

PSYCHOLINGUISTIC FEATURES OF ADVERTISING TEXTS

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Abstract

This article examines the relationship between psycholinguistics and advertising, concentrating on the ways that language in commercials uses psychological concepts to sway the behavior of viewers. Through an analysis of the linguistic elements that captivate interest, evoke feelings, and influence viewers, the research seeks to clarify the fundamental workings of persuasive advertising language. This research aims to comprehend the intricate relationship between language, cognition, and behavior by using psycholinguistic frameworks to analyze advertising texts. The results will further knowledge of how language in advertising may be strategically used to accomplish commercial objectives and shape consumer perception.

Keywords: Advertising language, marketing, consumer behavior, persuasion, psycholinguistics, cognitive psychology, and linguistic aspects.

INTRODUCTION

Advertising is the most effective means of swaying consumer behavior in the crowded market of concepts and goods. But how do marketers create messages that grab customers' attention and also have a strong emotional connection, inspiring them to take action? The study of the connection between language and the mind, or psycholinguistics, holds the key to the solution.

This investigation explores the intriguing relationship between language and psychology in the context of advertising. We will look into the ways in which advertisers use language elements purposefully to influence the emotions and thought processes of their target market. We hope to solve the enigmas surrounding advertising's efficacy and comprehend how language influences consumer decisions by analyzing its persuasive power.

Introduction to Psycholinguistic Analysis in Advertising texts.

We are constantly surrounded by advertising messages. From catchy jingles to sleek billboards, these carefully crafted texts aim to capture our attention and influence our choices. But how do these messages work? What makes some advertising so effective, while others fail to resonate? The answer lies in the intersection of language and psychology, a field known as psycholinguistics.

This exploration delves into the hidden language of advertising, examining how advertisers utilize linguistic features to tap into our cognitive processes and emotional responses. We will dissect the persuasive power of words, phrases, and storytelling techniques, uncovering the secrets behind their effectiveness and exploring how they shape consumer behavior. By understanding the psycholinguistic features of advertising, we can gain valuable insights into the art of persuasion and the complex relationship between language, cognition, and consumer choices.

Importance of Psycholinguistic Analysis in Advertising texts.

Imagine walking down a busy street, bombarded by billboards, posters, and digital screens, all vying for your attention. A catchy jingle plays on the radio, and a persuasive voice whispers promises from your phone. This is the world of advertising, a constant barrage of messages designed to influence your thoughts and actions. But what makes some advertising messages stick, while others fade into the background noise? The answer lies within the realm of psycholinguistics, the study of how language interacts with our minds. Advertisers, skilled in the art of persuasion, utilize linguistic features that tap into our cognitive processes and emotional responses. This exploration delves into the subtle ways advertising language manipulates our perception, influencing our choices and shaping our consumer preferences. By examining the psycholinguistic features of advertising texts, we aim to understand how language can be a powerful tool for persuasion and how advertisers leverage it to achieve their marketing goals. The core of each advertising campaign is its advertising words¹. These are the words that draw you in, persuade you of the benefits of a good or service, and eventually inspire you to act.

The following explains why advertising texts work so well:

1. Emphasize Benefits: Don't just highlight features; emphasize what the good or service does for the user. * Make a strong call to action by telling the audience what you would like them to do, such as "Call now," "Visit our website," or "Sign up today."

2. Captivating and Convincing: * Powerful Storytelling: Craft a tale that speaks to the needs and feelings of the audience. * Appealing to Emotions: Make use of language that arouses joy, security, excitement, or desire. * Credibility and Trust: Establish credibility through the use of endorsements, data, and testimonies.

3. Relevant and Targeted: * Understanding Your Audience: Who are you attempting to reach? What are their desires, needs, and areas of

1. John Carlton's "The Art of the Ad"

discomfort? * Choosing the Correct Wording: Adapt your message to the particular audience and how well they comprehend the good or service.

4. Unique and Memorable: * Powerful Visuals: Pictures and videos that amplify and supplement the text. * Catchy Slogans: Short, memorable phrases that make an

impression on the audience. * Humor and Creativity: Use humor or a different technique to make your advertisement stand out. * "Just do it." is an example of an effective advertising text. (Nike): Uncomplicated, enduring, and motivational. "Think different." (Apple) - Places a focus on uniqueness and creativity. "The best part of waking up is Folgers in your cup." (Folgers) - Fosters a sentimental bond with the merchandise. Recall that the purpose of advertising texts is to enlighten, convince, and eventually, inspire action. By grasping the fundamentals of successful advertising, you can create messages that connect with your target market and help you reach your marketing objectives.

Psycholinguistic look into edvertisement world, word usage, alternatives to effective ones.

The following is a summary of important components and frequently effective words:

1. Prioritize benefits over features: * Rather to saying, "Our car has a powerful engine." * Try this: "Experience thrilling acceleration and effortless power with our new car." * Benefits: Don't just highlight the technical aspects of the product or service; also highlight what it *does* for the customer.

2. Employ Strong Emotional Words: * Words that arouse feelings of gratitude, such as "luxurious," "effortless," "unforgettable," "amazing," "happy," "secure," and "confident." * Problem-solving terms: "relief," "solution," "freedom," "prevent," "eliminate," and "reduce."

3. Establish a Sense of Urgency: * Use language that motivates action, such as "Exclusive," "Now," "Today," "Don't miss out," and "Call now." Employ scarcity by using phrases like "limited edition," "selling fast," and "only a few left."

4. Personalize It: * Address the reader personally by using the pronoun "you": "You deserve a vacation that..." * Highlight the connection between the product or service and their needs: "Are you sick of...? Our product is beneficial."

5. Employ Powerful Verbs: * Action verbs: "Enjoy," "Discover," "Experience," "Create," "Transform," "Achieve," "Boost," "Maximize."

6. Take Your Audience Into Account: * Is the language official or informal? * What moral principles do they uphold? * What problems do they have? * In what way do they wish to feel?

7. Steer clear of cliches and overused phrases: * "Best ever," "Number one," "Revolutionary," "State-of-the-art" are examples of phrases that are frequently overused and don't make a statement.

8. Test and Evaluate: * Monitor your advertisements' effectiveness. * Determine which terms and expressions your audience responds to the most. For instance:

Rather than: "Our new smartphone has a high-resolution camera and a powerful processor." Try this: "Use the dazzling, crisp camera on our new smartphone to capture

unforgettable moments. With its lightning-fast processor, enjoy flawless performance and effortless multitasking. Get yours now to open up a world of opportunities." Recall that the most effective advertising language is memorable, convincing, and pertinent to the target market.

Typical words used in advertisements.

This section will examine some often used terminology in advertisements, along with their essential components and terms.

1. Prioritize benefits over features: * Rather to saying, "Our car has a powerful engine." * Try this: "Experience thrilling acceleration and effortless power with our new car." * Benefits: Don't just highlight the technical aspects of the product or service; also highlight what it *does* for the customer.

2. Employ Sensitivity in Your Words: Positive connotations include the following words: "luxurious," "effortless," "unforgettable," "amazing," "happy," "secure," and "confident." * Problem-solving terms: "relief," "solution," "freedom," "prevent," "eliminate," and "reduce."

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8. Test and Evaluate: * Monitor your advertisements' effectiveness. * Find the phrases and words that your audience responds to the most. As an illustration, use this instead of "Our new smartphone has a high-resolution camera and a powerful processor."

Try this: "Use the dazzling, crisp camera on our new smartphone to capture unforgettable moments. With its lightning-fast processor, enjoy flawless performance and effortless multitasking.

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Methods for Acquiring Terminology Related to Advertising

1. Examine Your Resources: * Books of Advertising: See publications like David Ogilvy's "Ogilvy on Advertising," Al Ries and Jack Trout's "Positioning: The Battle for Your Mind," William Bernbach's "The Advertising Concept Book," or John Carlton's "The Art of the Ad". Online courses are available on platforms such as Coursera, Udemy, and edX. These courses include advertising and marketing terms. * Advertising Blogs: Keep up with blogs such as The Drum, MarketingProfs, and AdWeek. They often feature articles that define words used in the sector. * Industry Publications: Flip through publications such as Adweek, Campaign, and Advertising Age.

2. Methods of Active Learning: * Glossary Creation: Create your own list of phrases used in advertising. Give your own definition of them along with some instances. * Flashcards: Make cards that have definitions on one side and terms on the other. Make use of them to test yourself.

When examining advertisements, coming up with your own campaigns, or conversing with others about advertising, make use of your language expertise. Recall that acquiring knowledge of advertising jargon is an ongoing endeavor. To become a more knowledgeable advertising expert, maintain your curiosity, investigate many sources, and put your information into practice!

Courses and Resources

Online There are lots of online courses and resources available to help you learn more medical terminology. Websites like [website name] provide in-depth instructions, tests, and interactive activities. Online courses with certification possibilities and structured learning programs are offered by [course name]. Making use of these tools can enhance your own studying endeavors and offer a more engaging educational encounter¹.

CONCLUSION

In summary, the psycholinguistic qualities of advertisement language are critical in drawing in customers, evoking strong feelings, and swaying their decisions to buy. Through comprehending the ways language is employed in advertisements to elicit specific feelings, establish connections, and influence people, marketers can craft more impactful and successful campaigns that connect with their intended audience. The efficacy of advertising techniques can also be increased by taking into account elements like linguistic patterns, cultural quirks, and cognitive processing. All things considered, the study of psycholinguistic elements in advertising language offers insightful information about customer behavior and can assist marketers in creating communication tactics that are more effective.

1. Angela Goddard , "The language of advertisement", page 74.

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