

## LINGUOCULTURAL FEATURES OF ADVERTISEMENTS IN LINGUISTICS

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### Abstract

The given article is devoted linguocultural features of advertisement in linguistics. The main attention is paid to specific characteristics of advertising in languages. Advertising can be seen as an external reflection of culture. Each country speaks to itself through hundreds of thirty-second commercials that offer a look at everyday things that surround a person through the prism of culture.

**Keywords:** language acquisition, linguacultural, advertising, study, stereotypes, cultural values.

### Introduction

The basic function of any language is to serve the human communicative activity. The success of this process very much depends of the skill of the speaker to use his/her language background knowledge. It should be taken into consideration that the importance of the speakers' cultural awareness, the factors that support the communication, the knowledge of the ways the language and culture are interrelated among themselves and how they create a world picture - primarily, by the native language, and secondary, through acquiring a foreign language-are of utmost importance for communication. Culture and language are means of cooperative co-existence and social practice kept in the reminiscence of the humanity that is created by the people during the centuries. Cultural awareness helps people to become more understanding and forbearing of behaviors which are different from their own. The native speaker puts in his language his world outlook and in relation to their people in cross-cultural dialogue the non-native speaker receives that vision and interprets it to the extent of his language acquisition.

Intercultural communication requires an insight into the depth of the vocabulary structure and the variety of usage of it. Advertising text as an object of linguistic research has been studied in the last decade by domestic and foreign researchers in accordance with the principles of the linguoculturological approach.

At the root of the word 'advertisement' is the Latin verb 'advertere', meaning 'to turn towards'. While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them, we wouldn't want to say that everything we pay attention to is an advert. The language of advertising is considered by them as a special linguistic structure that develops according to its own laws, as it pursues non-linguistic goals.

As we live in the 21st century, that is, the age of technology, we cannot imagine a single moment of our life without mass media and technical means. Their unique "weapon" always attracts us. This is advertising anyway. Advertising can be seen as an external reflection of culture. Each country speaks to itself through hundreds of thirty-second commercials that offer



a look at everyday things that surround a person through the prism of culture. Often the differences come down to simple stereotypes. As we know, the main function of advertisements is to convey a message about a good product, but now its meaning is expanding to influence a person psychologically and to instill something in him. For example, in the process of preparing advertisements, a nation necessarily approaches based on its culture. In particular, we feel that the chosen words are inextricably linked with culture and language and that they have some effect on us. It is known that the Uzbek people always put the family first and consider it a sacred place. Such words are seen in advertisements is also available. In addition, there is an opinion that American advertising is unpretentious, English is distinguished by its humor and French is refined and original. Advertising text is a literary form that reflects the values of a specific target audience. This approach allows us to consider the diversity of discourses through the prism of linguistic mentality and national values, studies the national and cultural specific rules for organizing speech communication. The purpose of this study is to study some of the linguocultural aspects that determine English advertising texts.

Advertising, as a field of intensive pragmatic application of textual language, provides important information about the value-oriented system of a modern person, because advertising, on the one hand, adapts to the relevant linguistic and cultural environment, and on the other hand, the environment itself shapes it. The text of the advertisement reflects the national-specific view of the world. Dominant mental attitudes specific to specific cultural and historical conditions are clarified in advertising, which undoubtedly has a negative impact on the worldview of a given society. To a certain extent, the influence of advertising on members of society is related to both the special discursive style system and the wide spread of advertising. Thus, the advertising text is included in the set of lexical units coded on the basis of a certain linguocultural stereotype. When considering the main criterion of advertising success, it is based on the most important linguistic stereotypes, because taking into account these instructions allows predicting the future behavior of the receiver. At the same time, advertising itself forms these stereotypes, introduces new speech formulas and ultimately affects the change of the world language landscape. On the one hand, advertising participates in the formation of a type of personality that corresponds to the ideal of a consumer society, and on the other hand, it controls important moral values of society. Based on the representative analysis of advertising speech, conclusions can be drawn about new trends in the value system emerging in society. The complexity and versatility of the transmission of advertising messages through a foreign language depends on the national and cultural characteristics of the target audience, advertising the conceptual plan of the product or manufacturer's image requires taking into account many national characteristics of the objects involved in the creation of the advertising image.

### Conclusion

Advertisements reflect the culture of a nation to a greater or lesser extent. Advertising as a special linguistic and cultural phenomenon adheres to linguoamental stereotypes, on the basis of which one or another advertising text is created. On the basis of advertising, certain conclusions can be drawn about the characteristics, cultural values, and ethnic characteristics of a particular society.



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