



THE CONCEPT AND THE HISTORY OF ADVERTISEMENT

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Abstract:

In the present article, it is attempted to conduct a research concerning the concept and the history of advertising and analyzed it by using a several research methods. The main aim of this research paper is to study through observations, analyses and examinations of peculiar types of concepts and the history of ads. The object of this article is English and Uzbek advertisements whereas the subject matter is the history of advertisement.

Keywords: addresser, addressee, rhyme, interjections, exclamations, expressive and intonation patterns, verbal and non-verbal communication, public and private communication.

Introduction

When communicating it is extremely important to acquire some communicating enhancing skill components. It is necessary to point out that this Jacobson's general model of communication may be applied on the real situation in advertising. This situation seems to be obvious: the addresser is the advertiser, and the addressee is the reader, the message transmitted is about the product, the code is language and some sort of visual code, the contact consists of printed publications, and the context will include such features as the reader's total situation, the publication in which the advertisement appears, and last but not least the knowledge that the text is an advert.

1. The most significant function of language which appears in advertising is the poetic function. This function is concentrated on the message and underlines the creativity and the form of message by using of features as rhyme, neologisms, repetition, and some irregular forms. For example: *tricky and picky*[1; p.19].

2. The target factor of the referential function is the context of the message. It usually involves reference to entities, events, states of affairs[2; p.338]. It often is expressed by statements, for example: *Water boils at 100 degrees*

3. The emotive function describes the set of language towards the addresser[3; p.124]. It represents his mind, emotions as well as his attitudes. Typically, the interjections, exclamations, expressive and intonation patterns are used, for example: "Gosh!" These indicators of emotive function can also be found in advertising in case the advertiser wants to highlight the specific part of the advertisement, for example: *Sale! or Brilliant offer!*

4. The conative function's target is the addressee, especially focuses on influencing his behavior. The conative function can be regarded as predominant in advertising, as the main aim of the advertisement is to persuade the reader to buy or use goods or services. It is a common state when the adman makes a direct spur towards the potential client and always tries to persuade someone to buy something. The



example of the conative function may be illustrated by an imperative sentence: *Just buy it!* or *Don't hesitate and come!*.

5. The main aim of the phatic function is to establish, prolong or end the communication between the addresser and the addressee. It was explained in terms of focus on the physical and psychological contact between the addresser and the addressee[4; p.305]. It is believed that the phatic function aims to draw attention of receiver as advertiser aims to draw attention of the audience. As an example may be used following: "Hi, how are you? – Fine, thanks. And you?".

6. The last function is presented as metalingual. This function deals with the code itself. In other words, the metalingual function represents a sign-system which is created to talk about another sign-system as context[5; p.249]. It may be, for example, a definition of some linguistic elements.

It is necessary to mention that when we communicate we do not use only one function. All of them are essential; nevertheless, one function may be more dominant than the others. As previously stated, the poetic function is deemed an important factor not only in the study of literature, but also in the study of advertising. Similarly, the conative function plays a significant role in conviction of people to buy a product which is presented in the advertisement.

Advertising as a communication can be divided into three major distinctions:

- verbal and non-verbal communication,
- public and private communication,
- one-way and two-way communication

Turning now to a brief explanation of verbal and non-verbal communication, mainly, it is necessary to highlight that verbal and non-verbal communication deals with whether, or not the language is used. It is widely held view that language is the most significant mean of communication; nevertheless, when we speak, we use not only language, but also gestures and poses by which we communicate non-verbally.

Private communication is a process which involves a known number of persons who are all known to each other, as in a conversation between friends or in letter writing, whereas in public communication the situation is more complicated: one type is addressed simply to an anonymous public (newspaper articles, novels, plays, films, advertising) but in another type a known number of persons are at the same time communication with each other and to an anonymous public (parliamentary debates, radio or TV discussions)

There are the one-way and two-way communication. There is a strong tendency to be identical with the private and public communication. In private communication participants take turns at being speaker and listener, writer and reader, whereas in most types of public communication there is one speaker/writer addressing an anonymous public who cannot answer him back. Public two-way communication occurs typically, and normally, in public debates, whereas private one-way communication, although it may occur, is always regarded as abnormal and socially unacceptable. Advertising, then, is verbal/non-verbal, public one-way communication[6; p.13-14].

Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Although advertising is all around us - perhaps because it is all around us – we do not often pause to



think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers have fleeting ‘conversations’ with the writers of countless texts[7; p.5].

Defining advertising from the etymological point of view, the term advertising according to Merriam Webster online dictionary, a Latin word *advertere* at its root consist of *de plus vertere*, which means turn towards or pay heed.

Advertising is an inevitable part of our contemporary capitalist consumer society whose outstanding feature is its competitive fight. Advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us...[8; p.16].

It is ubiquitously around us: in newspapers, in magazines, on billboards, banners and hoardings along the streets, on television, in radio, in means of public transport and any place the sponsor pays to distribute their message. The effects of the advertising influence us whether we like it or not.

Advertising is techniques and practices used to bring products, service, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way.

Also a definition offered by English file advertising is a business in which language is used to persuade people to do things: to buy a particular product, to watch a certain television show, to donate to a given cause, to engage in a certain practice (such as gotten vaccine or not smoking), to go to some community function, to vote for someone, or to hold certain beliefs (for example, that corporation is trustworthy or that political philosophy is a good one).

It is obvious that a common man is not taken back by the advertisement because of its enormous widening. People regard the advertisement as a part of a daily routine; however, there is a huge number of attempts to explain what the advertisement exactly is.

Advertisement is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Advertising is a medium of information”. He claims that “the function of the advertisement is to induce a customer to buy a product.”[9; p.7].

In a world beset by social and ecological problems, advertising can be seen as an urging people to consume more by making them feel dissatisfied or inadequate, by appealing to greed, worry and ambition.

Advertisement as a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.

Advertising is mentioned, most of us automatically think of what might be more accurately called “commercial consumer advertising”: advertising directed towards a mass audience with the aim of promoting sales of a commercial product or service[10; p.25]

The structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.

There is presented a higher amount of statements of advertisement but significant seems to be that all of them at least comprise the main intention of advertisement to influence people in full measure.



Defining advertising language according to dictionary of language and linguistic; A persuasive use of language aimed at influencing people's behavior in politics, business, and especially in consumption. Pragmatic features of advertising language include its persuasive intention, its communicative distance to various addressees, and its distinctive use of certain expressions such as elliptical comparatives *25 percent less car—than what?*, complex comparatives *more car for less money*, and adjectivizations *meaty taste*.

Owing to its characteristic register, advertising language is readily recognizable as such by consumers. Advertising language is innovative (e.g. in the formation of new words) on the one hand and functions as a means of language distribution between different language groups (technical language becoming standard language). On the other hand, it confirms and reinforces existing social norms and social stereotypes. The extent to which it is effective in its persuasive goals is the subject of investigation in semiotics. E.g. visual advertising, sociology, and psychology.

They started to draw attention to the visual aspect of the advertisement. With the expansion of color printing and colorful posters the streets began to revel in colors. These posters were ancestors to our modern billboards and hoardings. As the economy and the trade were immensely expanding during the industrial revolution roughly in 19th century, the need for advertising was growing. Gradually, advertising transformed into a modern phenomenon, more scientific and sophisticated conception. New visual techniques have been launched. Not only the content of the message is important, but also the form. The creativity of copywriters, who are finding new ways, leads to the richness of various forms of advertising. Weekly newspapers have additional account of advertising; in London first carried advertisements in the 17th century; by the 18th century such advertising was flourishing.

The first advertising agencies were established in the 19th century to broker for space in newspapers, and by the early 20th century agencies were producing the advertising message itself, including copy and artwork. Most advertising promotes goods for sale, but similar methods are used in public service messages to promote causes, charities, or political candidates. In many countries, advertising is the most important source of income for the media through which it is conducted. In addition to newspapers, magazines, and broadcast media, advertising media include direct mail, billboards and posters, transit advertising, the Internet, and promotional items such as matchbooks or calendars.

Advertisers attempt to choose media that are favored by the advertisers target.

The prehistoric cave paintings can be regarded as a form of advertising, but it is safe to say that advertising has been around for as long as there have occurred any kind of goods to sell and a medium to talk them up.

The first huge development of advertising was detected in 1447 when Johannes Gutenberg's printing press was introduced. It is considered one of the most important developments in the history and can be attributed to the birth of modern advertising.

In 1472, the first advertisement in English appeared in London. This advertisement was related to a sale of prayer's book. Two hundred years later the first newspaper advertisement was published. It offered a reward for stolen horses. Soon, ads for coffee, chocolate, tea, real estate, medicines were seen in newspapers.



It is important to point out that the up-to-date technology urges us to download more and more applications into our electronic devices which are usually accompanied by a huge amount of advertisements that not only aim to inform people about a product, but also provide earnings for developers of these applications. It is thought that the modern technology has caused advertisements surround us everywhere we go.

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