

# The Relationship of Advertising Language with Social Lifestyle and Psycholinguistics

Mamirova Dilnoza Shirinboyevna,

Samarkand State Institute of Foreign Languages,  
Department of Uzbek language and literature, assistant- teacher  
mamirova@samdchti.uz

**Abstract:** Advertising language is such a language that in the process of its study it is impossible to ignore any means in it. The clarity and intelligibility of the simple, fluent, coherent elements of language that exist within the language of advertising, undoubtedly, show the importance of its place in social relations. This is also the importance of researching the language of advertising. However, the language of advertising is the language that ensures the formation of relationships with social life.

**Keywords**– advertising; information; literary language; psycholinguistics; ethnolinguistics; sociolinguistics; text

## INTRODUCTION

Psycholinguistics focuses on thought and reasoning. As American advertiser **Shirley Popicoff** said: "First the meaning of thinking, then the beautiful speech in the content". In fact, the emphasis on thought and feedback in the ad text is 90% of the effectiveness of the ad, and the rest depends on the power of speech and influence.

Thinking deeply in advertising means giving up on superficiality, superfluous words, headlines and stamps. Simplicity with real power is unique here.

Composer **Geyuk** once said: "Simplicity, truth and naturalness are the three great principles of art".

Well-known American advertiser **McCable** describes the simplicity in a similar way: "Your words should be so simple that they can impress, amaze, and inspire other".

From the comments of the above advertisers, it is clear that the power of word influence in advertising, i.e. psycholinguistics, is paramount. If the seller's product is of good quality, but there are no words to appeal to the buyer, all this is useless.

Advertising, which has a psycholinguistic character, is also analyzed from an ethnolinguistic point of view. When ethnolinguistics analyzes the origin of a word, we focus on the word advertising. The roots of advertising go back a long way. In ancient times, the Romans decorated the walls with advertisements for gladiatorial battles. This was the first type of advertising. Another type was associated with the sale of slaves and cattles during the so-called "**Golden Age**" in ancient Greece. Another form of advertising was branding, which sellers printed on their products.

In fact, the word "advertisement" is a Latin word that means "to shout", "to shout", "to call". This means that the first appearances of the advertisement were verbal announcements and invitations. In Central Asia, advertising is mainly concentrated in shopping places. Because the advertisements, the king's decrees, were read there, and the products were sold in an Asian way, shouting, "Stay, eat, your money will go with you, you won't find it anywhere

else in the world." Later, other ads began to appear. The first printed notice appeared in 1478 in English. In 1622, advertising entered a period of strong development. We can say that this is due to the publication of newspapers.

The history of advertising shows that it came from the point of view of human needs. As a result of these needs and requirements, advertising is becoming more and more popular today.

Socio-economic reforms are reflected in every aspect of our lives today. The influence of independence is also reflected in the formation of new qualities in people's minds, such as thinking, observation, and the formation of positive qualities in behavior. It is reflected in the characteristics of the social environment and the educational impact that takes place in reality.

The influence of information flows on the acquisition of the status of a person, the acquisition of social-historical experiences, the formation of positive behavioral qualities is of great importance. In recent years, the possibilities of information and communication have expanded, and the audience has grown. Then one of the social events that has the power to attract a large audience is advertising. In the sociolinguistic-social analysis of advertising, it is necessary to pay special attention to social education.

According to Wikipedia, advertising is information that can be disseminated in any form and in any way, aimed at attracting people's attention, forming public interest, as well as maintaining the reputation of the object advertised in the market. As a result, the consumer is less likely to need a product or service, but more likely to be interested and more likely to buy the product. Therefore, in today's social life, along with the many positive features of advertising, it is impossible not to mention the negative ones. It is especially important to find out how children, who spend most of the day in front of the TV today, perceive advertising.

Today's developments, especially in the field of information, as well as advertising, affect the minds of children. In other words, their desires are being shaped, controlled. There are several studies and opinions on this issue, which is one of the current topics.

For example, an article published on psyfactor.org about the impact of advertising on child psychology. It says that many experts initially considered the majority of the target audience to be 45-50 years old when advertising or transmitting information. But later it turned out that the situation was completely different. This is because some drug advertisements and specific information can attract the attention of older people, while they are indifferent to the advertisements of other products. The young audience is quick and easy to absorb information. In addition, they quickly learn new habits and lifestyles. In turn, this will reveal the effectiveness of the advertising, the result will be faster. Because advertising is a way to convey information with features like speed, brightness and cheerfulness.

It is known that a person receives information in two ways, through the mind and the subconscious. A person who receives information consciously can distinguish right from wrong. This is not the case with children. They do not have the ability to critically process and assimilate the information in advertising. This means that children are not able to defend themselves in terms of information. As you grow older, life skills and the development of logical thinking develop the ability to critically analyze information.

#### **REFERENCES**

- [1] IVANOVA E.V. PSYCHOLINGUISTICS OF ADVERTISING APPEAL. MOSCOW, 2009. –P.28. [WWW.AZTR.RU](http://WWW.AZTR.RU)
- [2] OGILVY D. SECRETS OF THE ADVERTISING YARD. 2009. – S.43. [WWW.KOOB.RU](http://WWW.KOOB.RU).
- [3] BLYUM M.A. AND MOLOTKOVA N.V. THAT WORK. –S.38.
- [4] SHOMUROTOVA N., TOSHPOLATOVA F. PERCEPTION OF ADVERTISING // PRIMARY EDUCATION // 2007, ISSUE 2. 23-24-B
- [5] A.P. REPEV THE LANGUAGE OF ADVERTISING. - MOSCOW: MOSCOW STATE UNIVERSITY, 2008. -P. 80.