

SPELLING RULES FOUND IN THE COMPOSITION OF ADVERTISING TEXTS

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In our modern life, the demand and supply of advertising is increasing day by day. It is becoming a crucial part of the century in order to increase sales with relevant ideas about the product. It follows that advertising has a significant impact on society. In our social life, it can also show the level of literacy of the nation. It plays an important role not only in marketing and economy, but also in political, spiritual, educational and mainly linguistic spheres. The word “advertising” appeared in different periods and under the influence of different external factors. The word advertising is defined in the explanatory dictionary of the Uzbek language as follows: it is derived from the words “reclamare” (from Latin) and “reclamer” (from French), the root of this word is “announcement” means “to do” or “to report”²²⁶ Advertising is central to the creation and maintenance of the wider meaning²²⁷.

Advertising texts are characterized by the following features:

"Customer attraction" - Advertising texts are aimed at attracting potential customers to sell their products or services.

"Short and to the point"- They are used to deliver a short, simple and direct message.

"Customer Action" - Advertising texts are set with animations and information to teach, inspire, or take other actions.

"Customer Orientation" - Advertising texts aim to direct the customer in a certain direction to educate, generate interest or action.

"Branding" - They are used to introduce the brand of a company or product and seek to show the unique characteristics of the brand.

"Foreign words" - If the event or product features are global, advertising texts are created in many languages and distributed in foreign languages.

Advertising texts are used in conjunction with other advertising methods and are rapidly evolving to make themselves successful. These texts are created by working organizations active in the field of advertising, agencies or individuals with advertising experience. Advertisements are mainly intended to be given orally, but now they are given in written form. However, there are many spelling mistakes in the texts. Although advertising texts are aimed at attracting customers to sell their products or services, spelling mistakes in their composition may be necessary to change. These mistakes make the advertising texts not make a good impression on the user and can affect the reputation of the company or brand. Historical examples may include:

Coca-Cola (1929): - The Coca-Cola Company changed the term «Pause and refresh yourself” to “The pause that refreshes” in 1929. This change was intended to increase the impact of word-of-mouth advertising.²²⁸

KFC (2006): -In 2006, KFC changed its slogan "finger-lickin' good" to "So good".²²⁹

These examples show historical changes in the structure of advertising texts.

²²⁶ A. Madvaliev. O'zbek tili izohli lug'ati. Toshkent: O'zbekiston, 2011. 374

²²⁷ Ch. Hackley. Advertising and promotion, London: Sage Publications, 2005. 10

²²⁸ <https://www.bufordcoc.com/the-pause-that-refreshes/>

²²⁹ <https://www.creativereview.co.uk/its-finger-lickin-good-slogan-kfc/>

The purpose of the offer in the advertising text is to influence the consumer's feelings and through them the will and consciousness of the individual. "Buyer's Market" convinces potential customers to buy their products. The production is based on the information obtained as a result of studying the requirements of different segments of the market - individual groups of the population, enterprises, organizations and other consumers to whom the newly created products are directed²³⁰. Advertising is a special type of activity that occupies a special place in the history of mankind. Its nature cannot be clearly defined. It is the provision of a specific product, person, idea or service to consumers by the applicant (producer or service provider), their convenience and it is to inform, recommend, demonstrate about the advantages directly or indirectly for profit (income). Society is a complex structure that plays an important role in the spiritual development of a person. All the characteristics and feelings of a person that come to reality are formed in the subconscious layer

As society continues to evolve, everyone strives for innovation. They become fan of another culture by striving for unfamiliar, interesting and unusual behavior. All the foreign elements of a different culture that have entered the society are called "mass culture". Spelling rules used in the composition of texts in lexicology

There are several expressive tools that can be used to be successful in creating advertising copy. These tools are essential tools that can help you achieve better results, giving you additional options and similar style, tone, and features that can help you create text. These are:

1. Grammar and spelling tools
2. Choice of Style and Words
3. Design and Image Tools:
4. Customer-Directed Advertising Texts:

When these tools are used together, the advertising copy will be in high quality, practical and relevant. It is important to choose the right tools so that each tool has its intended purpose and capabilities.

Here are a few expressive grammar and spelling tools: Grammar can help you spot mistakes, check word combinations, and help with style and word choice. It works in your browser or on MS Word, Google Docs, Outlook, and other platforms. When creating texts, it was required to analyze the spelling rules. Accordingly, the spelling rules can include: spelling of letters, spelling of vowels, consonant spelling, additions, writing with a dash, capital letter spelling, the rule of copying.

It is clear that such spelling and grammatical errors lead to lexical misunderstandings if they do not change the content of the advertising text. There are also several expressive tools that are widely used in creating advertising text to attract attention and convince the audience:

1. Alliteration: repetition of initial consonant sounds in words or phrases, such as "Clear and clean" or "Big, thick and beautiful."
2. Rhyme: the repetition of similar sounds at the end of words, which makes the text memorable and catchy. For example, "Get a little fit".
3. Metaphor: Using figurative language to make a comparison between two unrelated things, often to evoke an emotion or create a visual image. For example, "Unlock Your Potential" or "Reach for the Stars."

²³⁰ Ph. Kotler. Marketing essentials. N.J: Prentice-Hall, 1984. 8

4. Hyperbole: Exaggerating certain aspects or features of a product or service to emphasize its benefits. For example, "The best pizza in the universe" or "The fastest internet speed you've ever seen".

5. Taglines and Slogans: Short and catchy phrases that capture the essence of a brand or product. They often seek to create a strong brand identity and make a lasting impression. For example, "Think Different" (Apple) or "Just Do It" (Nike).

6. Emotional appeal: using language that evokes emotions and connects with the audience on a personal level. This includes storytelling, empathy, or addressing specific needs and wants. Creating a content marketing strategy that taps into human emotions is a really good idea. For example, "Perfect is not pretty" (Gillette).²³¹

These expressive tools help advertisers create compelling and persuasive text that stands out and resonates with their target audience. Remember, the goal is to attract attention, generate interest, and ultimately persuade consumers to take action. Regardless of the forms of advertising, language is the main carrier of the message. Advertising language is different from general language, so it has an immediate effect and has the ability to quickly convince. In this article mentioned some important tips of spelling rules found in the composition of advertising texts. Additionally, it may become a research work by classifying and analyzing of spelling rules in comparing with two or more languages. It can be understood that, the advertising text is not only the way of selling but also, making people more creative, educating them about the spelling rules which people usually do not pay attention, teaching the nation about the forgotten traditions and new customs of new cultures.

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²³¹ <https://www.referralcandy.com/blog/emotional-marketing-examples>

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