

LINGUISTIC FEATURES OF ECONOMIC ADVERTISEMENTS IN ENGLISH

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Annotation: This article examines the linguistic features of economic advertisements in English, focusing on the language strategies and rhetorical devices used to attract consumers' attention and persuade them to engage with products and services. The study identifies key stylistic elements, the role of persuasive language, and the use of economic terminology in advertisements. By analyzing the linguistic characteristics of these advertisements, this research highlights how language constructs perceptions of value and drives consumer behavior within the economic context.

Keywords: economic advertisements, linguistic features, persuasive language, rhetorical devices, consumer behavior.

Introduction

In an increasingly competitive global market, economic advertisements play a crucial role in influencing consumer behavior and shaping perceptions of products and services. The effectiveness of these advertisements hinges not only on their visual elements but also significantly on their linguistic features. Language in advertising serves to create persuasive messages that resonate with target audiences, often employing strategies that highlight economic value, desirability, and trust.

Advertising is an essential part of any economy. It means, through which companies communicate with their customers, informing them about products and services. Advertising is a concept at the intersection of several fields, such as economics, linguistics, psychology and linguoculturology, sociology; it has been given different definitions by researchers. Etymologically, according to the online dictionary Merriam Webster, the term advertising is derived from the Latin word *advertere*, «*vertere*» is its core and means to draw attention or attention. [1]

Main part

British linguist Jeffrey Lich claims that "consumer commercial advertising," or targeted advertising to the general public to encourage the sale of a commercial good or service, is the most prevalent and significant form of advertising. [2] High professional abilities, advertising space, and substantial sums of money are allotted for advertising in the United Kingdom. L'Oréal Cosmetics' "Because You're Worth It" (you deserve it!) and "Washable Volumising Mascara" are two examples. The former offers full volume and endless length, with a formula that contains fibres and bamboo extract for long, thick, and lightweight lashes that don't smudge or flake. Maybelline is the best makeup brand in the world, offering everything from lipstick to mascara to foundation: unique, up to date, motivated by the city, and put to the test on its streets (dream advertising for eyelashes). Another type of commercial advertising is «prestige advertising», where the company's name and positive image are advertised, not the product or service.

For instance: "During World Cup matches, FIFA's sponsors and partners have the sole right to have their business name displayed on the LED hoards in the stadiums. Wanda, Hisense, and Mengniu are among the names that many TV viewers find confusing. Thus, who are McDonald's,

Budweiser, Hisense, Mengniu, Vivo, Adidas, Coca-Cola, Visa, Hyundai/Kia, Gazprom, Qatar Airways, Wanda, and so on? ISPO.com offers a summary. or "The oldest and most sought-after trophy in sailing is the America's Cup." The crucial timing of the races has once again been entrusted to Omega by its organisers. Omega has over 150 years of experience in sports timekeeping and watchmaking, going all the way back to the America's Cup's inception. The oldest and most coveted trophy in rowing is the America's Cup. Omega Corporation is once again tasked by its organisers with setting the race times. The company was founded fifty years ago and has over 150 years of experience creating and calculating race times.

The language employed in English economic advertisements is frequently clear-cut and simple. To make sure that a variety of audiences can easily understand the message, advertisers strive for accuracy and clarity. In order to establish a tone of friendliness and approachability, the register is usually informal.

Example: "Get 50% off on all items! Limited time offer!"

The use of informal language in English advertisements helps create a sense of familiarity and makes the message more relatable to the audience.

Language choice is crucial in advertising, as it directly influences the target audience. In English economic advertisements, the language used is straightforward, aiming for clarity and precision.

In English economic advertisements, simplicity is achieved through short and direct sentences. Advertisers aim to convey the message quickly and clearly, using language that is easy to understand.

Example: "Buy one, get one free!"

In this example, the message is simple and straightforward, clearly communicating the offer to the audience.

In English economic advertisements, persuasive language is characterized by its directness and urgency. Advertisers often use imperative verbs, superlatives, and positive adjectives to create a sense of excitement and desirability.

Example: "Don't miss out on the biggest sale of the year!"

The use of imperative verbs such as "don't miss out" creates a sense of urgency and encourages the audience to take immediate action.

In English economic advertisements, cultural references may include popular trends, celebrities, or events that are relevant to the target audience. By incorporating familiar cultural elements, advertisers can create a sense of connection and relatability with their audience.

Example: "Join the party and celebrate savings with us!"

In this example, the phrase "join the party" is a cultural reference to the idea of celebration and excitement, while "celebrate savings" appeals to the audience's desire to find good deals and discounts..

Language is the primary tool through which advertisers communicate with potential consumers. In economic advertisements, the choice of words, tone, and structure play pivotal roles in conveying messages effectively. The following linguistic features are commonly observed:

1. Economic lexicon. The use of specialized terminology related to economics, such as "value," "investment," "savings," "returns," and "affordability." This lexicon serves to establish credibility and communicate information succinctly.

2. Descriptive language. Adjectives and adverbs are often employed to enhance the appeal of products. For example, descriptors like "exclusive," "limited-time," and "guaranteed" are designed to evoke emotional responses and instill a sense of urgency in consumers.

Persuasive language is a hallmark of economic advertisements, designed to elicit specific emotional responses and drive consumer behavior. Phrases such as "Act now," "Sign up today," or "Don't miss out!" are employed to stimulate immediate responses from consumers, creating a sense of urgency. Calls to action play a critical role in guiding consumer behavior. Language that incorporates testimonials from satisfied customers or endorsements from credible figures is common in advertisements. This practice serves to build trust and persuade potential buyers by demonstrating satisfaction and reliability.

To illustrate these linguistic features, consider the following examples of economic advertisements:

a) Banking advertisement. "Unlock your financial future with our exclusive investment plans. Earn competitive rates and enjoy personalized service." This example uses economic lexicon ("financial future," "exclusive investment plans") and persuasive descriptors ("competitive rates," "personalized service") to attract potential clients.

b) Insurance Advertisement. "Protect what matters most. Affordable coverage that fits your budget." The use of imperative verbs ("Protect") and the emphasis on affordability speak directly to consumer concerns regarding financial security.

c) Retail Advertisement. "End-of-season sale! Up to 70% off! Limited time only—shop now!" This advertisement utilizes the rhetorical devices of urgency ("Limited time only") and repetition ("70% off") to compel consumers to act swiftly.

Conclusion

Linguistic features of economic advertisements in English are integral to their effectiveness and ability to resonate with target audiences. Through the strategic use of economic terminology, persuasive language, and various rhetorical devices, advertisers can effectively communicate value and influence consumer behavior.

Understanding these linguistic elements provides valuable insights into the dynamics of marketing and consumer psychology. As the economic landscape continues to evolve, advertisers must remain attuned to the changing linguistic preferences and cultural contexts of their audiences to craft impactful messages that drive engagement and purchase decisions.

In conclusion, the analysis of linguistic features in economic advertisements offers a deeper comprehension of how language shapes perceptions, informs decisions, and ultimately influences economic behaviors in the marketplace.

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