the time factor of the consumer determines the language specificity of the text [5, 36].

Thus, the concept of "advertising text" includes not only the verbal range, but also the sum of all extralinguistic important components, so their specific set depends on the mass media - the advertising medium. This interpretation of the concept of "advertising text" is reflected in the works of many English-speaking researchers, in particular, in the book "The language of Advertising" by Angela Goddard: "Here the word "text" (advertising) is used in a broad sense, including visual artefacts as well as spoken language".

The concept of multidimensional media text is very important for the study of advertising texts is important, because it allows to get a three-dimensional image of the depicted object, to better understand the performance characteristics of words and images in mass communications.

In addition to multidimensionality, there are many important features of advertising text, excessive repetition and the collective mode of consciousness or corporatism includes.

Advertising text is an example of the most effective use of language tools. The pragmatic aspect of the advertising text is directly in its unique organization (when choosing grammatical and lexical



units, stylistic tools, special syntax, printing in the organization of the material, in the use of elements of different sign systems) manifested will be.

There are two trends in the creation of advertising texts:

- conciseness, brevity of expression;
- expressiveness, information ability.

In addition, "the way in which advertising text is presented is somewhat telegraphic style" [6, 80]

Syntax Simplification - is a simple, infrequent number of sentences increase, a chain of nominative phrases.

In the lexical language, the role of "narrow denotative symbols" is increasing - it is unique and high-frequency lexical symbols with high emotional content are implied.

Grammatical features of advertising language are extremely specific. In advertising language grammar loses basic rules, because the main thing in advertising is semantics and is to achieve an emotional impact.

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