

ADVERTISING DISCOURSE AS A FORM OF FORMAL DISCOURSE

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Abstract

The article presents the views and opinions of linguists on the approach to the concept of discourse in social advertising and its theoretical aspects. It is also suggested that social advertising discourse is an additional type of advertising discourse that combines similar and different features. The distinguishing feature of advertising discourse is the purpose of the recipient of advertising information, the place of advertising, expressiveness and similar features.

Keywords: Social, advertising, discourse, approach, discourse, participation, feature, communication, process, text, theory, sign, purpose, society.

Introduction

Discourse incident as social advertisement on top of scientific research take from going first "discourse" in linguistics what to be understood, discourse the topic what interpretation to be and it like "text", "dialog" and "point". mixed from concepts what with difference to do clarity by entering to take We also need to classify the subject of discourse as other types of discourse in a formal form, and then distinguish between social advertising discourse.

Different theoretical sources of linguistics give different interpretations to the subject of discourse. Some researchers consider the concepts of "text" and "discourse" as synonyms, while others consider the concept of "discourse" as a type of "verbal point of view", since, as is known, any advertising text is distinguished by the fact that it consists of a written point of view.

In particular, A. N. Morokhovsky connects discourse with dialogue, which is considered an oral form of communication, and explains it as "a sequence of interconnected thoughts used by interlocutors." [1] Discourse is considered "a part of a larger (primarily oral) point of view, which includes behavioral features and is considered a phenomenon with its own specific features in linguistics."

According to N.D. Arutyunova, the development of discourse theory is associated with the "approach to the point as a social movement", and discourse is considered to be "a text associated with extralinguistic, pragmatic, psychological and other factors"; here, the text is a grammatical structure that has a sequence; speech is a social situation aimed at a specific goal, interpreted as a language unit that participates in the process of establishing dialogue between speech participants and their mechanisms of perception (thinking process). [2]



V.V. Krasnykh supports the above opinion and interprets discourse as "a type of activity that is understood as a set of processes and results, has its own extralinguistic and linguistic content plan, and develops a verbal point". [3]

Therefore, as a result of the discourse, "a set of texts formed in the process of communication" is created. And the discourse process is a type of verbal activity aimed at cultivating the point "right now and here".

G. Kuka's approach to this issue allows us to unify the concepts of "discourse" and "text" from a semiotic point of view and generalizes them to all aspects of oral and written language: "A text consists of a system of signs, in other words, a text consists of linguistic signs that form the context and content of the text. The information presented in the form of a text must be fully consistent with the discourse, that is, it must be consistent with the text in the chain of semantic relations."

The functional approach to discourse and text contrasts two mutually exclusive concepts. For example, functionality/structure, relevance/virtuality, activity/restlessness, process/product, and at the same time, it distinguishes the product of a structured text. According to I.R. Galperina, "text is considered as a separate part of the process." [4] Among the specialists working in this field, G. Brown and G. Yule consider the "product" of discourse as a social state (act), and thus, written discourse is a social state, "more precisely, it is language in action, and it cannot be interpreted as a simple linguistic form, regardless of the purpose for which it is used and the function it performs among people in society."

Thus, the concept of discourse is used for social purposes and remains a relevant phenomenon for spoken and written language.

According to the formal approach, the concept of discourse and text are distinguished from each other based on the following requirements: written/oral, dialogue/monologue, interactive/in the form of only one author.

In this study, V. I. Based on Karasik's opinion in this regard, we study the discourse as a process, and the text as a product of the point .

Text and discourse are connected by relations that arise only with each other: "Because discourse finds its reflection in the text, and at the same time, the text itself reveals several features of discourse." [5] We also support the view of previous researchers who have emphasized the interactive nature of written communication.

In particular, according to T. van Dijk, "discourse is a complex communicative process, which is a social phenomenon that creates an idea of the participants in the communicative process and the processes of production and reception of information, and the scientist approaches the interactive aspect of discourse not only as oral, but also as written communication." [6]

In modern linguistics, the division of discourse into several types is the cause of much debate. As typological features, pragmatic situations are also taken into account when dividing discourse into several types and classifying them. Based on the position and significance of the participants in the conversation, L. A. Kochetova divides communication into personal and official discourse, depending on a specific person and the specific position occupied by the participant. In this case, the concept of "official discourse" itself remains vague and is explained by the fact that a certain thought is directed at a specific person or participant. (For example, a



conversation between a doctor and a patient, a conversation between a student and a teacher, etc.). [7]

In this research work, we agree with V.I. Karasik, because, in his opinion, formality is of an increasing nature, and the basis of formal discourse is a dialogue established between participants in the dialogue whose positions in society are not commensurate with each other. According to V.I. Karasik, the fact that a person enters into dialogue with a group that does not belong to him requires the establishment of informal dialogue. Thus, social and institutional dialogue occupies the middle place on this scale. The types of discourse (communication) that arise in a given society in an official form are determined by the important features of public organizations that perform a certain function in it. The components of formal dialogue can vary depending on the degree of its formality. V.I. Karasik distinguishes the following types of discourse in modern society: political, legal, military, pedagogical, religious, scientific, etc. [8] Promotion of a social goal in the advertising discourse (text) makes it possible to gain social influence and reach a wide audience. Advertising includes not only specific types of products and services, but it also appears in social situations, breaks down different values and even allows people to think. This feature of advertising makes it possible to use it for social purposes. G. Cook identifies the following components that are of great importance in the formation of advertising text:

- information transmitted using advertising text;
- musical part and image;
- paralinguistic means, i.e. the coloring of the voice, the use of different actions by the speaker and the listener participating in the communication process, conveying information to the recipient through facial expressions and body parts, and also the size and types of fonts used in the advertising text;
- situation (i.e. relations between objects and people used in advertising) and quality of advertising;
- the main advertising text, which comes before or after the advertising text and is relevant to the discussion (discourse) being analyzed;
- intertext, in the opinion of the participants in the communication process, the text is a part of another discourse, it is another text related to the analyzed text and having its influence on the definition of this text;
- participants (distributors and senders of information);
- function (the effect of the advertising text on the recipient; according to T. V. Kainova, the above-mentioned features (such as the sound of the language, intonation, gesture) consist of certain signs, which, in turn, are considered certain signs of the language, and they also perform a persuasive or motivating function.

“Thus, advertising discourse is a set of semiotic elements formed by text and context. In advertising information, the text (language) is subjective and responsive to changes in context, and includes knowledge about the elements present within the text (knowledge about objects in real life), as well as knowledge about the cultural specificity of these elements and the elements involved in the verbal expression of existing or imaginary objects, subjects or



concepts. In short, advertising discourse is a whole complex of certain signs in the language in which an advertisement is created.”

G. Cook cites the following characteristics that are acceptable in most advertisements:

- advertising is distinguished from any other type of discourse (a sentence constructed in a certain grammatical way) by its inherent variability;
- advertising - intended to change the behavior of its recipient;
- advertising is a type of discourse that is far from the center of attention;
- recipients of advertising information do not require its presence;
- advertising is a specific type of discourse existing on the basis of other types of information (magazines, newspapers, television, etc.);
- in advertising, aspects of general and specific types of discourse are mixed together;
- the advertisement will contain various means of disseminating information, including the general image of the city;
- advertising is a component of another discourse (for example, a magazine);
- advertising causes positive, negative, moral and aesthetic considerations;
- the same advertisement can be found in several conflicting forms;
- advertising is distinguished by its unique color, such as the images, music, and language used in it;
- advertising consists of a number of paralinguistic features, and the main attention is paid to these features;
- advertising places great emphasis on the use of metaphorical, abstract, and figurative techniques that are linked together based on incomparable concepts;
- advertising changes all its characteristics and reflects a generally accepted image;
- the advertisement is explained in relation to the discourse in which it takes place;
- advertising has the characteristic of having a certain result in language and demonstrativeness

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