

## Psycholinguistic and Sociocultural Influences of Advertising Texts

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### ABSTRACT

*The analysis of advertising texts shows that experts use different language tools to increase the effectiveness of the speech effect. Linguistic structures exist in diversity, as a result of which they are used in one of several possible interpretations of the surrounding reality. Communicative influence is supported by actualizing and maintaining the object in the minds of receivers (consumers), enriching knowledge about the advertised product, and forming interest in it.*

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**Literature Review.** All information perceived by a person has a symbol or analog expression. As T. M. Dridze noted, "in communicative-cognitive activity, the content, internal connections and relations of the complex system of personal consciousness are expressed for others in the form of ideas about them, in text connections and relations, in the content of texts." He considers speech-cognitive activity of a person as a type of mental activity. The emotional systems of human perception make up the internal model of the world in three forms: images, sounds and feelings. Analog information is images, sounds, and sensations, and as soon as an object with a specific shape, color, or taste is named, it becomes symbolic information.

According to scientists, two systems are involved in sensory perception of sign information - visual (written text) and auditory (sound speech). The mechanism of "decoding" information of a sign can involve any perceptual system or all three (vision, hearing, feeling). It should be noted that advertising and various types of advertising texts include two systems of perception: visual and auditory.

**Analysis.** The communicative effect of advertising on the target audience (that is, a part of the audience combined with general demographic characteristics and cultural tastes on which the creators of goods and services rely) can be determined by a number of factors:

- quality of advertising messages;
- quality of media planning;
- Such as compatibility of advertising with other components of the marketing mix and integrated marketing communications.

The quality of advertising text messages is largely determined by the correct choice of communication strategies in certain pragmatic conditions. By the strategies of communicative influence in advertising, we understand the methods of selection, composition and presentation of the object of advertising, depending on the goals of communicative influence. The main goal of communicative strategies in advertising speech is to distinguish the object from competitors and emphasize the useful features of advertising for the addressee.

Two communication strategies can be distinguished in the advertising text:

1. Certain positioning strategies that shape the perception of the advertising text;
2. Optimization of strategies aimed at optimizing the effect of advertising text and eliminating unfavorable communication conditions.

When using the second type of strategies, the following happens: advertising attracts attention, remembers, but does not motivate the consumer. Marketing communication forms specific images based on the minds of consumers.

However, one more feature of advertising should be noted: it shapes the mind of the consumer, "teaches" him to describe and evaluate goods and product categories in a certain way. Advertising itself "becomes an object of consumption ... and it turns out to be usable as an unnecessary, unimportant speech, as an object of culture. Due to the nature of its task, the highly allegorical nature of its images and words, advertising reflects an idealized view of the system of things. Advertising overcomes the pragmatic limits of the necessary and useful and moves to the psychological side. In turn, it is a complex of unsatisfied desires that haunts modern man.

In addition to material objects, the advertising text "sells" the illusion of fulfillment of desires, realizing the psychological coverage of hope, excitement, taste of life or other things that can improve the self-perception of the consumer of the advertising product.

Advertising is not only unique, but also a system of representation of objects that programs the consumer to buy a certain product. It is also a type of ideological code that builds the system of symbolic values shown in the advertising text: social, moral, political, family.

The inclusion of goods in the structure of symbolic exchange shows the simultaneous harmony of abstract values such as the feeling of patriotism, family ties, superiority of the state over the individual, superiority of men over women, prevailing in a certain society. Advertising transfers a person's social status or individual feelings (he always considers advertising as a potential consumer) to a specific product.

We buy ice cream, promotions or pills not because of their advertising, but because of our position in society, work, family, party, school, our attitude towards other people, our image. The advertised product says: this is "your style", your morning painted with "bright colors of deodorant", "a sign of (your) good taste (for tea!)", your day ("the victory of your hair"), your color; In examples like "If you get a little closer to the truth, then this is your shampoo", we observe an energy that has nothing to do with you personally, your strengths and weaknesses, and is hidden under the text.

It contains the shell of your legendary victory over colleagues, rivals, circumstances, time, nature, and your real victory over hair loss with shampoo. Those who study advertising texts come to this conclusion, and it is impossible not to agree with their opinion. Ambitious self-expression and the desire to subjugate all new areas of its manifestation are rightfully considered the main features of the advertising text. Advertising's growth in social and cultural prestige is helped, first of all, by its direct service to the most important of human motives - the desire to possess. In this regard, the study of the psychological mechanisms of the advertising effect, the conditions for increasing its effectiveness, is of great interest.

It is known that advertising seeks to influence the human mind. Even at the initial stage, verbal, visual or auditory advertising creates certain abstractions, concepts, which are further consolidated in the mind and implemented in specific desires or actions.

**Discussion.** Advertising as a special phenomenon of mass culture forms a specific "language" of words, themes and images used to describe certain goods. Having received the information included in the advertising message, the receiver assimilates it and transmits it to him through the words and images (symbols) he assimilates.

Any semiotic system does not just define reality; it interprets it, offers its own vision and can interpret the same state of reality in different ways. The creator of the message to a certain extent imposes some kind of interpretation on the listener, from which the structural and semiotic preconditions of the speech effect turn into linguistic conditions, if the actual semiotic system is natural language. All information perceived by a person has a symbol or analog expression.

Some other characteristics and strategies of the advertising style that give rise to its rhetoric and its nature

include:

Short music and slogans. These are names that have the effect of increasing brand recognition because they tend to quickly enter the collective memory: I'm lovin' it; Join the Pepsi Generation and more.

Use of command form. This shows the effect of advice in the case of a natural biological impulse: Just do it; Trust your senses and others.

Formulas. These have the effect of making meaningless statements true: Triumph has a bra for the way you are; A Volkswagen is a Volkswagen

Alliteration. Repetition of sounds increases the probability of occurrence of the brand name: The superfresh sensation (s alliteration); Guinness is good for you (alliteration of g) and others.

Not using language. Some ads strategically avoid using any language at all, suggesting that the product speaks for itself.

Omission (ellipsis). This technique is based on mysteriously dropping the end of the sentence to attract our attention: Don't tell your friends about ...; do you know what she's wearing? And others.

A rhetorical strategy is to deliberately create symbols to enhance product recognition, such as Speedy (Alka-Seltzer), Ronald McDonald (McDonald's), Tony the Tiger (Esso), and to advertise the product by famous people - actors, sports figures. These are visual metaphors used to advertise a product.

The speech style of the advertisements matches the meaning and function of the product. For example, the wording for products like Budweiser is simple and informal, while the advertising language chosen for high-end products like a BMW car or Chanel perfume is elegant and sonorous. The advertising language chosen for many cosmetic products is often hot and sensual.

In this way, advertising takes on speech styles that suit its purpose: advertising can be in the form of an interview; celebrity testimonial; formal format (Name: Mary; Age: 15; Problem: acne) and so on. In fact, advertising discourse is a mixed discourse that adopts relevant social discourses or orientations and is suitable for its own marketing purposes. Each product adopts its own advertising discourse ("McDonalds discourse", "Chanel discourse"). These are divided into formal or informal and rhetorical style (joking, serious, etc.). Advertising discourse and socio-ideological structure are the same.

Iconic signs are connected with the referent by the relationship of similarity, such as shape, color, sound, taste. Photographic portraits, icons, diagrams, sound effects imitating real sounds from movies or radio, onomatopoeic words, mimetic gestures, etc. are signs. It is argued that the designated sign is everything that is similar in its qualities to the depicted object and therefore capable of evoking similar impressions in the mind of the subject.

Advertising text as a speech effect is carried out through natural language messages, speech manipulation techniques, as well as non-verbal messages.

Linguistic manipulation includes the linguistic picture of the world of the addressee, the use of logical conclusions, and communicative-semiotic methods create the necessary way of describing reality.

Increasing the effectiveness of the speech effect is carried out with the help of various language tools, non-verbal information, and various language structures.

One of the ways to optimize the effect of an advertising message is to use the psychological mechanisms of the effect of the advertising text. In the field of the stereotype of the unconscious behavior of the person, there are two main formations (the will to be and the desire to have what is necessary for this being) on which the mechanism of psychological influence of advertising is based.

Influence. Influence on the receiver's consciousness and unconsciousness occurs by focusing on the main internal model of the addressee's world (auditory, kinesthetic, and sound) and using symbolic information.

Given that all sign information initially has its own subjectivity, all information encoded in an advertising message based on the framework of the dominant culture must correspond to the cultural and ethnic characteristics of the intended audience.

The perception of the advertising text by the receiver takes into account the patterns identified in the field of psycholinguistics and neurolinguistic programming. Therefore, the creation of advertising texts should be carried out using the defined scenarios of speech and figurative behavior, as well as the matrix alphabet of iconic sub-signs of the modulation of the space of the human external world.

Among the three main components of an advertising message (images, text, colors), color is an important component. The effect of color on the psyche and its skillful use make the advertising message more effective. Under the influence of certain psychological, social and cultural factors specific to certain segments of the consumer market, color can evoke mythological feelings in the public mind and create new emotions, new myths. In addition, by repeating the color scheme, it helps to set a certain emphasis on the advertised product, which reduces the number of accidental unnecessary associations.

**Conclusion.** Organization of perception of advertising text implies compliance with the principle of integrity of perception and use of elements of perception that attract the most attention. The principle of integrity is activated in the perception of texts in which part of the word is missing, in which there are no separate elements of the image. The success of using this technique depends on the receiver's active participation in the process of decoding the message, trying to restore its integrity and thereby better remember the advertising text.

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