

USE OF EFFECTIVE MEANS OF EXPRESSION IN
ADVERTISING TEXT

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Abstract: *The article discusses the further development of advertising today. expressiveness , expressiveness to increase help giver stylistic methodological We tried to touch on the tools . In particular, in order to achieve the expected goal in advertisements, paralogic applying the laws, **The phenomenon of** stylistic convergence, a type of convergence method used only in a narrow range, and the use of metaphor, metonymy, and the frequent use of figurative words and phrases are illustrated with examples to illustrate the ideas put forward in the advertising text.*

Keywords: *advertising, text, communication, thought, stylistics, rhetorical statements, linguistics, information, social problem, concept*

ИСПОЛЬЗОВАНИЕ ЭФФЕКТИВНЫХ СРЕДСТВ
ВЫРАЖЕНИЯ В РЕКЛАМНОМ ТЕКСТЕ

Аннотация: *В статье мы попытались остановиться на стилистических приемах, которые помогают повысить эффективность и выразительность современной рекламы. В частности, для достижения ожидаемой цели в рекламе применяются паралогические законы, феномен методологической конвергенции, тип метода конвергенции, используемый лишь в узком кругу, метафора, метонимия в статье*

приводятся примеры того, как часто используются образные слова и выражения для иллюстрации идей, представленных в рекламном тексте.

***Ключевые слова:** реклама, текст, коммуникация, мнение, стилистика, риторические высказывания, лингвистика, информация, социальная проблема, концепция*

The effectiveness of advertising in establishing communication, as well as the achievement of the intended goal of advertising, is related to the expressive means used in them. By expressive means is meant “the expression of the main idea previously conveyed through visual and meaningful means”. In this in advertising from it expected communication installation purpose , something to the goal achieve and people known behavior order to put in mind As a result, such advertisements demonstrate the consequences and results that people's emotional expressions can have and the impact they can have.

Expressiveness when human in mind appearance was of thought verbal in a way to form It is said that in this process speaker's communication from installation intended purpose the speech with expression to be done communication method , speech genre and various kind language from the means used . According to Ye.V. Klyuyev, it is known from the history of scientific thinking that the third type of classical rhetorical speech, the art of expressiveness, allows the speaker to fully express his opinion. “Expressiveness leads the speaker to draw an incorrect conclusion as a result of a logical error. The incorrect conclusions drawn in this way and logically correct thoughts now acquire a new meaning, that is, the incorrect use of the laws of logic and their application in the laws **of paralogic** (*an incorrect conclusion as a result of a logical error*) creates a semantic effect of extraordinary power. This requires the use of words and phrases with a figurative meaning” [1]

Today, the phenomenon of influencing the listener with the help of expressive means is widely studied in various areas of linguistic research. For

example, the phenomenon of stylistic convergence (*the similarity of independent phenomena in some characteristic features*) is divided into several types , and methods of influencing with the help of words and phrases with a figurative meaning are being studied. “Convergence is the concentration of several expressive means in the same text, with the help of which this fragment (*a certain fragment of the context*) is distinguished from others” [2]. M. Riffater interprets the phenomenon of convergence as “a set of stylistic means” [3]. Supporting M. Riffater’s opinion, IV Arnold also evaluates the phenomenon of convergence as the use of “several stylistic means of expression in the same text or context” to perform a single stylistic task. IV Pekarskaya considers stylistic convergence as a means of increasing the expressiveness of speech and defines it as “words and phrases of a similar meaning used one after another in the speech process” and the process of their combination . [4]

The analysis of social advertising texts indicates that there are methods that are created through both one-type convergence and different types of convergence. ON Gorbacheva defines the phenomenon of one-type verbal and visual convergence as “a method that is considered to be a set of the same verbal and visual stylistic methods, complementing each other in the mind of the recipient of advertising information, but embodying a single image” [5]. In contrast to the phenomenon of one-type convergence, the phenomenon of different types of convergence is explained as a set of different verbal and visual methods.

The use of a type of convergence (homogeneous convergence), which is used only in a narrow circle, is aimed at further increasing the culture of the population not to throw food waste into the streets. This problem is currently being regularly addressed on billboards on the streets, as well as on television and radio. *Slogans (reminder phrases)* such as “*Thank you for throwing your waste in a special bin*” written in the text of this type of advertising are

considered a visual part of the advertising text, which depicts notebooks, paper boxes, folded paper rolls and similar paper waste, which serves to create a certain image of cleanliness in the minds of the population . This type of advertising texts serves to maintain the ecological balance in the world.

It is worth noting that the impact of expressive means on the minds of people is one of the specific features of advertising . The use of various expressive methods and images in advertising is of great importance in negotiation and influence, which requires the division of expressive means into several types. This is a method used to draw the attention of the population to one or another social problem .

To simplify advertising information and make it more understandable to the public, it is advisable to analyze its parts separately. According to TV Karamysheva and AI Ivanchenko, advertising is mainly studied by dividing it into the following parts:

- Advertisement textual part that is words (some in cases fellow horses);
- Phrase (rule) by , advertising motto);
- Small voluminous text (descriptive) importance has was);
- Descriptive part (main) and additional to types divisible photographs , pictures , images sum and others);
- Hidden social and cultural importance has parts [6]

Highlight okay , advertising in the materials often encountered standing fellow horses rarely only in cases is used because advertisement from giving main goal him/her wide people in public from distribution consists of . outside them again TV Karam y sheva and AI Ivanchenko to the concept according to , different kind into parts separate study possible .

Now this research within advertisement materials textual parts to the analysis Let's go . Social in spirit created advertisements one how many features own inside takes :

- They remembering to stay comfortable to be for usually very less voluminous from 4 to 10 from the word consists of will be ;
 - Advertisement of the text convince to take task his/her information to give depends on the task;
 - Advertisement of the text attractiveness and complicated to the plot ownership
- Specific social to the problem population attention pull with is related ;
- Stylistic painted from tools use advertisement in the text previously pushed the idea expressiveness to increase service does .

Stylistic tools analysis in doing continue enough we are this saying transition they must metaphor , metonymy , animate art and this such as descriptive methods as heterogeneous (different) different) convergence color the event that it is describes . The use of metaphor in advertising texts serves to appeal to the recipient's emotions, create an emotional and vivid image, make the text memorable and have the greatest possible impact on him . Metaphor takes on the role of giving additional meaning. This specific approach is related to issues such as calling on a person to be careful about his own life and the lives of others, paying attention to environmental problems, rational use of world resources, and so on. Paying attention to environmental cleanliness, promoting the preservation and rational use of the world's mineral resources, and similar problems shape the population's attitude towards negative habits that hinder people's vital activities . Examples of these include social advertisements such as “ *Other people's lives are not a game for you* ”, “ *What mark do you leave on yourself?* ” and “ *Do not become a slave to tobacco products* ”.

Metonymy, in turn, serves to enhance people's ability to see and imagine . In this to the problem straight away not approached , but portable meaningful

word and from phrases is used . The following advertisement text (taken from an advertisement created in English) on a bicycle of the moving ones the right protection to do aimed at is , then this is how it is sentences reading possible :
For cyclists considerate was to drivers Well done !

Mobile meaningful word and from phrases many use method advertisement in the text previously pushed the idea exaggerated to show service does . Sometimes advertisement in the text tautology (*certain the idea other words with repetition art*) method is also used witness we will be possible . For example : (*Every day happened to be danger every day dangerous to be possible*) . Or on the contrary , to each other related word in compounds and free in case same one from words It can also be used . example as following advertisement text we get : (*Unfortunate situation no when by chance happened will not happen*).

In the comments many used again one expression to the tool revive art also Enter . Reactivate of art important type embodiment method In this method lifeless things lively as is displayed , for example : " *Fire*" no " *When will it stop ?* ", " *Organized* " crime to our feet axe "*hits* " and " *car accidents* " to be in accidents every always also alcoholic drink guilty it's not " .

Sometimes in advertising opposite meaningful words is applied . This example as work in places safety to the rules compliance to the sword instigator advertisement texts to take possible : (*Your first your day the last one (may it not be*) Again one in advertising and homeless living people his life to illuminate service does . From this intended main goal same this social problem eliminate to be done necessity and living possible not been solitude in places and on the streets day seer homeless to people relatively indifferent not to be what is needed is illumination :

(*From darkness your fear we understand , but from the light what are you afraid of? how understanding possible ?*).

In conclusion, it is worth saying that the armor at the moment Since

then, advertising has been used not only for commercial purposes, but also to highlight and eliminate social problems occurring in society. This research at work advertisement text its vigor , its impact , its expressiveness to increase help giver stylistic methodological tools about word to conduct movement we did .

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