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MAIN FEATURES OF ADVERTISEMENT TEXTS

Abstract: In the given article, while preparing advertising texts, the main features of them are investigated. Not depending on the size, every advertisement text has some features that causes it to differ from the other ones. It is necessary to mention essential 18 features among them.

Advertisement texts should be exact, concise, educative, simple, attracting customer's attention and creative. Moreover, some other features of advertising texts is the matter of great importance. These features include the qualities such as, their memorability, being suggestive and reality (i.e. being true) of the the advertised product. In some advertising texts, their being in the form of rhyme, their social character, ability to surprise and raise sales volume, etc. are accepted as a positive characteristic.

Keywords: features, advertisement texts, production, audience, information

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Introduction

Nowadays, we face the reality of increasing the production of various products or services as a result of economic development. Advertising is a very important tool for the delivery of manufactured products or services to consumers. Advertising texts differ from other types of texts and these distinguishing features are:

Exactness

When composing advertising texts, after choosing the topic, the exactness of the information obtained on that topic should be determined. For example, when advertising a drug, it is necessary to gather accurate information about its usage in a type of disease and its healing properties, and then the form of use in the advertisement should be created. Allowing inaccuracies here can put people's lives in danger, firstly, and then it can result in the loss of customers. Given that the text of the advertisement is not intended for one person only, the language in which the advertised product, object or service is advertised must be prepared in accordance with the language of consumers. Thus, it would be a big mistake to compile the advertising text of a drug using purely medical terms that not all consumers understand [1, p. 254; 5].

Briefness and conciseness

However, while it is very difficult to express advertising in a few words, the chances of it being very effective are much higher. When you

read the text of an advertisement (even when you watch an advertisement on TV), "long-running" advertisements do not arouse people's interest, but rather "annoy" them.

Simplicity

It is known that advertising is a product aimed at consumers, not its creators. It is an undeniable fact that advertising consumers constitute a wide audience. From this point of view, the advertisement should be clear at first sight and at first reading. The first important ingredient of an advertisement copy is that it should be written in simple language. No consumer will be attracted to a complex advertisement text, because they will have difficulty understanding what is reflected in that advertisement. For this reason, when composing advertising text, it is very important to pay special attention to its simple and clear language. It should not use ornamental and tough words rather short, simple and properly understandable words.

Creativity

One of the features to be considered in advertising texts is their creative nature. When advertisements are duplicates of previous ads, they are not of interest to consumers. The emergence of interest is a matter of creativity. The idea of creativity can be created not only by the text, but also by the accompanying image or image [3, p. 3-5].

Authenticity and being True:

Advertising texts should be met with interest by readers and attract their attention. For this reason, the matter of distinguishing them from other ads with their originality is always on the agenda. For example, any toothpaste that has been produced for many years can win the sympathy of consumers if it uses original ideas that do not repeat the ideas that have been created so far in order to attract more customers. Unique (original) advertising of a product or service easily attracts people's attention and people tend to use them immediately.

An advertisement copy should also be truthful. It should not misrepresent and conceal the true facts about the product. Rather it should clearly lay down the limitations in the product. For example, a cloth merchant should clearly specify about the fading of color and shrinkage of yarn, if it is so and so on. Or, in some cosmetic products, the seller uses "natural ingredients" or "pure organic" expressions, which turns out not to be true after the product is used by consumers.

If these limitations are not brought to light, the buyer eventually comes to know about them after using the product. This will definitely shatter the confidence of the buyer in the product and the very aim of the advertisement is defeated.

Rhyme

One of the features to be considered in the design of advertising texts is that they are in the form of prose or poetry. Regardless of which of the above-mentioned forms, the composition of advertising texts in the form of rhymes is considered more expedient. Because rhyming advertisement texts, or sentences, are better and faster remembered. For example, the advertising text of the foreign car brand "Jaguar" is distinguished by its simplicity, originality and rhyme:

Grace. Space. Pace. (Jaguar)

It should also be taken into account that the mentioned features of advertising texts are interrelated, and it is impossible for these features to lead to the creation of a successful advertising work separately [5].

Holding the readers attention.

Advertisements should be attractive and properly worded. That is why it should be short and easy for the reader to remember. Using a good drawing will be greatly helpful in advertising the product. One more point here is

underlining the key words and leaving blank space at the bottom of the copy, which are also helpful in drawing the reader's attention. Quoting the price of the product in the advertisement copy is also helpful in holding the attention of a reader. The insertion of reply coupons in the advertisement copy will also be helpful in attracting the people [2, p. 98-101].

Being suggestive.

The advertisement should be capable of suggesting the reader about the utility and use of the product. Effective slogans of products can be used to give suggestions to the people.

For example, in case of *Nike* slogan it is written in the advertisement copy that "Just Do It", similarly in case of *Gillette*, it is advertised, "The best a man can get", or in the case of *Maxwell house* "Good to the last drop" slogan is used.

All these slogans have suggestive value. Suggestions may also be given with the help of certain pictures in the advertisement copy.

Easily memorable

The advertisement copy should be prepared in such a manner that a reader gets ever lasting impression about the product. It can be successfully created by repeating the advertisement time and again. Repetition projects the permanent image about the product on the reader's mind. Trademarks and brand names can be used successfully for achieving this end. For example, the slogan of *M&M*: "Melts in Your Mouth, Not in Your Hands" seems not to be forgotten by anyone. Or let's see the advertisement of world-famous *Apple* which suggests "Think Different". One more advertisement belongs to *McDonald's* which almost everyone knows by heart – "I'm Lovin' It". So, these and some other slogans have successfully achieved memorizing value [4, pp. 4-9].

Educative

The advertisement copy should tell the people about the use and operation of a product. It should also impart new uses of a product with which the people are not familiar. An advertisement copy containing information with regard to use, sources from where the product can be obtained, price and services available along with the product is greatly helpful in enhancing the demand and enlarging the sales.

For example, in case of commercial mixer blender *Sowbaghya* you can read some notes such as,

- Heavy duty motor,
- Unbreakable jars,
- 12 months warranty,
- Suitable for hotels and restaurants.

Conclusion

So, these notes give to the buyer the knowledge about the product, which can be very useful for the customer in choosing the product or differentiating it from other ones [5].

Thus, the features of advertisement are very important in selling them, as well as in buying them.

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ZUMRUD MEHRALI FARZALIYEVA

Bakı Dövlət Universitetinin Xarici dillər kafedrasının müəllimi

REKLAM MƏTNLƏRİNİN ƏSAS XÜSUSİYYƏTLƏRİ

Xülasə: Cari tezisdə reklam mətnlərinin tərtibi zamanı onların daşdığı əsas xüsusiyyətlər tədqiq edilmişdir. Ölçüsündən asılı olmayaraq, hər bir reklam mətnində müəyyən xüsusiyyətlər olur ki, həmin reklamı digərlərindən fərqləndirir. Bu xüsusiyyətlər arasında əsas 10 xüsusiyyəti qeyd etmək vacibdir. Reklam mətnlər dəqiq, yığcam, öyrədici (maarifləndirici), sadə, müştərinin diqqətini çəkən və kreativ olmalıdır. Bunlardan savayı reklam mətnlərində digər xüsusiyyətlərin olması da xüsusi önəm daşıyır. Bu xüsusiyyətlərə onların yadda qalan olmasını, təklifedicilik qabiliyyətinin olması və reklam olunan məhsulda həqiqiliyin olması kimi keyfiyyətləri də əlavə etmək olar. Bəzi reklam mətnləri üçün onların qafiyə formasında olması da müsbət bir hal kimi qiymətləndirilir.

Açar sözlər: xüsusiyyətlər, reklam mətnləri, istehsal, auditoriya, məlumat

ЗУМРУД МЕХРАЛИ ФАРЗАЛИЕВА

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ОСНОВНЫЕ ОСОБЕННОСТИ РЕКЛАМНЫХ ТЕКСТОВ

Резюме: В данном тезисе изучаются основные особенности рекламных текстов. Независимо от размера, каждый текст рекламных текстов имеет определенные особенности, которые отличают его от других. Среди этих функций важно отметить 10 ключевых функций.

Рекламные тексты должны быть точными, лаконичными, поучительными (обучающими), простыми, увлекательными и креативными. Кроме того, особое значение имеет наличие других особенностей в рекламных текстах. Эти особенности включают их запоминаемость, способность предлагать и подлинность рекламируемого продукта. Для некоторых рекламных текстов их рифмованная форма также считается положительным моментом.

Ключевые слова: особенности, рекламные тексты, продукция, аудитория, информация

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