

Classification, Types, Functions of Non-Linguistic Tools used in Advertising Texts

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ABSTRACT

This article defines the most commonly used pragmatic factors in advertising texts, the main purpose of which is to influence users and attract their attention. A classification of non-linguistic means used in advertising texts is also given.

Keywords: Pragmalinguistics, substantial-pragmatic, advertisements, advertising texts, non-linguistic, hidden advertising, Uzbek slang, language aids.

INTRODUCTION

Pragmalinguistics emerged based on an approach to communication systems through the widely popularized method of pragmatic analysis in linguistics. Pragmalinguistics developed as an independent field of linguistics in the 1960s and 1970s. In 1970, an international conference on "Pragmatics of Natural Language" was held in Dordrecht. Professor M. Bar-Hillel, the editor of the collection of lectures presented at the conference, noted that the conference participants unanimously agreed that "pragmatic characteristics of natural language communication, as well as syntactic and semantic features of this communication, should be studied within the framework of a linguistic theory" (Bar-Hillel, Y.1970). Language is realized in speech, but this realization is not just the appearance of linguistic possibilities. At the same time, in this reality, language organizes, harmonizes, and takes on a leading role in shaping all other non-linguistic

elements as a holistic system. In this sense, it is appropriate to interpret the communication system, which represents the speech reality, based on the determining role of linguistic possibility, which is its dominant feature. In global linguistics, there is an increasing trend towards studying aspects of linguistic activity and its manifestations with a focus on the human factor. The volume of research interpreting language in connection with human beings, their minds, thinking, and spiritual and practical activities is also increasing. In linguistics, choosing the communication system as a source of learning and work aimed at evaluating the place of linguistic factors in this system has increased the effectiveness of practical language use. From this perspective, pragmalinguistics has continued to study the role of language in the communication system and the speech realization of linguistic possibility. The study of language as a dichotomy of possibility and reality directly serves applied linguistics.

The substantial-pragmatic approach in Uzbek linguistics is a new empirical direction that studies linguistic possibilities in relation to non-linguistic phenomena such as the speaker, listener, their interaction in the process of communication, and the communicative situation. Traditional pragmalinguistics aims to study the process of communication directly from the point of view of efficiency, whereas substantial pragmatism starts from the treasury of opened possibilities. In this regard, the results of substantial study of the Uzbek language and the research conducted in connection with this play the role of theoretical foundation. In Uzbek linguistics, which has passed its rational stage, pragmatic direction is developing in one form or another: the substantive-syntactic analysis (Mahmudov 1992); pragmaical text analysis (Hakimov 1993:24); pragmatical analysis of communication situation (Safarov 2008). However, the new direction of pragmalinguistics that has emerged in Uzbek linguistics sharply differs from existing directions in terms of research principles, goals, and objectives. This is the Uzbek substantial-pragmatic approach (Mengliyev 2013). This is because "world pragmalinguistics aims to study the process of speech communication directly from the perspective of effectiveness, while Uzbek substantive-pragmatism has defined

the direction of substantive pragmatics, based on the treasure trove of open and described possibilities"(Ibragimov 2019: 34).

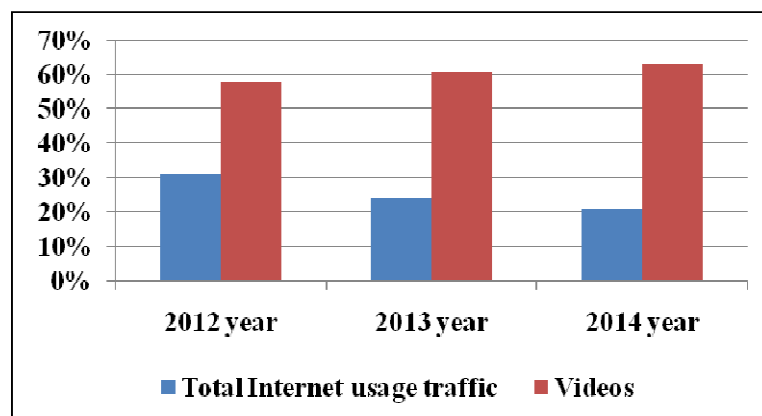
The substantival-pragmatic approach, as a new empirical direction in Uzbek linguistics, studied linguistic possibilities in connection with such non-linguistic phenomena as the speaker, listener, their interaction in the process of communication, and the communicative situation. This approach showed that the practical use of human language possibilities manifests itself in the appearance of a number of non-linguistic factors, such as the personal qualities of the speaker and listener, the purpose of speech, its types, speech strategy and tactics, speech etiquette, culture of communication, worldview, level of knowledge, interests of the speaker or listener. Substantival-pragmatic linguistics is a promising direction, formed on the basis of substantival linguistics, which has proved that by opening up hundreds of concrete realizations and forms of language possibility, it is oriented towards determining which of these forms is more effective and under what conditions.

MATERIALS AND METHODS

Pragmatic factors play a particularly important role in advertising texts, the main goal of which is to influence users and attract their attention. Non-linguistic means used in advertising texts can be classified as follows:

1. Participation of celebrities and attractive people in advertising

Such non-linguistic means are mainly used in TV commercials and online advertising. In recent times, the popularity of video advertising in online advertising has reduced the overall volume of TV commercials, but it remains one of the most popular forms of advertising for advertisers. According to the report of the analytical company "Internet trends 2016", during 2012-2014, when the overall Internet traffic decreased, we can see that the part related to video traffic has significantly increased(<https://www.sostav.ru>):



1-drawing. Internet usage dynamics.

Certainly, the share of internet advertising in the volume of video traffic in the dynamics of internet usage is significant and increases from year to year. For example, the wallpaper advertising for Suzane was popular and successful because it featured a well-known artist. One of the advertisements that ensured the success of advertising with the desired appearance is the advertising of the Galavit medicine. The text of this advertisement consists of only one simple sentence: "Galavit helps when you have flu and colds!"

Indeed, there is a highlighted part in the advertising text, and usually linguists turn to the highlighted parts to emphasize a certain fragment. "The selected parts are used to highlight and exaggerate a fragment in speech, draw the attention of the listener to this fragment. Such fragments are pronounced with special intonation and are considered an important stylistic means" (O'rinboyev 2001:92). But we can say that the success of the above advertising of medicine was ensured by a pleasant rhythm of music and the right choice of performers (using the image of young children). It is clear that the success of commercials prepared for television and the Internet can be ensured by the popularity of performers among the people or their attractive appearance. In this case, the language aids can be minimized. It is for this reason that celebrity advertising requires

manufacturers of goods and service providers to be prepared for high financial costs. This type of non-linguistic means is also very useful for roadside advertising monitors. Since most such monitors do not use audio devices, the activity of language tools is much lower. As a language tool, only written text can participate in such advertising. In such advertisements, images of celebrities using a particular household item prove our point of view.

2. Usage of the images of advertised product

When using this non-language tool, only the advertiser's phone number can be used as the language means. Advertising monitors and banners are the most convenient tools for this type of advertising. This is evidenced by the image of heavy equipment and household goods on roadside banners and monitors. Sometimes the image of the product goes beyond the boundaries of the banner and plays an important role in attracting the attention of users. It is impractical to advertise services with this type of ad. Services are represented by language tools in advertising monitors and banners. At the same time, the creative potential of advertising creators is also important. Therefore, Article 4 of the Law "On Advertising" in the new version includes the following opinion: "Advertising in whole or in part may be subject to copyright and related rights" (<https://lex.uz/uz/docs/-6052631>).

3. The use of rhythmic music that corresponds to the features of the advertised product or service

This non-linguistic tool is used by advertisers in places where visual effects used in ads are considered insufficient. This process (selection of suitable music for advertising) is analyzed by experts and its influence on the choice of users is checked. Scientific research is no secret to anyone that music affects a person's emotions and mood. Therefore, in the process of creating any ad, an attempt is made to turn to music. This type of advertising is suitable for radio, television and online advertising. The music chosen to advertise some products and services has become so successful that you no longer need to use words. Only

visual aids and music are enough to advertise such goods and services. For example, in ads for products such as Nescafe (https://www.youtube.com/watch?v=-K_NQg01_So), Nestle Decoration (<https://www.youtube.com/watch?v=iyJ-5nRAEFg>), music is used as the main pragmatic tool. For example, 30-second video ad of Nestle Decoration there is one single sentence is used, which sounds for 5 seconds only. This is the clear indication of the high importance of music in advertising. The 45-second Nescafe product commercial used only one noun and it was the product name. Of course, visual media also play an important role in the success of advertising the listed products. But music is undoubtedly the main tool that attracts the attention of users in these advertising texts. In most advertisements, music can also be used as an additional tool to convey the purpose of the advertisement. We did not consider it necessary to include in this item, since in such advertising, in addition to language and music, non-linguistic means are actively used. For example, in a medicine advertisement of Romidon (<https://www.youtube.com/watch?v=>) music and background song was the key for success.

4. Audiovisual tools associated with the product and the process of its use

Such non-linguistic means are also important in the promotion of certain goods and services. For example, in an advertisement for carbonated refreshments, the sound effect of the process of opening their containers and the visual effect similar to bubbles in a bottle make the user unwittingly want to consume the beverage. We can observe this using the example of advertising Coca-Cola (<https://www.youtube.com/watch?v=0ok9-I0j8>). This 30-second commercial repeatedly mentions the aforementioned sound effects (the knock of full glasses of drink, the sound of the bottle being opened, etc.) and the visuals (the bottles of drink, evenly arranged in boxes, the satisfied look of the person consuming it) done. Due to the popularity of Coca-Cola in its traditional types of advertising, there is almost no need for language tools. When presenting a new type of product to consumers, language means are of great importance, since it is

necessary to identify the similarities and differences between a new type of product and a traditional product. For example, a sugar-free Coca-Cola ad uses text consisting of multiple sentences (<https://www.youtube.com/watch?v=U0DkJK-fWQ0>).

5. *The role of sound effects and colors used in TV and online advertising*

Ads are known to recommend buying a specific product or using a service. The trust of users is important in this. Advertisers use various methods to convince consumers: a) by portraying positive qualities ("If you buy our product... compared to those who do not buy... you will have positive qualities "); b) expressing negative characteristics ("If you do not buy our product... disappointment awaits you "). Words used in advertising text are also supported by audiovisual means to show the positive or negative aspects of such advertising. It's hard to imagine ads without different sound effects and colors. Even radio commercials use different voices. Of course, two different audiovisual media are selected for the two cases listed above. Bright colors are used to depict the positive sides, and the corresponding colors are used to depict negative features. The sound effects are clearly chosen differently for these two situations. For example, in the famous coffee advertisement, the artist's depressive mood is played up by light music, and the rhythm of the song accelerates after the visit of his friends. This, of course, cannot but affect the choice of consumers. For the modern consumer, it is no secret that the advertising of milk or toothpaste uses substances with the maximum level of whiteness, but not with the natural color of products. Many more similar examples can be cited. It is understood that successful output of advertising texts is provided only when appropriate music, tone and color are used instead.

6. *Logic in the sequence of events*

In this type of advertisement, the sequence of events continues logically, and the user can understand it without words. In such an advertisement, the logical sequence represents the purpose of the advertisement of the product manufacturer and service

provider. Of course, other language and non-language tools can be used in such ads to help reveal the purpose of the ads. For example, the Mercedes-Benz (<https://www.youtube.com/watch?v=U1qRhn1OEn>) ad shows the driver, disturbed by angel of death, sitting on passenger seat (and of course, angel was there to take driver's life), and driver survived only because of extra sensitive breaking system of the car. This 45-second commercial uses only two single-word sentences ("Sorry"). Logic in sequence of events helps the consumer to understand the aim of this commercial.

7. *Hidden advertising*

Although language tools also participate in this type of advertising, they almost never participate in advertising for a product or service. The advertising object is inserted between the advertising text and events in such a way that as a result, the desire of consumers to use this service and purchase the product sharply increases. Of course, the successful release of such advertising depends on the appropriate inclusion of the name or image of the hidden advertising object in the course of events. The main advantage of hidden advertising is that it does not require excessive attention from the consumer. In cities with developed infrastructure and a large population, vibrant advertising that fills the environment sometimes requires attention and can tire consumers and, as a result, make them indifferent. This is contrary to the main purpose of advertising. Hidden advertising is actively used mainly in types of advertising on television and on the Internet. Such ads do not distract users from the process of watching their favorite shows, programs and content. In this respect, it differs from other types of advertising. Hidden advertising has become one of the tools that made online advertising popular. There are several methods of covert advertising of goods and services: a) product placement - drawing attention to the product by using it in a series, film, cartoon (for example, in the famous cartoon, possessing the hero of extreme strength after consuming spinach led to an increase in sales of this product several times). Two-thirds of advertisers use this type of hidden ad, according to a survey conducted by the

famous publication Broadcasting & Cable in 2006 (<https://ru.wikipedia.org/wiki/Продакт-плейсмент>); b) increasing interest in goods and services, making these goods and services a subject of discussion on Internet forums where goods and services are considered useful (in this case, it is necessary to refrain from open advertising of goods and services); d) hidden advertising of goods and services through blogs and bloggers (or famous people) (for example, a blogger dressed in a shirt made at the Sanam factory makes it popular). It should be mentioned here that manufacturers and service companies spend a lot of money on hidden advertising. Products not paid for advertising are used in the media only using tape and post-production (makes the brand name unreadable). In general, thematic advertising is one of the most effective ways to advertise goods and services using non-linguistic means.

8. *Influence on the meaning of the text by changing the font size*
This method is mainly used in advertisements served through advertising monitors and banners. At the same time, making words, letters, punctuation marks and even the size of sentences smaller or larger than others, the hidden goal of advertisers is expressed. In some ways, this method is similar to hidden advertising. But in hidden advertising, the advantages of the product (service) are not openly declared - the hero simply uses it during the demonstration. The difference in the size of texts in advertising text requires the ingenuity and attention of users. For example, Alisher Kadyrov, one of the presidential candidates in the presidential elections in the Republic of Uzbekistan in 2021, used the analyzed method in his election banners. The banner mentions "presidential candidate Alisher Kadyrov." The proposal "Alisher Kadir for the presidency" is formed by the fact that the word "candidate" in the proposals "vote" is given small and faded comparing with the rest of the spelling, and part of the "-ov" at the end of the surname is closed by the image of the candidate. It is no secret that this is the true goal of the party. It is understood that in this way the goal was realized to convey to users the message that "Alisher (Kadyrov) is able to act as president" and thereby attract the attention of voters. Indeed, Article 2 of the

Law "On Advertising" states that "This Law does not apply to: 1) election campaign materials;...", but advertising created in this way is distributed in Uzbek advertising. For example, a banner advertisement for an organization that sells essential things for car care was formed by the phrase "Take care of your second wife" and an image of one of the necessary things for a car. Most viewers who saw this announcement will ignore the quote in the text and re-read the text of the announcement again. In fact, the text used in the advertising banner aims to encourage consumers to make a decision to buy an item that is not their car's main need, but which they know is much cheaper than what is written on the banner. The phrase "Second Wife" used in this advertising text is Uzbek slang and replaces the word "car" in the literary language. Advertisers used this very meaning of farza. However, the Competition Development and Consumer Protection Committee, based on Article 16 of the Advertising Act, which prohibits "the use of forms, phrases and images contrary to national and family traditions, as well as generally accepted standards of morality and morality," obliged the advertiser to remove the following advertising banners (<https://darakchi.uz/index.php/oz/160735>):



In general, we can interpret the impact of the content of advertising text by resizing text and characters as another non-linguistic means. After all, it is indisputable that in the above advertising texts you can understand a completely different meaning only by language means.

9. *Decoration and apparel*

The importance of the meaning of the words used in the text of the advertisement is as significant, as the apparel used in it, the

stage scenery and the image of the place where it is done. For example, in advertisements for milk and dairy products, the presence in the commercial of images of thoroughbred cows walking in green pastures will ensure its success. Or advertising featuring famous athletes undoubtedly uses the most level venues, the form of the team in which this athlete participates. And of course, only models with thick and long hair are casted for shampoo commercials. Sometimes the mentality and customs of the people in which the advertised product is produced, the national clothing of this people, can be used. For example, in tea advertising, using the images of representatives of India, that produces largest volumes of tea in the world, confirms our point of view. Although the product is not national, there are also advertisements reflecting the features of the nation in which the advertisement was created. An example is the use of Uzbek national dishes in Pepsi advertising. It is clear that jewelry and costumes also increase the effectiveness of advertising as a non-linguistic means and play an important role in attracting consumer attention.

RESULT AND DISCUSSION

Non-linguistic tools used in advertising texts can be classified and placed in the table as follows:

| S. No. | Non-linguistic tools used in advertising texts | Function of the tool |
|--------|--|--|
| 1 | Participation of famous and attractive people in commercials | Rapid promotion of goods and services, expansion of consumer audience |
| 2 | Using the image of advertised product | Demonstration of famous goods in advertising of these particular brands |
| 3 | Using rhythmic music that corresponds to the features of advertised products or services | Preparing the consumer for a certain speech situation, bringing the mood corresponding to this situation |

| | | |
|---|--|--|
| 4 | Audiovisual means associated with the product and the process of its use | The maximum approach of consumers to the process of using the product, increasing their desire |
| 5 | Logic in the sequence of events | Proof that the benefits of goods and services can be explained without words |
| 6 | Hidden advertising | Offering goods and services without excitement without attracting excessive attention |
| 7 | Influence on the meaning of the text by changing the volume of text | With the help of a certain text from the meaning that he must express, demonstrate a different opinion |
| 8 | Decoration and apparel | Expression of the identity of a social group, people who often use particular products |

It is understood that non-linguistic tools are important in advertising to provide consumers with additional information about the product. Through them, you can express specific aspects of products and services: the place of production, how they are produced, in what situation you need to use them, who needs to use it, and the price is proportional to the price of which product. Therefore, some advertisements do not use language aids at all, non-language aids can express the benefits of goods and services.

CONCLUSION

Non-linguistic tools in advertising can also be used to create emotional connections with the audience. For example, the use of certain colors, images, and symbols can evoke certain emotions and associations in people's minds. By associating these emotions with the product or service being advertised, advertisers can create a strong connection between the audience and the brand. Additionally, non-linguistic tools can also be used to

create a sense of urgency or scarcity, which can be effective in driving sales. Overall, non-linguistic tools are a powerful tool in the advertiser's arsenal, and when used effectively, can greatly enhance the effectiveness of advertising campaigns.

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