

## FACTORS DETERMINING THE PLACE OF DISCOURSE IN ADVERTISING TEXT AND ITS INFLUENCE ON THE SOCIAL STRUCTURE

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### ANNOTATION

The article examines one of the topical issues of linguistics, concerning the understanding of discourse from the point of view of the basic paradigm "text - discourse". The features of the language of advertising texts in the context of discursive parameters are revealed.

**Keywords:** Advertising discourse, institutional discourse, manipulation.

### INTRODUCTION

When we see any advertisement with our own eyes or hear it with our ears, we differentiate the level of influence of our mind in accordance with our interests and worldview. We are convinced that no advertising can manipulate the human mind in such a way. The volume of advertising expands depending on the nationality, religion, worldview, gender, socio-political views and life experience of the consumer. At this stage, we can conclude that when determining the position of discourse in the advertising text, we draw conclusions based on the above points. The element that distinguishes ad text from other texts is also ad discourse. According to E. Benveniste, any sentence that requires a speaker and a listener and reflects the speaker's intention to influence the listener in any way is discourse (speech) [1].

The ad text feature also hides a similar purpose. Such sentences are more common in word-of-mouth advertising. The entire part of the advertising text harmonizes and shapes the discourse. The term discourse is used in two different senses:

1) any form of mutual speech communication in a dialogical situation - conversation, communication, speech;

2) a way of expressing thoughts, ideological, psychological views on the path to a specific goal. In this sense of the discourse also lies the question of accepting the purpose of the speaker[2].

Both types of discourse can be used in the ad copy. The sole purpose is to select the correct tokens related to the advertising product. In works devoted to the study of language from a pragmatic point of view, the term "discourse" is used in eight different senses: 1) the word alternative; 2) a broader unit than phrases; 3) the influence of thought on the addressee, taking into account the speech situation; 4) conversation; 5) the position of the speaker and listener in speech; 6) the use of linguistic units; 7) a socially or ideologically limited type of thinking; 8) theoretical devices designed to study the conditions of text formation . [3]

Of course, the power of the meanings of discourse used above can be seen in the socialization of the advertising text and the achievement of the advertising goal. Therefore, advertising text is a very expensive information product.

Under the term speech sign, a hieroglyph that is formed in accordance with the needs of the speaker according to a certain pattern in each speech act and can freely replace one character with another in the speech process is called a discursive character[4]. Discourse as a complex

communicative phenomenon always has the form of a text, but any text in a language is not considered a discourse.

Thus, along with the current direction of linguistics, which is aimed at studying the pure internal structure of language, there is a direction of linguistics that studies the structure of language and linguistic abilities, that is, the general knowledge of users about language, discourse and communicators, understanding of each other is growing[5]. With ootvetstvenno, discourse is not worth rose so high in other areas, both in the ad text. In the proof example, the ad copy is the most valuable piece of information in the world.

When it comes to the role of discourse in an advertising text, it should be noted that discourse concerns not only events in the text (oral or written), their participants (persons), transmitted information and events:

- a) The outcome of the event ( drank Citro and won the Spark !);
- b) Trace elements that determine processes (color, sound, environment) ( colors of Ucell , Pepsi , Artel);
- c) Assessment of the situation by the persons involved in the incident ( Artel is my choice!);
- g) Additional information ( use Arial , not regular washing powder!);
- d) Attitude to the events and details ("Fastum g fir" became a constant companion!), ie reflects all the positive aspects of the product recommended to consumers.

Dutch linguist T.A. van Dijk defines discourse as a communicative phenomenon. People use language to express their thoughts and ideas. This, in turn, is part of a more complex social movement. His thinking, the concept of " discourse " is used to describe a certain direction, for example: "Innovative discourse", "political discourse", "scientific discourse", "evaluative discourse" , etc[6].

From a sociolinguistic point of view, V. I. Karasik divides discourse into two main types: personal (person-centered) and institutional, and considers advertising as an institutional discourse [7]. Of course, when we approved these ideas, it became clear that the discursive manipulation of any audience is more complex than the interest of an individual. The consumer mindset is not what we said above.

When we analyze such ideas, in the first position the speaker speaks from his inner world, and in the second he acts as a representative of a certain social structure. Institutional discourse is a product of a social worldview.

Institutional discourse is studied as a communicative dialogue within a certain range of status-role relations between a representative of a social structure who works with the public and the audience. Institutional discourse differs from individual discourse in its characteristics, since the volume and process of discourse are stereotyped.

The style of addressing is also different from the usual conversational style.

The features of the institutional discourse that make up the system are the goal of the speech process and the consumer audience. The purpose of the message in the advertising text is to attract the attention of the consumer audience, as well as to induce a certain part of it to take action. For example, the effect of using motivational phrases such as “ try , meet, try,” rather than “buy,” reveals certain aspects of advertising discourse. The main participants in institutional discourse are representatives of an institution or organization (agents, employees)

and those who address them (recipients or listeners), for example, producers (senders) and consumers in the field of advertising. Communicative "clichés" (templates) in institutional discourse are the key to understanding the entire system of relations in the corresponding institution. Seminars and conferences are the main communication platform in institutional discourse. Thus, the meeting of manufacturers of advertising products with consumers, which has become the direct topic of the definition of the discourse in this area, becomes a reality, and each idea determines the future of the product in consumption.

Russian linguist T.B. Kolishkina in her article "Model analysis of discourse and advertising discourse" calls advertising discourse "advertising text, which is the product of a special area of speech activity." It is offered by the advertiser and provides "selected, optimized" information on the advertising theme. In the language of advertising, there is oral and written discourse. Oral discourse includes large lexical and grammatical variations, and intonation and stress play a key role in this; written discourse strives for normativity, formality and creolization plays an important role.

To simulate the advertising speech, the "transactional" model proposed by T.B. Kolyshkina. Matyash : "This model is a procedural feature of communication, long-term interaction that emphasizes its fluency", the length of time and space, communication as a transaction"[8]. The communication model in the manifestation of institutional discourse in advertising speech can be divided as follows: "customer - advertising discourse - consumer". In this case, the communicative communication between the consumer and the buyer takes place through institutional discourse.

A distinctive feature of advertising discourse is that it includes elements of different symbol systems. Its components are so interconnected that separation or syntactic substitution can lead to loss of meaning. This determines the characteristics of the continuity, consistency and complexity of the components of the advertising speech. Another important feature of advertising discourse is the context of communicative communication. Kh. Kaftanjiev describes it as "the natural environment in which advertising exists" and distinguishes between the types of context: local - the advertising message itself, local - the context of the advertising medium and global - the context of world events [9].

Here, the context refers to the texts that are placed on the web pages of the Internet advertising network. YouTube and Facebook display targeted ads and headlines based on human psychology and interests, as well as search queries entered by the user[11.111].

T.A. Van Dyck explores the linguistic, extralinguistic and pragmatic aspects of the advertising context and interprets them as follows: the physical medium of the text, music, visual range, para-language (facial expressions, gestures), situation (relationships between people and things around them), compound text (previous and subsequent the text is the same elements as the same discourse), intertext (text that belongs to another discourse, but is associated with this text), communication participants (addressee-addressee), functions, illegal intentions and perloactivation influence[10]. This definition allows for a broad discussion of the social, psychological, pragmatic context and context of the advertising environment as mandatory categories of the advertising speech context. In short, advertising discourse is a personal institutional discourse. Its goal is to sell the product to a "consumer audience" whose members

have access to the ad text. Extra-linguistic factors of advertising discourse are its non-verbal design and cultural and historical influence on the process of creating text, which includes: font, color, size, shape, presence of images, background, parabola scheme. Paralinguistic factors include gestures, facial expressions of characters in an advertising message.

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