

Theoretical Prerequisites for the Study of Category of Motivation in the Advertising Text

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Abstract: The article deals with the system of advertising texts. Advertising is described as a phenomenon of modern society; it is such information that affects the mass consciousness, analysing these structures one can learn that most of the advertising headlines are composed of simple sentences. The impact of advertising on the consciousness of people has a psychological impact on perception. It is advertising that allows the relationship between the addressee and the addresser, playing an important role in informing. In the world community, due to the change in market relations and the expansion of the sphere of influence of information technologies, advertising texts are increasingly affecting the life, worldview, and cultural stereotypes of both the individual consumer and the lingua-cultural community as a whole. There is a need to study the role of advertising in the formation of mass consciousness within the framework of such disciplines as linguoculturology, psycholinguistics, pragmalinguistics, etc. In multi-system languages, an adequate interpretation of the interlocutor's intention in a certain communicative environment determines and serves as the basis for further expansion and development of cultural ties.

1 INTRODUCTION

In world linguistics, the relevance of research on the topic of advertising is determined by the need to solve problems associated with the lack of a generally accepted definition of the concept of "advertising" in the scientific literature, a unified typology of advertising texts, scientific substantiation of the theory of advertising communication in different languages as a cultural phenomenon, etc. The study of the national-cultural and linguo-pragmatic specifics of the verbalization of advertising impact in French, Uzbek, and Russian acquires scientific and practical significance. In an Inter-ethnic scientific society, a linguo-pragmatic analysis of linguistic and speech units is carried out within the framework of performative speech acts, the foundations of

politeness and interaction, as well as other linguo-culturological, pragmatic theories. Such an analysis makes it possible to reveal the linguoculturological and pragmatic features of language units, for example, in French, Uzbek, and Russian, to understand the process of communication, encouraging the listener to perform the function of a specific speech act by native speakers.

The main theoretical provisions of the advertising text are the problems and prospects of the category of motivation in the advertising text, the development of one of the leading areas of linguistic research related to the linguistic mentality, and national and culturally specific features.

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2 MAIN FINDINGS AND RESULTS

The origins of linguo-culturology make it possible to study the culture of any nation - the most complex and comprehensive category in the history of mankind. To them, for example, V.V. Along with linguistics, Krasnykh includes many other sciences of various directions: ethnopsychology, socio-anthropological, sociolinguistic, ethnolinguistic, etc. Their study allows us to concretize the problems of the cultural development of a particular ethnic group, to understand the origins of the emerging processes of the formation of a global cultural layer, including questions from the philosophy of history to the material and spiritual culture of various epochs, peoples, civilizations.

Cultural competence and advancement in the life of a modern person are largely associated with the mass media. Among the most effective of them, which have a powerful impact on the world, is advertising.

And although the scientific literature has extensive information about it, more in-depth studies are needed. The reason for this is that advertising goes beyond the economic sphere and becomes a phenomenon of human culture. By advertising, one can judge the ideals of the nation since advertisers are manipulating with appealing to the ideals of the people. The processes of globalization, which predetermine the characteristic norms of behaviour, serve as the basis for the formation of common and individual actions that are characteristic of different peoples; in their way, they help prevent international misunderstandings that require the necessary consideration of certain situations regarding feelings, attitudes, interactions, value attitudes towards language. This is necessary so that when studying foreign languages, it serves as a park and the task of influencing advertising on the media.

Advertising not only informs about something, but it is also instructive. For example, about the passion for alcohol, about traffic, about environmental pollution, about plastic bags that cannot be scattered. Motivation as a category is a semantic component of advertising, as it is inherent in the natural essence of advertising. The advertising text, which embodies a type of verbal communication, opens new possibilities for the functioning of the language.

The peculiarity of the study of incentive statements in linguistics is explained by the role of incentive statements in the spheres of human activity. It is in the motivation that the will of the speaker is

expressed, directed to the interlocutor, and the interpersonal relations of the participants in communication.

Modality is a very broad concept, so it is difficult to find similar definitions of it. According to M.A. Abdurazzokov, "the nature of modality is expressed by the corresponding language norms associated with a mandatory action (with the verb *devoir*), a possible action (with the verb *pouvoir*) or with an impossible action. The content of modality is based on a participant in the situation, i.e., a modal subject expressing a wish - Abdurazzakov (1985).

As J.A. Yakubov, "There is no consensus on the content of the category of modality and its volume. The complication of the problem is also explained by the fact that the linguistic and logical modalities do not completely coincide. Modality is the object of study of both linguistics and logic. If in the first modality is considered as an important feature of the sentence, then in the second it is considered as an important feature of the conclusion as a form of thinking" - Yoqubov (2003).

Motivation is formed at the basis of the category of modality, since it unites many elements under the general seme of motivation, which, although as an integral part of a complex single one, induce the addressee to any action, nevertheless do not intersect, do not repeat and have a specific motivating essence. That is why it is distinguished by linguists as an independent category, which has its own content and form of expression. Thus, the content side is determined by communicative pragmatics and semantics, and the expressive aspect is determined by numerous units of the language that express it and are endowed with the ability to convey in the language incarnation. According to the notion that has developed in linguistics, motivation in its categorical expression is distinguished by a rich arsenal of expressive means. Their use allows you to display the characteristic smallest shades of emotional motivation - from deeply soft, containing a request, ingratiating, imbued with politeness, to very sharp, unceremoniously insistent.

It is not unknown that in every language, and consequently in Uzbek, there are multiple means of conveying motivation. Of these, the most frequently used ones include the imperative mood, certain units of vocabulary, and incentive sentences. Motivation carries such meanings as a request, advice, orders, warnings, various questions, permissions, prohibitions, and many others.

When performing a speech act, the speaker performs several actions at the same time. In particular, the spoken utterance signifies a

locutionary act. In cases where the speaker expresses the affirmative, promises, makes a request, and many others, this means an illocutionary act. Thus, here, along with the transmission of messages, the communicative desires of the speaker are realized.

The very compositional construction of advertising is carried out with the help of the words “promotion”, “hurry up”, “today is your day”, “offers are limited”, etc. All this is aimed at arousing the interest of the audience. As long as attention is aroused by interest in these phrases, she is offered an urgent execution of the case. Such a move reassures the client even more. In this case, the advertiser achieves the goal. To achieve their goals, they use the following types of advertising:

- Informative,
- Instructive,
- comparatives,
- reminder.

An advertiser who has experience in his activities, to awaken interest in advertising, sets as his goal the achievement of effective results. The incentive criterion indicator is entirely predetermined by the degree of advertising impact on the client.

3 CONCLUSION

Thus, when creating an advertising object, the criterion “good” is especially significant. The advertised product must meet the needs of the target audience and satisfy its requirements. First of all, the consumer must realize the value characteristics of the product, to react positively to them, to use a set of representations (expressive-evaluative, visual-verbal) about the object of advertising, where the figurative and visual means of the language occupy a leading place. Because of this, the connotation of advertising is additional information in the meaning of the means of language and techniques used in the discourse of advertising.

By types of advertising are social, commercial, and political. Despite the diversity of these types of advertisements, they have one goal - to be widely distributed by various media: television, radio, newspapers, bulletins, business cards, the Internet, scoreboards, magazines, etc. In the modern era, the use of advertising is getting wider day by day. The influence of advertising on a person is indisputable. When getting acquainted with advertising, a person becomes interested, he replenishes his knowledge in a certain area, monitors the necessary information about the product of interest, and masters’ new terms and expressions.

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