

## Features Of Advertising As A Functional Variant Of Speech

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### Abstract

This article is devoted to a comprehensive consideration of advertising as a multifaceted phenomenon that has a significant impact on various aspects of modern life. Different approaches to defining advertising are analyzed, ranging from dictionary definitions to more detailed scientific interpretations. Particular attention is paid to the linguistic aspect, where advertising is considered as a functional variety of speech with specific stylistic features and language means that stimulate speech activity and trade. The necessity of a scientific approach to advertising communication in order to achieve its maximum effectiveness is emphasized.

**Keywords:** advertising, functional speech variant, definition of advertising, communication, mass consciousness, linguistics, economic significance.

Contemporary research offers many different approaches to interpreting the term 'advertising.' The Explanatory Dictionary of the Russian Language by S.I. Ozhegov and N.Yu. Shvedova provides the following definition: "Advertising" – "1. Announcements made in various ways to create widespread awareness, attract consumers, viewers... 2. An announcement with such notification..." [6].

In A. Deyan's book "Advertising", a more detailed definition of this term is presented: "Advertising is a paid, one-way and anonymous message carried out through mass media and other types of communication for the purpose of advertising a product, brand, company (business, candidate, government)" [1].

H.H. Koktev defines advertising as the use of various methods to disseminate information in order to ensure widespread awareness of certain entities, provide information about goods and services to stimulate their sales and increase demand, as well as to attract active participation of people in prominent events in the economic, cultural and political spheres [2].

Advertising as a phenomenon can be viewed from various perspectives: economic, technological, political,

sociological, psychological, communicative, and linguistic. From an economic point of view, advertising is considered a type of business aimed at creating and producing various forms of advertising products.

From a psychological point of view, advertising is a form of communication whose purpose is persuasion, as it has a certain impact on the listener or viewer. According to A. Meneghetti, the whole world pays close attention to advertising, mainly because 'its creators gain access to leadership, universal attention and unprecedented superiority – which means domination over psychology, culture...' [5].

In sociocultural studies, advertising plays the role of a psychological basis for the formation of new forms of cultural environment, social myth-making, and a system of cultural norms and values. 'As a mass social phenomenon, advertising has enormous potential to positively influence both individuals and society as a whole' [4]. From a communicative point of view, advertising is a special type of communication characterised by the functions of transmitting information and exerting influence, as well as a set of distinctive features, such as the presence of a sender and recipient of information, the

impersonal nature of communication, specific features of encoding/decoding information, the presence of various communication channels, certain limitations and interference. In linguistics, advertising is considered one of the functional variants of speech, which has certain style-forming features and specific linguistic means. 'Advertising is not only the engine of trade, but also stimulates and supports speech activity' [3].

To sum up, we can conclude that advertising is a multifaceted phenomenon that has a significant impact on various aspects of our lives and plays an important role in the development of modern culture. The need to apply scientific principles in its functioning testifies to its economic and social significance. Without applying the achievements and tools of various scientific disciplines, it is impossible to achieve maximum effectiveness in advertising communication. Communication theory, which studies the patterns of formation and functioning of human communication, occupies a special place.

Communication is a complex activity that is studied using sciences related to linguistics, such as sociolinguistics, psycholinguistics, and pragmatics. Advertising, as a specific form of communication, is closely related to these scientific fields, and the study of advertising must take into account the interdisciplinary connections between linguistics, sociology, psychology, and pragmatics.

From the point of view of communication theory, advertising is a way of transmitting information from the seller to the buyer. It is a communicative act that involves various assessments by participants and observers and has predictable and actual consequences. Advertising regulates the communicative situation between the seller and the buyer, in which the addressee responds to the advertisement by purchasing what it offers.

Advertising, in turn, is a non-contact form of communication in which information is exchanged between strangers in oral or written form. The structure of advertising communication includes the source of the message or sender of the information, which is encoded and transmitted through communication channels to the recipient. It is also important to consider the presence of certain limitations (filters) and random interference at each stage of communication, which may affect the recipient's response. The very fact that the signal sent by the source reaches the potential buyer is defined as advertising contact. The advertising text (message) is the main tool and carrier of information, emotional impact and the formation of a psychological attitude towards the target audience. The author's activity is aimed at expanding the recipient's awareness.

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Thus, advertising plays an important role in our lives and is an integral part of modern culture, and its study requires consideration of various scientific approaches and disciplines.

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