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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**EXPLICIT AND IMPLICIT MEANS OF INFLUENCE
IN ENGLISH ADVERTISING TEXTS**

Speciality: 5708.01 – Germanic languages

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GENERAL DESCRIPTION OF THE DISSERTATION

Relevance and degree of investigation of the research. In the 21st century, there are cases when the science of linguistics is related to other fields of science, and the study of these cases can be considered a particularly interesting and important case.

Advertising analysis has already become a global phenomenon. Although the research conducted in the field of advertising in most cases has economic and cultural characteristics, many researchers have already proven many times in their works that it is possible to look at this phenomenon from the perspective of linguistics.

The socio-economic and cultural development in the world, the intensively and rapidly growing international multicultural relations, as well as the non-stop expansion of the information space have also influenced advertising. These mentioned issues impose in front of linguistics new demands on the phenomenon of advertising.

In the 20th century, Great Britain and the United States of America were considered the leading countries in the field of advertising. Today, these two countries, especially the United States, maintain their leadership in the field of advertising. Along with the visual features of advertisements, the role of the language in which they are designed is very important. In this regard, the presence of TV, Internet and newspaper-magazine advertisements worldwide in recent centuries in English, which is the world's leading language, proves that advertisements are a phenomenon with an international status. As already mentioned, despite the fact that advertising is a concept in the field of economy, the cases of investigating advertising from the linguistic point of view continue to increase.

The studies of Western and Russian linguists on the study of advertising are noteworthy. It should also be noted that advertising is involved in research from various linguistic aspects (lexical, cognitive, stylistic, pragmatic, etc.). Among Western linguists who deal with “advertising language”, G.N.Leech, T.Vesterdaard, G.Meyers, R.Dimbley, & G.Burton, and K.Tanaka should be mentioned. In the field of the study of stylistic issues in the formation

of advertising language, it was possible to look at the research from a different perspective by taking advantage of the studies of J.Searle.

In linguistics, different points of view regarding the pragmatics of advertising texts were presented by J.Leech. In America, R.Marchand was engaged in the development of advertising even in the last century. From the point of view of discourse, the use of D.Crystal's works in the direction of researching advertising confirms the extent to which the research work has been developed.

In Russian linguistics, the researches of the following scholars on the topic are noteworthy. F.Kotler, B.Starikh and others have done important work in connection with advertising activity. Advertising discourse T.Dobrosklonskaya, Y.Pirogova, O.Ksenzenko, E.Medvedeva, It is reflected in the works of T.Livshits and other researchers. Regarding the issue of the organization of advertising texts in Russian linguistics, the researches of A.Alipova, E.Ansimova, X.Kaftanciyeva, Y.Bernadskaya and others can be cited as examples. E.Koltysheva and E.S. Popova dealt with issues such as manipulation in advertising texts, its meaning and effect. E.V. Nagornaya, Y.K.Pirogova, E.A.Terpugova, A.V.Prokhorov and others' studies are noteworthy.

The study of advertising from a pragmatic perspective is reflected in the works of T.N.Livshits, O.A.Ksenzenko and other scientists. E.A.Korbaleva investigated the study of expressive syntactic tools involved in the creation of advertising texts, O.A.Ksenzenko researched cognitive analysis of advertising texts and also study of stylistic and syntactic features of expressiveness in advertising texts, A.Y.Morozova was interested in the expressiveness of advertising texts, and E.V.Medvedeva were busy in studying the possibilities of advertising communication.

Taking into account all the above mentioned, it can be stated that determining the ways of giving implicit and explicit meaning in English-language advertising texts using appropriate language tools is an urgent issue. Studying the studied topic based on the requirements of the current era, cultural, social and economic, pragmatic features, conducting analyzes and obtaining results in accordance with modern requirements are the main indicators of its relevance.

The object and subject of the research. The object of the research is English-language advertising texts.

The subject of the research includes systematizing of results gained from analysis of explicit and implicit means of influence in English advertising texts.

Purpose and tasks of the research. The purpose of the research is to analyze the English-language advertising texts and examine the explicit and implicit means of influence in them. Based on the purpose of the research work, the following tasks were defined:

- to determine the theoretical issues and pragmatics of English-language advertising texts;
- to determine the principles of distribution of English-language advertising texts;
- to detect explicit linguistic means used for influence in English-language advertising texts;
- to investigate and reveal the grammatical and lexical means used in English-language advertising texts;
- to identify figurative language tools found in English-language advertising texts;
- to find out what is the essence of the implicit information in advertising texts;
- to determine the effect of implicit information on the creation of English-language advertising texts;
- to study manipulation in advertising texts and ways of its implementation.

Research methods. Theoretical analysis and discourse analysis, thematic research (case study), observation, qualitative methods, structural, component analysis, logical comparison, and statistical methods were used in the research work.

The main provisions for defense are. In order to determine the means of explicit and implicit influence in English-language advertising texts, the following provisions are presented to the defense:

1. It is necessary to determine the theoretical basis on which the principles of organizing English-language advertising texts are

based;

2. It is important to determine the pragmatics of advertising texts in English;

3. It is crucial to determine the necessary and main explicit means used for influence in English advertising texts;

4. It is necessary to determine the meaning of implicit information in English advertising texts;

5. The role played by manipulation in English advertising texts is of great importance.

The scientific novelty of research is that for the first time in Azerbaijan, explicit and implicit means of influence in English-language advertising texts are investigated and their influence on advertising texts is determined.

Theoretical and practical significance of research. The principles required during the preparation of advertising texts that we encounter every day in the modern era and the theoretical base on which they are based are clearly reflected in this work, so this research work has great theoretical importance. It is possible to take advantage of the theoretical part of this study by making theoretical references to the current topic during future research in this field. The practical importance of the research is that the practical parts of the work can be used in the compilation of books and textbooks, in lectures and seminars on linguistics, in the preparation of individual and final works of students and various methodological resources.

Approbation and application. The approbation of the main provisions of the dissertation was presented in the form of reports at V and XXV Republic Scientific Conferences of Doctoral Students and Young Researchers, as well as at several international scientific conferences (Russia, Turkey, Sweden). The specific results of the research have been expressed in 6 scientific articles published in our country and 1 scientific article published in the International Indexed Database.

The title of the institution where the research was carried out. The work was performed at the Department of English language and literature of Western Caspian University.

The total volume of the dissertation, including symbol indicators of the structural sections of the dissertation separately. Dissertation work consists of an introduction, 3 chapters, a conclusion, a list of used literature, and appendices. The introduction part of the dissertation is 5 pages (7 769 characters), Chapter I 38 pages (67 750 characters), Chapter II 39 pages (64 024 characters), Chapter III 42 pages (77 318 characters), conclusion part 3 pages (4 309 characters), the total volume of the dissertation is 221 170 characters, excluding the list of references used and appendix.

MAIN CONTENT OF THE WORK

In the “Introduction” part of the dissertation, the relevance of the topic is justified, the scientific novelty of the work is shown, the theoretical and practical significance is described, the object and subject of the research, goals and tasks, methods and sources are defined, the main provisions presented to the defense, the approval and structure of the dissertation are given. .

The first chapter of the dissertation is entitled “**Genres of advertising texts and their pragmatics**” and includes 3 paragraphs. The first paragraph of the first chapter is called “*Theoretical issues of advertising texts*”. The term “advertisement” comes from the Latin word “*advertisingmentare*” and means "to inform by shouting". Advertising is a tool to influence people to buy any product or use a service. In addition, advertising is an effective means of information to support any political candidate or his idea. In Ancient Greek and Ancient Roman sources, the word *advertisement* was used in the meaning of "verbal announcement of information" in the streets and squares where people gather. In theory and practice, professional advertising was first established as a state-level institution in America. This systematic mechanism laid the foundation for the gradual improvement of the theoretical issues of advertising.

Advertising, which has become an integral part of our lives in our modern times, can be delivered or transmitted to readers through a number of means (newspapers, magazines, websites, radio, TV,

billboards, etc.). Advertising texts include three types of genres¹:

1. Informational (or informative) genre. A distinctive feature of this genre is that it answers several questions (what? where? when? who are the participants?). This genre mainly includes the following types of advertising posts.

a) *Advertising records.* This type of advertising is the simplest and most commonly used type of advertising for products or services.

b) *Advertising interview.* This type of advertising is a conversation formed in the form of a dialogue between the person who advertises his product or service and the interviewer. Consisting of several types (application, interview-dialogue/monologue, collective report/ interview, report-message/opinion, questionnaire, etc.), the interview consists of question-and-answer blocks in the form, and it is finished, combined with a common plan, resulting in the creation of a text.

c) *Advertising report or reportage.* The advertising report or reportage, which is closely related to a certain event and its development and is calculated to interpret it in a detailed manner, lists the advertised goods, services and objects, highlights their advantages and unique characteristics that distinguish them in the competition.

2. Analytical genre. This genre involves the following specific questions: what? where? when? who are the participants? why? This genre includes the following types or divisions²:

a) *Advertising correspondence* is a writing that involves a concrete analysis of facts, a study of the local situation related to the advertised product, idea or service.

b) *An advertising article* is an advertising writing dedicated to the comprehensive study of the advertising object, characterized by in-depth analysis and breadth of generalizations.

¹ Имшинецкая, И.А. Жанры печатной рекламы или сундук с идеями для копирайтера / И.А.Имшинецкая. – М.: РИП-холдинг, – 2003. – с.69

² Уэллс, У. Реклама: принципы и практика / У.Уэллс, С.Мориарти, Дж.Бернет [пер. с англ. под ред. Л.Богомоловой]. – 7-е изд. – СПб.: Питер, – 2013. – с.127

c) *Advertising review* is a genre of advertising aimed at a detailed

interpretation and analysis of the essence of the advertised object and

is a study that prompts the consumer to take a certain action (evaluation).

d) *Promotional description* includes the relationship to the advertised product or service. In this genre, the opinion of experts or famous people is widely used.

e) *Advertising research* is an advertising genre that combines the description of several advertising events (several topics) within one event. As an example, an overview of the oil and gas exhibition in our country can be shown, on the one hand, a description and analysis of certain days on which it was held, and on the other hand, a description and analysis of the main exhibition participants.

3. Genre of journalism. Unlike the other two genres mentioned, this genre uses the following questions: what? where? when? who are the participants? how? how many. Almost all genres of newspaper journalism are used for advertising purposes³. This genre is the most widely used genre in the preparation of materials that are or contain hidden advertising and include:

a) *Advertising sketch*. This type of advertising text is related to goods or services and describes the usage situation. In this type of advertising, the main emphasis is placed on the advantages of functional goods.

b) *Advertising essay*. This type of advertising texts includes not only talking about the advertised product, object or service, but also the creation of their artistic and journalistic image. Advertising essay uses not only rational but also emotional arguments in favor of the advertised product/service⁴.

It should be noted that an important requirement for advertising texts is to provide maximum information through minimum words.

³ Фещенко, Л.Г. Структура рекламного текста: Учебно-практическое пособие / Л.Г.Фещенко. – СПб.: Изд-во «Петербургский институт печати», – 2003. – с.84

⁴ Яндекс Документы: [Электронный ресурс]. – р.20-34 URL: <https://d3b63baec074fc94823146850344bbe8.pdf>

The number of words in the message should be at such a level or size that the recipient can cover it at a glance without any difficulty. In this regard, the advertising text should be original, interesting, unique, entertaining, witty. The success of advertising depends, first of all, on a skillfully constructed composition and semantic load. In addition, the advertising message should also conform to the stylistic principles of the organization of the advertising text.

The first forms of announcements are believed to have originated in Ancient Egypt and Greece. The first examples of advertising can be found in the Middle Ages. Since there was little literacy at that time, sellers in all countries tried to draw attention to their products by shouting loudly. Gutenberg's invention of the printing press in 1450 ushered in a new era in advertising and created opportunities to appeal to a wider audience. The first newspaper advertisement in history was published in 1525 in Germany. Although "the idea of managing advertisements by an agency" was first proposed by Michel Montaigne in France in 1588, the first advertising agency was founded in England only in 1812. Advertising historian F.Presbrey states that the date of the first newspaper advertisement goes to 1625. The first radio broadcast in 1907 ushered in radio, which would soon become a very important medium for advertising, and with the establishment of the first commercial radio station in 1922, radios soon began to generate significant advertising revenue. In the 1940s, television, considered both a visual and auditory medium, had a great impact on the world of advertising.

In the generalized classification of advertisements conducted by various experts, advertisements are divided into two large groups:

I. Traditional advertisements (Non-media advertisements).

This type of advertisement although are considered obsolete, they are still used, and group ads include: book, newspaper, brochure, and coupon type ads; street (outdoor) advertisements (billboards, bus/taxi advertisements, posters); print advertisements (newspaper, magazine, booklet, catalog, etc.); inscriptions and signs in store windows.

II. Media ads. They have the following division.

1. *Radio advertising.* The first radio commercial was broadcast on November 2, 1920, in Pittsburgh, Pennsylvania, USA, and commercials became a major source of funding for radio. Creating and displaying this type of advertisement is time and cost effective. Since there are no images on the radio, which communicates with the listener one-on-one and for a long time, there is no visual and cognitive (cognitive) reflex in advertisements. Figurative metaphors are widely used in them⁵.

2. *Television advertising.* Television advertising appeared in the media in 1941, and color television created in 1955 managed to open new possibilities in the artistic solution of advertising.

3. *Internet advertising.* This type of advertising can significantly increase the effectiveness of marketing communications⁶.

Advertising texts differ from other text types in some features. These differences are grouped as follows: *accuracy, brevity and conciseness, simplicity, creativity, authenticity, attention grabbing, truthfulness, evocative, memorable, educational, persuasive, ability to increase product sales, interesting, surprising, expression power (expression force), social character.*

One of the factors that make ads exist is that they have certain (4 types of goals) goals⁷.

According to economists, advertisements have two main purposes:

1. Economic purpose. The economic goal is directly directed to the purchase of the product, and it involves creating demand for the existing type of product, helping to sell those products, persuading the customer to buy that product, etc. combines.

⁵ Farzaliyeva, Z. Language elements affecting manipulation in advertising: linguistic, semantic, and emphatic elements // – Warsaw/Poland: International Journal of Innovative Technologies in Social Science, RS Global Journals – 2023. – p.1-6

⁶ Haşımova, K.K. İnternet mühitində reklam problemləri və onların həlli yolları. Ekspress-informasiya / K.K.Haşımova. – Bakı: “İnformasiya texnologiyaları” nəşriyyatı, – 2014. – s.17

⁷ Juneja, P. Objectives and Importance of Advertising: [Electronic resource]. / – 2022. – p.2-3. URL: <https://www.managementstudyguide.com/objectives-importance-of-advertising.htm>

2. The purpose of communication is the purpose of buying goods indirectly. This goal includes the following: to ensure the acquaintance of buyers with new companies, products, trademarks; increase the level of product recognition (brand awareness); influencing the habit of consuming the product; informing buyers about the product; increasing confidence in goods, products and services; choosing genuine products among competing products/services; increasing the sale/delivery/transmission of the product or service (traffic increase), etc.

The various functions performed by advertising can be summarized and grouped as follows: economic function, social function, marketing function, communication function, information/informative function, management function, ideological function, educational and educational function, control and improvement functions. lifestyle promotion function.

The second paragraph of the first chapter is called **“Pragmatics of advertising texts”**. *“The word pragmatics comes from the Greek word” “action/work”, and the name of the science itself proves that its subject is language in motion, living activity”*⁸. Pragmatics is considered to be related to semiotics because its object of study is studying the relations between signs. Signs are linguistic and non-linguistic.

According to G.N.Kuznetsova, *“Advertising text, which is specially organized and represents a system of linguistic and non-linguistic signs, reflects people's views, habits, lifestyle, behavioral stereotypes, etc. forming, has a strong influence on them”*⁹. G.Leech, who defined advertising language as “functionally loaded language”, noted the pragmatic orientation of advertising texts. According to him, since advertising has a material purpose, it has no similarity to such similar “loaded” texts (for example, political journalism,

⁸ Маслова, М. Социальная реклама как средство социально-правовой поддержки населения. / М.Маслова. – М.: – 2014. – с.176-177

⁹ Кузнецова, Г.Н. Структурные и семантические особенности языка американской рекламы (прагматика рекламного текста): /Автореферат дисс.канд. фил. наук/ – М., 1984. – с.13

religious speeches)¹⁰.

One of the fundamental teachings that form the basis of pragmatics is J.Austin's teaching about speech acts. A speech act refers to a verbal or written message that affects the addressee. At the same time, the written message is pragmatic in terms of the possibility of using both paralinguistic and extralinguistic means. Non-linguistic signs are also used in the advertising text in written form. The combination of different signs in the advertising text helps to form clear and hidden meaning.

A.Maslow draws readers' attention to the definition of T.van Dijk, who interprets pragmatics as the study of "language in context". Y.S.Stepanova draws attention to two concepts related to the research object of pragmatics. On the one hand, pragmatics looks at "the selection of linguistic tools from the available repertoire to create the best effect", on the other hand, it examines the problems studied in the "hidden" form of semantics and syntax in a "pure" form". In the 1970s, scholars began to focus more on viewing language as a means of communicative interaction that takes place in a social context. Thus, advertising communication is the process of communication between the consumer and the advertiser. The component of the advertising text is the advertising slogan or slogan. In order to influence advertising, issues such as reviewing the principles of communicative influence in advertising, as well as analyzing the use of implicit (hidden) and explicit (open) information in advertising texts are of particular importance.

According to I.L.Vikentiyev, the principle of communicative influence consists of three main components:

1. The advertising message should provide information about most features of the advertised product. He should instill in the buyer the idea that "by buying a product, you can get a certain fay".

2. The success of the offer depends on presenting a unique offer to the consumer.

3. The offer should affect the audience and expand the demand area for this product.

¹⁰ Leech, G. A Linguistic Study of Advertising in Great Britain / G.Leech. – London: Longman. Vol. 2. – 1972. – p. 25

Therefore, understanding the meaning of the advertising text means understanding the meaning of the sentence (what is expressed in the sentence) and the meaning of the advertising client (the meaning intended by the speaker). To learn the meaning of the speaker in the text, the theory of speech acts is used, that is, the concepts of illocutionary and perlocutionary acts. The text has a hidden power that can “trick or seduce” the reader. Grice (1975) notes that “speech can be clearly understood by the reader if it is combined with quantitative, qualitative, topical and stylistic features”

In conclusion, it should be noted that as pragmalinguistics deals with a set of issues related to the speaking subject, the addressee, and their interaction in a communicative setting, pragmatics is considered extremely important when studying advertising, since one of the main goals of advertising is to influence or persuade the audience, and pragmatics of advertising texts means “*how persuasive purposes of advertisements are expressed through language*”¹¹.

The third paragraph of the first chapter is entitled “***Commercial and Non-Commercial Advertisements***”.

It would be correct to call this distribution income-generating or distribution according to purpose. According to this principle, advertisements are divided into two groups:

I. Commercial advertising is advertising of products, services, non-product offers for the purpose of generating income. The strategic goal of any commercial advertising is to stimulate or create demand for a product or service. Commercial advertisements are divided into two types: commercial advertisements and non-commercial advertisements.

The characteristics of commercial advertising texts can be grouped as follows: creativity, information/communication model, impersonation, target group, paid service. The advantages of this type of advertising include high availability, awareness, educational purpose, differentiation, and targeting. Their disadvantages include

¹¹ Кузнецова, Г.Н. Структурные и семантические особенности языка американской рекламы (прагматика рекламного текста): /Дисс. канд.филол.наук/ – М., 1996. – с.15

being harmful to children, inculcating materialism, leading in the wrong direction, dictating the choice of media, degrading moral values, and helping to sell bad products.

II. Non-commercial advertising is not intended to generate revenue. On the contrary, from this type of ads, recruitment, official meeting or information, religious information, etc. It is used in cases where it is important to promote such information. Non-profit organizations – political institutions, state organizations, public institutions – can be the ones who prepare this type of ads. Users of non-commercial advertising include: political parties, lobby groups or organizations, government agencies, campaign groups, voluntary agencies/organizations, philanthropists.

The characteristics of non-commercial advertising are: personal, temporary profit-making behavior (rental and sale of houses, transfer of second-hand goods); personal, non-profit behavior/conduct (gifts, non-profit collections); public welfare activities of organizations (public welfare activities, volunteer work, charity events, etc.).

When developing advertisements, it is important to consider the following: determine who your target audience is and determine where they congregate en masse.

Social advertising is a special type of non-commercial advertising that is directed by state or local government agencies to achieve specific goals. The main source of the creation of social advertisements is the social life (style) in the country in modern times, which manifests itself as conflict situations and conflicts at the level of social groups. This type of advertising, as a rule, represents public and state interests and has a charitable purpose. For example, let's take a look at the example of the advertisement published in BB, which contains propaganda against child trafficking and exploitation.

Some things should never be for sale.

Lets end child slavery at nonchildforsale.ca (Humanitarian aid, development & advocacy organization *World Vision*).

Below is a table showing all the similarities and differences between commercial and non-commercial advertising.

Commercial Advertisements	Non-commercial advertisements
Set up business, to get benefit	Create continuous ways of solutions for social changes
Development is a competition for a company	Development is in the form of cooperation to affect society
Main business risk	Risk of Society
Enter the market carefully	Bring changes to society
Direct (social problems)	Direct (social problems)
Enjoy competitions	Don't enjoy competitions
Capital from the point of view of auctioner capital	Get guarantee (subsidy) from people

The second chapter of the dissertation entitled “**Explicit linguistic tools used for influence in advertising texts**” consists of three paragraphs. The first paragraph of this chapter is called “*Grammatical means*”. Grammatical tools used in English advertising texts can be divided into two groups:

I. Morphological means. These tools include morphemes (image morpheme) and parts of speech (root morpheme).

As is known, one of the most productive (morphological) forms of word creation in the language is affixation. From a linguistic point of view, affixation combines prefixes, infixes and suffixes¹². The most common prefixes in English language advertising are:

prefixes *a-*, *out-*, *bi-*, *inter-*, *re-*, *ultra-*, *anti-*, *super-*, *uni-*, *maxi-*. For example,

“*ADIDAS - ultraboost 19*” (*Adidas*)

According to R.A.Bauer, although the majority of prefixes in English are capable of creating a new class of words, only a part of

¹² Huddleston, R. The Cambridge Grammar of the English Language./ R.Huddleston, G.Pullum, et al. – Cambridge: Cambridge University Press, – 2002. – p.1667-1669

them can create changes in word classes¹³.

Among the parts of speech involved in the creation of English advertising texts, the following main parts of speech are preferred.

1. *Nouns*. Concrete and abstract nouns are used to express different types of emotions and shades.

A Rolex will never CHANGE THE WORLD.

We leave that to the people WHO WEAR THEM. (Advertising text of the “Rolex” watch company).

2. *Verbs*. The following verbs are among the most frequently used verbs in English-language advertisements: *try, ask, get, take, let, send for, use, call, make, come on, hurry, see, give, come, remember, discover, serve, introduce, choose, and look for.*

Besides main verbs, auxiliary and modal verbs are widely used in English advertising texts. For example,

The future is built.

3. *Adjectives*. Adjectives are one of the most frequently used parts of speech in advertisements, especially in English-language advertising texts and slogans. In advertising texts, comparative and superlative degrees of adjectives are widely used. For example,

ChemDry. Simply magic. Drier. Cleaner. Healthier. (Dry cleaning service advertising)

More, which is an English analytic means of comparative degree, is more preferred in advertisements. This tool is sometimes written with a capital letter, which is not accidental. The main reason here is the principle of “immediately attracting the reader”, “immediately teasing the reader's eyes” and this principle is successful in most cases.

We all want to be thinner lighter and MORE secure. (“DELL” computer ads)

4. *Adverbs*. One of the tools used to increase the impact of adjectives and verbs in advertising texts is the use of successful (in place) adverbs. For example,

¹³ Bauer, R.A. Advertising in America: the consumer View / R.A.Bauer, S.A.Greyser. Division of Research, Graduate School of Business Administration. – Boston: Harvard University, – 1983. – p.216

Surprisingly good. But you'll still buy the TESLA. (“TESLA” commercial)

5. *Substitutions.* The use of pronouns in English advertising texts is not as widespread as compared to nouns, adjectives and verbs. The second person pronoun (You) is also widely used in non-commercial and social advertising, a type of English-language advertising. Another active pronoun in English advertising texts is the impersonal pronoun *it*. For example,

“It's finger lickin' good”. (“KFC” advertising slogan).

When composing English advertising texts and slogans, it is not appropriate to use the pronoun WE in them.

II. Syntactic means. Among the syntactic tools used in the organization of advertising texts the followings are included: narrative sentences, command sentences, interrogative sentences, sometimes exclamatory sentences, subordinate and subordinate branch sentences, incomplete sentences, parallel constructions, etc.

It's time to listen and our capacity to act. (Mess Pierson, Consulting Company)

“Just Do It!” (“Nike” ads)

It's time to decide. Which side are you? (“TWIX” ads)

It gives you willings! (“Red Bull” beer advertisement slogan).

Chevrolet. An American Revolution (“Chevrolet” ads)

The world's thinnest notebook. (“MacBook Air” ads)

Take Toshiba, Take the World. (“TOSHIBA” car ads slogan)

Drive the new Chevrolet. Fall in love – (“Chevrolet” ads).

The second paragraph of the second chapter is called “**Lexical means**”. R.Barthes states that all images (image, picture) are polysemantic “*with a chain of floating signifiers*”¹⁴. The tongue can be used to secure and anchor this floating chain. However, G.Kress and T.Van Leeuwen note that the text and the image are not mutually dependent and “*the visual component of the text is an independently organized and constructed message.*”¹⁵

¹⁴ Barthes, R. The Rhetoric of the image: [Electronic resource]. – p.152. URL: <https://williamwolff.org/wp-content/uploads/2014/08/Barthes-Rhetoric-of-the-image-ex.pdf>

¹⁵ Myers, G. Words in Ads. / G.Myers. – London: Hodder Arnold. – 1997. – p.22

Thus, the following lexical tools act as a component of English-language advertising texts:

1. *Words and phrases.*

Brilliant. In every way. (“iPHONE” ads)

2. *Borrowings (foreign words).*

Faster than Schnell. (“Porsche” ads)

3. *Neologisms (Coinage) and slang words.*

Until we drive again, #STAYHOME.

4. *Terms.*

The world’s first all-electric supertruck.

5. *Idioms.*

When life gives you lemons, eat chicken.

6. *Deliberate misspelling of words (From the viewpoint of grammar and spelling).*

Eat Mor Chickin (“Chick-fil-A” ads).

Oh, DEER. It’s hard to spell when your hungry (“Snickers” ads)

7. *Use of synonyms*

In order to be irreplaceable,

One must always be unique. (“CHANEL” perfume ads).

8. *Use of Antonyms.*

Hot spot. Cool hair.

9. *Use of Homonyms.*

Marriage is a fine institution, but I’m not ready for an institution.

The third paragraph of the second chapter of the dissertation is called **“Figurative language means”**. Figurative language is considered one of the tools that make the text more interesting and readable and is especially applied in English advertising texts. The following metaphors are used in advertising texts and slogans in Modern English.

1. *Metaphor.*

Red Bull gives you wings. (“RED BULL” advertisement)

2. *Metonymy.*

Our wheels are always turning. (“ISUZU” car advertisement).

3. *Hyperbole.*

Your skin is perfect (“Hand crème” advertisement).

4. *Anaphora.*

More defined. More conditioned. More beautiful lashes. More than Mascara with more black impact. (“Estee Lauder” advertis.)

5. *Epiphora.*

Don’t dream it. Drive it! (“Jaguar” car advertisement)

6. *Antithesis.*

Fall in love, Delete Hinge. (“HINGE” app advertisement)

The third chapter of the current dissertation – **“Implicit associations used for influence in advertising texts”** is divided into 4 paragraphs. The first paragraph is called **“The essence of implicit information in the advertising text”**. Information in the text can be presented in the form of assumptions or assumptions and opinions or statements. Statement-type information can be both clear (explicit) and hidden (implicit). Explicit information refers to statements whose content can be formed from the surface form of the utterance, and where the additional meaning change, which can be based on the meaning of the context as well as the meaning of the word, does not take place. Implicit information is revealed as a result of additional analysis of the meanings of the expressions included in the speech and the context in which these statements are used. In other words, we can note that explicit information is directly reflected in the lexical-syntactic structure of the sentence, while hidden information is not reflected. In the current conditions, when the modern person is loaded with various types of information, many manufacturers try to create the most effective and striking advertising pieces and texts using various verbal and non-verbal (iconic) symbols. The inclusion of implicit information for the purpose of influence in modern advertising is determined by the following 3 indicators.

1. In contrast to the information clearly reflected in the message, hidden implicit information, as a rule, is not implemented by the addressee, he bypasses analytical procedures for information processing. Therefore, the addressee is not inclined to evaluate the secret information, he treats it critically or with suspicion.

2. The addressee himself notes this information when interpreting the message, but does not accept it in a ready form,

therefore, as a rule, he accepts it as it is and does not seek confirmation for this information. In other words, the effectiveness of implicit information is based on the difficulty of obtaining it.

3. One of the types of implicit information is semantic presupposition. The term "presupposition" is used to refer to "implicit information derived from the analysis of the meanings of words and constructions." For example, *Not all banks are the same* ("National Australia Bank" advertisement). This judgment has the presupposition "There are different banks", which helps to understand that "most of the banks you come across are unreliable, and compared to such banks, there are also reliable banks".

The reader can also understand it as *Some (or most) banks are the same*.

The use of implicit information is quite an effective and attractive technique for advertisers¹⁶.

The second paragraph of the current chapter is called "*The effect of implicit information on the creation of advertising text*". Implicit (or hidden) information is information that is not explicitly expressed in the text, but it exists as a subtext and, as a rule, it is information that can be guessed by the consumer¹⁷. The purpose of using implicit information in advertisements (in texts and slogans) is to "draw attention to the real properties of the product by naming them without deciphering them in detail." As a result, the target audience is well informed in this field. For example, most advertising texts contain terminology related to health (medical) or chemical composition. One of the advertising texts of this type appeared in the advertisement of the face lotion of the cosmetic brand "*Clinique*":

CLINIQUE – dramatically different moisturizing lotion;

¹⁶ Долинин, К.А. Имплицитное содержание высказывания // – Москва. Институт русского языка им. В.В.Виноградова РАН. Вопросы языкознания, – 1983. № 6, – с.37-47

¹⁷ Долинин, К.А. Имплицитное содержание высказывания // – Москва. Институт русского языка им. В.В.Виноградова РАН. Вопросы языкознания, – 1983. № 6, – с.37-47; Пирогова, Ю.К. Имплицитная информация как средство коммуникативного воздействия и манипулирования (на материале рекламных и PR-сообщений). // – М.: Проблемы прикладной лингвистики. сб. статей. Азбуковник, – 2001. – с.209-227.

Allergy tested 7,200 times.

Trusted by millions.

You won't be the first to delight in the allergy tested, fragrance free difference).

Every formula's been tested and proved thousands of times long before it touches your skin.

As it can be seen, the slogan part of this advertisement (***Allergy tested 7,200 times. Trusted by millions***) can clearly convey to the reader the information that the product has been medically tested and that the product does not cause allergies. If you look at the full text of that advertisement, you can get more information about this product: the product is also odorless, many people have used it so far and they are satisfied with this product.

Sometimes there are cases of deliberate use of the impact potential of the content of advertising texts (slogans) by advertising producers. According to Y.K.Pirogov, there are some methods or ways to activate the effect of advertising texts (slogans) based on speech influence tactics¹⁸. They are as follows:

1) *Semantic presuppositions*. In general, tacit assumptions or background knowledge about the world or the surrounding world associated with an utterance are called presuppositions. Semantic presupposition is a logical conclusion or conclusion in natural languages. The famous "*Bank of America*" advertises the following slogan:

"Think what we can do you for you".

2) *Pragmatic presuppositions*. Pragmatic presuppositions refer to the knowledge and beliefs of the addressee and the addressee, and in most cases, they are implemented through references to everyday life. According to Y.K.Pirogova, "*if the addressee accepts P as natural and known to the addressee while expressing the judgment S, the judgment P is a pragmatic presupposition of the judgment S.*"

¹⁸ Пирогова, Ю. К., Паршин, П. Б. Рекламный текст семиотика и лингвистика. – М., 2000. – 270 с.

*Unlike semantic presupposition, pragmatic presupposition fails if the recipient knows nothing about P*¹⁹.

3) *Communicative implicature (effects)*. This method of implicit speech effect is created by the communicative distribution of the main semantic components in the advertising slogan (text), determined by communicatively significant deviations from the observance of a number of basic communication principles, which are expected and intended. For example, let's look at the advertising text of the tobacco company "Camel".

"More Doctors Smoke Camels than Any Other Cigarette."

This advertising text reflected in the magazine not only conveys the idea that doctors (even more doctors) smoke, but also that they prefer "Camel" cigarettes over other types of cigarettes (for them, this brand is a brand). As a presupposition of the advertising slogan, "not only the use of the indicated product type, but also the presence of smoking as a positive condition from the doctors' point of view" is presented. The ad also features a doctor holding a cigarette, and the first letters of the words **More** and **Doctors** are given in red font in the ad text, which indicates the linguistic emphasis of those words in the ad frame.

Let us note once again that the pragmatic tasks faced by advertising producers include the following: to incite people to buy the advertised goods; forcing people to use advertised services.

The third paragraph of the third chapter of the dissertation is called *"Implicit associations expressing subtextual information"*. When dividing the texts, note that they can be divided into TV and mass media texts. I.R.Galperin distinguishes three types of information in the text:

1. Content-factual information includes messages about facts, events, processes and is always expressed orally (verbally) or explicitly. In this type of information, words are used, as a rule, in their main (direct) meaning.

¹⁹ Пирогова, Ю.К. Имплицитная информация как средство коммуникативного воздействия и манипулирования (на материале рекламных и PR-сообщений). // – М.: Проблемы прикладной лингвистики. сб. статей. Азбуковник, – 2001. – с.209.

2. Content-conceptual information conveys the individual author's understanding of the events described through factual information and is not always expressed in a sufficiently clear (explicit) way in a sentence. It allows for different interpretations.

3. Content-textual information is hidden information obtained from factual information and contained in concrete sentences. This information is not directly expressed; it is hidden, i.e. implicit. Subtextual information plays an important role in the process of manipulating texts, and its fundamental feature is that its effect is hidden.

By manipulating information, advertisers and mass media distort the state of real affairs, control people's thoughts and behaviors, "hide" their point of view from them, and form a value-evaluation paradigm in the minds of advertisers. This issue does not go beyond advertising; the ideals offered by advertisers are perceived by consumers as possible and the only reality.

The fourth paragraph of this chapter is entitled *“Manipulation in Advertising Texts as a Result of Implicit Associations”*.

First, let us look at the types of implicit information. In linguistic semantics, logic, cognitive linguistics, and communication theory, there are several types of implicit information extracted from the context of words, phrases, and texts as a whole. The most important of them is the presupposition in words and sayings, that is, the background aspects of the content of the statement that are initially accepted as true, ensure the correct understanding of the statement, and constitute the set of initial information of the meaningful statement. In advertising, it is precisely the frequent change of presuppositions that constitutes the essence of manipulation²⁰. Propositions or inferences taken out of context because of their obviousness constitute another type of implicit information. They can rarely come to the attention of linguists, but it is possible to study them well in formal logic and literary editing²¹.

²⁰ Попова, Е.С. Рекламный текст и проблемы манипуляции [Текст]: /дисс. канд. филол. наук:/ – Екатеринбург, – 2005. – 256 с.

²¹ Колтышева, Е. Ю. Манипулятивное воздействие в современном рекламном тексте: на материале англоязычных глянцевого журналов для женщин: /дисс.

Before talking about associations, let's note that the interpretation of precedents in the national-linguistic-cultural society is known to everyone, the frequency of their use, etc. (in-variance, cognitive, knowledge, emotional relevance) make them extremely rich or capacious stores of implicit information. The key point here is that precedent, properly read, continues to make the necessary associations. For example, take the French brand of butter "*President*" or the "*Ambassador*" variety of this brand. This oil has entered the markets almost in the last 10-15 years and is able to connect people with a number of associations.

1. First of all, the name of this brand, as well as the slogans associated with it, create an association with France. The fact that France always prefers quality, especially in the gastronomic sphere, also influences the formation of this association, of course. 2. Then, since the name of the brand directly implies that this oil is consumed by "high class" people, a second association arises. Also, because the name "*Ambassador*" refers to a person working in the diplomatic field, this product is engraved in the brains of consumers who are typical of the elite class.

Finally, argumentative processes can be shown as a hidden source of consumer manipulation. At the same time, both reason/thought arguments (facts, statistics, and references to authorities) and appeal to the emotional-voluntary sphere and the person are used. The manipulation of logical arguments appears to be an argument for reason/thought, but actually appears as an appeal to man, i.e. emotional arguments are presented under the guise of rational arguments. For example, let's look at the advertising text of the "*Tab*" soft drink, one of the products of the *Coca-Cola* brand.

Why settle for just a diet drink when there's Tab with just 1 calorie!

Apparently, during the advertisement of the product *There's Tab with just 1 calorie!* argument was used.

There are 2 main types of manipulation (linguistic and language) found in advertisements. Linguistic manipulation is the selection and use of bilingual language devices to influence the

recipient's speech. As a rule, linguistic manipulation influences consumer advertising that he is not even aware of and that he perceives as part of objective information about the product. Although language manipulation is used in almost all areas where language is used, it is most commonly used in politics, psychotherapy, and advertising.

The essence of language manipulation in advertising is this: advertising is presented in such a way that the user draws certain conclusions based on his own conclusions. Because the consumer has come to these conclusions himself, he automatically acquires such knowledge and therefore refers to the information less critically and with greater confidence. In addition to language manipulation, advertising also uses many different psychological techniques, which are listed below:

- In some cases, advertising is based on alleviating or suppressing the guilt experienced by consumers when buying certain products, such as cigarettes, confectionery, alcoholic beverages (for example, the feeling of guilt due to the violation of hygiene rules).

- There are other main motives used in advertising: for example, feelings of self-confidence (e.g. household refrigerators, air conditioners).

- Reliability (e.g., soap, patent pharmaceutical goods).

- Return of childhood. These practices are especially used in the advertising of food products, cigarettes and chewing gum. This was the basis of the interpretation of the oral cavity as a zone of pleasure. The baby finds comfort and pleasure in the mother's breast, and adults in eating, smoking and sucking. Many foods have become a hidden psychological meaning that serves the subject of research.

- Euphemisms (replacing a word with negative semantics with a positive/neutral meaning) is also one of the means of manipulation in advertising.

- Substitution of notions (concepts). Concepts are placed on an equal level with negative/positive concepts and thus it is possible to obtain a negative/positive meaning.

- Revision. An obvious and well-known fact, event, person, phenomenon is given a new meaning according to the manipulator.

- Effect or implicature. Implicit method of data transmission.
- Rhetorical questions. Presenting questions that cannot be answered with "no". But the answer "yes" then becomes a "trap" because it means more than just an answer.

Currently, advertising is a very common, simple and customary method of spreading information about products/services. The function of advertising in society should not only be to provide people with simple information about products/services, but also to try to direct their interest to the goods offered. It's no secret that advertising is a powerful enough tool to manipulate the human mind.

Researches related to advertising in the field of linguistics are of interest in modern times. These studies have investigated advertising from different aspects. The investigation of explicit and implicit means of influence in modern English advertising texts has been one of the most relevant topics involved in research.

Summarizing the research of the topic, the following **conclusions** were reached:

1. Advertising is a tool to influence people to buy any product or service and includes three types of genres: information genre, analytical genre and journalistic genre.

2. There are many classifications of advertising in linguistics. The most extensive of them are traditional (non-media) advertisements and media advertisements. While traditional advertisements are already considered an "obsolete" type of advertisement, media advertisements have a wider sphere of use in modern times. Apart from these, advertisements are divided into two big groups as commercial and non-commercial advertisements.

3. Advertising texts differ from other texts according to these signs: accuracy, conciseness, simplicity, creativity, authenticity, memorability, educativeness, invisibility, etc.

4. Both linguistic and non-linguistic signs are used in the advertising slogan. The combination of different signs in the advertising slogan helps to form explicit and implicit meanings. One of the central concepts of pragmatism is the communicative situation, and this is evident in advertisements. In some situations, advertising slogans are used.

5. Grammatical, lexical and metaphorical means are among the explicit means used for influence in advertising texts. Grammatical and, to be more precise, morphological means are dominated by words related to nouns and adjective parts of speech, which are important in terms of expressiveness. Among the means of syntactic expression of advertisements, simple sentences, command sentences, parallelization, pause, and active processing of punctuation marks show that they are very noticeable means. Lexical means can be enriched by word combinations and idioms. Metaphors, epiphora, anaphora, etc. are among the tools used for more effective reading of advertising texts in English.

6. In advertising texts, a significant part of the information is often conveyed by the advertiser in an implicit form (using various visual means). One of the types of implicit information is presupposition (semantic and pragmatic), which can be evaluated as a feature that makes advertisements more successful.

7. Some strategies are widely used when designing advertising: distraction; create a problem and propose its solution; talking to the public; giving more space to feelings than thoughts; knowing more about people than they know about themselves.

8. 3 types of manipulation in advertising texts are defined: distortion in advertising texts, selection (selection) and silence/pause.

9. It is important to pay special attention to nostalgic arguments capable of creating different associations in the organization of English-language advertising texts. Logically, nostalgic ads are usually aimed at people over 35 years old. For example, the *Nokia* phone company has chosen the slogan "**Connecting people**" as the slogan for its latest model products. Or "**LG**" company continues to create nostalgic feelings with the slogan "**Life's Good**".

10. Nowadays, manipulation is mostly used as a constant conflict of interests of the advertiser. The challenge for marketers today is to create advertising and use manipulation techniques to achieve two main goals: to convince the consumer of the need to buy the product, and to do so in such a way that none of his rights are violated.

The content and main provisions of the research are reflected in the following theses and articles:

1. Reklam mətnlərinin janrları // – Bakı: Azərbaycan Milli Elmlər Akademiyası M.Füzuli adına Əlyazmalar İnstitutu, Filologiya məsələləri, – 2021. № 1, – s.336-344.
2. Main features of advertisement texts // – Bakı: Qərbi Kəspı Universiteti, Elmi Xəbərler, İctimai və Texniki Elmlər Seriyası, – 2021. №3, – s.28-30.
3. Radio, TV and internet advertising in mass media // “Межкультурная коммуникация и СМИ”. Сборник научных статей. Министерство науки и высшего образования РФ Алтайский Государственный Университет, Институт Гуманитарных Наук. Кафедра Лингвистики, Перевода и Иностранных Языков, – Барнаул: Изд-во Алт. Ун-та, – 2021, – с.52-54.
4. Müasir reklam mətnlərinin tərtib olunmasında diqqət yetirilməli amillər // The XVII International Scientific Symposium. “Karabakh: Way to victory”. Proceedings Book/ – Göteborg, Sweden: – August 28, – 2021, – p.166-170.
5. Anaphora, Epiphora and Alliteration in English advertising texts // Международная научно-практическая конференция «Актуальные Проблемы Переводоведение и Лингводидактики в Контексте Межкультурного Взаимодействия». Федеральное Государственное Бюджетное Образовательное Учреждение Высшего Образования. «Брянский Государственный Университет имени академика И.Г.Петровского». – Брянск: РИСО БГУ, – 17-19 сентября, – 2021, – с.248-252.
6. Reklam mətnləri və onların praqmatikası haqqında // – Bakı: Azərbaycan Respublikası Elm və Təhsil Nazirliyi, Bakı Slavyan Universiteti, Humanitar Elmlərin Öyrənilməsinin Aktual Problemləri, – 2022. № 3, – s.30-34.
7. Reklam mətnlərinin təşkilində iştirak edən leksik vasitələr // Gənc Tədqiqatçıların V Respublika Elmi-Praktik Konfransının Materialları, – Bakı: Azərbaycan Universiteti, – 15 aprel, – 2022, – s.107-109.

8. Kommersiya və qeyri-kommersiya reklamlarında bəzi xüsusiyyətlər // “Qloballaşma dövründə Türk Dünyası: Çağırışlar, perspektivlər” Beynəlxalq Tələbə Elmi Konfransının Materialları, – Bakı: Xəzər Universiteti Nəşriyyatı, – 26-27 may, – 2022, – s. 454-458.
9. Reklam mətnlərində istehlakçıya təsiri artırmağın bəzi yolları // Doktorantların və Gənc Tədqiqatçıların XXV Respublika Elmi Konfransının (NASCO) Materialları (Humanitar elmlər), – Bakı: Azərbaycan Respublikasının Təhsil İnstitutu, – 23-24 noyabr, – 2022, I cild, – s.91-95.
10. İngilisdilli reklam mətnlərinin təşkilində istifadə edilən sintaktik vasitələr // – Bakı: Azərbaycan Respublikası Nazirlər Kabineti Yanında Terminologiya Komissiyası, Terminologiya Məsələləri, – 2023. № 1, – s.101-106.
11. Reklam mətnlərinin quruluşu məsələləri // – Bakı: Qərbi Kaspi Universiteti, Elmi Xəbərlər, İctimai və Texniki Elmlər Seriyası, – 2023. № 2, – s.104-109.
12. Language elements affecting manipulation in advertising: Linguistic, semantic and emphatic elements // – Warsaw/Poland: International Journal of Innovative Technologies in Social Science, RS Global Journals, – 2023. # 1(37), – p.1-7.
13. İngilisdilli reklamlarda inversiyadan istifadə // – Bakı: Bakı Dövlət Universiteti, Dil və Ədəbiyyat, Beynəlxalq elmi-nəzəri jurnal, – 2024. №3(126), – s.275-278.
14. İnversiya və emfazı birləşdirən dil strukturlarının reklam və ədəbi nitqdəki funksional əhəmiyyəti // Gənc tədqiqatçıların VIII Respublika Elmi Konfransının Materialları, – Bakı: Azərbaycan Universiteti, – 14 mart, – 2025, – s.141-142.

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A handwritten signature in blue ink, appearing to be the name 'Teep' or similar, written in a cursive style.

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