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UDK

YULDASHEV SHERZOD ZAIRJANOVICH

**PRAGMATIC ANALYSIS OF ADVERTISEMENTS IN PUBLICISTIC
STYLE**

5A120102 Linguistics (the English language)

DISSERTATION

for academic Master's degree

The work has been discussed
and recommended for defense,
The Head of the Lexicology Department
PhD., docent. Matyoqubov J.I

Scientific advisor:
PhD., docent. Saidova M.S

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Introduction

To highlight that a complex system for learning and teaching of foreign languages focused on upbringing of comprehensively developed, educated and intellectual young generation of people, and further integration of the republic with the global community has been established within the frames of the Law on Education and the National Programme for Personnel Training.

Over the period of Independence, we have had over 51.7 thousand of teachers of the foreign languages trained, multimedia textbooks in the English, German and French languages for pupils of 5-9th forms of general secondary schools and electronic resource materials for teaching English at primary schools designed, and over 5 thousand language laboratories at general secondary schools, vocational colleges and academic lyceums - equipped.

However the review of the current foreign languages teaching system proves that educational standards, curricula and textbooks do not fully meet the up-to-date requirements in terms of application of the advanced information and media technologies. Teaching is being conducted using traditional methodologies. Both consistent learning of the foreign languages at all levels of the education system and teachers' professional upgrading and equipping them with modern educational literature require further enhancement.

In view of entire enhancement of the system of teaching youths the foreign languages and training of specialists able to communicate in foreign languages fluently, by introducing progressive teaching methods using modern teaching and information-communication technologies thus enabling them to access the achievements of the world civilization and globally available information resources, ensuring international collaboration and communication.¹

¹ Постановление Президента Республики Узбекистан И.А.Каримова № ПП-1875 “О мерах по дальнейшему совершенствованию системы изучения иностранных языков” (Газета «Народное слово», 11.12.2012 г., № 240 (5630))

With the rocketing development of technology and commercial economy, the design and types of advertisement vary greatly. In the meantime, the social role that advertisements play attracts more and more attentive eyes in the society. It is clearly seen that advertisement makers exert great effort in the use of language, which becomes more and more delicate, attractive, and offers much for thought.

Advertising language, considered as having interactional function, does not merely inform the customers about what is sold, but also to attract the customer's attention so that an act of purchasing will expectedly follow from the language expression. Thus, it is evident that the advertisers attempt to establish a good social relationship with the customers. Therefore, the charming specialty and exquisite form of advertising language contribute considerably to the selling of products.

The study and analysis of advertising language, as well, becomes a new item for language learners. The following will mainly focus on the analysis of advertising language from the pragmatic aspect, especially Grice cooperative principle. The pragmatic implicature in advertisement use still has many good and typical examples. Through the analysis in the light of the cooperative principle, it is better to understand the advertising language and help develop the design of new and more exquisite advertisements. In the meantime, it can be seen that the implicature of most advertisements can be controlled and give consumers enough space to deduct the deep and non-conventional implications from the literal semantic meanings.

The topicality of the research is conditioned by the followings: After the decree "1875" of the president of Uzbekistan in our country an attention to the learning and teaching English has rapidly grown up. Nowadays all we know that English language is rapidly spreading all over the world. However, all the learners of English come across with such kind of problems like to understand and decode advertising text in the newspapers and magazines. The actualities of learning the language of advertising through pragmatics are very high and reasonable.

The degree of investigation. The pragmatic analysis of advertisements in publicistic style has not been researched deeply. At present many scholars investigate pragmatic aspect of language units in text linguistics. The pragmatic analysis of advertising language was analyzed by Grice, Angela Goddard, Kolshansky and others. In our opinion there are a lot of issues related to pragmatic analysis of language units which have not been sufficiently researched so far. Having analyzed different points of view of linguists on the theory on pragmatics we would like to state that at present modern world depends a lot on advertising. Without advertising, producers of the services and distributors would be unable to sell, buyers would not know about products or services.

The aim of the research is the study of pragmatic analysis of advertisements in publicistic style based on the advertisements which have taken from English and Uzbek newspapers and magazines.

Thus, for reaching the main purpose of our research we have obtained the certain **tasks**:

- To study different viewpoints of linguists on pragmatics and the etymological aspect of the advertisements
- To classify the advertisements in publicistic style
- To define the features and components of the advertisements
- To define pragmatic functions of SDs in advertising slogan
- To study pragmatic properties of idioms and features of pun in the advertising language

Object of investigation of our study is: selected texts of commercial advertising from US, British and Uzbek newspapers and magazines, aimed at promoting the products and services of major companies and other less known companies.

Subject of research: is the study of the language of advertising through comprehensive pragmatic analysis of the advertising texts from magazines and

newspapers, communicative-pragmatic language units' features and functions as like: urging, persuading, informing about a new product or service.

The hypothesis of the research. The investigation of pragmatic analysis of advertisements in publicistic style will surely may help many readers of the advertisements to understand and decode the advertising text material and present information about their semantic, pragmatic, stylistics, grammatical, lexical and cognitive features, cultural and historical background, which can be used in pragmatic linguistics, text linguistics and enriching the pragmatic knowledge of the readers.

The methodological ground of the research work consists of theoretical issues of scientists and linguists in the sphere of pragmatics, semantics, stylistics, lexicology, linguoculture aspect, etymological aspect of the advertisements, etc. We have used their theory, concept, articles and thesis dealing with the theme of our investigation.

The following **methods of inquiry** were used in our research:

- descriptive method (to describe main points of the pragmatic functions in the advertising language),
- content analysis (to analyze the whole content of the advertising text),
- componential analysis (to take component: stylistic device out of the advertising text or slogan and analyze it),

The degree of novelty of the research: The problems of pragmatics haven't been researched deeply in the aspect of advertisement in publicistic style which based on magazines and newspapers. Applying a content analysis, pragmatic analysis, analysis of rhetorical figures of the British, US and Uzbek advertisements (based on newspapers and magazines) are the novelty of our dissertation research.

The material of the research work was based on theories and principles of linguists in the sphere of pragmatic linguistics, a number of online dictionaries, original advertising texts and slogans. Used materials of the investigation which were analyzed, were printed in more than 200 interesting text advertisements

contained in the journals, newspapers and magazines as like: Cosmopolitan, Arguments and Facts, New York Times, Los Angeles Times, UK times, GQ and also presented in the Internet magazines as like Bloomberg Businesses week and so on. Aims and tasks resulted in the use of such methods of investigation as pragmatic analysis, content analysis, and analysis of rhetorical figures.

Theoretical value is the theoretical significance of the work lies in the further refinement of currently available representations about the specifics of the advertising text, on the variability of linguistic phenomena such as small-format text, semantics and pragmatics of texts, also the possibility of further use of the theoretical conclusions of both elements of the basis for research in the field of text linguistics, theory of speech influence, discourse theory, cognitive linguistics and semiotics pragmalinguistics.

Practical value of the research (dissertation paper) is the possibility to use its results in the course of lectures on text linguistics, pragmatic linguistics, stylistics, semiotics of the text, communication theory, discourse theory, the theory of speech acts and sociolinguistics, as well as in the practice of teaching of applied disciplines and marketing such as advertising and public relations.

The publication of the results of the dissertation. The results of the research work were published in the following issues:

- 1) scientific article “**The efficiency of pragmatic implicature in the language of tourism advertising**” in the IV scientific conference, collection of articles/thesis “Zamonaviy tilshunoslik, adabiyotshunoslik, tarjimashunoslik va xorijiy tillarni o’qitishning muammolari”. – Tashkent: UsWLU, 2015. – P. 54-56
- 2) scientific article “**Pragmatic analysis of English advertisements in publicistic style**” in the V scientific conference, collection of articles/thesis “Zamonaviy tilshunoslik, adabiyotshunoslik, tarjimashunoslik va xorijiy tillarni o’qitishning muammolari”. – Tashkent: UsWLU, 2016, – P. 444-446

The structure of the dissertation is consists of introduction, three chapters, conclusion and the list of used literature.

Chapter One. Historical background of pragmatics

1.1 Different viewpoints of linguists on pragmatics

Advertising, as a special form of communication, is a dynamic process. Understanding advertising language is a process of decoding and needs context. Thus, the pragmatic approach might be the ideal approach to the analysis of advertising. The study is undertaken from the pragmatic perspective, which not only help to enrich the understanding of fuzziness but also help to promote the studies of advertising language and make the previous studies about advertising more practical. It also reveals that pragmatics does set a solid theoretical foundation for advertising studies.

As a special form of communication, the commercial advertisements are actually a kind of persuasive speech act, aiming to persuade the potential consumers to accept and buy the advertised products or services. In order to achieve this purpose, advertisers frequently employ some strategies in the advertising language. One of the effective ways to achieve this aim is by applying the Politeness Principle.

In everyday life, we have to communicate with each other to reach a variety of communicative goals. Grice's theory of Conversational Implicature is a useful guideline conducting people's behavior in conversation, but sometimes it also fails to explain some linguistic phenomena. According to Leech, there is a politeness principle with the Cooperative Principle and the conversational maxims.² He points out that the Cooperative Principle is insufficient in explaining "the relation between sense and force" in that it cannot explain "why people are often so indirect in conveying what they mean; and what is the relation between sense and force when non-declarative types of sentence are being considered". As a result, he proposes the Politeness Principle as rescuing the Cooperative Principle "in the sense that politeness can satisfactorily explain exceptions to and apparent deviations from the CP". The Politeness Principle runs as follows: "Minimize

²Leech, 1966.G.H. English in Advertising. A Linguistic study of advertising in Great Britain London: Longman, XIV, pp: 210.

(other things being equal) the expression of impolite beliefs; maximize (other things being equal) the expression of polite beliefs”. Therefore, the Cooperative Principle and the Politeness Principle complement each other and stand next to each other. Fuzzy expressions are commonly regarded as a politeness strategy. Politeness is the most acknowledged motivation of using fuzzy expressions in advertising English. The Politeness Principle may serve as the systematic basis for a pragmatic analysis of fuzziness.

Leech points out that politeness concerns a relationship between two participants whom he calls “self” and “other”, and politeness is a strategy of conflict avoidance calculated on the basis of “cost” and “benefit”. It helps to explain why people tend to use fuzzy language to show their intentions indirectly. According to Leech, people usually observe the following six maxims in their communication:³

A. Tact Maxim (in impositives and commissives)

(a) Minimize cost to other.

(b) Maximize benefit to other.

B. Generosity Maxim (in impositives and commissives)

(a) Minimize benefit to self.

(b) Maximize cost to self.

C. Approbation Maxim (in expressives and assertives)

(a) Minimize dispraise of other.

(b) Maximize praise of other.

D. Modesty Maxim (in expressive and assertives)

(a) Minimize praise of self.

(b) Maximize dispraise of self.

E. Agreement Maxim (in assertives)

(a) Minimize disagreement between self and other.

³Leech, 1966.G.H. English in Advertising. A Linguistic study of advertising in Great Britain London: Longman, XIV, pp: 215.

(b) Maximize agreement between self and other.

F. Sympathy Maxim (in assertive)

(a) Minimize antipathy between self and other.

(b) Maximize sympathy between self and other.

It is of great importance to the advertiser that he should not impose his opinion on his target audience, for if the audience feels the advertisement to be too rude, he or she is likely to respond unhappily to the message, or simply forgets about it very soon. Therefore, the copywriter will face a problem: on the one hand, his advertisement should persuade people to buy the product; on the other hand, he must not show this in so many words so that they should make offence. He has to follow the maxim of Politeness Principle rather than by using more prudent, direct ways of communication. Politeness is a universal communicative rule that works in all kinds of social contacts. Politeness is an essential part of human culture and a crucial criterion of human's social communication. As a rule of social activity, people must observe this criterion of social communication. Further more, we find advertisers use fuzzy language in their advertisements in that they observe Politeness Principle.

In Politeness Principle, each maxim is accompanied by a sub-maxim, which is of less importance, and not all the maxims are equally important. For instance, tact influences what we say more powerfully than does generosity while approbation is more important than modesty. Speakers may adhere to more than one maxim of politeness at the same time and often one maxim is on the forefront of the utterance, with a second maxim being invoked by implication. The copywriters' purpose is to influence the consumers and persuade them to buy their products or services, copywriters need to show their concern for consumers' benefits (Tact Maxim) and difficulties (Sympathy Maxim), exaggerate their own loss (Generosity Maxim), praise consumers to attract attention (Approbation Maxim), minimize the praise of self (Modesty Maxim), and achieve agreement with consumers (Agreement Maxim). Fuzzy language may be a good way because they have no

definite boundaries and can be understood favorably when appropriately used. For example:

- (1) *Go the Green and Gold!! Over \$15 million worth of prizes could be won!* (McDonald)
- (2) *Clearance sale up to 40% off.* (The Sports Authority)
- (3) *With America's best warranty, we see a very long life in your future.* (Hyundai)
- (4) *Just like you, we care about how your kids feel.* (Johnson & Johnson Skincare)
- (5) *Just slightly ahead of our times.* (Panasonic)
- (6) *My son is homophobic, but I hope it's just a phase.* (an advertisement for Terrence Higgin Trust).

The above examples conform to Politeness Maxims. The first example maximizes benefits of consumers by indicating a possibility of getting “over \$15 million worth of prizes”. Consumers might understand the “over \$15 million” as a prize they could win immediately. In fact it is the total sum of the many prizes that the company would offer and one prize may not exceed a hundred dollars. But in order to catch readers' attention, the advertiser puts the number in a prominent position and leaves out an explanation, so that the advertiser makes it a typical example of how the advertiser makes good use of fuzziness to achieve the observation of Tact Maxim.

Generosity Maxim tells advertisers to maximize their cost as what they do in example (2). It seems that the advertiser sacrifices a lot because the claim goes like “up to 40% off”. Actually, the fuzzy expression “up to” is really a deception here because readers may only pay attention to the “40% off” and ignore the “up to”, which still includes discounts under 40%. It is the case that advertisers put the largest discount in their advertisement to exaggerate their loss. By doing this, advertisers can make consumers believe a large saving on their part and thus attract them to buy their products.

Example 3 is an observation of Approbation Maxim. By saying that “a very long life in your future”, the advertiser implies that the consumers who buy the

product can have a very long life. Consumers will not be able to resist the temptation and buy Hyundai: they want to live longer. And that can be achieved with Hyundai automobile as the copywriter suggests. Why not buy a Hyundai that can make us live longer?

The fourth example observes Agreement Maxim. It is necessary and reasonable for the advertiser, a manufacturer of baby skincare goods, to get common knowledge and achieve agreement with parents by claiming “Just like you, we care about how your kids feel.” Their enthusiastic concern for how babies feel greatly meets parents’ care and will naturally realize the final function: buy the products.

The fifth example conforms to Modesty Maxim. Modesty maxim tells advertisers to minimize the praise of self. By saying “just slightly...” the advertiser aims to make consumers assume that this advertiser is so modest, and is not like others who always boast their products. As is common sense, electronic products are connected with hi-technology, and so many companies compete fiercely in this field. Although the advertiser says that “just slightly ahead of...”, the following words imply that it is a great invention! Obviously his product is more advanced than the others’. In fact the advertiser still praises himself. Showing sympathy to the consumers in trouble is another important strategy of advertisers.

In example 6 sympathy is shown by admitting “my son is homophobic”. If the reader’s son is also homophobic, the gap between the advertiser and the reader is bridged. Consumers may have the same feelings and experiences, and advertiser show more understanding and care. But it doesn’t end here, a consolation is given along with the sympathy: It’s just a phase, which implies that it only lasts a short period and will end soon. Moved by such compassion and comfort, consumers may immediately let his or her son or daughter accept the treatment. So the advertiser’s aim is achieved by observing Sympathy Maxim.

1.2 Relevance Theory of pragmatics

Relevance theory may be seen as an attempt to work out in detail one of Grice's central claims: that an essential feature of most human communication is the expression and recognition of intentions.⁴ In elaborating this claim, Grice laid the foundations for an inferential model of communication, an alternative to the classical code model. According to the code model, a communicator encodes her intended message into a signal, which is decoded by the audience using an identical copy of the code. According to the inferential model, a communicator provides evidence of her intention to convey a certain meaning, which is inferred by the audience on the basis of the evidence provided. An utterance is, of course, a linguistically coded piece of evidence, so that verbal comprehension involves an element of decoding. However, the decoded linguistic meaning is just one of the inputs to a non-demonstrative inference process which yields an interpretation of the speaker's meaning.

The goal of inferential pragmatics is to explain how the hearer infers the speaker's meaning on the basis of the evidence provided. The relevance-theoretic account is based on another of Grice's central claims: that utterances automatically create expectations which guide the hearer toward the speaker's meaning.

Grice described these expectations in terms of a Cooperative Principle and maxims of Quality (truthfulness), Quantity (informativeness), Relation (relevance), and Manner (clarity), which speakers are expected to observe. We share Grice's intuition that utterances raise expectations of relevance, but question several other aspects of his account, including the need for a Cooperative Principle and maxims, the focus on pragmatic contributions to implicit (as opposed to explicit) content, the role of maxim violation in utterance interpretation, and the treatment of figurative utterances. The central claim of relevance theory is that the expectations of relevance raised by an utterance are precise and predictable enough to guide the

⁴Grice 1989 *The handbook of Pragmatics: Essays 1-7, 14, 18; Retrospective Epilogue*

hearer toward the speaker's meaning. The aim is to explain in cognitively realistic terms what these expectations amount to, and how they might contribute to an empirically plausible account of comprehension. The theory has developed in several stages. A detailed version was published in *Relevance: Communication and Cognition*. Here, we will outline the main assumptions of the current version of the theory and discuss some of its implications.⁵

What sort of things may be relevant? Intuitively, relevance is a potential property not only of utterances and other observable phenomena, but of thoughts, memories, and conclusions of inferences. According to relevance theory, any external stimulus or internal representation which provides an input to cognitive processes may be relevant to an individual at some time. Utterances raise expectations of relevance not because speakers are expected to obey a Cooperative Principle and maxims or some other communicative convention, but because the search for relevance is a basic feature of human cognition, which communicators may exploit. In this section, we will introduce the basic notion of relevance and the Cognitive Principle of Relevance, which lay the foundation for the relevance-theoretic approach.

When is an input relevant? Intuitively, an input (a sight, a sound, an utterance, a memory) is relevant to an individual when it connects with background information he has available to yield conclusions that matter to him: say, by answering a question he had in mind, improving his knowledge on a certain topic, settling a doubt, confirming a suspicion, or correcting a mistaken impression. According to relevance theory, an input is relevant to an individual when its processing in a context of available assumptions yields a positive cognitive effect. A positive cognitive effect is a worthwhile difference to the individual's representation of the world: a true conclusion, for example. False conclusions are not worth having; they are cognitive effects, but not positive ones.

⁵*Relevance: Communication and Cognition* (Sperber and Wilson 1986a, 1987a, b)

The most important type of cognitive effect is a contextual implication, a conclusion deducible from input and context together, but from neither input nor context alone. For example, on seeing my train arriving, I might look at my watch, access my knowledge of the train timetable, and derive the contextual implication that my train is late (which may itself achieve relevance by combining with further contextual assumptions to yield further implications). Other types of cognitive effect include the strengthening, revision, or abandonment of available assumptions. For example, the sight of my train arriving late might confirm my impression that the service is deteriorating, or make me alter my plans to do some shopping on the way to work. According to relevance theory, an input is relevant to an individual when, and only when, its processing yields such positive cognitive effects.

Relevance is not just an all-or-none matter but a matter of degree. There are potentially relevant inputs all around us, but we cannot attend to them all. What makes an input worth picking out from the mass of competing stimuli is not just that it is relevant, but that it is MORE relevant than any alternative input available to us at that time. Intuitively, other things being equal, the more worthwhile conclusions achieved by processing an input, the more relevant it will be. According to relevance theory, other things being equal, the greater the positive cognitive effects achieved by processing an input, the greater its relevance will be. Thus, the sight of my train arriving one minute late may make little worthwhile difference to my representation of the world, while the sight of it arriving half an hour late may lead to a radical reorganization of my day, and the relevance of the two inputs will vary accordingly. What makes an input worth attending to is not just the cognitive effects it achieves. In different circumstances, the same stimulus may be more or less salient, the same contextual assumptions more or less accessible, and the same cognitive effects easier or harder to derive. Intuitively, the greater the effort of perception, memory, and inference required, the less rewarding the input will be to process, and hence the less deserving of attention. According to relevance theory, other things being equal, the greater the processing effort

required, the less relevant the input will be. Thus, relevance may be assessed in terms of cognitive effects and processing effort:

Relevance of an input to an individual

a. Other things being equal, the greater the positive cognitive effects achieved by processing an input, the greater the relevance of the input to the individual at that time.

b. Other things being equal, the greater the processing effort expended, the lower the relevance of the input to the individual at that time. Here is a brief and artificial illustration of how the relevance of alternative inputs might be compared. *Mary, who dislikes most meat and is allergic to chicken, rings her host to find out what is on the menu. He could truly tell her any of three things:*

(2) We are serving meat.

(3) We are serving chicken.

(4) Either we are serving chicken or $(72 - 3)$ is not 46.

According to the characterization in (1), all three utterances would be relevant to Mary, but (3) would be more relevant than either (2) or (4). It would be more relevant than (2) for reasons of cognitive effect: (3) entails (2), and therefore yields all the conclusions derivable from (2), and more besides. It would be more relevant than (4) for reasons of processing effort: although (3) and (4) are logically equivalent, and therefore yield exactly the same cognitive effects, these effects are easier to derive from (3) than from (4), which requires an additional effort of parsing and inference (in order to work out that the second disjunct is false and the first is therefore true). More generally, when similar amounts of effort are required, the effect factor is decisive, and when similar amounts of effect are achievable, the effort factor is decisive.

This characterization of relevance is comparative rather than quantitative: it allows clear comparisons in some cases, but not in all. While quantitative notions of relevance might be interesting from a formal point of view, the comparative

notion provides a better starting point for constructing a psychologically plausible theory. In the first place, only some aspects of effect and effort (e.g. processing time, number of contextual implications) are likely to be measurable in absolute numerical terms, while others (e.g. strength of implications, level of attention) are not. In the second place, even when absolute measures exist (for weight or distance, for example), we generally have access to more intuitive methods of assessment which are comparative rather than quantitative, and which are in some sense more basic. It therefore seems preferable to treat effort and effect (and relevance, which is a function of effort and effect) as **non-representational** dimensions of mental processes: they exist and play a role in cognition whether or not they are mentally represented; and when they are mentally represented, it is in the form of intuitive comparative judgments rather than absolute numerical ones.

Within this framework, aiming to maximize the relevance of the inputs one processes is simply a matter of making the most efficient use of the available processing resources. No doubt this is something we would all want to do, given a choice. Relevance theory claims that humans do have an automatic tendency to maximize relevance, not because we have a choice in the matter – we rarely do – but because of the way our cognitive systems have evolved. As a result of constant selection pressures toward increasing efficiency, the human cognitive system has developed in such a way that our perceptual mechanisms tend automatically to pick out potentially relevant stimuli, our memory retrieval mechanisms tend automatically to activate potentially relevant assumptions, and our inferential mechanisms tend spontaneously to process them in the most productive way.

Relevance theory was put forward by Dan Sperber and Deirdre Wilson in *Relevance: Communication and Cognition* in 1986 and the second edition in 1995. Sperber and Wilson developed relevance theory, maintaining that communication is a process involving intension and inference and the human communication is governed by the principle of relevance: every act of ostensive communication communicates a presumption of its own optimal relevance. Relevance theory provides us with an ideal tool for analyzing advertising which is geared to the

target audience. They claim that the principles governing inferential communication have their source in some basic facts about human cognition that humans typically pay attention to the most relevant phenomena available, construct the most relevant possible representations of these phenomena, and process these representations in a context that maximizes their relevance. Sperber and Wilson argue that all Gricean maxims, including the Cooperative Principle should be a single principle of relevance, which is defined as: “Every act of ostensive communication communicates the presumption of its optimal relevance”.⁶

The audience receives the encoded message and decodes it to arrive at the meaning the speaker/author intended. This can be visualized as follows:

Speaker's thought/intention ⇒ encoded ⇒ transmitted ⇒ decoded ⇒ intention/thought understood.

This is usually referred to as the code model or the conduit metaphor of communication. Human communication however, is almost never this simple. Context almost always plays a part in communication as do other factors such as the author's intentions, the relationship between the sender and receiver and so forth.⁷

The second way of conceiving how thoughts are communicated is by the author/speaker only conveying as much information as is needed in any given context, so that the audience can recover their intended meaning from what was said/written as well as from the context and implications. In this conceptual model, the author takes into account the context of the communication and the mutual cognitive environment between the author and the audience. (That is what the author/speaker thinks that audience already knows). They then say just enough to communicate what they intend - relying on the audience to fill in the details that they did not explicitly communicate.

⁶*Relevance: Communication and Cognition* (Sperber and Wilson 1986a, 1987a, b)

⁷https://en.wikipedia.org/wiki/Relevance_theory

Sperber and Wilson's theory begins with some watershed assumptions that are typical of pragmatic theories. Namely, it argues that all utterances are encountered in some context and that utterances convey a number of implicatures. In addition, they posit the notion of *manifestness*, which is when something is grasped either consciously or unconsciously by a person.

They further note that it will be manifest to people who are engaged in inferential communication that each other have the notion of relevance in their minds. This will cause each person engaged in the interaction to arrive at the *presumption of relevance*, which is the notion that (a) *implicit messages are relevant enough to be worth bothering to process, and (b) the speaker will be as economical as they possibly can be in communicating it.*

The core of the theory is the "communicative principle of relevance", which states that by the act of making an utterance the speaker is conveying that what they have said is worth listening to, i.e. it will provide "cognitive effects" worthy of the processing effort required to find the meaning. In this way, every ostensive act of communication (that is the lexical "clues" that are explicitly conveyed when we speak/write) will look something like this:

1. The speaker purposefully gives a clue to the hearer, ("intensifies"), as to what she wishes to communicate - that is a clue to her intention.
2. The hearer infers the intention from the clue and the context-mediated information. The hearer must interpret the clue, taking into account the context, and surmise what the speaker intended to communicate.⁸

For Sperber and Wilson, relevance is conceived as relative or subjective, as it depends upon the state of knowledge of a hearer when they encounter an utterance. However, they are quick to note that their theory does not attempt to exhaustively define the concept of "relevance" in everyday use, but tries to show an interesting

⁸*Relevance: Communication and Cognition* (Sperber and Wilson 1986a, 1987a, b)

and important part of human communication, in particular ostensive-inferential communication.

According to Relevance Theory, communication is an ostensive-inferential process. Context, the key factor in communication, is not fixed, undergoes a dynamic change. And every act of communication is a process of searching optimal relevance. In the process of advertising communication, the advertisers employ many strategies that function as the ostensive stimuli. On the one hand, catch the consumers' attention. On the other hand, guide the audience to proceed towards optimal relevance. While the audience's task is to acquire optimal relevance through the stimuli and contextual assumptions. So as an advertiser, he does not only make the audience pay processing effort but also guarantee them certain contextual effects. Otherwise the advertisement will fail to arrive at its propagating and promoting goals.

The essence of Relevance Theory --- "Every act of ostensive communication communicates the presumption of its own optimal relevance." shows that communication is not simply a matter of encoding and decoding, but involves inference. Yet inference has only to do with the hearer. From the communicator's side, communication is viewed as an act of making clear one's intention to express something, which is called ostensive act. Thus, "ostensive-inferential" is a complete characterization of communication. In the communicative act of advertising, we first need to pay attention to the production of advertising messages by advertisers, then examine the subsequent readings/understandings that the audience place upon such messages. As communicators, advertisers encode an intended meaning into an advertising message, they must make manifest what they want to express; while the audience are expected to infer/interpret the message in accordance with the intended or preferred meaning. Thus, advertising is a typical ostensive-inferential process. An example is illustrated here:

(7) *It is the taste.* (an advertisement for Nescafe)

The meaning of this sentence is infinite. As audience, we could give several intentional meanings under different situations. For instance, we can imagine a situation like that a little girl hurried home after school, and took the biscuit to eat. Her mother asked why not have lunch at school. The daughter responded: "It is the taste." Obviously, the "taste" she implied is bad. That is the reason why she didn't eat at school. But it is the slogan that makes the Nescafe wide-spread all over the world and brings Nestle Company considerable profit. Why can the same sentence make such different effects? Let's employ the concepts of the dynamic context and ostension-inferential communication of Relevance Theory to explain the phenomenon. From the point of view of consumers, we all know this sentence is the slogan of an ad, and all the advertisers are aimed to publicize his product. The advertiser's purpose is to inform the audience the superior quality of his product and then persuade or influence the target audience to purchase the product. On the basis of these assumptions, the audience become aware of the fact that the advertiser is speaking highly of, not criticizing or depreciating his product, and want the audience to share the advantages of the product. With less processing effort, the audience achieve the real contextual effect the advertiser purposed to constrict. The communication processes successfully. That is the contribution of the optimal relevance. Till now this slogan has been as famous as Nescafe all over the world. It has become a classical example in advertising. To fully understand them requires the great processing efforts from the audience.

Relevance theory appears to be an ideal tool to interpret advertising communication between an advertiser and his audience. Moreover, it sheds light on the fact that the advertising is a form of communication and fuzziness is a useful tool to convey a great deal more than is actually said.

1.3 The etymological aspect of the study of the advertisement

Archaeologists have found evidence of advertising dating back to the 3000s BC, among the Babylonians. One of the first known methods of advertising was the outdoor display, usually an eye-catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town. In medieval times word-of-mouth praise of products gave rise to a simple but effective form of advertising, the use of so called town crier. The criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares. Later they become familiar figures on the streets of colonial American settlement. The town criers were forerunners of the modern announcer who delivers radio and television commercials.⁹

Although graphic forms of advertising appeared early in history, printed made little headway until the invention of the movable-type printing press by German printer Johannes Gutenberg about 1450. This invention made the mass distribution of posters and circulars possible. The first advertisement in English appeared in 1472 in the form of a handbill announcing a prayer book for sale. Two hundred years later, the first newspaper advertisement published offering a reward for the return of 12 stolen horses. In the American colonies, the *Boston News-Letter*, the regularly published newspaper in America, began carrying advertisements in 1704, and about 25 years Benjamin Franklin made advertisements more readable by using large headlines.

In the United States, the advertising profession began in Philadelphia, Pennsylvania, in 1841 when Volney B. Palmer set up a shop as an advertising agent, the forerunner of the advertising agency. Agents contracted with newspapers for large amounts of advertising space at discount rates and resold the space to

⁹Bill Bernbach : A History of Advertising That Changed the History of Advertising, april 12, 1987

advertisers at a higher rate. The advertisements themselves were created by the advertisers. In 1869, Francis Ayer bought out Palmer and N. W. Ayer & Son, an agency that still exists today. Ayer transformed the standard agent practice by billing advertisers exactly what he paid to publishers plus an agreed upon commission. Soon Ayer was not only selling space but was also conducting market and writing the advertising copy. Advertising agencies initially focused on print. But the introduction of radio created a new opportunity and by the end of the 1920s, advertising had established itself in radio to such an extent that advertisers were producing many of their own programs. The early 1930s ushered in dozens of radio dramatic series that were known as soap operas because they were sponsored by soap companies.¹⁰

Television had been introduced in 1940, but because of the high cost of TV sets the lack of programming, it was not immediately embraced. As the American economy soared in the 1950s, so did the sale of TV sets the advertising that paid for the popular new shows. Soon TV far surpassed radio as an advertising medium.

It is important to trace the inception of the Internet before we discuss its implications on the future of advertising. This new media was essentially created for purposes. The idea of the Internet was proposed by Dr. J. C. R. Licklider of MIT, in 1962, who headed a Project called Defense Advanced Research Project Agency (DARPA). Due to defense reasons, he saw great merit in «the global network» of computers. He, however, could not completely developed his idea, and thus it was continued by his successor Law Roberts. Dr Roberts in the late sixties finally managed to develop his plan for ARPANET by connecting a computer in Massachusetts with a computer in California through a dial up telephone line. This development demonstrated the feasibility of wide area networking. Due to development, in 1969, four Universities UCLA, Stanford Research Institute, UCSB, and the University of Utah connected their main

¹⁰Bill Bernbach : A History of Advertising That Changed the History of Advertising, april 12, 1987

computers and shared data from one location and thus began the Internet. Up until the 70s the Internet was popular merely in the government and the academic circle, but in the mid 70s with the introduction of the new TCP/IP protocol the Internet became a viable platform to communicate for the average person.

As the Internet gained popularity with the average person, marketers began to explore if this medium was lucrative to advertise on. They realized that this medium gave them more than what the previous mediums could offer. The Internet provide their consumers with interactivity – consumers could now interact with their product and build their own experience with it. They believed that this form of brand conditioning would enhance the consumer`s brand experience. However since this medium was new, there was a lot of skepticism and marketers were very at first to invest their marketing budgets. Their skepticism was soon put to rest. There has been enough research conducted to show the merit of advertising on the Internet.

In the world of advertising, selling products is the most important goal. As companies are becoming more global, they are looking for new ways to sell their products all over the world. It is true that because of global communication, the world is becoming smaller today. But it is also true that the problems of global advertising – problems of language and culture – have become larger than ever. For example, Braniff Airlines wanted to advertise its fine leather seats. But when its advertisement was translated from English to Spanish, it told people that they could fly naked!

Another example of wrong translation is when Chevrolet tried to market the Chevy Nova in Latin America. In English, the word *nova* refers to a star. But in Spanish, it means «doesn`t go». Would you buy a car with this name?

To avoid these problems of translation, most advertising firms are now beginning to write completely new ads. In writing new ads, global advertisers must consider different styles of communication in different countries. In some cultures,

the meaning of an advertisement is usually found in the exact words that are used to describe the product and to explain why it is better than the competition. This is true in such countries as the United States, and Germany. But in other cultures, such as Japan, the message depends more on situations and feelings than it does on words. For this reason, the goal of many TV commercials in Japan will be to show how good people feel in party or some other social situation. The commercial will not say that a product is better than others. Instead, its goal will be to create a positive mood or feeling about the product.

Global advertisers must also consider differences in laws and customs. For instance, certain countries will not allow TV commercials on Sunday, and others will not allow TV commercials for children's products on any day of the week. In some parts of the world, it is forbidden to show dogs on television or certain types of clothing, such as jeans. The global advertiser who does not understand such laws and customs will soon have problems.¹¹

Finally, there is the question of what to advertise. People around the world have different customs as well as different likes and dislikes. So the best advertisement in the world means nothing if the product is not right for the market. Even though some markets around the world are quite similar, companies such as McDonald's have found that it is very important to sell different products in different parts of the world. So when you go to a McDonald's in Hawaii, you'll find Chinese noodles on the menu. If you stop a hamburger in Germany, you can order a beer with your meal. In Malaysia, you can try a milk shake that is flavored with a fruit that most people in other countries have never tasted.

The products must be sold with the right kind of message. It has never been an easy job for global advertisers to create this message. But no matter how difficult this job may be, it is very important for global advertisers to do it well. In today's

¹¹ David Ogilvy, *Ogilvy on Advertising* Paperback – March 12, 1985

competitive world, most new products quickly fail. Knowing how to advertise in the global market can help companies win the competition for success. In 2000 the United States was the leading advertising market in the world with total advertising spending of \$147.1 billion. Japan ranked with \$39.7 billion, followed by Germany with \$20.7 billion, the United Kingdom with \$16.5 billion, and France with \$10.7 billion. This article deals primarily with advertising practices in Canada and United States.

The modern world depends on advertising. Without it, producers and distributors would be unable to sell, buyers would not know about products or services, and the modern industrial world would collapse. If factory output is to be maintained profitably, advertising must be continuous. Mass production requires mass consumption which in turn requires advertising to the mass market through the mass media. Advertising is not easily defined, though many people have tried. Narrowly, it means a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays and also the Internet, which aims to persuade, inform, or sell. It flourishes mainly in free-market, profit-oriented countries. It is one of the most important factors in accelerating the distribution of products and helping to raise the standard of living. Advertising cannot turn a poor product or service into a good one. But what it can do – and does – is to create an awareness about old and new products and services. So three main objectives of advertising are: to product knowledge about the product or service; to create preference for it; and to stimulate thought and action about it.

But the word is also used to cover a much broader range of activities – from design to public relations. Advertising belongs to the modern industrial world. In the past when a shopkeeper had only to show and tell about his goods to passers-by, advertising as we know it today hardly existed. Early forms of advertising were signs such as the inn sign or the apothecary's jar of colored liquid, some of which have survived until today.

Evidence of advertising can be found in cultures that existed thousands of years ago, but advertising only became a major industry in the 20-th century. Today the industry employs hundreds of thousands of people and influence the behavior and buying habits of billions of people. Advertising spending worldwide now exceeds \$350 billion per year. In the United States alone about 6000 advertising agencies help create and place advertisements in a variety of media, including newspapers, television, direct mail, radio, magazines, the Internet, and outdoor signs. Advertising is so commonplace in the United States that an average person may encounter from 500 to 1000 advertisements in a single day, according to some estimates. Advertising permeates everyone`s daily life.

Most advertising is designed to promote the sale of a particular product or service. Some advertisements, however, are intended to promote an idea or influence behavior, such as encouraging people not to use illegal drugs or smoke cigarettes. Advertising has become increasingly international. More than ever before, corporations are looking beyond their own country`s borders for new customers. Faster modes of shipping, the growth of multinational corporations, rising personal income levels worldwide, and falling trade barriers have all encouraged commerce between countries. Because corporations are opening new markets and selling their products in many regions of the globe, they are also advertising their products in those regions.

Summary on chapter one

Having analyzed different points of view of linguists on the theory on pragmatics we would like to state that at present modern world depends a lot on advertising. Without advertising, producers of the services and distributors would be unable to sell, buyers would not know about products or services. If a factory output is to be maintained profitably, advertising must work continuously. Mass production requires mass consumption which in turn requires advertising to the mass market

through the mass media industry. It goes without saying that advertising is not easily defined, though many people have tried. It's clearly seen that non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays, billboards and also the Internet, which aims at urging, persuading, informing, or selling and we assume persuading in advertising can be done with the help of pragmatic force. All the above mentioned functions of the advertising become a new and important aspect for language learners.

Grice focus on the analysis of advertising language from the pragmatic aspect in his cooperative principle theory. We have reviled that Grice is one of the famous scholar in the world who contributed a lot to the development of the pragmatic aspect of the language of advertising. He became popular with his cooperative principle where the pragmatic implicature in advertising language has paid great attention too. The pragmatic implicature in advertisement there are many good and typical examples in the language of advertising. In the meantime, it can be seen that the implicature of most advertisements can urge /persuade to buy consumers enough space to deduct the deep and non-conventional implications from the literal semantic meanings. Thus, it has vividly shown that learning advertising language through pragmatics is very important and helpful.

Chapter Two. Types of advertisements in publicistic style

2.1 The classification of advertisement in publicistic style (newspaper & magazine)

Magazines and newspapers have been in existence as advertising media for more than two centuries and until the 1920s were the only major media available to advertisers. Despite the growth and competition of the broadcast media, newspapers and magazines have remained important to both their readers and advertisers. Magazines have become a highly specialized medium that reaches specific target audiences in both the consumer and business markets. Newspapers are still the largest advertising medium in terms of both ad revenue and number of advertisers and are particularly important to local advertisers. Advertising revenue is extremely important to magazines and newspapers as few, if any, could survive without it.¹²

The role of magazines and newspapers differs from broadcast media in that they are high-involvement media which allow the presentation of detailed information that can be processed at the readers' own pace. However, the characteristics of each medium, their advantages and limitations as advertising media vehicles, and their role in the media mix are quite different.

Magazines as an advertising medium

Magazines serve the educational, informational, and entertainment needs and interests of a wide range of readers in both the consumer and business markets. Magazines rank second only to television as a medium for national advertisers. There has also been a tremendous growth in business publications as their number has grown to more than 75 in the Republic of Uzbekistan.¹³ While some magazines

¹²Advertising and Sales Management: MukeshTrehan, RanjuTrehan, VK Global Publications, 28 may2014 .

¹³UzReport,uz/news_r_137845.

are general mass-appeal publications, most are targeted to very specific types of audiences in both the consumer and business markets.

Classifications of magazines is a useful way of classifying magazines is provided by Standard Rate and Data Service (SRDS), which divides the publications into three broad categories based on the audience to which they are directed.

Consumer magazines—magazine that covers a broad or narrow interest and is directed at the general public, as distinguished from a trade magazine (professional magazine), which is geared toward the interests of a specific industry or occupation. A consumer magazine may be distributed free of charge or sold, according to the marketing goals of the publisher. *New York Woman* was introduced in 1986 as a free magazine sent to prestigious women in New York and was then converted to a paid magazine as it gained a reputation. Magazines are distributed free of charge to encourage advertisers to place ads in an untried publication going to individuals the advertiser wants to reach.

The publisher determines whether a magazine is classified as trade or consumer by defining the target market. For example, *Advertising Age* is a trade publication targeted to professionals and business organizations involved with advertising. *Business Week* is a consumer magazine—even though it deals with business-related topics and has a corporate audience—because it is marketed to the general public. Other consumer magazines cover a wide variety of interests that may be either narrowly targeted, such as *Ski* magazine, or broadly targeted, such as *Life* magazine. Most consumer magazines are audited by the Audit Bureau of Circulations.

Consumer magazines are bought by the general public for information and/or entertainment. SRDS divides more than 170 consumer magazines into 25 classifications or groupings such as general interest, sports, travel, men's and women's. Consumer magazines represent the major portion of the magazine industry in terms of advertising revenue. For example: *Darakchi*, *Sado*, *Oila Davrasida*, *Avtohamroh*, *Vodiy Gavhari*, *Men's Health*, *GQ*, *Men's Fitness*, *King*,

Smooth, Indianapolis Women Magazine, Homemakers, The Lady, OK!, Women's Health, World Sport, Discovery and so on.

Business publications—these are magazines or trade journals that are published for specific businesses, industries, or occupations. Major categories of business publications include those directed to specific professional groups, industrial magazines directed to various manufacturing and production industries, trade magazines, and general-business publications. For example: UzExpo Magazine, Norma, Biznes ekspert, Bozor pul va kredit, US trade Business magazine, Marketing area magazine and so on.

Farm publications are also SRDS category consists of magazines direct to farmers. There are approximately 10 publications targeted to nearly every possible type of farming or agricultural interest. These are broken down into several classifications ranging from general-interest magazines for all types of farmers to those in specialized agricultural areas. For example: Geologiyava mineral resurslar, Vodiy Gavhari, Guliston, Gulxan, Farm Journal (US), Farm Agriculture, Village Life and so on.

However, there are some advantages and disadvantages of magazine advertising. Advantages of the above mentioned magazines:

Selectivity—Magazines are the most selective of all media except direct mail. Most magazines are published for special interest groups or activities. For example: Darakchi, Ro'zg'or sanati, Popkorn, Sadaf, Syurpriz, Saodat, Sinfdosh and other magazines.

Reproduction quality—magazines are generally printed on high-quality paper stock and use printing processes that provide excellent reproduction in black and white or color. For example: Alo kayfiyat, Cosmopolitan, GQ, Avto Olam and others.

Creative flexibility—some magazines offer a variety of special options that can enhance the creative appeal of the ad and increase attention and readership. Examples include gatefolds, bleed pages, inserts, pop-ups, and creative space buys

such as half or quarter page ads. For example: Dono vord, Yosh kuch, Yoshlar ijodi, Family circle, Taste of home and others.

Permanence—Magazines are often kept for reference and/or read over several days. One benefit of the longer life of magazines is that reading occurs at a less hurried pace and there is more opportunity to examine ads in considerable detail. For example: Ladies home, Men's health, Women's health, Salomatlik sirlari, Humo and others.

Prestige—Companies whose products rely heavily on perceived quality, reputation, and/or image often buy space in prestigious publications with high-quality editorial content whose consumers have a high level of interest in the advertising pages. For example: Maxim, GQ, Glamour, Cosmopolitan, Guideposts, UzReport, Humo and others.

Consumer receptivity and involvement—Magazines are generally purchased because the information they contain interests the reader, and ads provide additional information that may be of value in making a purchase decision. As we mentioned before, consumers consider magazines to be the primary source of information for a variety of products and services.

Services—some magazines have merchandising staff that call on trade intermediaries like retailers to let them know a product is being advertised. Cooking Light, Bon appetite, Maslaxat and others.

Therefore, there are some disadvantages of the above mentioned magazines:

Costs— the absolute cost of advertising in large mass-circulation magazines like TV Guide, Time or People can be very expensive, particularly for popular positions such as back covers.

Limited reach and frequency—the percentage of adults reading any individual publication tends to be much smaller, so magazines have a thin penetration of households. Thus, companies who want to reach mass markets have to buy space in a number of magazines. For example: Darakchi, Moziydan sado, Humo, GQ, FHM, Maxim and others.

Long lead time—most major publications have a 30- to a 90-day lead time, which means space must be purchased and the ad must be prepared well in advance of the actual publication date.

Clutter and competition for readers' attention—Clutter is a problem for magazines as the average consumer magazine contains ads on 45 percent of its pages while some publications contain as much as 70 percent. The clutter problem for magazines is something of a paradox: the more successful a magazine becomes, the more advertising pages it attracts, which leads to greater clutter.

The above mentioned information provide a broad range of information on the audiences of major national and regional magazines including demographic, lifestyle characteristics, and product purchase and usage data. Audience information for business publications is generally more limited than for consumer magazines.

Purchasing Magazine Advertising Space—While magazine rates are primarily a function of the circulation of the publication, rates will vary in response to a number of other variables including size of the ad, position, particular editions chosen, any special mechanical or production requirements and the number and frequency of insertion.

Advertising space is generally sold on the basis of space units such as full page, half page and quarter page, although some publications quote rates on the basis of column inches. Ads can be produced in black and white, black and white plus one color or four colors. Magazine networks offer the advertiser the opportunity to buy space in a group of publications in a package deal. Rate comparisons for magazines are generally made on the basis of the cost per thousand criterion.

There are several problems facing the magazine industry including increasing postal rates and paper costs. The rates readers pay for magazines have increased significantly over the past decade and it will be difficult to raise them any further. It also will be difficult to increase advertising space rates because of the competition magazines face from one another and other media. Some publications

have begun negotiating rates with advertisers and the practice may become more commonplace.

Database marketing—Magazines are using advances in technology and database marketing to divide their audiences on the basis of demographics, psychographics, or regions and to deliver more personalized advertising messages.

Advances in technology—Selective binding and inkjet imaging make it possible to personalize ads and offer ultra-narrow target marketing. For example: Facebook, Google+, LinkedIn, GQ and others.

Online delivery methods—some magazines are providing online versions of their publications that offer the advantages of the Internet to publishers and subscribers. They can integrate animation, video, audio, graphics, and text to provide an interactive medium. For example: GQ and Maxim PDF format online magazines. As more magazines become available online the industry will have to address important issues regarding audience measurement and readers' exposure to and interactions with online advertising.

The position of magazines advertisements are different from TV or radio's advertisement in that they are high-involvement media which has the presentation of detailed information which can be processed at the consumers' own pace. Thus, the functions of every medium, their plus and minuses as advertising media circulation, and their role in the media mix are quite different.

Newspapers as an extremely important advertising medium

Newspapers are the second major form of print media and represent the largest of all advertising media in terms of total advertising volume in publicistic style. Newspapers are an especially important advertising medium to local advertisers such as retailers. However newspapers can also be a valuable medium to national Uzbek advertisers as well.

Types of newspapers the vast majority of newspapers are daily publications serving a local community. However, there are other types of newspapers that have

special characteristics that make them valuable to advertisers. Classifications of newspapers include:

Daily newspapers—published each weekday and found in larger cities and towns across the country. Daily newspapers can further be classified as morning (52%) and evening (48%). Many daily newspapers also publish Sunday editions. For example: *Biznes Daily*, *Biznesekspress*, *Begoim*, *Bekajon*, *Toshkent Oqshomi*, *Sunday Times*, *Los Angeles Times* and others.

Weekly newspapers—most weekly newspapers originate in small towns or suburbs where the volume of news and advertising is not adequate to support a daily paper. Weeklies appeal primarily to local Uzbek advertisers in the community because of their limited geographic focus. For example: *Inson va Qonun*, *Vatanparvar*, *Zakovat*, *Jamiyat*, *7x7*, *Diydor Aziz* and others.

National newspapers(based on US newspapers) Newspapers in this with national circulation including *The Wall Street Journal*, *The Christian Science Monitor*, *The New York Times*, and *USA TODAY*. National newspapers appeal primarily to large national and regional advertisers who use specific geographic editions. Perspective 12-4 discusses the success of *USA TODAY* and the battle to be the leading national newspaper.

Special-audience newspapers—there are a variety of papers that offer specialized editorial content and are published for specific groups. *Advertising Age* is an example of a special audience newspaper as are college newspapers. In Uzbekistan *Bekajon*, *Oila Davrasida* are special audience newspaper.

Newspaper supplements—although not a category of newspapers per se, many papers include magazine type supplements, primarily in their Sunday editions. These include syndicated magazines such as *Diyonat*, *Diyor Parade* or *USA Weekend* as well as local supplements produced and distributed by the paper itself. Advertising in newspapers can be divided into different categories which include:

Display advertising—display ads are found throughout the paper and generally use illustrations, headlines, white space and other visuals in addition to copy text.

Toshkent Oqshomi, Argumenti I Fakti, The New York Times and others can be the examples of display advertising. Display ads account for approximately 70 percent of the advertising revenue of the average newspaper. Display ads can be further classified as local or national/general advertising.

Classified advertising—classified ads are those arranged under subheads according to the product, service, or offering being advertised and run in the classified section of the newspaper. Major categories include employment, real estate, and automotive. For example: Kayfiyat, Karyera+, Lochin and others.

Advantages of the above mentioned newspapers:

Extensive penetration—in most areas, 60 percent or more of households read a daily newspaper, and the reach figure may exceed 70 percent among household with higher incomes and education levels. For example: Women’s health, Baby care, Bekajon, Mega Kayfiyat and others.

Flexibility—Newspapers are flexible in terms of requirement for producing and running the ads and from the creative options they make available to advertisers. California Times, Golf Digest, Rolling Stone, Toshkent Oqshomi and others.

Geographic selectivity—Advertisers can vary their coverage by choosing a paper that reaches the areas with the greatest sales potential. Most major newspapers offer advertisers various geographic or zone editions within their market. For example: Qishloq hayoti, Mohiyat, Agrar va Suvmuammolari, Florida issues and others.

Reader involvement and acceptance—an important feature of newspapers is consumers’ level of acceptance and involvement with the paper, including the ads it contains. Consumers are generally very familiar with the various sections of the newspaper and knowledgeable about the types of ads they contain. For example: Xalqso’zi, Noviy Vek, Oila va Jamiyat, Parvoz and others.

Services offered—many newspapers offer merchandising services and programs to manufacturers that make the trade aware of ads being run for the company’s product and help convince local retailers they should stock, display and promote

the item. For example: GM habarlari, Toshkent Oqshomi, Sabo, Sadaf, Deli Times and others.

Limitations of above mentioned newspapers:

Poor reproduction quality—the coarse paper used for newspapers, the absence of color, and the lack of time papers has available to achieve high-quality reproduction limits the quality of most newspaper ads. For example: Savollar olami, Sadaf and others

Short life span/hasty reading—Because a newspaper is generally kept for less than a day, an ad is unlikely to have any impact beyond the day of publication and repeat exposure is unlikely. For example: Toshkent Oqshomi, 7x7, Parvoz and so on.

Lack of selectivity - While newspapers can offer advertisers geographic selectivity, they are generally not a selective medium in terms of demographics or lifestyle characteristics. There is some selectivity available, however, with regard to the type of consumers who read various sections of the newspaper such as sports, business, entertainment, and travel.

Thus, approximately 64 percent of the average daily newspaper in Uzbekistan is devoted to advertising, the advertiser's message must compete with numerous other ads for consumers' attention and grabbing reader's interest.

The newspaper audience as any medium, the media planner must understand the size and characteristics of the audience reached by a newspaper. Basic sources of information concerning the audience size of newspapers come from circulation figures available on newspaper rate cards, on publisher's statements, or through Standard Rate and Data Service's Newspaper Rates and Data. Newspaper circulation figures are generally reported for total circulation and three additional categories including city zone, the retail trading zone, and all other areas.

Purchasing Newspaper Space—The cost of advertising space in newspapers depends not only on the paper's circulation but also on factors such as premium charges for color or special sections as well as discounts available. Rates paid for

newspaper space also differ for national versus local advertisers. For example in Toshkent Oqshomi one page advertising space costs 300000 sums (Uzb).

General advertising rates apply to display advertisers outside the newspapers designated market area or to any classification deemed by the publisher to be “general” in nature. The rates paid by general advertisers are, on average, 75 percent higher than those paid by local advertisers. Newspapers offer several reasons for the rate differential including added costs of serving general advertisers, the method by which general advertisers purchase ad space, and the inelastic nature of demand for national advertising space. National advertisers who constitute most of the companies paying general rates do not view these arguments as valid justification for the rate differential charged by newspapers. Many marketers sidestep the higher rates by channeling their newspaper ads through special category plans, cooperative advertising deals with retailers and local dealers and distributors. For example in New York Times advertising space costs 1000 US \$.

Traditionally, newspaper space has been sold by the agate line system. However, newspapers use page formats of varying width, which has created problems and complicated the buying process for national advertisers. To address this problem and make newspapers comparable to other media who sell space and time in standard units, the newspaper industry developed standard advertising units, which are used by about 90 percent of daily newspapers for national advertising rates. Rates for local advertisers continue to be based on the column inch method. For example: New York Times, Darakchi, Sabo, Ko’ngil ko’chalari, Olila Davrasida and others.

The Future of Newspapers—It is unlikely that newspapers’ importance as a local advertising medium will change in the near future. However, newspapers will continue to battle for advertising dollars from national advertisers as problems with reproduction quality and the rate differential continue. Newspapers are concerned with competition from other media and the increasing potential to lose advertising

dollars to direct marketing and telemarketing. Local radio and television stations as well as the expanded market for yellow pages advertising are also pursuing local advertisers who traditionally relied heavily on newspaper advertising. The decline in readership of newspapers that has resulted from the fast-paced, time-poor lifestyle of the modern dual-income household and popularity of television is also a problem worth discussing.

2.2 Characteristics and the main components of advertisements

Advertising is a part of the marketing mix. It is a form of promotion as well as, for example, sales promotion or personal selling. This thesis deals with commercial consumer advertising. Therefore, the following characteristics are limited to this type of advertising only.

Advertising can be defined as “the non personal communication of information usually paid for and usually persuasive in nature, about products goods and services or ideas by identified sponsors through various media”. As Bovée and Arens further explained that, it is called non-personal because it is directed to a group or groups of people rather than to individuals. That is also the reason why advertising is frequently called mass communication. It is used to inform or remind readers about particular products and to persuade them to act. The action desired by sponsors is usually the purchase. Sponsors pay for the advertisements and thus are usually identified in them, for example, by their logo or trademark.¹⁴

According to Leech, the preferred order of these components in the advertisement is as listed above but as he pointed out “*this scheme is an idealization, for there is clearly a great deal of latitude in the way an advertisement may be constructed and set out.*”. Advertisers naturally exploit the possibility of constructing their advertisements in new ways. As consumers become familiar with the advertising

¹⁴Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 7-8, by Courtland Bovee, William F. Arens

discourse, they usually become reluctant to receive the advertising message as they find it predictable and not interesting. Thus, advertisers try to be creative, to be novel and to break such predictability.

Print advertisements (newspapers and magazines) are created by combination of visual and verbal elements. Their standard components as distinguished by function and lay-out are:

- 1) *Headline*
- 2) *Illustrations*
- 3) *Body copy*
- 4) *Signature line*
- 5) *Standing details*¹⁵

They employ new lay-outs and new functions of the individual elements to catch the attention of the reader and to arouse her/his interest in the product or service. The individual components serve different functions and so advertisers combine them carefully in order to get the desired response from readers. Characteristics of each component we explained with examples and showed below.

Headline of the advertisement

According to Bovée and Arens: “*most readers of advertisements firstly look at the picture, secondly read the headline, and thirdly read the body copy, in that order*”¹⁶. Therefore, the headline can be regarded as one of the most indispensable parts of print advertisement. Bovée and Arens defined the headline as “the words in the leading position of the advertisement - the words that will be read first or that are positioned to draw the most attention”.¹⁷ The headline serves several functions. It is used to attract attention of the reader and as such it is presented as the most prominent verbal element. Its prominence is based on the contrast with

¹⁵Geoffery Leech, *The Pragmatics of Politeness*, Oxford University Press, 1966 year, 59-60 pages

¹⁶Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 326-328, by Courtland Bovee, William F. Arens

¹⁷Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 290-292, by Courtland Bovee, William F. Arens

other text of the copy. Usually, it is set in larger type than other text or it is of different color. Also, the reader's eye might be caught by unconventional spelling.

The headline is the first text that is read. Based on the headline, the reader decides whether to read the body copy or not. It has to be persuasive for it takes only several seconds to capture reader's attention. The headline also works to select the reader. It basically presents the subject matter of the advertisement and thus those who become interested in the headline are usually the target audience, they might be persuaded by the advertisement to buy the product. For example, in the advertisement of PEPSI headline '*Snap out of afternoon drowsy time*' appeals to people who become tired in the afternoon and have problems with the lack of energy. Such people would probably read the rest of the advertising copy to learn what they can do about it but those who do not have these problems would lose interest in the advertisement and not bother themselves with reading the rest. Thus, another function of headline is to arouse the interest of the reader in the product.

As Bovée and Arens noted: "*Ideally, headlines should present the complete selling idea*". Most people do not read the whole advertising copy. They usually look at the visual, read the headline and subheads but they abandon the rest unless they are really interested in getting more information. Therefore, advertisers should not save the persuasive force for the body copy but they should employ it also in the headline. As Leech stated: "*Working off the visual, the headline creates the mood, suggests the image, and ask for the sale, all at once.*" For example, "*ARTEL milliy maxsulot, milliy g'urur*" advertisement of mobile phone *GOOGLE ONE*, from the newspaper Toshkent Oqshomi. The persuasive force lies in the combination of visual elements and the headline. The headline encourages the reader to '*Buy our national product and Unlock the GOOGLE ONE*'. In our culture, it is known that Google refers to the action Internet service. Therefore, the advertisement appeals to all people who admire ARTEL and who dream of being like to follow the latest phone with all functions. Further, there is a visual element consisting of a figure which looks like the famous Uzbek actor or singer. The figure is anonymous,

therefore, it could be anybody. The reader may image himself as the famous actor or singer.

Let's analyze another example of headline "Unlock the 007 in you" (Coca-Cola) can be the most prominent visual element of the advertisement is the bottle of Coca-cola zero which is situated in the middle of the advertisement. It is presented as a means to '*Unlock the 007 in you*'. Therefore, the headline sets the mood desire to be an action hero, works with the visual (Coke zero as a means) and implies the action as like buy Coke zero and be like James Bond.

Bovée and Arens classified headlines according to persuasive techniques they use. They introduced five basic categories, they are:

- 1) Benefit headlines
- 2) News/Information headlines
- 3) Provocative headlines
- 4) Question headlines
- 5) Command headlines¹⁸

Benefit headlines are such which "make a direct promise to the reader". For example, in the advertisement headline promises '*Something that will refresh you*'. (Coca-Cola)The author uses the modal verb *will* in order to assure the reader of the promised pragmatic effect for achieving positive results.

News/Information headline announces some news or provides some information. It is usually product, for example the advertisement '*New! King size Coke!*' presenting new bottle in the headline or company COCA-COLA(LTD) informing about the 65th anniversary of the company in the headline '*Through 65 years*' related. The new/information should be presented in an interesting way.

Therefore, "magic" words such as *free, now, amazing, suddenly, announcing, introducing, it's here, improved, at last, revolutionary, just arrived, and important development* are used in the collection of advertisements Coca Cola. More details

¹⁸Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 294-295, by Courtland Bovee, William F. Arens

may be given in the subhead or body copy. For example, in the advertising headline *'Through 65 years'* is a piece of information referring to the fact that Coca-Cola is on the market for 65 years. Nevertheless, the reader understands the full meaning of it when she/he reads the subhead: *'Inviting you to the pause that refreshes with ice-cold Coca-Cola.'*

Provocative headlines are used to arouse reader's curiosity and interest. The curiosity might be satisfied in the body copy or in the visual which offers clarification. For example, the headline in advertisement on Coke zero *'It's possible'* provokes the assumption that sweet drinks have to contain sugar. It presents Coca-Cola zero as a drink that makes the impossible possible – the key idea being pointed out in the subhead *'Real taste zero sugar'*. Nevertheless, there is no body copy explaining it further. Instead, there are prominent visual elements – all presenting experiences that are like taken from the life of an action hero – the explosion, the police unit in action, the helicopter, the armored vehicle and the beautiful lady. The visuals appeal to men who dream about such adventurous life and Coke zero is presented as making it possible. In this context, the headline gets a new dimension.

Question headlines, as well as provocative headlines, direct the reader to the body copy or some other part of the advertisement. They are aimed to arouse reader's curiosity. As such they face the same issue as provocative headlines – which the reader will not read further. She/He may already know the answer or simply be not interested in knowing it. For example: "Will you know what to do if you're in an accident?" (Uzbek INVEST insurance). By using a question the headline the author manages to attract the consumer's attention. Here the author managed to attract the reader's attention by using the question in the function of WARNING. The author would like to warn the consumer, if you are in an accident we can help you. Thus, the author of "Uzbek invest insurance" managed to achieve positive pragmatic effect on the readers and warned them using a question headline in the function of warning.

The last category which we would like to discuss is the category which covers *command headlines*. They give orders to readers and consumers. Their function is that they might sound pushing and thus readers might take them misunderstanding. Nevertheless, a good command headline should evoke positive feelings. The reader and consumer should acquire an impression that the advertiser rather than commanding her/him advises her/him to do something for her/his own benefit. For example, the advertising text of Coke commands the reader to '*take more than one!*' but at the same time it states the benefit '*For extra fun...*'. Thus, the reader gets the impression and grabbed his or her attention that the advertiser intends well. Thus, on the following functions can be used in this advertisement: urging, persuading, grabbing attention and interest.

As was already mentioned before, another important function of headline is that it directs attracting the reader's attention to the other parts of the advertisement – the visual and body copy. Some advertisements do not have the body copy and thus the advertising message is conveyed through visual elements. Visual persuasion may be ambiguous as the reader may interpret it in more than one way. Nevertheless, the goal of the advertiser is to deliver the advertising message successfully. Therefore, she/he employs means which guide the reader while she/he is processing the advertisement. Such means are *headlines* and *subheads*.

They anchor the visual for they provide context and information necessary to restrict the possible interpretations to the one desired by the advertiser. For example, when a reader looks at the advertisement which was published in the newspaper "Humo", she/he sees a bottle of Coca-Cola and the headline '*open happiness*' which is situated right next to it. After reading the headline, the reader's eyes naturally go to the top of the bottle following the directive '*open*' in the headline. When the reader starts to examine what at first sight seems to be a splash of Coke, she/he realizes that the splash has the shape of the interjection '*Aaahhh*'. This interjection is used in speech often and it has a number of meanings both

positive and negative. It is used to express understanding, as well as pleasure or happiness, but also surprise or even shock.

Therefore, seeing it on its own, the reader might be confused about what it means. But the headline '*open happiness*' clearly sets the context and thus the reader understands the interjection '*Aaahhh*' as the expression of pleasure and positive. As it splashes from the bottle of Coke, the reader associates pleasure with the drink for it is presented as its source. Therefore, the final interpretation of the advertisement would be that drinking Coca-Cola satisfy the consumer and reader. It makes her/him happy by drinking Coca-Cola.

Headlines should be memorable and easily recalled. They should create a positive mood and present the product as beneficial to the consumer or the reader. They should associate the product with good qualities and contribute to the positive brand image. MEVA advertising frequently uses AGROMIR LTD trademark and advertising slogans as headlines. The trademark MEVA appears in the headline in most cases either alone or in the combination with other text. Frequent is also the occurrence of the advertising slogan in the headline position. The distinctive position of the headline filled with the trademark or slogan helps the reader to immediately identify the advertiser and to convey the advertising message fast since the context for interpreting the message is set.

Therefore, juice MEVA advertising could be characterized as putting a great stress on recognisability of their advertisements. The constant repetition of the trademark and advertising slogans makes the reader feel familiar with the brand. It helps The Company to fight against imitation but also to fight against competing products on the Uzbek market.

Subheads "are misnamed - they can appear above the headline as well as below. They may also appear in the body copy or the text of the advertisement. A subhead that appears above the headline is called a kicker".¹⁹ Subheads are similar to

¹⁹Contemporary Advertising Paperback – International Edition, August 19, 1992 page 297, by Courtland Bovee, William F. Arens

headlines both visually and functionally. They usually appear in a smaller type size than headlines but are still distinct in comparison with the body copy. Their purpose is to “transmit key sales points-fast”. As was mentioned above, most people read only the headline and subheads. Therefore, subheads play an important role.

They “should be reserved for important facts that may not be so dramatic or memorable as the headline information. Some may even require more space than a headline because they communicate more information and require more words”.²⁰ Thus, “subheads should reinforce the headline and advertisement theme”. In Coca-Cola advertising, subheads frequently cooperate with headlines to communicate a specific meaning. As mentioned above, headlines often consist only of the trademark serving to identify the advertiser. Subheads, thus, serve to stress key sales points and transmit the advertising message. The subhead as a kicker is used to communicate with the reader either by converting the headline ‘Coca-Cola’ into the advertising slogan or setting it into a certain situation, for example: the advertisement from GQ magazine: *‘Whenever you go you will find Coca-Cola’* or from Maxim magazine: *‘After a tiring journey drink Coca-Cola’*. In the last example it is possible to see that there may be more than one subhead in the advertisement each serving a different purpose – the first one *‘After a tiring journey’* setting the context and thus creating an imaginary situation and the second one *‘drink’* representing the slogan *‘Drink Coca-Cola’* and communicating the advertising message fast. The subhead is employed in communicating the advertising slogan in many cases. Subheads thus could also be considered as indispensable parts of Coca-Cola advertising especially in the above described cases when the headline consists of the trademark and is used to identify the advertiser rather than communicate some meaning.

²⁰Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 294-295, by Courtland Bovee, William F. Arens

Body copy of the advertising text

Body copy refers to the text of the advertisement that develops the idea presented in the headline. It is distinct from the headline and subheads visually as it is set in smaller type. It is the part of the advertisements which is optional. It is used to provide detailed information about the product. As Bovée and Arens said: it “tells the complete sales story”. For example, the advertisement of PEPSI taken from HUMO magazine. It describes PEPSI as *‘an individual among drinks – a beverage that fairly snaps with delicious goodness and refreshing wholesomeness’*. It further says: *‘PEPSI has more to it than mere wetness and sweetness – it’s vigorous, full of life. You’ll enjoy it from the first sip to the last drop and afterwards’*. Another advertisement in its body copy offers reasons why to drink Coca-Cola: *‘It will cool you – relieve your fatigue and quench your thirst as nothing else can’*. In modern advertising system, the body copy is usually abandoned and the main advertising message is carried by headlines, subheads and visual elements.

As shows the pragmatic analysis, body copies have been not employed in the Coca-Cola advertising since 1965. When it is employed, it provides additional information that is not possible to convey in the headline, subheads and visuals. For example, in the advertisement of Diet Coke, the body copy describes the partnership of the brand with *The Heart Truth* and its support of women’s heart health. The text of advertisement is following: *‘Diet Coke is proud to partner with The Heart Truth in support of women’s heart health. We invite you to go to dietcoke.com to learn more about heart health and what you can do to keep your heart strong’* The pragmatic implicature of this advertisement is: if you take care of your health and would like to drink Coke, in this case choose Diet Coke and be happy. The author managed to attract the consumer’s attention by using body copy technique.

Signature line of the advertising text

The signature line refers to the “mention of the brand-name, often accompanied by a price-tag, slogan, trade-mark, or picture of the brand pack”²¹. It is another component of the advertisement which is considered indispensable, especially in the field of commercial consumer advertising. The signature line serves to identify the advertiser and it is a clear indication for the reader that she/he deals with an advertisement. As the market is full of competing products, it is a priority for advertisers to sign their advertisements distinctively so that the consumer would not be confused about the brand.

As Bovée and Arens said: For the consumer, the brand offers instant recognitions and identification of a sought-for product. But more important, the brand also represents the promise of a consistent, reliable standard of quality, taste, size, durability, or even emotional satisfaction. This adds value to the product for both the consumer and the manufacturer. Brand differentiation must be built on the differences in images, meanings, and associations elicited by products and brands.²²

In the case of Porsche, Nokia or Coca-Cola, every single advertisement in the corpus includes the brand name. It occurs in all positions – in headlines, body copies, even in visuals. Usually, the advertisements of Coca-Cola are signed by the distinctive red Coca-Cola logo consisting of the brand name or Chevrolet is signed by the golden letters and the cross, and advertising slogan. In case of older advertisements of Coca Cola when the logo did not exist, the advertisements were signed by The Coca-Cola Company itself or by individual retailers before The Company existed, for e.g. advertisement from the magazine 125 years Anniversary of Coca Cola: *‘J. S. Pemberton; Chemist; Sole Proprietor, Atlanta, Ga.’*. The brand itself is usually repeated within a single advertisement for example juice

²¹Geoffery Leech, *The Pragmatics of Politeness*, Oxford University Press, 1966 year, 59-61 pages

²²Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 181-182, by Courtland Bovee, William F. Arens

DENA in which the brand name is situated as a headline, then it appears twice in the body copy and finally it occurs in the visual. It is often accompanied by the slogan of the running advertising campaign or sometimes even by the slogan of the previous campaign. As such it provides connection between the old and new campaigns. For example, in Ad 90 the new advertising slogan appears in the headline (*'A taste of life'*) while the old and thus well-known advertising slogan of the previous campaign is used as a signature line (*'Real taste zero sugar'*). In total, advertising slogans appear in signature lines in 30 cases. Such repetition of the brand name helps the reader to remember it better and the repetition of the slogans helps her/him to associate the brand with the ideas promoted in the advertisement.

As Bovée and Arens noted: “When consumers see a brand on the shelf, their mental files should instantly register comprehension of that particular brand’s promise and inspire confidence in what to expect. But this, of course, depends on their level of familiarity with and acceptance of the brand”.²³

For the same reasons, The Coca-Cola and KAVSAR Company use repeatedly price-tags, for e.g. *'Kavsarni xar bir do'kondan xarid qlishingiz mumkin'*, or information where the product could be bought, e.g. *'everywhere'*, as signature lines. In most cases these two are combined. Sometimes even key sales points occur as a signature line, for e.g.: *'Cooling – Refreshing – Delicious, Thirst-Quenching'*.

Another important way of the brand identification is the packaging. The AGROMIR LTD Uzbekistan, Company adhered to the same basic bottle and label designs for years. It even had its uniquely shaped bottle registered. Bovée and Arens explained the importance of packaging for “it is the unique combination of the trade name, trademark, or trade character – reinforced by the design of the package – that quickly identifies the product’s brand and differentiates it from competitors”. AGROMIR bottles are indispensable parts of juice MEVA

²³Contemporary Advertising Paperback – International Edition, August 19, 1992 pages 192-193, by Courtland Bovee, William F. Arens

advertising. They may appear as the most prominent visual element in the advertisement or they may be a part of the visual, for e.g. people drinking juice MEVA from the bottle but in majority cases they are present. Besides identifying the product, these images serve other purposes. For example, they fight against imitation or promote innovation. Rivalry in Uzbek product market is hard and disputable.

Thus, we can conclude in the above mentioned advertisements have several pragmatic effects used by the authors: warning, imitation, promoting, innovation, urging, persuading, and grabbing the readers/consumers attention and so on.

2.3 The pragmatic functions of stylistic devices in advertising slogan

Nowadays, people are bombarded with thousands of advertising messages on a daily basis and therefore are unable to remember all the advertisements. In most cases people just tend to ignore the messages they are exposed to. As people have become more sophisticated, fastidious and not easy to convince, marketers have to make advertisements even more capturing the attention and memorable. One of the ways of doing so is a good advertising slogan.

Advertising slogans are an important part of any advertising campaign. Being short and memorable, advertising slogans have been used by large corporations and small business companies for more than a century. The purpose of these catchy phrases is to draw the attention of a potential customer and help to distinguish a product or service from the majority of others in the market. According to David Newman, slogans are *“the most effective means of drawing the attention of the general public or consumer base to one or more aspects of a product”*, while all the visual or audio materials, such as jingles, pictures, video, etc. only help to further consolidate the slogans in the minds of customers.²⁴

²⁴David Newman “Do It! Marketing: 77 Instant-Action Ideas to Boost Sales” Cambridge University Press, 2013, 233p

Some scholars as like Cook and Myers compare the language of advertising to the poetic language, which is used by authors to create a special effect. Thus, the language of advertising, and especially of slogans, can be called a special language that helps to grab attention and make a person remember the slogan and the brand it advertises.²⁵

There is no uniform definition of the advertising slogan in scientific literature as various authors define the advertising slogan taking into consideration its specific characteristics, or simply present its synonyms. In his book “English in Advertising: A Linguistic Study of Advertising in Great Britain”, Leech maintains that the slogan is a short phrase used by the company in its advertisements to reinforce the identity of the brand. In his opinion, slogans are more powerful than companies’ logos and can be easily remembered and recited by people. Also, the scholar states that slogans have to clearly state the main idea of the advertisement, i.e. they have to be easy to understand.²⁶

Rein defines an advertising slogan as a “*unique phrase identified with a company or brand*”. The scholar asserts that the slogan, which is kind of a presentation of the main idea of the advertising campaign, has to “*command attention, be memorable and be brief*”.²⁷

Godin says that refers to the advertising slogan as a “scenario”, which attracts a potential customer.

The idea that the slogan is a tool that helps a customer to identify the brand is also maintained by Dowling and Kabanoff who state that advertising slogans are a few words that “*appear beneath or beside the corporate name at the bottom of a print advertisement and are separated from the body copy for easy recognition*”. According to these authors, the advertising slogan is not only memorable itself, but also helps to memorize the brand or company.²⁸

²⁵Cook “The discourse of advertising language” Rutledge Press, 1992, 272p

²⁶ Leech, The pragmatics of politeness, Oxford University Press, 2014, 368p

²⁷Irving Rein, High Visibility: Transforming Your Personal and Professional Brand, McGraw Hill Education Press, 2006, 49,54p

²⁸ Dowling Kabanoff, “The art and science of marketing”, Oxford University Press, 1996, 64p

Similarly, in her book, Smetonienė states that advertising slogans can help memorize the advertisement itself, because “*they remind of and consolidate ideas presented in the introduction*” or “*clearly express the main idea of the advertisement*”.²⁹

Kohli et al define the advertising slogan as one of the three elements of brand identity.

In Clow and Baack’s view, the advertising slogan is an easily remembered catchy phrase that makes a key point about the company’s image to the customer.

In the article “The Importance of Ad Slogans”, Hamlin describes the advertising slogans as “*catchy, declarative phrases that use devices such as metaphors, alliteration or rhymes with simple, vibrant language*”, which, even without mentioning the company’s name or product, help people remember the brand. Various authors define the advertising slogan taking into consideration its specific characteristics, or simply present its synonyms. Although there is no uniform definition in the scientific literature that would include all the characteristics and functions of the advertising slogan, all the above mentioned definitions share a common idea. Thus, we would define the advertising slogan as *a short catchy phrase related to a specific brand, which defines, presents, and helps customers remember the key concepts of a brand or advertising campaign itself*.³⁰

Pragmatic Aspects in Advertising Slogans

Many scholars, such as Leech, Myers, Foster, Ding, Kohli et al, Christopher, etc. point out a number of language and rhetorical devices typical for advertising slogans: ***capitalization, rhyme, alliteration, repetition, word play (pun), metaphor***, etc. and analyze slogans at the graphical, phonological, lexical, syntactic and pragmatic- semantic levels.³¹

²⁹Smetonienė, “The language of advertising”, Lituianistica Press, 2001, 83p

³⁰<http://smallbusiness.chron.com/importance-ad-slogans>

³¹Geoffrey Leech, The Pragmatics of Politeness, Oxford University Press, 1966 year, 60-64 pages

According to the mentioned scholars, at the graphic level slogans demonstrate the usage of full or partial capitalization as well as unconventional spelling, while at the phonological level the extensive use of rhyme, alliteration, assonance and (less often) onomatopoeia can be observed. At the lexical level scholars point out the use of pronouns, unqualified comparison, coined words, numerals, adjectives and verbs. Everyday sentences/phrases, imperative sentences, questions, tense, idioms or proverbs, ellipsis, parallelism, repetition (anaphora, epiphora) are used at the syntactic level. Puns, metonymy, metaphor, synecdoche, personification, simile, hyperbole, antithesis can often be identified at the semantic level.

In our analysis of advertising slogans we will **focus** on language and stylistic rhetorical device too. Figurative language and sound techniques that are used for effective slogans at the phonological, lexical, syntactic and semantic levels.

Pragmatic features of stylistic devices

The analysis of sampled slogans has shown that the most often used examples of figurative language in English advertising slogans are: *simile, metonymy, metaphor, pun (word play), personification, apostrophe, symbol, and paradox.*

Simile is “*a figure of speech in which one thing is likened to another, in such a way as to clarify and enhance an image. It is an explicit comparison (as opposed to the metaphor, q.v., where the comparison is implicit) recognizable by the use of the words ‘like’ or ‘as’.*”³² According to Ding, simile usually helps to promote some positive characteristics of the advertised product or service and/or highlight and strengthen emotional representation of its features.

Examples:

Easy as Dell (Dell) In this very example the author would like to attract the reader’s attention by using stylistic device simile. That’s explicit comparison which is

³²Cuddon, “The Penguin Dictionary of Literary Terms and Literary Theory”, 2014, 830p

shown in the advertisement text. Easy as Dell. Dell is famous company which produce laptops, desktops, office goods and technologies as like mouse, monitor, modem and so on. By using pragmatic device “simile” the author wants to urge or persuade the reader or customer to buy this DELL’s goods or technology product as like mouse, mobile phone accessories, pen, pencil, paper, correction pen and so on are the main aim of advertising and seller. The advertisement has an implicit meaning too. The author gives a hint, if you choose Dell’s product your work or life would be easy. The advertisement text itself tells about that: Easy as Dell. All in all, the author could attract the reader’s attention by using pragmatic device simile.

Now hands that do dishes can feel soft as your face (Fairy Washing Liquid) It’s another example where simile can play great role to sell the product in real market. The author of next advertisement also would like to attract the magazine reader’s attention by using pragmatic device simile. Its explicit comparison which is clearly shown in the advertising. Fairy washing liquid is premium washing up liquid cleaner which is directed to wash dishes after eating. Here the author makes a comparison which dedicate to your hands, take care of your hands, and stop to harm your hands by using other washing liquids. Thereabout simile in this advertising text helps to promote some positive characteristics of the advertised product or service and/or highlight and strengthen emotional representation of Fairy washing liquid’s features.

Cuddon defines **metonymy** as “*a figure of speech in which the name of an attribute or a thing is substituted for the thing itself*”. Myers states that metonymy is commonly found in advertisements “*where the product is associated with some person or surroundings*”.³³

Examples:

³³Cuddon, “The Penguin Dictionary of Literary Terms and Literary Theory”, 2014, 830p

Do you have the bunny inside? (Energizer). In this example author used metonymy as a pragmatic device to highlight and strengthen emotional representation of great power of bunny inside. The advertising rhetorical question is following: Do you have the bunny inside? In this special question the author wants to attract the reader's attention using pragmatic device metonymy. The language units plays great role in advertising text. Here Energizer drink is advertised. Energetic drinks differ from other soft drinks by containing taurin, soda, carnitin, cofein. These chemical elements can help you feel more powerful and better than ever. Drinking it you may run and dance more than 7 hours nonstop. The author managed to attract the customer's or buyer's attention by giving the question: Do you have the bunny inside? Implicature of this text is the following: A bunny is a kind of powerful rabbit, so do you have it inside you or not. If not just choose and buy this Energizer and get that powerful energy. That question has pragmatic meaning too. Context of the question is following: If you don't have the bunny inside, take it and apply it to your extremely needs, such as work at nightshift, drive a car nonstop and so on. You need it to your everyday in use. The author managed to attract the reader's attention and urged or persuaded this Energetic drink by using this very question such words as bunny, energy, which has pragmatic meaning which the context the reader may understand.

You never actually own a Patek Philippe. You merely look after it for the next generation (Patek Philippe watch)

I like Volvo (Volvo)

During the research, in a number of advertising slogans **metaphor** was identified. Metaphor contributes to the aesthetics of the message and emphasizes the main idea, describing one object in terms of another, usually by means of implicit comparison. Leech maintains that metaphors are valuable in the advertising language as they "*suggest the right kind of emotive associations for the product*". When using a metaphor, two seemingly unrelated things are compared by stating

that one is the same as the other; this helps to see the similarities or connections which would remain unrevealed if not by the metaphor:

Examples:

Put a tiger in your tank (Esso). In this very example the author would like to attract the reader's attention by using stylistic device metaphor. That's implicit description of tiger in terms of tank which is vividly shown in the advertisement text. Here the author tried to encourage an interest in this very advertisement of petrol. The language unit as a metaphor played the important role in Esso advertising text. In the next phase of the tiger's existence, the author assumed the aura of a cartoon superhero, contrasting humorously with the fashion at the time for baffling – and not always reliable – scientific improvements to the performance of petrol. "Put a tiger in your tank" became one of the most famous campaigns in advertising history, complete with merchandised 'comical' tiger tail to fix around the petrol cap along with the bumper-sticker proclaiming 'I've got a tiger in my tank'. Implicature of the advertisement text is following: we all know that tiger is very powerful animal, and the author wants to encourage our interest if we buy Esso petrol our car run on like a tank and it'll has a power of super energy. The advertisement text itself tells about that: Put a tiger in your tank. All in all, the author managed to attract the reader's attention by using pragmatic device metaphor.

It gives you wings (Red Bull) in this example the author used metaphor as a pragmatic device to highlight and to show emotional representation of energy of beverage by name Red Bull. The advertising text contains the language units which can attract the readers and consumer's attention: it, gives you, the wings to fly and so on. The author used metaphor by contributing to the aesthetics of the message and emphasizes the main idea, describing one Red Bull ability in terms of another by means of implicit comparison. It gives you wings, that's implicit

description of Energizer Drink which can give you wings to fly in your imagination.

By engaging emotionally the readers with both its original and second target demographics, Red Bull subtly invites both to take action and fulfill the biggest dreams they've ever had. This strategy employs wings three and four of the Dragonfly Effect model without ever making it obvious. Instead, the strategy is to make life exciting and fun, no matter what a person's age.

Pragmatic meaning of this advertising text is following: if you like an Energizer Drink and come across with such kind of problems as bore, tired and want to fly with powerful wings, buy Red Bull Energizer Drink and get rid of these problems. Whether you need more energy to your job as like: driving all day, to be ready to the conference and you are tired a lot, want to dance in disco club till morning you should buy Red Bull and drink it. You can feel the wing which offers Red Bull.

The author managed to attract the reader's attention, urge and persuade to buy this Red Bull Energizer Drink by using this very metaphor in the advertisement by applying such words as, it, gives, you WINGS, which has pragmatic meaning which from the context the reader may understand.

Advertising text	Product
<i>Fresh Squeezed Glaciers</i>	<i>(Adelma Mineral Water)</i>
<i>It just feels right to hold the internet in your hands</i>	<i>(Apple iPad)</i>
<i>Bounty- the taste of paradise</i>	<i>(Bounty candy bar)</i>
<i>Open Happiness</i>	<i>(Coca Cola)</i>

Many of the analyzed slogans are based on **pun** that involves a play on words. According to Cuddon, puns are often used for humorous effect. Pun or word play is often used by advertisers because they rely on lexical items with more than one meaning; sometimes a word play occurs when the different words are homophones

or homonyms.³⁴ The pun/word play is based on ambiguity, although, according to Leech, in advertising language ambiguity “*hinges on the orthography rather than on pronunciation*”. Ding suggests that puns “*can work miracles*”, especially when advertising slogans help build brand identity by using the brand name as a part of word play, which can “*can interest and impress the people with its smartness and its novelty*”. We may see them in the following examples:

Absolut magic (Absolut Vodka). The next example taken from GQ magazine, the advertising product is alcoholic drink is “Absolut Vodka”. The author of this advertisement used stylistic device pun or wordplay in order to highlight and stress strengthen emotional representation of absolute magic. The advertising text attracts the reader’s attention with word play absolute magic. Magic is a power that allows people or things to do impossible things by performing special action. However, the author here gives a hint that if you buy Absolut Vodka you will have absolute magic power. Pragmatic implicature plays great role in advertising text which contains pun that involves a play on word. The author used pun for humorous effect. By that he managed to attract the consumers attention and urge or persuade the reader to purchase this very product “Absolut Vodka”. All in all, the author managed to attract the reader’s attention by using pragmatic device “pun”.

If you want to impress someone, put him on your Black list (Johnnie Walker Black Whiskey) This advertising text example taken from Cosmopolitan magazine, the advertising product is alcoholic drink is “Johnnie Walker Black Whiskey”. The author of this advertisement used stylistic device pun and wordplay in order to highlight and stress emotional representation of Black Whiskey.

Johnnie Walker updated its five-year old brand campaign, through the creation of a series of advertisement in Cosmopolitan magazine, banners, billboards and scims that depict a pasteurized golden Johnnie Walker trade character overcoming a

³⁴Cuddon, “The Penguin Dictionary of Literary Terms and Literary Theory”, 2014, 830p

series of obstacles along a golden line. With his top hat, waistcoat, cane and boots, the dapper Striding Man magically climbs ladders, leaps from one rooftop to another, walks tightropes, sidesteps pits, negotiates frayed ropes and barbed wire, and avoids rain clouds. He is the personification of good luck. The campaign is called “Keep Walking.”

The text of the advertisement is the following: *If you want to impress someone, put him on your Black list.* The advertising text attracts the reader’s attention with word play and by using language units. Grabbing the reader’s attention was done by the help of the words: if, you, want, impress, black list and so on. Whether you would like to impress someone, put down his name in your blacklist. Blacklist it’s a list privately exchanged among employers, containing the names of persons to be barred from employment because of untrustworthiness or for holding opinions considered undesirable. However, the author here gives a hint that if you are eager to impress someone, just buy this whiskey and share with your Johnnie Walker. Pragmatic implicature plays an important role in the advertising text which contains pun that involves a play on word. The author used pun for humorous effect. While drinking whiskey you can’t impress on anyone, but if you put him in your blacklist you can manage to do it. The author managed to attract the consumer’s attention, urge and persuade the reader to purchase this very product “Johnnie Walker Black Whiskey”. Thus, the author managed to attract the reader’s attention by using pragmatic device “pun”.

In the following advertisement authors use pun as a pragmatic device:

Advertising text	Product or Service
<i>The appliance of science</i>	<i>(Zanussi)</i>
<i>Empowering people</i>	<i>(Acer)</i>
<i>iThink, therefore iMac</i>	<i>(Apple)</i>
<i>Because the Citi never sleeps</i>	<i>(Citibank)</i>
<i>Brilliant cleaning starts with Finish</i>	<i>(Finish Detergent)</i>

<i>Better gas mileage. A Civic responsibility</i>	<i>(Honda Civic)</i>
<i>I think, therefore IBM</i>	<i>(IBM)</i>
<i>Nothing runs like a Deere</i>	<i>(John Deere)</i>
<i>Get Rich quick</i>	<i>(Kenco Really Rich Coffee)</i>
<i>Have you met life today?</i>	<i>(Metropolitan Life (MetLife))</i>
<i>Alarmed? You should be</i>	<i>(Moss Security)</i>
<i>Do me a Quaver</i>	<i>(Quavers Snacks)</i>
<i>It's how the smooth take the rough</i>	<i>(Range Rover)</i>

Get TIME, ahead of time (TIME Magazine) This advertising text example taken from Time magazine, the advertising product is a famous magazine “TIME”. The author of this advertisement used stylistic device pun and wordplay in order to highlight and show emotional representation of TIME magazine.

The Time magazine is the famous magazine in USA. Its articles are interesting and useful. The text of the advertisement is the following: *Get TIME, ahead of time.* The advertising text attracts the reader's attention with word play and by using language units. Grabbing the reader's attention was done by the help of the words: get, TIME with capital letters, and idiom: ahead of time. Ahead of time means: beforehand or before the announced time. However, the author here gives a hint that if you would like to be the first who read the world news and to be informed, just choose this TIME magazine and read the breaking news. Pragmatic implicature plays an important role in the advertising text which contains pun that involves a play on word. The author used pun for grabbing attention of the reader. If you want to be on the same line with famous businessmen you should buy and read Time Magazine. The author managed to attract the consumer's attention, urge

and persuade the reader to purchase this very product “TIME magazine”. Thus, the author managed to attract the reader’s attention by using pragmatic device “pun”.

Personification is “*the impersonation or embodiment of some quality or abstraction; the attribution of human qualities to inanimate objects. Personification is inherent in many languages through the use of gender*”. Advertisements can often use personifications when inanimate objects or abstractions are endowed with human qualities to make it more dramatic, interesting and more attractive, because we can better relate to the objects which are personified.

Examples:

The first crème that renews your skin during the night (Nivea). In this example author used personification as a pragmatic device to highlight and to show strengthen emotional representation of high quality of Nivea crème. The advertising text contains the language units which can attracts the readers and consumer’s attention: the first crème, renew your skin and so on. The author tried to use personification in order to attribute of human qualities to inanimate object. That’s implicit description of crème which can renew your skin during the night. If your skin is: draw the line at dull, dry and tired. Now, restore resilience, radiance and vitality with Nivea Crème. This Cream luxuriously pampers skin with hydrating nourishment, while helping to stimulate surface skin cell renewal during sleep to reveal more youthful looking skin in the morning. Instantly, skin feels nourished and supple. In 1 month, skin appears renewed, dense and full of life. Pragmatic meaning of this advertising text is following: if your skins come across with such kind of problems as dry and tired, buy Nivea Crème and get rid of these problems. The author managed to attract the reader’s attention and urged or persuaded to buy this Skin Crème by using this very personification advertisement by applying such words as, the first crème, renew your skin, which has pragmatic meaning which from the context the reader may understand.

Another example of personification: *Imagination at work (General Electric)*

During our research we found in the analyzed advertising slogans use the figurative language device called **apostrophe** in which “*a thing, a place, an abstract quality, an idea, a dead or absent person, is addressed as if present and capable of understanding*”.

I’m lovin’ it (MacDonals’s). The next example taken from *Cosmopolitan* magazine, the advertising product is fast food “MacDonals”. The author of this advertisement used stylistic device apostrophe in order to highlight and stress strengthen emotional representation of MacDonald’s. The advertising text attracts the reader’s attention with using apostrophe in the advertising text: I’m lovin’ it. Ask nearly anyone in the United States, and the citizens of numerous other countries around the world, where “I’m Lovin’ It” comes from, and they would mostly quickly reply with “McDonalds.” This is such a popular slogan that is quickly associated with its owners that it is hard to believe it’s been in the U.S for less than a decade.

However, the author here gives a hint that if you buy McDonalds you will love magic taste power of this fast food. Pragmatic implicature plays great role in advertising text which contains apostrophe that involves an interest on this very advertisement. By that he managed to attract the consumers attention and urge or persuade the reader to purchase this very product “McDonald’s fast food”. All in all, the author managed to attract the reader’s attention by using pragmatic device “apostrophe”.

In these examples it’s vividly shown a stylistic device apostrophe: *Hot’n juicy (Dave’s cheeseburgers)*, *“Bring out the best” Hellmann’s real mayonnaise (Hellmann’s mayonnaise)*, *Finger lickin’ good (KFC)*, *Because you’re worth it (L’oreal)*, *You’ve never seen “Bodie’s” like this! (Victoria Secret)*, *Where’s the beef? (Wendy’s)*.

Symbol “*is an object, animate or inanimate, which represents or ‘stands for’ something else*”. In the examples below a diamond is a symbol of love and commitment, and a ring is a symbol of continuing affection and appreciation, while the trilogy ring is the representation of the past, present and future of a relationship:

Examples: A Diamond is Forever (DeBeers diamonds), Eternity Ring (DeBeers diamonds), The Trilogy Ring (DeBeers diamonds).

As can be seen from the corpus of the sampled slogans, one of the rarest devices is **paradox**. Paradox is based on “*an apparently self-contradictory (even absurd) statement which, on closer inspection, is found to contain a truth reconciling the conflicting opposites. Basically, two kinds may be distinguished: (a) particular or ‘local’; (b) general or ‘structural’*”.

Example: Nothing sucks like an Electrolux (Electrolux)

Phonetic stylistic devices with pragmatic implicature

Among the sound techniques most often used in English advertising slogans the following can be observed: rhyme, alliteration, assonance, consonance, rhythm, and onomatopoeia.

One of the dominant sound techniques in English advertising slogans is **rhyme**, which, according to Cuddon, is “*the formalized consonance of syllables*”. It should be noted that rhyme refers to the way the word is pronounced, not spelled. In Leech’s view, rhyme makes the slogans and headlines appear striking and easier to remember. Consider the following examples:

Eye it - try it - buy it! (Chevrolet) The next example taken from Top Gear magazine, the advertising product is Lacetti “Chevrolet GM”. The author of this advertisement used stylistic device rhyme in order to highlight and stress strengthen emotional representation of Chevrolet GM. The advertising text attracts the reader’s attention with using rhyme in the advertising text: Eye it-try it-buy it.

However, the author here gives a hint that if you are looking for new car friend, you should firstly look at it, secondly test drive it and finally buy it to vehicle it in everyday use. Author believes that you will love magic outlook power of this fast and not expensive car. Pragmatic implicature plays great role in this advertising text which contains rhyme that involves an interest on this very advertisement like a poem. By that he managed to attract the consumers attention and urge or persuade the reader to purchase this very product “Chevrolet GM Lacetti”. All in all, the author managed to attract the reader’s attention by using pragmatic device “rhyme”.

In these examples it’s vividly shown that the authors used a stylistic device “rhyme”: *Flick your Bic (Bic)*, *Everything We Do Is Driven By You (Ford)*, *Gillette - the best a man can get (Gillette)*, *A Mars a day helps you work, rest and play (Mars candy bar)*, *The “Wow” starts now (Microsoft Vista)*, *Freshen-up with 7-Up (7-Up)*, *Twix it’s all in the mix (Twix)*, *Fly the friendly sky (United Airlines)*, *Do you ... Yahoo!?! (Yahoo!)*

According to Ding, rhyme is most probably the best sound technique used for the introduction of the brand name. If the brand name is not used in the slogan, the slogan, as Ding puts it, “*is likely to lose its identity, because similar products can use the same ad slogan with a simple change of the product name*”. As suggested by the scholar, the function of rhymes in the form of slogans is the transmission of simple information. Rhyme also allows better memorization of the slogan, as it resonates in one’s mind.

Another dominant sound technique identified in the body of the sampled slogans is **alliteration**. In his book, Cuddon defines alliteration as “*a figure of speech in which consonants, especially at the beginning of words, or stressed syllables, are repeated*”. In his work, Myers states that in slogans alliteration with its similarity in sound often plays against dissimilarity in meaning and makes the listener more aware of the contrast.

Alliteration could attract the reader's attention, it's vividly shown in these advertisements: *Fluent in finance (Barclays Bank)*, *Push button publishing (Blogger)*, *Keep the flag flying (British Airways)*, *That calls for a Carlsberg (Carlsberg)*, *Functional... Fashionable...Formidable... (Fila)*, *For the men in charge of change (Fortune)*, *Pleasing people the world over (Holiday Inn)*, *Solutions for a smart planet (IBM)*, *Don't dream it. Drive it! (Jaguar)*, *Melts in your mouth, not in your hands (M&Ms)*, *Make the most of now (Vodafone)*.

Sometimes referred to as "vocalic rhyme", **assonance** "consists of the repetition of similar vowel sounds, usually close together, to achieve a particular effect of euphony". As compared with alliteration, assonance is not very obvious in advertising slogans and is harder to identify:

Advertisement examples of assonance: *See what we mean (Canon)*, *Intel inside (Intel)*, *Outwit. Outplay. Outlast. (Survivor TV series)*, *Smooth Move (Veet)*.

Some of the analyzed slogans are based on the sound technique called **consonance**, which is defined by Cuddon as "the close repetition of identical consonant sounds before and after different vowels".

Examples of advertisements in which authors have used stylistic device consonance: *Ariston...and on...and on... (Ariston)*, *Washing machines live longer with Calgon (Calgon)*, *The bright lights taste! (Cinzano)*, *Grace, space, pace (Jaguar)*.

Alliteration, assonance and consonance are meant to be attention-grabbing. These sound techniques make a piece of writing memorable and provide the slogans with the strong beating rhythm. Also, as Ding suggests, these devices have an emphatic effect of the meaning.

Rhythm is "the movement or sense of movement communicated by the arrangement of stressed and unstressed syllables and by the duration of the

syllables”. Rhythm is usually perceived on a subconscious level and makes the slogan a memorable, repeatable sentence. Neat rhythmical passages are referred to as meter, and the metrical scheme, as Leech puts it, “*may easily pass unnoticed*”.

Example: Live your life, love your home (IKEA)

Another sound technique found in only two analyzed slogans is **onomatopoeia**. Onomatopoeia is based on “*the formation and use of words to imitate sounds. It is a figure of speech in which the sound reflects the sense. As a rule it is deliberately used to achieve a special effect*”. Moreover, it makes the idea more expressive, interesting and it has an effect on the readers’ senses.

WASSSSSUP?! (Budweiser Beer) In this example the author used onomatopoeia as a pragmatic device to highlight and to show strengthen emotional representation of beer sound of Budweiser. The advertising text contains the language units which can attract the readers and consumer’s attention: wasssssup, question, exclamation mark and so on. The author used onomatopoeia by using imitate sounds of beer bubbling. That’s implicit description of beer which can make your mouth to say wasssssup. “Whassup?!” was one of the most acclaimed and popular campaigns in advertising history. It won nearly every major award in the industry, including the prestigious Grand Clio and the Grand Prix at the International Advertising Festival in Cannes, France. During the second year of the “Whassup?!” campaign, Busch was named Advertiser of the Year at the Cannes festival.

The campaign’s signature phrase earned comparisons to classic advertising phrases like Wendy’s “Where’s the Beef?” and Nike’s “Just Do It.” Busch said of the “Whassup?!” campaign, “In our lifetimes, we’ll never see so much value created from a single idea. It makes Budweiser a brand for every culture, every demographic and every community. It makes Budweiser a younger, hipper, more contemporary brand.”

Pragmatic meaning of this advertising text is following: if you like a beer come across with such kind of problems as bore and tired, buy Budweiser beer and get rid of these problems.

The author managed to attract the reader's attention and urged or persuaded to buy this Budweiser beer by using this very onomatopoeia advertisement by applying such words as, wasssssup, question mark, exclamation mark, which has pragmatic meaning which from the context the reader may understand.

One more example of stylistic device onomatopoeia is: *Zoom-Zoom (Mazda)*.

Other rhetorical devices

Among other rhetorical devices often used in slogans the following can be observed: repetition (anaphora, epiphora), comparison (unqualified comparison), parallelism, antithesis, and hyperbole.

In this group of rhetorical devices **repetition** is the most frequently used. Repetition according to Cuddon is “*an essential unifying element in nearly all poetry and much prose. It may consist of sounds, particular syllables and words, phrases, stanzas, metrical patterns, ideas, allusions and shapes*”. The type of repetition when words or groups of words in successive clauses are repeated, this is a rhetorical device called **anaphora**. It is used to appeal to the emotions of the audience in order to persuade, inspire, motivate and encourage them. In case each sentence or clause ends with the same word, this type of repetition is called **epiphora/epistrophe**. All these types of repetition lay emphasis on a particular idea. Consider the following examples:

Buy it. Sell it. Love it (Ebay). The next example is taken from “IT magazine”, the advertising service is online buying and selling web site “Ebay”. The author of this advertisement used stylistic device epiphora in order to highlight and stress strengthen emotional representation of online service Ebay. The advertising text attracts the reader's attention by using epiphora in advertising text: Buy it. Sell it. Love it. (Ebay). Its online auction service used to buy and sell items. The company

uses an electronic platform to facilitate millions of transactions every day. Users of this site seeking to purchase items make bids over a specific time period and then the seller determines guidelines such as a minimum bid he or she is willing to accept. Payment is typically made electronically through PayPal and then the merchandise is shipped to the buyer. However, the author here gives a hint that you can buy something, sell something and fall in love something by using this great site. Pragmatic implicature plays great role in advertising the text which contains epiphora that involves an interest on this very advertisement. By using epiphora the author managed to attract the consumers attention urges and persuades the readers or consumers to purchase this very online service “Ebay”. Thus, the author managed to attract the reader’s attention by using pragmatic device epiphora.

In these examples it’s vividly shown that the authors used a stylistic device “epiphora”: *Get to the very top with the very best (Barclays), If anyone can, Canon can (Canon), It cleans your breath while it cleans your teeth (Colgate Toothpaste), It keeps going, and going, and going (Energizer Batteries), Heavy industries. Happy industries (Hyundai), Share moments. Share life (Kodak), Maybe she’s born with it. Maybe it’s Maybelline. (Maybelline), Have a break. Have a Kit-Kat (Nestle- Kit-Kat), Give me a break, give me a break; break me off a piece of that Kit Kat bar (Nestle-Kit-Kat), Get N or get out (Nintendo 64), See new. Hear new. Feel new (Nokia), I am what I am (Reebok).*

Comparison is a rhetorical or literary device in which a writer compares or contrasts two people, places, things, or ideas. In advertising, the second term of comparison is hardly ever stated; it is left to the audience to decide, thus comparison is unqualified. By using comparison, writers increase their chance of catching the attention and interest of the audience.

Probably the best beer in the world (Carlsberg): The next example is taken from “British Food magazine”, the advertising beverage is well-known and famous beer

company “Carlsberg”. The author of this advertisement used stylistic device comparison in order to highlight and intensifying emotional representation of famous beer company “Carlsberg”. The advertising text attracts the reader’s attention by using comparison in advertising text: *Probably the best beer in the world (Carlsberg)*.

This advertisement visualizes the dreamy scenario of a Carlsberg beer– “Probably the best beer in the world”. Carlsberg UK estimates that by the end of the second day, 22% of all UK adults should have seen the ad at least once. As part of spend, a further two executions of ‘If Carlsberg did...’ are planned for later in the year, in addition to a wider advertising push across radio, newspaper, magazine, out of home and sponsorships, resulting in over 40 weeks of advertising for the brand in 2015. Here author gives a hint that there is no beer like Carlsberg. If you buy it you will never regret about your choice.

Pragmatic implicature plays great role in advertising the text which contains comparison that involves an interest on this very advertisement. By using comparison the author managed to attract the consumers attention urges and persuades the readers or consumers to purchase this very beer “Carlsberg”. Thus, the author managed to attract the reader’s attention by using pragmatic device comparison.

In these examples it’s vividly shown that the authors used a stylistic device “comparison”: *Stronger than dirt (Ajax)*, *The happiest place on earth (Disneyland)*, *When you care enough to send the very best (Hallmark)*, *We sell more cars than Ford, Chrysler, Chevrolet, and Buick combined (Matchbox)*.

Parallelism “consists of phrases or sentences of similar construction and meaning placed side by side, balancing each other”. It creates a balanced flow of ideas and can be employed as a tool for persuasion because it uses repetition.

In these examples it's vividly shown that the authors used a stylistic device "parallelism": *More defined. More conditioned. More beautiful lashes. More than Mascara with more black impact (Estee Lauder), Talks inside. Shouts outside. New 2006 Fiesta (Ford), My Goodness. My Guinness (Guinness), Sony recommends Windows XP for Business. More than you'd expect. Less than you thought (Sony).*

Antithesis is "fundamentally, contrasting ideas sharpened by the use of opposite or noticeably different meanings". Antithesis is often used in prose to telling effects. Consider the following:

Small seeds generate big ideas (CNN)

Imagine a mini phone with maximum style and design (Samsung Galaxy S IV). The next example is taken from "Men's Health magazine", the advertising Smartphone S series is well-known and famous telephone company "Samsung". The author of this advertisement used stylistic device antithesis in order to highlight and intensifying emotional representation of famous telephone company "Samsung". The advertising text attracts the reader's attention by using antithesis in advertising text: *Imagine a mini phone with maximum style and design (Samsung Galaxy S IV)*

Samsung galaxy s IV is life companion, make your life richer, simpler, and more fun. As a real life companion, the new Samsung Galaxy S IV helps bring us closer and captures those fun moments when we are together. Each features of this Smartphone was designed to simplify our daily lives. Furthermore, it cares enough to monitor our health and well-being. This mobile phone has got this useful feature that is important in our life nowadays.

The advertising text contains the language units which can attract the readers and consumer's attention: imagine, mini phone, maximum style and design and so on. The author managed to attract consumer's attention by using antithesis in order to show pragmatic effect of this advertising Smartphone S series "Samsung". That's

implicit description Smartphone which can show you the high quality of phone which can the following functions as like internet, GPS, heat beating checking system, organizer the meetings during the work in the office. If you need high quality Smartphone S series: just go to the Phone shop and Imagine a mini phone with maximum style and design.

Pragmatic implicature plays an important role in advertising the text which contains high lightening that involves an interest on this very advertisement. By using antithesis the author managed to attract the consumers attention and urges, persuades the readers or consumers to purchase this very Smartphone S Series “Samsung”. Thus, the author managed to attract the reader’s attention by using pragmatic device antithesis.

Hyperbole is “*a figure of speech which contains an exaggeration for emphasis*”. In the examples below, hyperbole is used to emphasize the best features of the advertised objects:

Example:

Everything you hear is true (Pioneer). The next example is taken from “Popular Mechanics magazine”, the advertising music stand system is well-known and famous technique company “Pioneer”. The author of this advertisement used stylistic device hyperbole in order to highlight and intensifying emotional representation of famous music stand company “Pioneer”. The advertising text attracts the reader’s attention by using hyperbole in advertising text: *Everything you hear is true (Pioneer)*.

“Pioneer” music system offers to consumers a choice of connections via Wi Fi based on the type of device, laptop or home network. The users of Ipod, Iphone, Ipad and computers running iTunes can connect via Air Play for playback of music

in a car. In this music players industry all two speakers models offer Pioneer's Wireless Direct technology.

The advertising text contains the language units which can attract the readers and consumer's attention: everything, hear, true and so on. The author managed to attract consumer's attention by using hyperbole in order to show pragmatic effect of this advertising music system "Pioneer". That's implicit description music stand which can show you the high quality of music formats as like mp3, aac, wav details during the drive in a car. If you need high quality music stand: just listen to pioneer and everything you hear is true.

Pragmatic implicature plays great role in advertising the text which contains high lightening that involves an interest on this very advertisement. By using hyperbole the author managed to attract the consumers attention and urges, persuades the readers or consumers to purchase this very music stand system "Pioneer". Thus, the author managed to attract the reader's attention by using pragmatic device hyperbole.

Examples of advertisement with hyperbole: Fight wrinkles! Renew collagen in just 48 hours (Lancome), Takes You Miles Away in Seconds (Lexus), The Closest Your Dog Will Ever Get To Being A Dragon (Purina Dog Food)

Summary on chapter two

Having analyzed the classification and characteristic features, components of advertisements we would like to state that without essential components of advertisement it cannot be exist. Different points of view of linguists and scholars on the theory on pragmatic functions of stylistic devices in advertising slogan we would like to point out that if the advertisers want to attract the consumer/client and urge/persuade to buy his/her product the author should use SD in advertising text.

Magazines serve the educational, informational, and entertainment needs and interests of a wide range of readers in both the consumer and business markets. Magazines rank second only to television as a medium for national advertisers. There has also been a tremendous growth in business publications as their number has grown to more than 75 in the Republic of Uzbekistan.³⁵ While some magazines are general mass-appeal publications, most are targeted to very specific types of audiences in both the consumer and business markets. Classifications of magazines is a useful way of classifying magazines is provided by Standard Rate and Data Service (SRDS), which divides the publications into three broad categories based on the audience to which they are directed.

Newspapers are the second major form of print media and represent the largest of all advertising media in terms of total advertising volume in publicistic style. Newspapers are an especially important advertising medium to local advertisers such as retailers. However newspapers can also be a valuable medium to national Uzbek advertisers as well. Types of newspapers the vast majority of newspapers are daily publications serving a local community. However, there are other types of newspapers that have special characteristics that make them valuable to advertisers. Classifications of newspapers include: daily newspapers, weekly, national, special audience and etc.

Advertising slogans are an important part of any advertising campaign. Being short and memorable, advertising slogans have been used by large corporations and small business companies for more than a century. The purpose of these catchy phrases is to draw the attention of a potential customer and help to distinguish a product or service from the majority of others in the market. Many scholars, such as Leech, Myers, Foster, Ding, Kohli et al, Christopher, etc. point out a number of language and rhetorical devices typical for advertising slogans: *capitalization, rhyme, alliteration, repetition, word play (pun), metaphor*, etc. and analyze slogans at the graphical, phonological, lexical, syntactic and pragmatic- semantic

³⁵UzReport,uz/news_r_137845.

levels. In our analysis of advertising slogans we focus on language and stylistic rhetorical device. Figurative language and sound techniques that are used for effective slogans at the phonological, lexical, syntactic, pragmatic and semantic levels.

It goes without saying that using stylistic devices in advertising is effective and useful for attracting the reader's attention. It's clearly seen that non-personal communication that is transmitted through magazines and newspapers which aims at urging, persuading, informing, or selling and we assume persuading in advertising can be done with the help of pragmatic force. All the above mentioned functions of the advertising slogans in newspapers and magazines become a new and important aspect for creators of advertisements. Thus, it has vividly shown that classification and components of advertising language through pragmatics is very important and helpful.

Chapter Three. Pragmatic analysis of advertisements (based on magazines and newspapers)

3.1 Pragmatic properties of idiom modifications in advertising language

The language of print advertising abounds with pragmatically-motivated phraseological units such as: idioms, metaphors, slogans, proverbs, etc. In order to draw the reader's attention, advertisers exploit the pragmatic potential of phraseological units. The research explores the various interpretations of meaning as well as the use of idiom modifications as a group of phraseological units in the advertising language, primarily via pragmatic devices such as presupposition and implicature.

Nowadays, in the world of mass media, advertisements are always present and influence people to a high extent. We can state that advertising, as a phenomenon, has rapidly developed in the past few decades, thus becoming a fertile ground for various linguistic and marketing researches. *“A crucial precondition for good communication, and the starting point for making sense of what is being communicated, is that the participants like writer-reader, sender-receiver, producer-consumer and addresser- addressee to cooperate with each other”*³⁶.

Our investigation is based on several pragmatic points and principles. Firstly, our research deals with relationships between linguistic forms and entities in the world i.e. how words literally correlate with things. In this particular case, it refers to how advertising messages or the language of advertising associated to their addressees i.e. readers, with the focus on the meaning that comes from linguistic knowledge. The analysis will be helpful to establish the relationship with verbal descriptions. Thus, in our research we analyze the relationships between linguistic forms and the users of those forms in the discourse or pragmatics of advertising.

As Jean Stilwell Peccie noted: *“It refers to advertisers' intended meanings, their assumptions, their purposes or goals or any kind of actions. The focus is on the*

³⁶George Yule “Pragmatics” Oxford University Press 1996, 33-35pp

*aspects of meaning that cannot be predicted by linguistic knowledge alone – taking into account the reader’s knowledge about the physical and social world”.*³⁷

Pragmatic properties of idiom modifications in the language of advertising

The analysis of the selection of print advertisements below specifically focuses on particularly via presuppositions and implicatures, as pragmatic devices the message is communicated by the exploitation of idiom modifications as phraseological units. The analysis takes into consideration only the pragma-linguistic aspect of print advertisements from magazines and newspapers excluding pictures, drawings and etc.

Example of advertisement in which the idiom has been used selected from GQ magazine: *It seems, like great minds, great e-businesses think alike. (Bloomberg magazine)*

The core of this example lies in the modification of the idiom “*Great minds think alike*”. If we consult Webster’s Dictionary he states: “Very intelligent people tend to come up with the same ideas at the same time. It used here for playfully, to commend someone for expressing the same thing you were thinking of; implies that you are congratulating that person for being as smart as you are.

Also Great minds run in the same gutters, a casual and jocular variant. Which in order to emphasize the key term “*e-businesses*”, becomes like “*great minds, great e-businesses think alike*”.

Therefore, it is presupposed that the company focus on and the reader and share the same views on how the business is properly conducted. Furthermore, the advertiser, by using such wording, achieves, at the same time, the element of affiliation with the reader, by placing him or her into the category of great minds. The modification of the well-known idiomatic expression serves as the main persuasive tool as well. The author of this advertisement managed to attract the

³⁷Jean Stilwell Peccie “Pragmatics” Roulledge Press 1999, 5-6pp

reader's attention by using the idiom in the advertising text. The author could to attract the consumer's attention, urge and persuade the reader/client to purchase this very magazine "Bloomberg magazine". Thus, the persuasive force is that the logical choice for the reader is to do business with someone who thinks alike with Bloomberg magazine.

Let's analyze the next advertisement in which the idiom has been used selected from Men's Health (UK) magazine: *Carpe diem? Isn't that Latin for more places to go and more seats to get you there? (MASTER CARD)*

The advertiser/the author poses a question *Carpe diem* at the beginning of this advertisement, implying that readers may not seize the pleasures of the moment without concern for the future to the extent that they are supposed to. The aphorism *Carpe diem* itself refers to the need to achieve as much as possible in one's life. The presupposition *Carpe Diem* found in this message lies in the paraphrases of the above mentioned Latin aphorism which was found in the Roman writer's work Horace's Odes,³⁸ used in English since the 1800s by adapting it to the purposes of the advertisement: to "*seize the day*" in the sense of visiting as many places as possible, which the credit card was advertised, that credit card can provide seizing the day just became a little easier than other days without credit card.

Having in mind that it is the advertisement of a certain credit card which is used as a question, such wording seems to be very effective in terms of attention-seeking means. *Carpe diem* or *Seize the day* is a well-known and frequently used aphorism, thus suitable for exploiting in the language of advertising.

Carpe diem is a well-known phrase, often heard or read in many types of discourse or pragmatic intentions like in newspapers and magazines, and advertisement is also additionally adapted here ...*more places to go and more seats*... to serve the purpose of the advertisement and therefore communicate the information thoroughly. By explaining what the possession of the object advertised provides,

³⁸International Dictionary ABBY Lingvo 3rd edition, 2010 E-dictionary collection

the advertiser/the author highlights the message and gives an additional pragmatic persuasive force to visit Master Card international bank and be a consumer of this bank. Thus, in this very advertisement the advertiser used a question which has the pragmatic meaning of persuasive force in particular which seems to be effective.

Let's analyze another advertisement in which the idiom has been used selected from GQ magazine: *The Pain Stops Here. (No-Spa, painkiller pills)*

The phrase "*The Pain Stops here*" is the modification of the well-known idiomatic expression "*The buck stops here*", meaning something that you say in order to tell someone that you will take responsibility for a situation or problem. If we consult Cambridge Dictionary: "*The need to act or take responsibility, that other people pass on to still other people, ultimately ends up here. An expression made by famous U.S. President Harry Truman, about the finality of decisions a president must make*".³⁹

This pain killer helps to get rid of pain in your stomach. No-Spa also helps to improve blood flow to the issue. The medication is used to treat the following conditions: spasms of the smooth muscles related to the diseases of the biliary system; gallstone disease, cholecystitis, cholangitis, papillitis. Physiological act of delivery (reduction in duration of delivery (for intravenous injections)) Spasms of the smooth muscles of the digestive system: stomach and duodenal ulcers, gastritis, enteritis, colitis Tension type headache Acute labor pains

The advertisement presupposes one of the things people fear most - being ill or in pain and the modification of the well-known idiomatic expression serves to highlight pragmatic effect that sense of fear and induce the reader to buy the product which has been advertised. To be healthy is one of the basic human needs, which is in focus here. This product is advertised as 'an ultimate pain reliever', so that the implicature is that some other medicines may not work so as to stop the pain. However No-Spa painkiller pills can help you.

³⁹ Cambridge Dictionary 4th edition, 2008

The modification of the well-known idiomatic expression serves as the main persuasive pragmatic tool to interest the reader to read this very advertisement. The author of this advertisement managed to attract the reader's attention by using the idiom in the advertising text. The author could to attract the consumer's attention, urge and persuade the reader/client to purchase this very painkiller "No-Spa". Thus, the persuasive force is that the logical choice for the reader is to buy these pills who want to get rid of pain in his stomach.

Let's analyze one more example of an advertisement in which the idiom has been used, it selected from GQ magazine: *It's sync or sink. Add 85,000 knowledgeable people from around the world to your team and you'll find yourself in a powerful position. Because when everyone moves in the same direction, you can get to the future first. Together, we can move forward faster. (Apple, iPod music player)*

The first thing to notice about this advertisement is the usage of the modification of the idiom "sink or swim", by changing *swim* into *sync* which is the advertised term in focus, and reversing the word order. The idiom *sink or swim*, according to Oxford Advanced Learner's Dictionary of Current English, the idiom refers to 'a situation where one will either fail totally or survive by one's own efforts'.⁴⁰ The presuppositions are that the sync option is supported by 85,000 knowledgeable people from around the world who choose iPod and move in the same direction thus finding themselves in a powerful position and that the option mentioned gives the reader the same opportunity.

Steve Jobs and Apple, Inc. created a number of enduring cultural images with their Apple products and marketing through the years.⁴¹ And perhaps none of these is more visually memorable than the "dancing silhouettes" of the 2003- 2008 iPod and iTunes advertising campaign. Initiated first with the iPod digital music player, the ads – which soon appeared globally in print like newspapers and magazines, on TV and the web, and in various outdoor venues – proved to be one of the most

⁴⁰Oxford Advanced Learner's Dictionary of Current English, 2nd edition 1995

⁴¹https://en.wikipedia.org/wiki/Steve_Jobs

effective marketing campaigns of the early 21st century. The silhouette advertisements were particularly notable for the evocative effect they had on culture, fashion, and “hipness”—reaching Apple customers and well beyond. The distinctive marketing art used in these advertisements also helped Apple to sell tens of millions of iPods and also billions of songs through Apple’s iTunes music store. And we should state this way of advertising, in some ways, helped Apple move its business to another level, sending it into the superstar stratosphere of the world’s most elite and profitable companies.

At the same time such a wording is exploited as an attention-seeking pragmatic device, by implying that 85,000 people cannot be wrong. The number itself sounds impressive and conveys a huge persuasive power, which gives an additional value to this advertisement in terms of influencing people to buy/purchase or use a certain product/service. In other words, the message implied here is that if one wants to find oneself in a powerful position, they had better choose sync, otherwise they will sink, i.e. fail in what they are endeavoring to achieve.

Concerning the emotional appeal involved, the justification for the choice of this idiom is used by the advertiser lies in the fact that most people are familiar with this expression, it is often used in everyday speech and it immediately draws/attracts the reader’s attention, especially when paraphrased in this way, which makes it an effective attention-seeking pragmatic tool.

Therefore, the main pragmatic effective objectives of the advertiser are fully accomplished: attention is drawn and the appeal for guidance is successfully conveyed by using pragmatic tools with the following functions: attracting the attention and giving new information by using paraphrased idiom, because a certain number of consumers will choose iPod to try feel the music which they have, and to be a part of a team of knowledgeable people and to move to the future first with them. Thus, the author of the advertisement managed to attract the consumer’s attention by using idiom in pragmatic meaning in order to urge/persuade to purchase Apple’s product iPod.

Let's analyze another advertisement which contains an idiom. It is taken from Men's Health magazine: *We see your grandfather's dream realized. The future success of any business depends on its next generation of leaders. If they've learned well and worked hard, they can take a business to whole new levels. We stand in awe of business and its potential, it's what inspires us to create software that helps them start, grow, and thrive. Your potential. Our passion.* (ADVERTISING COLONY, USA, NEW YORK)

The core of the pragmatic advertising message is the modification of the well-known idiom a *dream come true* (...your grandfather's dream realized). If we consult the Abby Lingo International Dictionary: *something that has been desired for a long time that has happened as hoped for Our vacation by the ocean was a dream come true.*⁴² It conveys the presupposition that the reader is a success as an embodiment of his or her grandfather's dream. The presupposition number two is that it takes learning well and working hard in order to achieve what one wants to reach a success or even more than that (...take a business to whole new levels). The number of presuppositions is three which deals with the offer of an advertising service, the ADVERTISING COLONY helps people start, grow and thrive. Therefore, it guides the reader to achieve what is above mentioned results: *We see your grandfather's dream realized*. The final presupposition complements what the previous presuppositions state, adding that, in order to achieve your grandfather's dream, you should entrust the advertised company with your potential, which is the ultimate formula for success. Following what is the above mentioned, the implicature in this message may be as follows: *there is no use of one's potential if it is not properly directed by someone who stands in awe of business and it's potential*.

Thus, in this very advertisement the advertiser used the idiom "*Dreams come true*" which has the pragmatic meaning of persuasive force in particular which seems to be effective in the ADVERTISING COLONY.

⁴² Cambridge International Advanced Dictionary 2nd edition, 1999

Let's analyze the next advertisement in which the idiom has been used, it selected from *Cosmopolitan* magazine: *Burn the candle at both ends, then get rid of the smoke (Airwick, air fresher spray)*.

This well-known idiom is found in the advertisement of air fresher "Airwick", which is sprayed onto clothes in order to remove bad smells. The woman is holding a spray bottle of Comfort Refresh in her left hand, spraying its contents towards the smoky left-hand half of the picture. If we consult the *Abby Lingo Dictionary*: the idiom itself, *burn the candle at both ends*, means to exhaust oneself, especially by being up late and getting up early to work.⁴³ The texts of the advertising message give a hint that if you buy Airwick and use you may get rid of the smoke and bad smell of anything in the room.

Concerning the emotional appeal involved, the justification for the choice of this idiom is used by the advertiser lies in the fact that most people are familiar with this expression, it is often used in everyday speech and it immediately draws/attracts the reader's attention, using the idiom "burn the candle at both ends" which makes the advertisement of "Airwick" an effective attention-seeking pragmatic tool.

Thus, the main pragmatic effective objectives of the advertiser are fully accomplished: attention is drawn and the appeal for guidance is successfully conveyed by using pragmatic tools with the following functions: attracting the attention and giving new information by using a well-known idiom, because a certain number of consumers who want to get rid of bad smell definitely will choose AIRWICK to try feel the best natural fresh air in the room. Thus, the author of the advertisement managed to attract the consumer's attention by using idiom in pragmatic meaning in order to urge/persuade to purchase AIRWICK's product air fresher.

⁴³ ABBY Lingo Dictionary 5th edition, 2011

Let's analyze another advertisement which contains an idiom. It is taken from Cosmopolitan magazine: *Comfort is in the eye of the beholder (ACUVUE contact lenses)*

If you are wondering where all those new contact lens patients in your chair are coming from, you might try looking no further than your waiting room. Chances are most of the national, high-profile magazines your patients are perusing could be what is bringing them to your office.⁴⁴

The advertisement is written in white against a green background and reads "*Comfort is in the eye of the beholder*", a variant form of the idiomatic expression or proverb "*Beauty is in the eye of the beholder*". If we consult Cambridge Advanced Dictionary: "*something that you say which means that each person has their own opinion about what or who is beautiful Personally, I can't understand why she finds him attractive, but they do say beauty is in the eye of the beholder*".⁴⁵

Let us start with the original idiom, which is partly motivated by the conceptual metaphor 'feelings are objects' or in this case rather personal characteristics or abstract notions are objects. Being seen in terms of an object is what enables beauty to be located in different places, in this case in the *eye of the beholder* as opposed to in the face of a consumer. Fittingly enough, contact lenses are also objects that are located in the *eyes of some beholders*, namely those with poor eyesight.

The source domain objects is elaborated as a more specific space, which will be referred to as lenses, and it includes the simple scenario in which lenses are worn or placed in a person's eyes. In addition, we can identify two elaborations of the target domain feelings/ characteristics, where one may be labeled comfort and the other beauty. In the comfort space, there is the feeling of comfort, which exists in the opinion of the person experiencing the event, while in the beauty space; there is

⁴⁴<http://www.healio.com/optometry/contact-lenses-eye-wear/news/print/primary-care-optometry-news/contact-lens-companies-commit-to-consumer-advertising-partnering-with-practitioners>

⁴⁵Cambridge International Advanced Dictionary 2nd edition, 1999

the characteristic of beauty, which exists in the opinion of the observer. In the altered idiom in the headline, all these spaces are activated simultaneously, and contribute to the understanding of what it means to use the *ACUVUE contact lenses*. Not only will they improve a person's eyesight, they are also comfortable for the wearer and make her/him look good in the eyes of other people. Thus, if the consumer buys these contact lenses they'll get 3 major things "see better," "feel better" and "look better." These are of course linked to the three different pragmatic tool perfect contact lenses, comfort, and beauty.

By explaining what the possession of the object advertised provides, the advertiser/the author highlights the message and gives an additional pragmatic persuasive force to buy/wear ACUVUE contact lenses and see better/look better. Thus, in this very advertisement the advertiser used a word "comfort" and the idiom which has the pragmatic meaning of persuasive force in particular which seems to be effective to urge/persuade the consumer to buy these contact lenses.

Let's analyze one more advertisement which contains an idiom. It is taken from Men's Health magazine: *When the Tough Get Going*. Swiss Life is the way to go for coordinated global programs and real financial savings. As the world's leading international network of life insurers, we're never far from where you need us. The right direction. (*Life insurance companies of Switzerland*)

When the Going Gets Tough, the Tough Get Going is a famous inspiring, 'problem solving' proverb, attributed to Joseph P. Kennedy (1888-1969), the father of U.S. President John F. Kennedy. A modified part more precisely, a clipping of this culturally-marked proverb by the advertiser is used in the advertisement has an attention-drawing pragmatic function. The presupposition is that those who are *tough get going* are prepared to deal with any challenge lying in front of them and they never give up. Therefore, the advertiser sends the message that, in order *to be tough* in all aspects of life, you need financial background i.e. savings. Another presupposition says that the life insurer advertised is the direction or the guide for

the reader to take because it ensures another presupposition of real financial savings. The element of affiliation is achieved by stating we're never far from where you need us. By stating so, the advertiser is implying that the company presented is not only a life insurer but also a friend. Another implicature is that there are people who are not tough and those are the ones who cannot find the way to go for coordinated global programs and real financial savings i.e. they fail to find the right direction.

Thus, the main pragmatic effective objectives of the author of the advertisement are fully accomplished: attention is drawn and the appeal for guidance is successfully conveyed by using pragmatic tools with the following functions: attracting the attention and giving new information by using a well-known idiom by the father of U.S. President John F. Kennedy, because a certain number of consumers who want insure his/her life will choose "Life insurance companies of Switzerland" to try protect himself/herself with the best insurance company in Switzerland. Thus, the author of the advertisement managed to attract the consumer's attention by using idiom in pragmatic meaning in order to urge/persuade to purchase/use "Life insurance companies of Switzerland" insurance service.

All in all, pragmatic concepts such as presuppositions and implicatures are closely related to the feature which says that idioms describe interpersonal relationships of people and the world around them for instance: emotional states, involvement and so on. Idioms and their modifications, for example, often refer to various situations that people experience in their lifetime. The advertisers use this fact to strike a main of human emotions and induce readers to think of possibilities to strive for or perhaps avoid certain situations or mental/physical conditions.

In order to achieve that, the readers are 'required' to buy a certain product or to use a certain service, which is done via pragmatic attention seeking tools like presuppositions and implicatures the advertisers employ as additional persuasive or

manipulative means. Pragmatic or idiomatic expressions, as a group of phraseological units, are often used in colloquial language, they are familiar to the reader, and thus they make a fertile ground for the exploitation in the language of advertising, because they convey semantic ‘density’ to the message. The pragmatic analysis in this chapter does show that idioms constitute an important part of an advertisement as a whole. The advertisements in newspapers and magazines should have the main pragmatic functions like urge/persuade to buy the product, grab the attention/interest the reader and etc.

3.2 The main features of pun in advertising language

Advertisements are designed to persuade consumers to buy a certain product. The pun is a common figure of speech and it is a device often employed in advertising. Firstly, a pun is a humorous device. A humorous message can give the audience a pleasant experience. Secondly, a pun can be considered as a riddle. Solving a riddle is a pleasant experience, because it flatters the audience’s intellectual capabilities by showing them that they have the relevant knowledge to solve the problem. For instance: *Get Rich quick (Kenco Really Rich Coffee)*. Here the author showed that participants and who like to drink a coffee appreciated the riddle of a visual pun more than who doesn’t like the riddle. If you would like to get rich quick you can buy Kenco really rich coffee. Solving a riddle can establish rapport between the communicator and the audience. As advertisers are under increased pressure to make their products stand out so as to attract the attention of potential buyers, through the use of puns, advertisers manipulate language so as to enable a reader of a particular ad to linger longer over it and ultimately buy the product or service.

We would like to show how advertisers use puns to communicate and the possible pragmatic meanings that are conveyed through this usage. As Culler said that the pun is an example product of language or mind and such as, it should be taken as a

paradigm for the play of language. Depending on similarity of form and disparity of meaning, a pun evokes disparate meanings in contexts where each applies differently.⁴⁶ In the most general of terms then, a pun is a form of speech play in which a word or phrase unexpectedly and simultaneously combines two unrelated meanings. The Oxford English Dictionary, defines the pun as: “*The use of a word in such a way as to suggest two or more meanings or different associations, or the use of two or more words of the same or nearly the same sound with different meanings, so as to produce a humorous effect; a play on words*”.⁴⁷

The first usage of the pun is attributed to John Dryden (1631–1700) a classic literature writer who used it in his first play, *The Wild Gallant* in 1662.⁴⁸ However punning goes back much further than that and to as early as Homer. Since then writers and poets alike of all ilk have used puns in their work and continue to do so for dramatic and pragmatic effect as it provides them with an opportunity to play with words and also because puns illuminate language. The most popular of *punsters* can be said to be Shakespeare who is renowned for his usage of puns especially in his comedies. Despite this pervasiveness, punning is considered “crass” and regarded as a very low form of humor.

As Redfern said that, “*puns are bastards, immigrants, barbarians, extra-terrestrials: they intrude, they infiltrate.*”⁴⁹ In effect, they are inferior, accidental and need to be apologized for. However, given the bad reputation that has befallen the pun, it is still one of the most common forms of word play and because of this, puns are one of the figures of speech most often used in advertising. When it comes to deciphering the coded message embedded in an ad, the object is to impress the receiver with the cleverness of the person seeking to publicize himself in this way and, incidentally, to let the receiver congratulate himself on his astuteness in correctly reading the puzzle.

⁴⁶Culler, J. (1988). *On Puns: The Foundation of Letters*. Oxford: Basil Blackwell Ltd. Cited in Abass, F

⁴⁷The Oxford English Dictionary, “Electronic version 3.0” 2010

⁴⁸John Dryden, *The Wild Gallant* in 1662, Oxford University Press

⁴⁹Walter Redfern, “Puns(Language Library)” Cambridge, 1985, 234p

We should state that advertisements use fictional word play very often compressed storytelling, stylized acting, photography, cartoons, puns and rhythms in ways that are often memorable, enjoyable and amusing. New advertisements evoke comment. The words and details of advertisements often come to people's minds more readily than those of novels or poems and plays, and they are often recalled with more laughter and enthusiasm. Yet it is often a love hate relationship: one which frequently causes unease, and in which the love is often denied. It seems that with many advertisements, we suffer a split contradictory reaction: involuntary spontaneous enjoyment or a conscious reflective rejection. With other genres we usually know where our loyalties lie but with advertisements, we are just confused. As Redfern said that puns are well suited for the language of advertising as "*they are usually delivered with the requisite ambivalent mixture of false apology and only too real aggression.*"⁵⁰

We should admit that in print advertisements especially in publicistic style, headlines and slogans are presented in ways that attract the attention of those readers who might just be browsing through a magazine or a newspaper. These messages are communicated in entertaining and humorous ways and this allows the reader to linger longer over a given advertisement. Puns are typical of this in that they surprise and entertain, expressing multiple meanings with a single word of phrase".⁵¹ A pun can be also defined as an ambiguity and more specifically, a fore grounded lexical ambiguity that often deviates from linguistic norms. Ambiguity in this sense applies to the multiplicity of meanings that can be derived from a particular advertisement and this ambiguity could enhance the advertisements appeal.

When faced with an advertisement that entails a deviation away from the expected meaning, viewers must first process the literal language used in the message and then make the "leap" to understand the deviation. Many linguists make the point that, "an aesthetic text involves a very particular labor, i.e. a particular

⁵⁰ Walter Redfern, "Puns(Language Library)" Cambridge, 1985, 234p

⁵¹McQuarrie& Mick, "Advances in advertising language", New York, 1992, 180-181pp

manipulation of expression” and it is this “manipulation of expression” that presents itself as ambiguous. This ambiguity has the potential to create incongruity and other forms of conflict that in turn could create “tension” in the receiver of a message. This “tension” can be resolved once the reader succeeds in decoding the message and this produces a realization of meaning that creates a pleasant surprise. Thus, the pun involves the use of a polysemous word to suggest two or more meanings and this is usually the literal meaning versus the figurative meaning. Following from Barthes, polysemy is connected with how certain signs within an ad are made to convey extra meaning that they would not have on the surface. Consequently, advertisers use words that sound alike, but are conceptually unrelated and as these words have the same form but different meaning this can present an ambiguity. As many advertisements contain some degree of incongruity, any meaning to be derived from them becomes complicated as audiences try to make inferences based on the advertisements relevance.

Here are some examples of the advertisements where pun is used in the functions of: grabbing the reader’s attention: *Empowering people (Acer)*; *Get Rich quick (Kenco Really Rich Coffee)*; *iThink, therefore iMac (Apple)*; *Nothing runs like a Deere (John Deere)*; *Better gas mileage. A Civic responsibility (Honda Civic)*

Informing of a new product: *The appliance of science (Zanussi)*; *Brilliant cleaning starts with Finish (Finish Detergent)*; *It’s how the smooth take the rough (Range Rover)*

Surprise: *Have you met life today? (Metropolitan Life (MetLife))*; *Alarmed? You should be (Moss Security)*; *Because the Citi never sleeps (Citibank)*; *Do me a Quaver (Quavers Snacks)*;

Humor: *I think, therefore IBM (IBM)*;

Let’s analyze the example where pun is used in the pragmatic function of grabbing the reader’s attention:

iThink, therefore iMac (Apple) This advertising text example taken from Men's Health magazine, the advertising product is a famous Laptop "iMAC". The author of this advertisement used stylistic device pun and wordplay in order to highlight and show emotional representation of APPLE electronic device LAPTOP with the help of the following attention grabbing words: iTHINK and iMAC. Here iThink means: it is in my mind and iMac means: internet Macintosh laptop for browsing through internet. These two "i" attracts the reader's attention immediately.

APPLE company is the famous computer campaign in the USA. Its tablets and laptops are interesting and useful. The text of the advertisement is the following: *iTHINK, therefore iMac*. The advertising text attracts the reader's attention with word play and by using language units. Grabbing the reader's attention was done with the help of the words: I, Think with capital letters, and operating system name tag: iMac. iMac means: The iMac is a low-cost version of Apple Computer's Macintosh . The iMac was designed to attract people who have never owned a personal computer and also to win back former Mac users who have moved to personal computer. Released in mid-August, 1998, the initial version of the iMac featured a sleekly-molded designer-colored translucent case with a built-in 15-inch display, a fast 233 MHz processor, and the Mac OS operating system.

Pragmatic implicature plays an important role in the advertising text which contains pun that involves a play on word. The author used pun (iMAC) for grabbing attention of the reader. (*iThink, therefore iMac (Apple)*). If you want to be on the same line with famous businessmen who use "iMac" you should buy and use "iMac". The author managed to attract the consumer's attention, urging and persuading the reader to purchase this very product "APPLE's laptop". Thus, from the above mentioned example its vividly shown the author managed to attract the reader's attention by using pragmatic device "pun".

Let's analyze one more example where pun is in the pragmatic function of informing about new product:

Wear something silky after the shower (Neutrogena Body Oil). This advertising text example taken from GQ magazine, the advertising product is body oil. The author of the advertisement would like to show new product to the reader/consumer. The author uses pun in order to inform the reader and attract him/her to buy/purchase this very body oil. The text of the advertisement is: *wear something silky after the shower* and again the verbal text is represented by a pun in which the word “silky” can be used in two meanings.

On the one hand and in light of the visual image present, the ad relates to using *Neutrogena Body Oil* after a shower and how it makes the skin feel soft and silky and this could be said to be the literal meaning of the advertisement.

On the other hand however, the pragmatic additional meaning linked to the word “silky” is suggestive of a romantic encounter in which a woman might slip into a negligee after a shower. The author believes that if you buy this very product you’ll get: This luxurious body oil is a unique blend of essential oils and herbs that moisturizes, soothes and balances the skin. In India, Coconut and Sesame oils are used for daily massage to keep the skin glowing and radiant. The essential oils of Rosehip Seed, Neroli and Brahmi help regenerate cells, delay aging, increase elasticity and boost collagen production. This unique formula deeply hydrates your skin leaving it soft, silky and sensuous to the touch.

Thus, the author of the advertisement managed to attract the reader’s attention and set out to inform the reader by using pun in the pragmatic function of informing that by buying and using *Neutrogena Body Oil*, their bodies will feel smooth, soft, silk and sensual.

Let’s move to another example where pun is used in the pragmatic function of surprise: *Have you met life today? (Metropolitan Life)* This advertising text example taken from Cosmopolitan magazine, the advertising service is a famous insurance company “*Metropolitan Life*”. The author of this advertisement used stylistic device pun and wordplay in order to highlight and show emotional

representation of *Metropolitan Life* insurance service with the help of the following attention grabbing words: present perfect tense and met life today. Here *Have you met life today?*: the author means if you choose this insurance company you guaranteed income for life. This word “LIFE” attracts the reader’s attention immediately.

Metropolitan insurance company is the famous campaign in the USA. Its insurance and believes are interesting and useful. The text of the advertisement is the following: *Have you met life today?*. The advertising text attracts the reader’s attention with word play in the function of surprise and by using language units. Grabbing the reader’s attention was done with the help of the words: Have, LIFE with capital letters, and question tag. MetLife, a subsidiary of MetLife, Inc., is a leading provider of insurance and other financial services to individual and institutional customers. The MetLife companies serve approximately 12 million individuals in the U.S. and provide benefits to 37 million employees and family members through their plan sponsors. Outside the U.S., the MetLife companies have insurance operations in 12 countries serving approximately 8 million customers.

We assume that pragmatic implicature in the above mentioned advertisement plays an important role in the advertising text which contains pun that involves a play on word. The author used pun (*Have you met life today?*) for grabbing attention of the reader with surprise. (*Have you met life today? (Metropolitan Life Insurance)*). If you want to insure your life on the same line with famous businessmen who use “*Metropolitan Life Insurance*” you should register and use “*Metropolitan Life Insurance*”. The author managed to attract the consumer’s attention, urging and persuading the reader to purchase this very insurance service by “*Metropolitan Life Insurance*”. Thus, from the above mentioned example it’s vividly shown the author managed to attract the reader’s attention by using pragmatic device “pun”.

Let's have a look at another example of the advertisement where pun is used in the pragmatic function of humor: *I think, therefore IBM (IBM)*. This advertising text example taken from IT magazine. The advertising product is a famous processor company "IBM". The author of this advertisement used stylistic device pun and wordplay in order to highlight and show emotional representation of IBM computer Processor Company with the help of the following attention grabbing words: "I, think, therefore, and IBM with capital letters". Here *I think, therefore IBM*: the author means that he/she thinks and approves only of IBM processor computers. The word "IBM" immediately attracts the reader's attention.

IBM computer Processor Company is the famous company in the USA. IBM has announced the latest version of its neurosynaptic processor - that is, a processor whose workings are inspired by the human brain. The text of the advertisement is the following: *I think, therefore IBM*. The advertising text attracts the reader's attention with word play in the function of humor and by using language units (I, think, IBM, therefore). The function of grabbing the reader's attention was done with the help of the words: "I, IBM with capital letters, and therefore". Built on Samsung's 28nm process technology, it has 5.4 billion transistors and an on-chip network of 4,096 neurosynaptic cores. IBM claims it is the first neurosynaptic chip to achieve 1 million programmable neurons, 256 million programmable synapses, and 46 billion synaptic operations per second. The size of a postage stamp, the processor consumes just 70mW of power during real-time operations - about as much as required by a hearing-aid battery, according to IBM.

We assume that pragmatic implicature in the above mentioned advertisement plays an important role in the advertising text which contains pun that involves a play on word. The author used pun (*I think, therefore IBM*) for grabbing attention of the reader with humor. (*I think, therefore IBM (Computer Processor Company)*). If you want to use advanced computer processor in your office on the same line with famous businessmen who use "*IBM processors*" you should click in your browser ibm.org and order "*IBM advanced processors*". In the above mentioned

advertisement with the help of language units the author could urge and persuade to purchase this very “processor” company which is produced by “*IBM*”. Thus, from the above mentioned example it’s vividly shown the author managed to attract the reader’s attention by using pragmatic device “pun’ and the corresponding language units.

Summary on chapter three

Having analyzed different pragmatic properties of idiom modifications in advertising language we would like to state that nowadays modern creator’s of advertisements highlight the emotional representation by using idioms. The language of print advertising abounds with pragmatically-motivated phraseological units such as: idioms, metaphors, slogans, proverbs, etc. In order to draw the reader’s attention, advertisers exploit the pragmatic potential of phraseological units. The research explores the various interpretations of meaning as well as the use of idiom modifications as a group of phraseological units in the advertising language, primarily via pragmatic devices such as presupposition and implicature.

The analysis of the selection of print advertisements below specifically focuses on particularly via presuppositions and implicatures, as pragmatic devices the message is communicated by the exploitation of idiom modifications as phraseological units. The analysis takes into consideration only the pragma-linguistic aspect of print advertisements from magazines and newspapers excluding pictures, drawings and etc.

Advertisements are designed to persuade consumers to buy a certain product. The pun is a common figure of speech and it is a device often employed in advertising. Firstly, a pun is a humorous device. A humorous message can give the audience a pleasant experience. Secondly, a pun can be considered as a riddle. Solving a riddle is a pleasant experience, because it flatters the audience’s intellectual capabilities by showing them that they have the relevant knowledge to solve the problem. As advertisers are under increased pressure to make their

products stand out so as to attract the attention of potential buyers, through the use of puns, advertisers manipulate language so as to enable a reader of a particular ad to linger longer over it and ultimately buy the product or service.

All the above mentioned functions of the advertising become a new and important aspect for language learners and teachers. Thus, it has vividly shown that learning pragmatic properties of idiom modifications in advertising language through advertisements is very important and helpful.

Conclusion

Having analyzed different points of view of linguists on the theory on pragmatics we would like to state that at present modern world depends a lot on advertising. Without advertising, producers of the services and distributors would be unable to sell, buyers would not know about products or services. If a factory output is to be maintained profitably, advertising must work continuously. Mass production requires mass consumption which in turn requires advertising to the mass market through the mass media industry. It goes without saying that advertising is not easily defined, though many people have tried. It's clearly seen that non-personal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, public transport vehicles, outdoor displays, billboards and also the Internet, which aims at urging, persuading, informing, or selling and we assume persuading in advertising can be done with the help of pragmatic force..

Grice focus on the analysis of advertising language from the pragmatic aspect in his cooperative principle theory. We have reviled that Grice is one of the famous scholar in the world who contributed a lot to the development of the pragmatic aspect of the language of advertising. He became popular with his cooperative principle where the pragmatic implicature in advertising language has paid great attention too. The pragmatic implicature in advertisement there are many good and typical examples in the language of advertising. In the meantime, it can be seen that the implicature of most advertisements can urge /persuade to buy consumers enough space to deduct the deep and non-conventional implications from the literal semantic meanings.

If we consult with the points of view of linguists and scholars on the theory on pragmatic functions of stylistic devices in advertising slogan we would like to point out that if the advertisers want to attract the consumer/client and urge/persuade to buy his/her product the author should use SD in advertising text.

Magazines serve the educational, informational, and entertainment needs and interests of a wide range of readers in both the consumer and business markets. Magazines rank second only to television as a medium for national advertisers. There has also been a tremendous growth in business publications as their number has grown to more than 75 in the Republic of Uzbekistan.⁵² While some magazines are general mass-appeal publications, most are targeted to very specific types of audiences in both the consumer and business markets. Classifications of magazines is a useful way of classifying magazines is provided by Standard Rate and Data Service (SRDS), which divides the publications into three broad categories based on the audience to which they are directed.

Newspapers are the second major form of print media and represent the largest of all advertising media in terms of total advertising volume in publicistic style. Newspapers are an especially important advertising medium to local advertisers such as retailers. However newspapers can also be a valuable medium to national Uzbek advertisers as well. Types of newspapers the vast majority of newspapers are daily publications serving a local community. However, there are other types of newspapers that have special characteristics that make them valuable to advertisers. Classifications of newspapers include: daily newspapers, weekly, national, special audience and etc.

Advertising slogans are an important part of any advertising campaign. Being short and memorable, advertising slogans have been used by large corporations and small business companies for more than a century. The purpose of these catchy phrases is to draw the attention of a potential customer and help to distinguish a product or service from the majority of others in the market. Many scholars, such as Leech, Myers, Foster, Ding, Kohli et al, Christopher, etc. point out a number of language and rhetorical devices typical for advertising slogans: *capitalization, rhyme, alliteration, repetition, word play (pun), metaphor*, etc. and analyze slogans at the graphical, phonological, lexical, syntactic and pragmatic- semantic

⁵²UzReport,uz/news_r_137845.

levels. In our analysis of advertising slogans we focus on language and stylistic rhetorical device. Figurative language and sound techniques that are used for effective slogans at the phonological, lexical, syntactic, pragmatic and semantic levels.

It goes without saying that using stylistic devices in advertising is effective and useful for attracting the reader's attention. It's clearly seen that non-personal communication that is transmitted through magazines and newspapers which aims at urging, persuading, informing, or selling and we assume persuading in advertising can be done with the help of pragmatic force.

The language of print advertising abounds with pragmatically-motivated phraseological units such as: idioms, metaphors, slogans, proverbs, etc. In order to draw the reader's attention, advertisers exploit the pragmatic potential of phraseological units. The research explores the various interpretations of meaning as well as the use of idiom modifications as a group of phraseological units in the advertising language, primarily via pragmatic devices such as presupposition and implicature.

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products stand out so as to attract the attention of potential buyers, through the use of puns, advertisers manipulate language so as to enable a reader of a particular ad to linger longer over it and ultimately buy the product or service.

All the above mentioned functions of the advertising become a new and important aspect for language learners. Thus, it has vividly shown that learning advertising language through pragmatics is very important and helpful.

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