The national-cultural features of the language of modern advertising (Comparative study)

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Abstract: In the contemporary world, advertising is presented to researchers multifaceted phenomenon. A number of field of sciences are engaged in its study: journalism, sociology, psychology, economics, Public Relations(PR), etc. The variety of approaches and methods of studying the phenomenon of advertising proves its versatility and at the same time the complexity of its study. Advertising as a complex socio-cultural phenomenon affecting all spheres of public life has recently increasingly found itself in the center of scientific comprehension. The question of its study is becoming important for a wide range of humanities. The national–cultural and linguistic research of advertising is acquiring significant significance at the present time. At the cultural level the modern advertising makes a great deal on the current business affairs.

Keywords: advertising, globalization, information, language, slogan, television, values, digital strategy, Public Relations (PR).

INTRODUCTION

The main trend in modern society is the development of the services sector. In turn, advertising is its most important component. By its meaning, some scientists equate advertising with art and religion. It is an independent institution firmly entrenched in society. In the 21st century, in the era of globalization, advertising fully reflects the state of culture and progress. It certainly has a huge impact on politics, the media and the economy. Advertising forces people to buy things, advertising sets norms of behavior and even imposes certain life values and attitudes. It is multifaceted and omnipresent. Hardly one area of life defies the influence of advertising. Content analysis was applied to 247 magazine advertisements from United States, Russia, England, France, Uzbekistan to investigate whether the use of advertisement appeals presented in these advertisements mirrored variations in cultures as described by values of society

DISCUSSION

It is worth remembering that the word "advertising" has a foreign language origin and according to the dictionary of foreign words: Advertising

1)   information about goods, various types of services, etc. in order to alert consumers and create demand for these goods, services, etc .;

2)   the dissemination of information about someone, something in order to create popularity;

According to this definition, the word "advertising" is considered from two sides: advertising as a process and advertising as a phenomenon. We found out that the concept of advertising is multidimensional and ambiguous. And in connection with its development, scientists began to study the advertising text and, accordingly, the advertising language. The language of advertising is a verbal means, by which this content is transmitted.

Advertising always contains certain elements, and therefore can be considered from the point of view of philology as a coherent text with a number of linguistic features. Considering the language of advertising texts from the position of communicativeness, advertising is an impersonal, one-sided, verbal-non-verbal form of communication, when the meaning is transmitted through a code through a specific communication channel (television, banners, media, etc.) in a context corresponding to the socio-cultural level of the target audience [1]. The rapid growth of the advertising business is primarily due to the needs of the economy. New forms and types of advertising appear, but the word invariably plays a leading role in it. To characterize the language and style of advertising texts, a variety of materials are used: publications from periodicals, special advertising publications, research, etc., a large number of examples are given, allowing carrying out appropriate theoretical observations and generalizations.

According to the views of American advertising experts, the main functions of advertising in the United States are:

1) accelerating the sale of manufactured goods in existing markets at national and cultural level;

2) expansion of sales markets for manufactured goods;

3) the formation of new sales markets for goods planned to manufacture.

The authors of many works note that depending on the tasksthe advertising text should communicate in a concise language form about the real benefits of the buyer or client. It should indicate the merits of the product or the high quality of service, contain answers to possible questions, recommendations on how to use the product, etc. In an advertising text, it is important to be able to form an advertising image using various lexico-syntactic and visual means.

An advertising image creates specific ideas about the subject and evokes certain feelings that, in the right direction, influence the behavior of the reader or listener. The advertising image is formed taking into account the individual characteristics of the advertised item and general features,inherent in a group of similar subjects [2].

Printed advertising includes such types as balloons, announcements, posters, posters, catalogs, prospectuses, albums, booklets, inserts, memos, flyers, product labels, labels, price tags. The traditional and most common advertising medium is ads.

Advertisements placed in various publications perform the following functions:

➢ sales promotion by appealing to consumers;

➢ operational information of consumers about changes in the field of activity of the object of advertising, the formation of opinions and new needs;

➢ creation of a specific idea about the object of advertising.

A large number of specialists in industry, trade, specialized advertising agencies and media advertising departments are engaged in the preparation of advertising texts. The art of making advertising depends on their qualifications, culture, and exactingness [3].

In order to understand the advertising market in the UK, you need to understand the people there. Given that the UK is actually broken up into several countries, there are some similarities but each country is unique. It's not uncommon to put all of the countries in the UK into one bucket when in fact there are many differences including word meanings, cultural references, humor and culture. For this overview, however, we are going to look at some broader concepts primarily for England and most are applicable for the UK overall. As with all advertising, we strongly suggest getting local support on creative development just to make sure your marketing efforts resonate and are effective.

Some keys to marketing effectively in a market include understanding cultural practices, word meanings, semiotics (the study of symbols and signs and the interpretation of meaning), and the humor of the people groups.

The structure of the advertising text deserves special attention. Text is the most important element of print advertising in addition to text, a printed advertising message may include drawings, photographs, brand names, etc.).The text of the advertising message will be popular with readers only if the structure is optimal. It is generally recommended to divide the text into three parts, each of which performs its own function. The first part is the slogan (slogan, motto of the company), that is, the headline of the advertising message and the first lines of the text, allowing in a concise, witty, possibly humorous, form to inform the consumer about the profile of the company, to devote to its market strategy, maybe to reinforce his first impression [4]. Here the 19 most famous advertisement and public relations companies are presented.

Five by Five is a creative marketing and advertising agency based in Southampton, United Kingdom. Founded in 1979, they have about 70 employees that specialize in product launches. Their services include conventional advertising, digital strategy, branding, content marketing, and traditional PR.

Insil based in Sydney, Australia, Insil is a marketing strategy company. Founded in 2013, their team of three employees provides advertising, digital strategy, and marketing services.

Believe Advertising & PR is an integrated PR, branding, and advertising agency based in Bondi Junction, Australia. The agency, founded in 2002, has a team of less than ten that provides PR, advertising, and event marketing & planning services. Believe Advertising & PR serves midmarket and other-sized companies in the e-commerce and consumer products & services industries.

Emote Digital is a digital agency focused on driving sales and results for their primary clients of small and mid-market businesses in the business services, e-commerce, and consumer products and services industries. Based in Hawthorn, Australia, they have a team of approximately 10 creatives that customizes digital solutions, including website projects, digital advertising, SEO, copywriting, digital design, social media management, and more. Emote digital is a MailChimp Partner Agency, a Facebook Premium Partner, and Australia's only Gold Certified WooCommerce partner. Founded in 2001, they delivered more than 300 digital projects and managed campaigns across more than 70 industries.

Piccolo PR is a full-service PR and communications agency based in Sydney, Australia. Founded in 2013, this company has two employees. Services provided by Piccolo PR include advertising, public relations, and event marketing for small and midmarket businesses.

Alchemy One is a Sydney-based digital marketing agency founded in 2014. Their team of approximately 20 employees mostly serves enterprise-level clients. They specialize in marketing strategy, media planning and buying, digital strategy, and SEO.

MakerStreet (formerly known as Hatchet Agency) is a creative agency with offices in Brisbane and Melbourn, Australia. Founded in 2018, the team of 5 employees primarily provides advertising and branding services. They also have experience with graphic design and social media marketing.

Crowd is a global communications and design agency headquartered in San Francisco with multiple locations in the United States, Toronto, Shenzhen, London, and Dubai. The 30-person team offers comprehensive communication and marketing capabilities, including full-service web design and social media campaigns. Clients of Crowd vary widely in terms of industry and scale, demonstrating the small firm's versatility in providing digital solutions.

The boutique agency **Heard Agency** was founded in 2012 and is based in Redfern, Australia. Its 22 employees offer services in graphic design, advertising, and branding.

BFJ Media is a marketing agency in Spring Hill, Australia. Founded in 2009, they have about 4 employees that serve clients in a variety of sectors. Services include digital strategy, advertising, and social media marketing.

Little crank. is a digital marketing company based in Paddington, Australia. The company, founded in 2019, is a team of less than ten that provides advertising, social media marketing, email marketing, PPC, marketing strategy, and digital strategy services to small businesses.

New limit Clutcher is an advertising firm based in Brisbane, Australia. Founded in 2017, their team of 5 serves clients in the advertising and e-commerce sectors. Services include media planning and digital strategy.

Stavridis Group is a boutique digital marketing agency based in Canberra, Australia. The agency, founded in 1993, is a team of less than ten that provides, among others, web design, digital strategy, and social media marketing services to small and midmarket businesses.

Brandcraft is a Sydney-based branding agency founded in 2015. Serving mostly midmarket clients, a small team of 2–5 specializes in brand strategy and messaging. They handle web, packaging, and logo design, and they also work with paid media.

Co.gency is an advertising agency founded in 2015 with no more than 50 experts. They offer advertising, marketing strategy, and media buying and planning solutions from their office in Naremburn, Australia. They work with clients ranging from startups to large firms.

Located in Loganholme, Australia, **Explanimate** is an animation house that started in 2011. They boast a team of under 10 employees who offer video production services in 2D, 3D, and motion graphics.

Insighten is a marketing and advertising company that was founded in 2017. The business operates out of Barangaroo, Australia with a team of under 10 employees. Key services span market research, marketing strategy, and media planning and buying for small, midmarket, and enterprise-level clients.

Percept Brand Design is a branding, design, and creative agency based in Sydney. The agency, founded in 1997, has a team of less than ten that provides branding, packaging design, web design, advertising, graphic design, and print design services to midmarket and other-sized companies and institutions in various industries.

Mode Games is a production studio founded in 2014. With headquarters in Sydney, their small team of about three experts specialize in mobile app development, custom software development, artificial intelligence, and more.

Based on the purpose of the slogan - attracting the attention of the addressee - it is recommended to maximally provide the ego with emotional saturation. The lexical composition of the slogan is thematically not necessarily "tied" to the subject area of the advertised product.Often a slogan is built on the basis of an associative (often distant from the subject-matter nature of the advertising object) comparison: Live with a smile! (advertising lipstick, toothpaste). Don't let yourself dry up! (advertising drinks). Join in! (advertising the drink "Fanta" - as an invitation to "join the company" of those who drink this drink), etc.

Table 1:

Expression form		
by object of advertising	**by type of target audience**	**by advertising media**
Trading	business oriented	print
corporate	corporate	radio
social	social	a television
political	political	the Internet
	individual consumer oriented	other media

To define the functions of the advertising text, we will define its place among the functional styles.Advertising text, like any text, belongs to one of the functional styles. There are many classifications of functional styles based on the criterion of their scope.In his classification, I.R. Halperin pays more attention to the relationship between linguistic means and stylistic devices:

So, I.R. Halperin distinguishes five styles:
1. Belles-letters style (art style);
2. Publicistic style (journalistic style);

3. Newspaper style (newspaper style);
4. Scientific prose style (scientific style);
5. The style of official documents (officially business style) [5].

Of all the above functional styles, the advertising text can be classified as publicistic, as we have already found out earlier, the very purpose of advertising is not only to notify about a certain product or service, but also to sell it or to have a certain influence on people.

Semantic fields can be grouped in various ways: by industry, by brand name, by positive / negative semantics, etc. In the corpus of our slogans, we can distinguish the following semantic fields:

1. Food
Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.
Polo: The mint with the hole.

2. Activities related to the consumption of food, drinks
Eat Fresh!
Drink positive.

3. Names of brands, companies, goods
Why drive something like a Golf when you can drive a Golf?
Coca-Cola revives and sustains.

4. Positive semantics ()
Strongs is beautiful.
Drink Coca-Cola and enjoy it.

5. Negative semantics
Smoking drains you out.
It's amazing. The colder it gets the less stupid you feel.

6. Movement
Shift the way you move.
Moving forward [5. 19 p.].

Semantic fields can change along with the chosen corpus of slogans.
We also refer to foreign words as prefixes used to amplify:
*If you don't enjoy your money, your accountant will. The **ultra**-luxurious S-Class. Spoil yourself.*
*Brewed for those who go the **extra** mile.*

In English-language advertising, the emphasis is on the quality of the content, in a humorous or humorous way, emphasizing the merits of the advertised product. Yet, in many cases, advertising reflects some distinctive features. So, the English-language advertising text, having a great history behind it, is persistent, straightforward, sometimes intrusive. Advertising copy is often concise due to the flexibility of the English language. While Chinese advertising is aimed primarily at a large audience, English-language advertising emphasizes individual targeting.

Racial inequality? Colgate-Palmolive in 2020 said it was working to review and evolve its Chinese toothpaste brand, Darlie, the latest in a string of brand reassessments amid a U.S. debate on racial inequality. Darlie is a popular Chinese brand owned by Colgate and its joint venture partner, Hawley & Hazel. Its package features a smiling man in a top hat. It used to be called Darkie and featured a man in blackface. Its current Chinese name still translates to "black person toothpaste."

The role played by advertising in economic and cultural life can be successfully fulfilled only if the content of the advertising texts is semantic and their full-fledged language design. An important requirement for advertising texts is a maximum of information with a minimum of words. Highlighted words with increased advertising value, great emotional power, creating a visual advertising image [6].

The value of the advertising text is determined by its perfect linguistic form, which fully reveals the main idea and content of the advertisement. The strength of advertising, its effectiveness largely depends on how clear, precise representation the reader will receive about the appearance and content of the advertised item, i.e. from the formation of the image of the object of advertising. At the same time, it should always be borne in mind that the basis of the advertising text must be reliable information. See the Table 2.

Table 2:

Country pairs	Values with significantly different usage
Uzbekistan-Russia	In-Group Collectivism, Future Orientation, Humane Orientation, Performance Orientation, Power Distance, Gender Egalitarianism,
England-France	Humane Orientation, Uncertainty, Avoidance, Institutional Collectivism, Power Distance, Future Orientation,
US-Canada	Gender Egalitarianism, Performance Orientation, Institutional Collectivism, Uncertainty Avoidance, Power Distance, Future Orientation

RESULTS
Our research allows us to draw the following conclusions:

➢ Advertising is one of the most important media that performs the following functions: informative, motivating, emotive and aesthetic;
➢ The language of an advertisement affects its quality and persuasiveness;
➢ The results of the conducted national-cultural survey showed that advertising is a serious influencing factor;
➢ The language of advertising texts should meet the following criteria: the minimum amount of text should contain the maximum amount of memorable and convincing information, while, of course, one should not forget about ethical, grammatical and other rules and norms;
➢ The language of advertising penetrates into everyday speech, enriching it on the one hand, and impoverishing it on the other. This is especially true of the not always appropriate use of slang and jargon by young people and adolescents. And it depends on you and me what our native language will be.

CONCLUSION

Thus, the national-cultural features of the language of modern advertising is distinguished by great expressiveness, the use of a variety of stylistic and lexical means, the use of knowledge of human psychology. It should be noted that advertising has a huge impact on society: by systematizing the behavior of people as consumers of the goods being sold, advertising creators take into account the peculiarities of people's thinking, their culture and language in which advertising functions. Advertisers wishing to achieve the effectiveness of their campaign must take into account the main social trends, fashion trends, values of modern society. In accordance with this criterion, the corresponding language tools are also used.

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