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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**FUNCTIONAL-SEMANTIC FEATURES OF
ADVERTISING TEXTS IN THE MASS MEDIA**

Specialty: 5704.01 – Language Theory

Field of science: Philology

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The dissertation work was performed at the Faculty of Philology of the Azerbaijan University of Languages, on the subject of lexicology and stylistics of the English language.

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INTRODUCTION

The actuality and the usage rate of the research work. At the end of the XX century, thanks to the mass media, advertising became a single global industry employing thousands of people. Although its history dates back to ancient times, the study of advertising from a linguistic point of view began at the beginning of the XX century. In this study, advertising in the media was studied from a functional-semantic point of view, based on materials taken from English, Russian and Azerbaijani languages. Although the study of advertisements used in the media on the basis of three language materials sheds light on many controversial aspects of advertising, the fact that there are some unresolved issues regarding advertising in the media and its means of expression shows the relevance of the topic. Many linguists have been engaged in the study of advertising in the media. Among these linguists, J.J.Lamben, C.Lakoff, M.Johnson, R.Harris, D.Rassiter and L.Percy, V.Freiburger, C.Sandich, K.Bove and U.Arens, V.V.Uchenova, N.V.Starikh, E.V.Romat, F.Kotler, Y.V.Paducheva, A.Dadashov and others can be mentioned.

Azerbaijani linguists (mainly based on Azerbaijani language material) began to study advertising, which has recently been considered the main driving force of industry and economy, from a linguistic point of view only at the end of the XX century. In this dissertation, the functional-semantic features of advertising were revealed through the analysis and study of three language materials (English, Russian and Azerbaijani).

Object and subject of the research: “The object of the research work, which deals with “Functional-semantic approach to the study of advertising in the mass media”, is advertisements, advertising slogans and advertising texts in the media. The subject of the dissertation is the study of the functional-semantic characteristics and types of advertisements in advertising texts used in the media,

their expression through lexical-grammatical and stylistic means, and various types of metaphors.

The aim and tasks of the research: The main goal of the dissertation is to study the role of advertising in the media, the types of advertising and their specific features, the expression of advertising in the media through lexical-grammatical and stylistic means. To achieve the goal set in this research work, advertising materials in Azerbaijani, Russian and English were used. To achieve this goal, the following tasks are set:

1. To select and systematize theoretical and practical materials related to the topic in English, Russian and Azerbaijani in order to study advertising in the media based on a functional-semantic approach;

2. To select examples from the periodical press in English, Russian and Azerbaijani related to the topic we are studying and, by analyzing them, to reveal similarities and differences in all three languages;

3. To reveal the positive and negative aspects of advertising used in the media - newspapers, radio, television and the Internet;

4. To clarify the concepts of advertising text and advertising discourse, referring to the ideas of Western, Russian and Azerbaijani linguists about discourse and text;

5. To study the processing of advertising texts in the compared languages using lexical, grammatical and stylistic means and to analyze them based on examples taken from the periodical press;

6. To determine the discursive characteristics of lexical-stylistic means (metaphor and metonymy) used in the formation of advertising discourse and their role in the formation of advertising texts.

The methods of the research: The following methods were used in the preparation of the dissertation: linguistic-analytical method, comparative-analytical method, synchronous-descriptive method.

The main arguments of the dissertation to be defended:

1. Advertising is a paid, impersonal form of communication carried out by a sponsor using the media to persuade or influence the audience to purchase a certain product or use a service, and is a special type of communication activity that has accompanied humanity throughout its history.

2. Types of advertising are determined by their purpose, distribution method, distribution geography and target audience.

3. Press advertising includes various advertising materials placed in periodicals. They are divided into 2 parts; advertising-type advertisements (module, line, column-type advertisements) and advertising publications (various articles, reports, opinions that directly or indirectly carry advertising).

4. Advertising text clarifies the content of advertising as a reflection of reality. Discourse is an actual spoken text, and text is the abstract grammatical structure of spoken language.

5. In the formation of the information structure of advertising discourse, lexical, grammatical, phonetic and syntactic stylistic means are used to make advertising more dynamic, figurative, and memorable.

6. Advertising metaphor and metonymy, which are considered not only metaphors, but also conceptual systems that determine human thinking and consciousness, are designed to create an original advertising image or bring an evaluative effect to the advertising text.

The scientific novelty of the research: It should be noted that the advertising text reflects real reality. In addition to the advertising text, there are also extralinguistic means in the advertising discourse, which give the advertisement more emotionality. The study of advertising in the media has shown that although the means of expression of advertising in languages with different systems differ depending on the different structures of those languages, there are also common features. These means give advertising more liveliness, emotionality, dynamism, and advertisements are more memorable.

The study of advertising in the media and its functional-semantic aspects based on 3 language materials constitutes the scientific novelty of the study

The theoretical and practical significance of the research:

In the study, the views of various linguists were referred to and the results obtained were systematized during the study of advertising in the media (definition, types), advertising text and advertising discourse, the role and development of lexical, grammatical and stylistic means in the formation of advertising texts, and the characteristics of figurative means in the formation of advertising texts, which shows the theoretical significance of the study. The study of theoretical ideas on the basis of examples from the press shows both the theoretical and practical significance of the work. The materials of the study can be used in the teaching of theoretical subjects such as general linguistics, lexicology, and stylistics at the master's level of universities.

The approbation and the applying of the work. Many of the provisions of the dissertation were reflected in the applicant's reports at a number of republican and international scientific conferences. In addition, the main results of the research work were expressed in the author's scientific articles published in the republic and abroad (Poland).

The name of the organization where the dissertation has been accomplished. The dissertation work was performed at the Faculty of Philology of the Azerbaijan University of Languages, on the subject of lexicology and stylistics of the English language.

The volume of the structural sections of dissertation separately and the general volume with the sign. The dissertation consists of an introduction, three chapters, a conclusion and a list of references. Introduction 6- pages, first chapter - 40 pages, second chapter - 41 pages, third chapter - 39 pages, conclusion - 4 pages. In total, the dissertation has pages, 227 993 characters.

THE MAIN CONTENT OF THE RESEARCH

The actuality and the usage of content is based, the object, the subject of research is appointed, the aim and the tasks, the method and ways of the research are defined, the material is chosen, the hypotheses are given, the methodological bases of the research are shown, the scientific novelty, the theoretical and practical importance of the work is commented, the basic provisions giving to the defense are noted, the information about the approbation of the work, the structure of dissertation is given in the part of “**Introduction**” of the dissertation.

I Chapter of the dissertation is called “**Advertising in the Mass Media**”. The first half of this chapter, which consists of three sections, is called “**History of Advertising**”. Advertising, which comes from the Latin word “advertisement”, means “to inform by shouting”. Various definitions have been given to advertising. According to F.Kotler, “*Advertising is a form of non-personal communication carried out through paid means of communication, the source of funding of which is clearly indicated*”.¹

K.Bove and W.Arens, authors of the famous textbook "Modern Advertising", define advertising as follows: “*Advertising is the non-personalized transmission of information about products, services, or ideas by well-known advertisers through various types of media, with the aim of persuading people*”.²

¹ Котлер, Ф. Маркетинг – менеджмент. Учебное пособие / Ф.Котлер, К.Л.Келлер. – Санкт-Петербург: Питер, – 2010. – с.6.

² Бове, Кортленд Л. Современная реклама / Л.Бове Кортленд, У. фон Аренс. – Тольятти. Издательство Довгань, – 1995. – 704 с.

Professor J.J.Lamben defines advertising as “*a one-way communication from a sponsor who seeks to directly or indirectly support the activities of a company.*”³

The definition of advertising proposed by other American experts W.Wells, C.Burnett, and S.Moriarty combines the above two definitions. “*Advertising is paid, non-personal communication carried out by an identified sponsor and using the media to persuade (to do something) or influence (in a certain way) the audience*”.⁴

Their colleagues D.Rossiter and L.Percy consider advertising communications to be “a form of indirect persuasion based on informational or emotional depictions of the benefits of a product.” Its task is to create a favorable impression of the product in consumers and “direct their thoughts toward purchase.”⁵

Richard Harris, an American specialist in the psychology of mass communications, developed this idea and defined advertising as follows: “a type of communication intended to persuade (i.e., to have a certain effect on the listener or viewer)”. “*This effect can affect behavior (you buy the advertised product), attitude (you like such products), or the advertisement will have a cognitive effect on you (you will learn about the features of this product)*”.⁶

According to C.Sendic, “Advertising is a form of communication that seeks to “translate” the qualities of goods and

³ Ламбен, Ж.-Ж. Стратегический маркетинг. Европейская перспектива (пер. с франц.) / Ж.Ж.Ламбен. – Санкт-Петербург: Наука, – 1996. – 589 с.

⁴ Уэллс, У. Реклама: принципы и практика [пер.с англ. Под ред.Л.Богомоловой]/У.Уэллс, С.Мориарти, Дж.Бернет. Санкт-Петербург: Питер, – 2008. – с.14

⁵ Росситер, Дж.Р. Реклама и продвижение товаров / Дж.Р.Росситер, Л.Перси. (пер. с англ.). – Санкт-Петербург: Питер, – 2001. – 656 с.

⁶ Харрис, Р. Психология массовых коммуникаций [Текст] / Р.Харрис. – Москва: “ОЛМА-ПРЕСС”, – 2002. – 448 с.

services, as well as ideas, into the language of consumer needs and demands.”⁷

According to U.Uchenova and N.Starikh, “advertising is a type of mass communication that encourages the buyer to purchase certain products with informative-figurative and expressive-suggestive texts.”⁸

Analysis of the above definitions shows that, firstly, most researchers define advertising as a form of mass communication, and secondly, the nature of the advertising message presented by advertising texts and its impact on mass or individual consciousness (K.Bove and V.Ahrens, D.Rossiter and L.Percy, R.Harris, I.Y.Rozhkov, O.A.Feofonov, V.V.Uchenova and N.V.Starikh, E.V.Romat).⁹

Advertising was used in ancient Greece and Rome in the sense of verbal announcements and information in places where people gathered. The oldest written monument of advertising is a tablet found by archaeologists and believed to have been written 2500 years ago in the Egyptian city of Memphis. The following sentence is written on this tablet: “I interpret dreams by the will of the god Rhino, from the island of Crete”.¹⁰

Traces of ancient advertising can also be found in Azerbaijani oral folk literature. In ancient times, even until the end of the XX century, announcers would announce invitations to weddings, engagements and other festivities in rural areas.

⁷ <https://bank.nauchniestati.ru/primery/nauchnaya-statya-na-temu-reklama-kak-forma-massovoj-kommunikaczii-imwp/>

⁸ Ученова, В.В. История рекламы / В.В.Ученова, Н.В.Старых. – 2-е изд. – Санкт-Петербург: Питер, – 2003. – с.15.

⁹ <https://bank.nauchniestati.ru/primery/nauchnaya-statya-na-temu-reklama-kak-forma-massovoj-kommunikaczii-imwp/>

¹⁰ Dadaşov, A. Kütüvli informasiya vasitələrində reklam və marketinq problemləri / A.Dadaşov. – Bakı: Bakı Universitetinin nəşriyyatı, – 2001. – 168 s.

In England, in 1625, an advertisement was first placed in a newspaper. In 1657, the first advertising publishing house called “Public Advertiser” was established there. In 1752, the first law on advertising was adopted in this country. According to this law, it was stated which product should be advertised where”¹¹.

In 1703, Tsar Peter I gave permission to publish the first Russian newspapers in Tsarist Russia. Advertisements and announcements began to be published in these newspapers, called “Saint Petersburg Gazettes” and “Moscow Gazettes”¹².

With the advent of photography in 1839, illustrations began to be used in advertising texts.¹³ In 1871, the first professional advertising agency in the modern sense was registered in the United States. This happened a little later in Europe. These were “media agencies” - agencies for the creation and placement of advertisements in the press. 1899 is marked as the beginning of the creation of international advertising networks in the United States. The advertising agency “J.Walter Thompson” was the first agency to enter the international market.

According to F.Kotler, only very brave or very ignorant people “can say with certainty what exactly advertising does in the market”. However, without having such characteristics, it is impossible not to see the impact of advertising on the economic and social relations of society.

Although oral advertising was encountered much earlier in Eastern countries, written advertising can be found only in the second half of the XIX century. Thus, the first commercial advertising announcements in the East were first published in the

¹¹ Николаева, М.А. История рекламы и средств массовой информации: курс лекций [Текст] + CD: учебно-методический комплекс / М.А.Николаева. ФГБОУ ВПО “Урал. гос. пед. ун-т”. – Екатеринбург: – 2012. – 174 с.

¹² https://studref.com/560246/zhurnalistika/razvitie_reklamy_rossii

¹³ Мудров, А. Основы рекламы: учебник / А.Мудров. – 2-е изд., перераб. и доп. – Москва: Магистр,– 2008. – с.37.

“Terjumani-Ahvam” newspaper published in Turkey in 1864. In the first issue of the “Ekinchi” newspaper, which is considered the swan of our national press, it wrote about the conditions of advertising announcements to its future customers: “Everyone can publish advertisements about their work in this newspaper. Those who publish these advertisements must pay 2 coins for each advertisement”¹⁴. As can be seen from the advertisement, the newspaper has been oriented towards commercial activities since its first issue. The objectives and contents of the advertisements published in this newspaper were diverse. In addition to advertisements for commercial purposes, there were also advertisements and announcements related to various meetings and socio-political issues in the country. However, over time, the means and ways of expressing advertising have also changed in Western countries, Russia and Azerbaijan. Thanks to the development of science and technology, not only the purpose and function of advertising, but also its means of expression have been developed and improved.

Semiotics can also be mentioned as one of the issues related to advertising. Advertisements are to some extent related to semiotics.

“Semiotics” is an ancient Greek word (semeion - sign) and means “the science of signs”. Currently, this field of science is also called semasiology. F.Veysalli notes that “the roots of semiotics go back to the 5th century BC. Ideas about semiotics can already be found in the Sophists and Plato.” The first to express a complete idea about the nature and value of the sign in linguistics was F.de Saussure (1857-1913).

Since the main goal of the dissertation is to study the functional-semantic properties of advertising texts in the media, this paragraph briefly discusses the role and purpose of semiotics in

¹⁴ Dadaşov, A. Kütülvü informasiya vasitələrində reklam və marketing problemləri / A.Dadaşov. – Bakı: Bakı Universitetinin nəşriyyatı, – 2001. – 168 s.

advertising. The most common canonical definition of semiotics is that it is a science about signs and sign systems. As a result, advertising is built precisely on semiotics, that is, on codes, sign systems. Semiotics determines how accurately consumers (addressees) will understand the messages of advertisers (addressees) in the process of perception and comprehension (decoding). Now semiotics is part of the marketing strategy of any brand. The role of semiotics in the composition of advertising texts is great. When a customer wants to buy a product in an online store (supermarket), he is faced with offers from different brands with similar features and prices, and he chooses one of these products after seeing the brand name, logo and reading the slogan under the advertising sign. At this time, the part of the customer's brain that responds to emotions, not logic, reacts.

The main task of semiotics in the design of advertising texts is to convey messages and information directly to the customer (addressee). In order to send the right message and achieve the desired result, the following tasks must be performed:

- 1) It is necessary to decide what exactly needs to be said to the consumer (addressee/customer) using semiotics. For example, Volvo and Ferrari send diametrical messages. Although both are car consumers, one symbolizes a reliable, time-tested car, the other symbolizes adrenaline, speed and risk.

- 2) The audience to which the advertising texts are addressed should be determined. Depending on who the marketing strategy is aimed at, the same advertisement can be transmitted in different ways.

- 3) The semiotic symbols to be sent to the consumer should be carefully selected.

Based on the semantic triangle theory of C.K.Ogden and I.A.Richards, it can be said that the semiotic signs used in advertising texts consist of three components: 1) Designation - the sign itself; 2)

Designated subject - how people express them; 3) Perceived subject - how other people understand this sign.

Depending on the functions of the semiotic signs used in the composition of advertising texts, the following three types are distinguished:

1) *Functional signs* help to indicate that the advertised product is preferred by a certain audience.

2) *Conventional or conditional signs* are artificial signs that have no direct connection with the product they advertise.

3) *Iconic signs* are images. Advertisers create such symbols purposefully and make them resemble the object being depicted. The most obvious symbolic signs are photographs and real images. Iconic signs outwardly resemble the designated object. In shopping centers, you can find promoters distributing strips of paper soaked in perfume. The smell of paper is a sign indicating the perfume. The purpose of the event is to introduce the perfume and convince people to buy perfume bottles¹⁵.

After studying the role, purpose, tasks and types of semiotics in advertising texts, it was concluded that advertising texts consist of semiotic signs in one way or another. The main task of these semiotic signs is to provide general information about the advertised product, to direct it to the right target audience.¹⁶

Thus, the leading parameters of advertising activity are completeness of information, mass appeal, emotional richness.

In the second half of the first chapter, "Types of advertising", linguists, while studying the types of advertising, classify it on the basis of various principles. For example, K. Bove and V. Arens distinguish these types of advertising: advertising for a target

¹⁵ Dadaşov, A. Kütlevi informasiya vasitələrində reklam və marketing problemləri / A.Dadaşov. – Bakı: Bakı Universitetinin nəşriyyatı, – 2001. – 168 s.

¹⁶ Николаева, М.А. История рекламы и средств массовой информации: курс лекций [Текст] + CD: учебно-методический комплекс / М.А.Николаева. ФГБОУ ВПО "Урал. гос. пед. ун-т". – Екатеринбург: – 2012. – 174 с.

audience, direct and indirect advertising, commercial and non-commercial advertising, advertising with different geographical scope, advertising by distribution channels, commodity and non-commodity advertising. W. Wells, J.Bennett and S.Mortiatri distinguish commercial and retail advertising, trademark advertising, political advertising, business advertising, reference advertising, opinion advertising, institutional advertising and social advertising¹⁷.

A.Mudrov defines “generally accepted norms” as one of the classification criteria and calls these groups types of advertising, including unethical and deceptive private advertising¹⁸. Other strange approaches to the classification of advertising are also found. Some sites, for example, do not follow any classification principles, emphasizing types of advertising such as “good” and “bad”.

When classifying advertising as a process, the interaction of all advertising participants and the role of advertising are taken into account, and when classifying it as a product, its main classification features are taken into account and therefore it is distinguished into different groups.

When talking about products, in order to determine the main classification features, they are divided into four groups: 1) classification by purpose; 2) classification by method of distribution of advertising; 3) classification by geography of distribution; 4) classification by target audience.

Types of advertising are distinguished according to each group.

| Classification criteria | Types of advertising |
|--------------------------------|-----------------------------------------|
| Advertising by purpose | -commercial; -social; -political. |

¹⁷ Бове, Кортленд Л. Современная реклама / Л.Бове Кортленд, У. фон Аренс. – Тольятти. Издательство Довгань, – 1995. – 704 с.

¹⁸ Уэллс, У. Реклама: принципы и практика / У.Уэллс, С.Мориарти, Дж.Бернет. – Санкт-Петербург: Питер, – 2008. – 736 с.

| | |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| By distribution method | <ul style="list-style-type: none"> -advertising in the media; -foreign advertising; -advertising on the Internet; -advertising in places of trade; -direct advertising; -personal advertising. |
| By geography of distribution | <ul style="list-style-type: none"> -international advertising; -national advertising; -regional advertising; -opinion or local advertising. |
| By target audience | <ul style="list-style-type: none"> -consumer advertising; -business advertising. |

Thus, advertising in the media is a type of advertising. Advertising in the media, in turn, has various types. For example, advertising in newspapers, magazines, radio, television and the Internet.

The third subchapter of the first chapter is called “*The role of advertising in various types of mass media*”. Press advertising includes various advertising materials placed in the periodical press. They can be conditionally divided into 2 parts: advertising of an advertising nature (module, line, column-type advertisements) and advertising publications (this includes various articles, reports, reviews that directly or indirectly carry advertising). The effectiveness of advertising in the press depends on a number of factors. These include the circulation of the publication, sales volume, qualitative characteristics of the readership, distribution region, periodicity, etc.

It should be noted that the Law on Advertising (Order №1281-IV Q dated May 15, 2015) in accordance with paragraphs 12 and 26 of Part I of Article 94 of the Republic of Azerbaijan determines the

legal basis for relations in the field of ordering, production (preparation) and broadcasting of advertising, their control and regulation, as well as self-regulation. Article 27 of the Law of the Republic of Azerbaijan states that in mass media not registered as specializing in advertising information and materials, the advertising text should not exceed 40% of the separate volume of a periodical, and 25% of the volume of radio and television broadcasts. If advertising is published or provided as information, editorial or author's material, no fee is charged for it.¹⁹

In our time, the role of advertising in business has increased to such an extent that it is sometimes called the driving force of advertising. It is thanks to advertising that the sales of many branded products that are famous in the world have increased many times. Today, it is thanks to advertising that branded products such as McDonalds, Head & Shoulders, Nike, Adidas, Nivea, Pepsi-Cola, Coca-Cola are successfully sold almost everywhere in the world. Thus, advertising is a means of mass communication designed to persuade; it has a certain effect on the reader/listener/viewer. This effect can be behavioral (you buy the advertised product), attitude (you like the product) or cognitive (you learn about the characteristics of the product). Advertising, as a means of communication, allows the advertiser to convey a message to potential buyers. Therefore, advertising is a form of non-personal communication. At the same time, the transmitted advertising messages are structured in such a way that they are addressed not to a specific person, but to a mass of people. Depending on whether advertising is directed at different consumer groups, it can vary in content, format, and the nature of the presentation of information. It can be assumed that advertising is a multi-purpose, multifunctional form of communication. Thus, advertising can be defined as a form of mass communication in which texts about goods, services, and

¹⁹ <https://e-qanun.az/framework/7512>

ideas are created and disseminated in order to influence the behavior of the buyer.

The third subchapter of the first chapter is divided into three subchapters. The first subsection of this subchapter is called "*Advertising in the Newspaper*". A newspaper is a periodical of the same name published at least once a month. The prototype of the newspaper is considered to be ancient handwritten newsletters. Over time, the style and structure of advertising materials published in newspapers began to change. Advertising has become an integral part of the mass media. Newspapers are the most ideal means of selling any product or advertising a service. Newspapers provide the customer with brief and specific information about the advertised product or service - its price, characteristics, discounts, etc. Daily newspapers are one of the most convenient means of advertising for small and medium-sized enterprises and departments. The fact that newspapers have a large circulation and are inexpensive, in addition, the possibility of making necessary changes to the advertising texts published in newspapers increases their importance. Thus, advertising in newspapers has the following advantages:

1. The circulation of newspapers is large compared to other mass media and its reading is mainly by the older generation, which makes it suitable for advertising.

2. The customer who reads the advertisement in the newspaper has more time to collect information about the advertised product or service or to check it compared to other mass media.

3. Advertisements placed in newspapers provide information about how to obtain the advertised product, its characteristics, the address of the store, a map or plan to get there, as well as the route to get there, and which other convenient stores to buy the product from.

4. Advertisements are placed in newspapers very quickly, and if necessary, it is possible to make changes and additions to the advertisement.

5. Placing an advertisement in a newspaper is cheaper and more profitable than other mass media, and once an advertisement layout is created, it can be used several times.

There are also some disadvantages to placing an advertisement in a newspaper:

1. Since newspapers are mainly read by the older generation, some advertisements placed there do not find their owners.

2. Since working people in our modern era do not have time to read newspapers or have little time, it is often not profitable to place advertisements there.

3. The advertisement of a product or service in newspapers is not of sufficient quality and therefore cannot find its buyer.

There are mainly three types of advertising used in newspapers:

1) *Modular advertising*. Modular advertisements come in various sizes and can be placed anywhere in the newspaper except the editorial page.

2) Classified (rubric) advertising. Classified advertising blocks can be divided into areas depending on market demand: real estate, cars, work, materials and equipment, services, etc.

3) Text advertising is understood as a text that is close in style to newspaper/magazine materials, but has an advertising character.

The second subsection of this subchapter is called "*Advertising on Radio and TV*". The main advantage of radio is that it can "communicate" with its listeners at any time and in any place and can reach an audience that is inaccessible to television and the press - for example, people relaxing in nature or by the sea. The largest radio audience consists of drivers and passengers of motor vehicles. The first radio advertisement in the United States was broadcast on August 28, 1922, by AT&T on the Weaf radio station. It is considered the first advertisement because it was the first time that a third party, the advertiser (neither the equipment manufacturer nor the station owner), paid for airtime on a radio station to deliver a

commercial message to a mass audience. This historic radio advertisement lasted 15 minutes and was paid for by the Queensboro Corporation, a real estate developer that created the Jackson Heights neighborhood of Queens²⁰. In Russia, radio receivers began to be installed in homes since 1925 and were mainly used to inform the population about the country's foreign policy. The first commercial advertisement in Russia began to be broadcast on the radio station "Europe Plus Moscow" in 1990. Advertising in Azerbaijan began its activity in 1992 at the Advertising and Information Department of the Baku City Executive Power. "ANS Commerce" Company, which is part of the ANS Group of Companies, is the first advertising agency to lay the foundation of the advertising market in Azerbaijan on November 25, 1995.²¹

Radio advertising is mainly classified according to the form and genre of placement. According to the form of placement, the following are distinguished:

1. Direct advertising.
2. Sponsorship of radio programs.
3. Integration of advertising into radio programs. Such advertising (Product Placement) is more often used on television. It advertises products or services to the listener as follows:
 - 1) Mention of the name of the product by the host;
 - 2) Informing guests in the studio about the product and its features;
 - 3) Indirect participation of the product in game-like radio programs, for example, a quiz is organized, listeners answer the questions asked, and the listener who answers all the questions correctly receives the product of the sponsor of that program.

²⁰ Lichty, L.W. American Broadcasting: A Source Book on the History of Radio and Television / L.W.Lichty, M.C.Topping (eds.). – New York: Hastings House, – 1975. – 732 p.

²¹ <https://kayzen.az/blog/marketing/9459/az%C9%99rbaycanda-reklam%C4%B1n-tarixi.html>

Television advertising is effective when it is addressed to a mass audience, when it is necessary to create an associative image and when there is an opportunity to demonstrate the product.²² In terms of format, television advertising can be divided into direct, sponsorship of television programs, product placement, and sub-frame advertising.

Thus, among the most widely placed advertisements on television, the following can be noted:

1. Tele-advertisement – announcement-type advertisements, accompanied by a fixed text, voiced by an announcer (actor, famous person);

2. Teletext advertising is the most convenient in terms of selection, it allows for targeted search, as in print advertising.

3. Tele-poster – a still image of a product’s trademark or logo on the screen for several seconds, for example, the image of their image against the background of a clock before a news broadcast.

4. Tele-spot – the most widespread and expensive type of television advertising, lasting from 10 seconds to several minutes.

5. Telereportage – a television advertisement from the places of some events, exhibitions, presentations, fashion shows, as a rule, accompanied not only by showing the advertised product, but also by expressing opinions by reporters, visitors, consumers, sellers.

6. TV show – a specialized television broadcast of an advertising nature conducted within a certain topic with the participation of producers and sellers of goods and services, specialists, experts, demonstrators, consumers (“TV Shop”, “Shop on the Sofa”).

The third subsection of this subchapter is called “*Advertising in new media*”. The spread of advertising on the Internet is not only

²² Полукаров, В.Л. Основы рекламы: Учебник / В.Л.Полукаров. – Москва: Издательство-торговая корпорация “Дашков и К”, – 2003. – 236 с.

due to the popularity of social networks, YouTube or online games, but also due to the great convenience of Internet advertising.

1. Placing advertisements on the Internet requires relatively little money. If you need to allocate a sufficient amount to launch an advertising video on television, there are popular sites on the Internet where you can order promotions at an affordable price.

2. Large audience coverage. As a rule, a specific site is not limited to one region. The same product is ordered through online stores and delivered to the places where the product is manufactured.

3. The possibility of quick feedback. There are many ways to communicate with customers on the Internet: you can create a page with reviews, indicate your email and phone number, ask the customer to express his opinion about the product or service.

4. Full demonstration of the product. Unlike advertisements placed on television, in advertisements placed on the Internet, the entire range of advertised products is demonstrated within a few minutes.

5. Online advertising is less annoying.

The following types of advertising are distinguished on the Internet:

Contextual advertising. According to the types of contextual advertising, it is divided into: 1) Search query; 2) Thematic.

Banner advertising is one of the types of contextual advertising. It is also offered to network users in accordance with their interests. There are the following types of this advertising: 1) static; 2) animation; 3) interactive.

Email newsletters. Email marketing is popular among the public. They are often confused with spam, and uninformed businessmen refuse this advertising method in advance.

Teaser. Teaser advertising is somewhat reminiscent of banner advertising, that is, it consists of the same graphic advertising modules supplemented with text content. However, teasers are

mainly chosen for provocative texts, which significantly reduces their click-through rate.

Video advertising. Many entrepreneurs are aware of the popularity of YouTube and are trying to publish video ads there. Videos, especially when they are interesting and informative, are received by the public with a bang. These include:

- 1) viral videos that you can send to a friend or post on Instagram;
- 2) educational notes (this method is very common among various online schools);
- 3) photo clips aimed at presenting the product from the best side

The positive aspects of video ads are as follows: they can be used to really track the reaction of viewers. People will rate the video with likes, leave positive reviews, and also express their criticism. The disadvantage of video ads is that shooting a good video ad requires a lot of financial resources. At a minimum, a good camera, good editing and an adequate script are important.

The fourth subchapter of the first chapter is called “*Advertising, advertising text, advertising discourse*”. In modern linguoculturology, the word “*advertising*” syncretically combines the meanings of product and activity. They include: 1) the text of advertising (to place an advertisement); 2) a separate advertising genre or subgenre (television advertising, political advertising); 3) advertising activity (to advertise).²³

When we talk about the genre feature of the term advertising, we mean the means of transmitting advertising and the purpose of compiling the advertising text. The text used in advertising forms the basis of advertising, that is, advertising discourse. According to A.A.Kibrik, “Discourse is a broader concept than text. Discourse is

²³Тюрина С.Ю. О понятиях рекламный дискурс и рекламный текст // Вестник Ивановского гос. энергетического уни.- Вып. 1. – Иванова: – 2009. – с.1-3.

both speech activity and its result, and the result is the advertising text.”²⁴ When talking about the language of advertising, it is necessary to distinguish between oral and written discourse. Oral discourse includes lexical and grammatical variability, prosody (intonation). Written discourse in advertising also has its own characteristics. Punctuation, that is, punctuation marks, play an important role here. The correct use of punctuation in written discourse, and prosody in oral discourse, determines the rhythm of speech and the correct perception of advertising by the reader or listener.

Advertising texts have their own characteristics. Many advertising texts include audiovisual elements along with verbal elements. Advertising texts that use, in addition to verbal means, iconic (images), other semiotic codes (colour, font) are called creolized texts. The composition of such texts consists of two non-homogeneous parts: 1) verbal (language/speech); 2) non-verbal (belonging to other sign systems). As a rule, the presence of a non-verbal element is considered an indispensable attribute of an advertising text.²⁵

Advertising text is considered a reflection of reality. When we say advertising text, we mean the totality of audiovisual means directed at the recipient, that is, the buyer, to purchase a certain product or use a service. The smallest element of an advertising text is a word, abbreviation or symbol that is easily understood by the addressee when deciphered.

The advertising text clarifies the content of the advertisement. Its main goal is to attract the attention of a potential buyer, interest him and, finally, convince him to buy the advertised product. The

²⁴ Кибрик, А.Е. Очерки по общим и прикладным вопросам языкознания (универсальное, типовое и специфичное в языке) / А.Е.Кибрик. – Москва: Изд-во МГУ, – 1992. – с.287-301.

²⁵Тюрина С.Ю. О понятиях рекламный дискурс и рекламный текст // Вестник Ивановского гос. энергетического уни.- Вып. 1. – Иванова: – 2009. – с.1-3.

main structural elements of advertising texts are the title, main text and slogan (half-title, additions and frames, stamps, logos and autographs (signatures). Many linguists (Y.A.Referovskaya, N.A.Kupina, A.I.Novikov, M.N.Kojina, etc.) associate the text only with speech.²⁶ One of them is I.R.Galperin. According to I.R.Galperin, *“a text is a speech process that has its own purpose, pragmatic structure, superphrase units and a title, combined with lexical, grammatical, logical and stylistic relations, artistically developed in accordance with a written document and has an ending”*.²⁷

T.A.van Dijk was one of the first linguists to show the difference between text and discourse in Western European linguistics. In his opinion, *“Discourse is the actual spoken text, and “text” is the abstract grammatical structure of spoken language. Discourse is what belongs to speech, and text is what belongs to the language system or linguistic competence, formal linguistic knowledge”*.²⁸

As for the pragmatics of advertising discourse, advertising discourse can be called pragmatic discourse when certain communicative strategies are activated in it. The theory of speech acts, which is one of the main parts of linguistic pragmatics, is associated with the name of C. Austin, the author of the idea that “pronounced utterances not only provide information to the reader, but also prompt him to certain actions (wishes, requests, warnings, etc.)”. In the theory of linguistic philosophy put forward by C.Austin and C.Searle, the locative (speech act), illocutionary (implementation of some other act during the speech act) and perlocutionary

²⁶ Котлер, Ф. Маркетинг – менеджмент. Учебное пособие / Ф.Котлер, К.Л.Келлер. – Санкт-Петербург: Питер, – 2010. – 480 с.

²⁷ Гальперин, И.Р. Текст как объект лингвистического исследования / И.Р.Гальперин. – Москва: КомКнига, – 2007. – 148 с.

²⁸ Ван Дейк Т.А. К определению дискурса / – 1998 [Электронный ресурс] (<http://psyberlink.flogiston.ru/internet/bits/vandijk2.htm>)

(influencing the feelings and thoughts of others during the speech act, consciously or unconsciously) levels of speech were determined.²⁹

Thus, we can summarize the ideas about advertising text and advertising discourse as follows: advertising text clarifies the content of advertising as a reflection of reality. Discourse is the actual spoken text, and text is the abstract grammatical structure of spoken language. Discourse is what belongs to speech, and text is what belongs to the language system or linguistic competence, formal linguistic knowledge. Discourse is such a complex communicative phenomenon that, in addition to the text, extralinguistic factors for understanding the text are also included. Discourse is always text, but text is not always discourse, because text as a language material does not always contain coherent speech.

The second chapter of the dissertation is entitled “**Study of advertising texts in the functional-semantic aspect**” and is divided into two subchapters. The first subchapter is entitled “*The role of lexical and grammatical means in the formation of the information structure of advertising texts*”.

To make advertising texts more effective and attractive, lexical and grammatical means are used. Let's pay attention to the use of lexical means used in advertising texts. Many researchers who study the verbal means used in advertising texts believe that nouns, adjectives and verbs are used most often in advertising texts.

According to Heinrong, the following stages of the use of lexical means in advertising texts can be noted:

1. Use of the second person (singular and plural) and first person plural forms of personal pronouns. For example, *Always there for you*. “*Always at your service*” (Hyundai car advertisement);

²⁹ Остин, Дж.Л. Слово как действие // Новое в зарубежной лингвистике. Вып. XVII. – Москва: Прогресс, – 1986. – с.22-129.

The use of the personal pronouns ‘we’, ‘you’ in advertising texts means a direct appeal of the advertising sponsor to customers/addressees.

One of the most commonly used tools in advertising is verb combinations. According to Kh.Kaftandjiyev, the use of verbs and verb combinations in advertising gives life, excitement, movement, power, and strength to ideas.³⁰ The most common verb combinations in English-language advertisements are: *Discover that, Buy this, Don't forget.*

The most common sentences in English advertising texts are exclamatory sentences, which have a unique syntactic structure that expresses the feelings and excitement of the speaker. These sentences usually begin with either the words “*what*” or “*how*”: if a noun is emphasized, the word “*what*” is used, and if an adjective or adverb is emphasized, the word “*how*” is used.³¹

Modal verbs and expressions expressing modality are mainly used to express what the advertised product or service is capable of, what it can do. For example, “*Discount Health plans can look legitimate but can leave you drained of cash and unprotected. (Health Care Services) “Discount health plans may look legitimate but can leave you drained of cash and unprotected”.*

As a result of the intentional violation of the syntax of the sentence or text, a common language is created with the recipient of the advertisement, as well as the thought is imitated. For example: “*Exclusive design... hand-crafted with Swarovski crystals and engraved Heart Charms. A Remarkable value... Available for a limited time (The Bradford Exchange).* The use of singular and nominative sentences in advertising texts overly compresses the

³⁰ Кафтанджиев, Х. Тексты печатной рекламы / Х.Кафтанджиев. – Москва: “Смысль”, – 1995. – 73 с.

³¹ Musayev, O.İ. İngilis dilinin qrammatikası / O.İ.Musayev. – Bakı: Qismət, – 2007. – 587 s.

advertising text and its message, thus making the advertising text extremely attractive. For example: Proud colours. Young colours. Colours designed for greatness. *“Proud colours. Young colours. Colours designed for greatness”*.

Elliptic sentences in large syntactic groups address the recipient through a colloquial form, giving the appearance of a conversation and thereby involving him in some dialogue. For example: Ever wonder if bangs, straight or a short bob are the best for you face? *“Ever wonder if bangs, straight or a short bob are the best for your face?”*

Inversion immediately directs the recipient’s attention to the message of the advertising text. For example: To keep your grip, you need more than the latest of tyre technology – we are talking about the Cavalier’s suspension. *“To keep your grip, you need more than the latest of tyre technology – we are talking about the Cavalier’s suspension.”* (Nissan).

According to A.Carnie³², five types of syntactic expressions (verb conjunction, noun conjunction, adjective phrase, adverb phrase, prepositional phrase) are mainly used in advertising texts.

Noun conjunction. Noun conjunctions used in advertising texts are used with determiners, adjectives or prepositional phrases. For example, *The Look. The Lash. The Lore of Dior (Reader’s Digest, December, 2011)*. *“The Look! The Lash! The Lore of Dior.* Determiner + Noun.

Adverbial combination. Adverbial combinations are often used in the slogans of advertising texts. Adverbial combinations used in advertising texts are divided into two types according to their structure: combinations containing words from other parts of speech than adverbs and combinations consisting only of adverbs. For

³² Carnie, A. Syntax, A Generative Introduction / A.Carnie. – Oxford: BlackwellPublishing, – 2000. – 258 p.

example, *Never stop caring!* (*Good Housekeeping*, 2011). “*Never stop caring!* Adverb + Verb.

Adjective combinations are usually used to indicate the distinguishing features of the advertised product. For example, in the text *Easy breezy beautiful* (*Reader’s Digest*, 2011) “*Easy breezy beautiful!*” “*beautiful*” is the leading word, and “*easy breezy*” is its modifier.

The second subchapter of this chapter is called “*The role of stylistic means in the formation of the information structure of advertising texts*”. In addition to lexical/grammatical means, stylistic means are also widely used in advertising discourse. According to I. Galperin, “stylistic means are a generalized, typical reproduction of neutral expressive facts of language in various literary speech styles.” He divides the stylistic means used in advertising texts mainly into 3 groups (phonetic, lexical, stylistic).³³

Phonetic stylistic means include: onomatopoeia, alliteration, rhythm, rhyme. Special importance is given to the composition of advertising discourse with phonetic means, because with phonetic means the advertising text acquires a special rhythm, melody, emotionality. Lexical means used in advertising discourse give advertising expressiveness, emotionality. The most commonly used lexical means in advertising discourse are: metaphor, metonymy, irony, pun (word play), comparison, epithet, cliché, oxymoron, euphemism, hyperbole, proverbs and sayings, allusion, inversion, parallel constructions, enumeration, gradation, antithesis, repetition, asyndeton, polysyndeton, ellipsis, aposiopesis, rhetorical question, litotes.

Thus, analysing the lexical-grammatical, linguistic-stylistic means and means of expression used in advertisements, we can conclude that the language and stylistic features of the advertising

³³Гальперин, И.Р. Текст как объект лингвистического исследования / И.Р.Гальперин. – Москва: КомКнига, – 2007. – 148 с.

text are directly related to the pragmatic task set by the addressee. The advertising text is a complete message that combines the features of written and oral speech with a number of extra-linguistic means, has a clearly defined pragmatic structure (attracting attention to the advertised product). The effectiveness function of advertising texts is carried out with the help of the entire arsenal of linguistic and stylistic means. The third chapter of the dissertation entitled **“Conceptualization of advertising texts through figurative language”** is divided into two subchapters. The first half-chapter, entitled *“Functional-semantic features of metaphors used in advertising texts”*, is devoted to the study of metaphor in advertising discourse. The conceptual theory of metaphor was reflected in the book *“Metaphors we live by”* by J.Lakoff, a linguist-theorist from the University of Berkeley, and M.Johnson, a philosopher from Stanford University. According to them, conceptual metaphors are a stable correspondence between the field-source and the field-target established in the tradition of a certain society. According to them, the field-source is the specific knowledge that a person acquires as a result of direct interaction in real life.³⁴ Thus, the creation of a metaphor begins with intention. Since the addressee (speaker) knows the specific characteristics of the target audience to which the advertisement will be addressed, he creates a metaphor that is accepted or understood by the addressee (listener). When creating a metaphorical structure, the author sets a goal: all metaphors used in the advertising text should have a positive effect on the addressee. In the proposed model, intention and purpose are “working” pragmatic components of the metaphor that perform certain functions. For example, *Renew your senses. Replenish your skin. (Perfume advertisement)* *“Renew your senses. Replenish your skin.”* Thus, metaphor acts not only as a stylistic device in advertising discourse,

³⁴ Lakoff, G., Johnson, M. *Metaphors we live by* / G.Lakoff, M.Johnson. – London: The university of Chicago press. – 2003. – 193 p.

but also as a conceptual metaphor cognitive unit that summarizes the results of cognitive processes and is created by comparing one concept with others in advertising discourse. Metaphors used in advertising attract the consumer's attention, and the expression of the advertised product in metaphors ensures that the text is remembered for a long time, affects the audience's associative thinking, and manipulates the consciousness and thought process of the potential buyer. The imagery of the metaphor allows us to visually reflect the features of the national worldview, not only to name the phenomenon of reality, but also to qualitatively assess it, to determine the level of compliance of the advertised product with the consumer's expectations/demands, and to prepare the advertised product for the role of an active participant in communication.

The second half of the third chapter is called **“Functional-semantic features of metonymies used in advertising texts”**. Metonymy is one of the means of storing certain knowledge and information in the mind under another name through associative selection. J.Lakoff and M.Johnson define metonymy as follows: *“Metonymy is not only a poetic or rhetorical device, it is not only a linguistic one, but also a means of focusing attention on certain aspects of the signified”*.³⁵

R.Langaker considers metonymy as a cognitive reference phenomenon. Let's consider the expression of advertising with metonymy: Both metonymy and illustration are used for the advertisement of Nestle coffee. A young man, whose physique resembles an athlete, is depicted with a cup of dark coffee in front of him, and under that picture it is written: I need a strong one. Nescafe. “I need a strong one. Nescafe. In this case, the characteristics of the strong-built young man depicted in the metonymic image are transferred to the advertised coffee. To make the advertisement more

³⁵ Лакофф, Дж. Женщины, огонь и опасные вещи: что категории языка говорят нам о мышлении / Дж.Лакофф. – Москва: Яз. славян. культуры, 2004. – 792 с.

effective, the advertiser uses the verbs want, would like, but need. This advertisement gives the following message: if you want to be strong like this young man, then you must definitely drink this coffee.

Thus, after studying and analyzing the conceptual metaphor and metonymy used in advertising discourse, we once again came to the conclusion that their role in the composition of advertising text is undeniable: metaphor and metonymy, like other stylistic means, serve to make advertising texts more attractive, readable, noteworthy, and memorable. Sometimes the use of not one, but several stylistic means in an advertising text further increases the impact of the advertising text.

In the **“Conclusion”** part of the dissertation, the following scientific and theoretical provisions are summarized:

In the dissertation titled “Functional-semantic characteristics of advertising texts in mass media”, the following results were obtained after researching and analyzing such problems as the history and types of advertising used in mass media, the role of advertising in various types of mass media, advertising text and discourse, the role of lexical and grammatical means participating in the formation of the information structure of advertising discourse, as well as conceptualization through figurative language in advertising texts:

1. Although most of the definitions given to advertising, which has currently become an inseparable part of mass media and society as a whole, differ in form and manner of expression, there are common features that unite these definitions. These aspects include:

- advertising is an informative-figurative and expressive-suggestive form of impersonal (generalized) communication between the producer and the consumer in the mass media;
- the main purpose of advertising is to encourage buyers or customers to purchase the product or use the service by showing the advantages of the advertised product or service;
- advertisements are on a paid basis.

2. Types of advertising are determined by the purpose of advertising, distribution method, distribution geography and target audience. Thus, advertising in the mass media is a type of advertising and consists of such types as advertising in newspapers, radio and television, and new media (Internet). In the mass media, advertising plays the role of a bridge between the producer and the buyers or customers and has already become a driving force in society.

3. While analyzing and studying the examples from English, Russian, Azerbaijani languages, it was found that the text used in advertising forms the basis of advertising discourse. Advertising texts can be expressed not only by verbal means, but also by audiovisual and non-verbal means.

4. Advertising discourse is such a complex communicative phenomenon that, in addition to the text, it also includes extralinguistic factors for understanding the text. Discourse is always text, but text is not always discourse, because text, as a linguistic material, does not always contain coherent speech.

5. Selected and analyzed examples of advertising in English, Russian and Azerbaijani languages have further proven the undeniable role of lexical and grammatical means in the formation of the information structure of advertising texts: appropriate lexical and grammatical means are used to make advertising texts used in mass media more memorable, attract customers or buyers, and finally, encourage potential buyers/customers to purchase the advertised product or use the service.

6. Advertising texts and slogans play a significant role in communicating advertisements to a wide audience. Although oral and written texts used in advertising serve the same purpose (to encourage customers to purchase the advertised product or use the advertised service), the means of expression and target audiences of each of them are different. While oral texts contain lexical-grammatical means, prosody, in writing, correct punctuation determines the correct perception of the advertisement by customers.

7. Lexical-grammatical means play a significant role in the formation of the information structure of advertising texts. Advertisers use lexical means - colloquialisms, neologisms, borrowed words, newly created (coined) and compound words, as well as grammatical means used to reflect the characteristics of the advertised product (degrees of adjectives, monosyllabic verbs used to ensure quick reading and memorization of the advertisement, word combinations, imperative sentences) to convey the idea of the superiority of the advertised products over other brands to the broad masses.

8. The stylistic means used in the formation of advertising texts are, in turn, divided into three groups: phonetic (onomatopoeia, alliteration, rhythm and rhyme), lexical (metaphor, metonymy, pun (word play), irony, epithet, oxymoron, comparison, euphemism, hyperbole, cliché, proverbs and idioms, allusion, inversion, parallel constructions, repetition, enumeration, gradation, antithesis, asyndeton, polysyndeton, ellipsis, apoziopesis, rhetorical question, litotes) and syntactic (inversion, parallel constructions, parcellation, reduction, substitution, anaphora, single-component and elliptical sentences) stylistic means. Phonetic stylistic means are more common in advertising texts, because it is precisely these stylistic means that play a key role in quickly remembering the advertisement, as well as in increasing the dynamics of the advertisement and making it readable. In addition to lexical-grammatical means, several stylistic means can be used in an advertisement. This makes the advertisement more effective and figurative.

Thus, the use of phonetic, lexical, syntactic stylistic means used in advertising texts has one goal, which is to ensure that the advertisement covers the largest possible audience and achieve the ultimate goal, that is, the sale of the advertised product.

9. In the compared languages, conceptualization through figurative language in advertising texts is realized mainly through

metaphors and metonymies. Not only metaphor, but also an advertising metaphor, which is considered a conceptual system that determines human thinking and consciousness, is considered to be the creation of an original advertising image or an evaluative effect on the advertising text by creating an opportunity to introduce the features of some objects through others. Metonymy is one of the means of storing certain knowledge and information in the mind under a different name through associative selection. In advertising texts, metaphor and metonymy, which are not only stylistic means, but also arise by comparing the results of cognitive processes, attract the attention of the consumer as a cognitive unit, ensure that the advertised product or service is remembered for a long time, and manipulate the thinking process of the target audience by associatively influencing their thinking. Advertisements are a part of our daily lives as a means that attract the attention of the consumer, ensure that the advertised product or service is remembered for a long time, and manipulate the thinking process of the target audience by associatively influencing their thinking.

The main content of the dissertation is presented by the author in the following publications:

1. Wide-spread advertising types in mass media // Межкультурная Коммуникация и СМИ: Сборник научных статей. Министерство Науки и высшего образования РФ, Алтайский государственный университет. – Барнаул: Изд-во Алт.ун-та, – 2021. – p.60-63.

2. Reklam mətnləri və onların strukturu // AMEA M.Füzuli adına Əlyazmalar İnstitutu. Filologiya məsələləri, – Bakı: Elm və Təhsil nəşriyyatı, – 2021. №6, – s.214-221.

3. Reklam diskursunda metafora ekspressiv ifadə vasitəsi kimi // Azərbaycan Dillər Universiteti, Elmi Xəbərlər. – Bakı: – 2022. №3, – s.91-97.

4. Usage of metaphoric means in advertising texts // International Journal of Innovative Technologies in Social Science

Scholarly Publisher RS Global Sp. z O.O., – Poland: – 2023. №3(39), – p.1-8.

5. Ənənəvi reklam mətnləri və rəqəmsal (digital) reklam mətnləri: üstünlükləri və çatışmazlıqları // Bakı Slavyan Universiteti, Humanitar elmlərin öyrənilməsinin aktual problemləri. – Bakı: Mütərcim nəşriyyatı, – 2023. №3, – s.50-57.

6. Radio və televiziya istifadə edilən reklamın spesifik xüsusiyyətləri // Azərbaycan Respublikası Elm Və Təhsil Nazirliyi, Azərbaycan Respublikasının Təhsil İnstitutu. Konfrans Azərbaycanın qədim şəhəri Şuşanın 270 illik yubileyinə həsr olunur. Doktorantların və Gənc Tədqiqatçıların XXV Respublika Elmi Konfransının (NASCO XXV) materialları (Humanitar elmlər). – Bakı: 23-24 noyabr, 2022. – s.167-170.

7. Reklam mətnlərində istifadə edilən qrammatik vasitələr // Azərbaycan Universiteti, Gənc Tədqiqatçıların V Respublika Elmi-Praktik Konfransının Materialları. - Bakı: 15 aprel, 2022. - s.178-180

8. Kütləvi informasiya vasitələrində reklamın istifadəsi tarixindən // Qərbi Kaspi Universiteti, Ümummillə lider Heydər Əliyev oğlu Əliyevin anadan olmasının 98-ci ildönümünə həsr olunmuş “Azərbaycanın inkişaf strategiyasında Heydər Əliyev irsi” mövzusunda multidissiplinar Respublika elmi-praktik konfransı. – Bakı: Nəşriyyat-Poliqrafiya Mərkəzi, 1 may, 2021. – s.73-75.

9. Reklam mətnlərində sintaktik konstruksiyaların işlənməsi // Azərbaycan Dövlət Pedaqoji Universitetinin Quba filialı və İsveçin Qotenburq Universiteti. The XVII International Scientific Symposium “Karabag: way to victory”. Göteborq, Sweden. Kafkas Egitim Yayinlari. 28 August, 2021. – s.158-161.

10. Müxtəlif mədəniyyətlərə aid reklam mətnlərinin linqvistik və vizual təşkili // AMEA. M.Füzuli adına Əlyazmalar İnstitutu, – Bakı: Elm və Təhsil nəşriyyatı, Filologiya məsələləri, – 2023 № 11, – s. 233-243

11. İngilisdilli reklam mətnlərində üslubi vasitələrin rolu // Azərbaycan Universiteti, – Bakı: İpək yolu nəşriyyatı, – 2024. №3, – s. 171-177

12. Reklam mətnlərinin praqmatik xüsusiyyətləri // Mingəçevir Dövlət Universiteti, Yeni dövrdə təhsil və tədqiqat fəaliyyəti: Reallıqlar və çağırışlar II Beynəlxalq elmi konfransın materialları II cild. – Mingəçevir: 13-14 dekabr, 2024. – s. 297-300



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