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THEORETICAL FOUNDATIONS OF LEARNING ADVERTISING TEXTS

Abstract: Advertising texts serve as a crucial medium for promoting products and services, influencing consumer behavior through strategic linguistic techniques. This study explores the theoretical foundations of advertising texts by examining their structure, function, and evolution in the digital age. Using principles from text linguistics, rhetoric, and consumer behavior theory, we investigate how advertising language is crafted to persuade and engage audiences. The results reveal the essential role of simplicity, creativity, and persuasion in advertising language, along with the increasing impact of digital platforms. We also discuss the implications of these findings for advertisers and copywriters in the evolving landscape of digital advertising.

1. Introduction

Advertising has long been a vital tool in shaping consumer decisions, creating awareness, and driving demand for products and services. As the advertising industry has shifted from traditional media to digital platforms, the complexity of crafting effective advertising messages has intensified. Beyond mere conveyance of information, advertising texts aim to persuade, create emotional connections, and ultimately, encourage consumer action.

The language used in advertising—often referred to as "copy"—holds a significant role in this process. Words, phrases, and sentences are meticulously selected and organized to convey key messages succinctly while appealing to consumer emotions, logic, and needs. Text linguistics, which studies the structure and function of written and spoken texts, provides a theoretical basis for understanding how advertising messages work.

This study examines the theoretical underpinnings of advertising texts, with a focus on their linguistic structure, stylistic features, and their persuasive functions. By analyzing how advertising copy operates within the realms of digital media and changing consumer preferences, we aim to establish a comprehensive framework for understanding the creation and impact of advertising texts.

The study of advertising texts has been a focus of linguistic research for many years. One of the earliest scholars to explore the language of advertising was Geoffrey Leech (1972), who identified the primary objectives of advertising text as capturing attention, enhancing readability, ensuring memorability, and maximizing selling power. Leech's work laid the foundation for subsequent research on advertising language, particularly in relation to its persuasive power and effectiveness.

Since then, numerous scholars have contributed to the field. For example, Motes et al. (1992) and Myers (1997) analyzed the linguistic strategies used in advertising to capture consumer attention and create a lasting impression. Foster (2001) examined the role of persuasive language in advertising, focusing on how words and phrases are carefully chosen to evoke emotions and influence consumer decisions. Fatihi (2014) built on this work by exploring the psychological impact of advertising language, particularly in terms of how it affects consumer behavior and purchasing decisions.

In addition to these studies, text linguistics has emerged as a critical area of research in the context of advertising. Text linguistics focuses on the structure and function of texts, exploring how different

linguistic elements work together to create meaning. The development of text linguistics can be traced to the second half of the 20th century when Western European scholars began to study the text as a dynamic, interactive process. For example, R. Bartning, a French linguist, argued that a text is not merely a static entity but a process generated by the reader's perception of the text. This idea has been particularly influential in the study of advertising texts, as it emphasizes the role of the reader (or consumer) in interpreting and responding to the message.

Russian scholars have also made significant contributions to the field of text linguistics. I.R. Galperin, for instance, focused on the structure of written texts and their role in communication. He argued that a text is a written document that combines lexical, grammatical, and logical connections to create meaning. Galperin's work has been particularly influential in the study of advertising texts, as it highlights the importance of structure in creating effective messages.

Other Russian linguists, such as K. Kojevnikova, E.A. Referovskaya, and G. Ya. Solganik, have also explored the relationship between text structure and meaning. These scholars have emphasized the importance of understanding the text as a whole, rather than focusing solely on individual words or phrases. Their work has helped to shape the study of advertising language, particularly in terms of how different linguistic elements work together to create a persuasive message.

At the core of advertising text creation lies a set of theoretical principles that draw from various fields of linguistics, including text linguistics, pragmatics, and sociolinguistics. These principles help explain why some advertisements are more successful than others in capturing consumer attention and driving action.

One key principle is that advertising language must be simple and direct. In an age where consumers are bombarded with information, advertisers need to ensure that their messages are easily understood. This is why many advertising texts use short, straightforward sentences and simple vocabulary. However, simplicity does not mean the absence of creativity. On the contrary, effective advertising texts often employ creative strategies, such as wordplay, metaphors, and rhetorical questions, to engage consumers and make the message more memorable.

Another important principle is that advertising language must be persuasive. This is achieved through various rhetorical strategies, such as ethos, pathos, and logos. Ethos refers to the credibility of the advertiser or the product, pathos appeals to the emotions of the consumer, and logos relies on logical arguments and facts. By combining these strategies, advertisers can create messages that resonate with consumers on multiple levels.

The use of figurative language is another common feature of advertising texts. Metaphors, similes, and hyperboles are often used to create vivid images in the consumer's mind, making the advertisement more engaging and memorable. For example, a car advertisement might describe the vehicle as "a beast on the road," using a metaphor to convey the power and performance of the car. This type of language helps to create an emotional connection with the consumer, making the advertisement more effective.

Phonetic features also play a significant role in advertising language. Alliteration, rhyme, and rhythm are often used to make the advertisement more appealing to the ear. These phonetic features not only make the advertisement more enjoyable to read or hear but also enhance its memorability. For example, the slogan "Snap, Crackle, Pop" for Rice Krispies uses alliteration and rhythm to create a catchy, memorable phrase that sticks in the consumer's mind.

2. Methods

2.1. Data Sources

The study draws upon both primary and secondary data. Primary data involves an in-depth analysis of contemporary advertising texts from various digital platforms, including social media, mobile applications, and online advertisements. Advertisements from diverse industries—automotive, food and beverage, fashion, and technology—were selected to represent different product categories and target audiences.

Secondary data were obtained through a review of existing literature on advertising language, text linguistics, and rhetorical strategies. Notable studies by scholars such as Geoffrey Leech (1972), Foster (2001), and Fatihi (2014) were referenced to contextualize the findings within the broader framework of linguistic and advertising theories.

2.2. Analytical Framework

A qualitative content analysis was conducted to examine how linguistic elements in advertising texts contribute to their persuasive power. The following key elements were considered during analysis:

- **Linguistic Simplicity:** The extent to which the text employs clear, straightforward language.
- **Creativity:** The use of figurative language, such as metaphors, similes, and rhetorical devices, to capture attention.
- **Persuasiveness:** The application of ethos (credibility), pathos (emotion), and logos (logic) in conveying the message.
- **Phonetic Features:** The use of alliteration, rhyme, and rhythm to enhance memorability and aesthetic appeal.

Each advertisement was evaluated according to these criteria, with particular emphasis on how digital platforms have influenced text creation strategies. Additionally, text linguistics theories were applied to understand the structural and functional aspects of the advertisements.

3. Results

3.1. Simplicity and Clarity in Advertising Texts

One of the primary findings of the study is that simplicity remains a core principle in modern advertising texts. In the fast-paced world of digital media, where consumers are constantly bombarded with information, advertisers prioritize brevity and clarity. Short sentences, direct language, and familiar vocabulary are common strategies to ensure that the message is quickly understood. For example, slogans such as "Just Do It" (Nike) and "I'm Lovin' It" (McDonald's) exemplify the use of concise language to create impactful, memorable messages.

However, simplicity does not equate to a lack of creativity. Many advertising texts balance clear messaging with imaginative language to capture consumer attention. For instance, Coca-Cola's "Taste the Feeling" uses a simple structure but evokes a sensory experience that aligns with the emotional appeal of the brand.

3.2. The Role of Creativity and Figurative Language

Creativity plays a crucial role in distinguishing effective advertising texts from mundane ones. This is often achieved through the use of figurative language, such as metaphors, similes, and personification,

which create vivid mental images for the reader. For instance, a car advertisement describing a vehicle as "a beast on the road" uses metaphor to emphasize its power and performance.

Similarly, hyperbole (deliberate exaggeration) is often employed to amplify product benefits, as seen in phrases like "The best coffee in the world" or "Unlock your full potential." These techniques not only make the text more engaging but also help the brand stand out in the crowded advertising landscape.

3.3. Persuasive Strategies in Advertising Language

Persuasion in advertising relies heavily on the classical rhetorical techniques of ethos, pathos, and logos. Ethos is built through the establishment of credibility and trustworthiness. This is commonly achieved by featuring expert endorsements or testimonials, as seen in healthcare or technology advertisements.

Pathos, the appeal to emotions, is frequently used in advertising texts to create emotional resonance with the audience. Advertisers often tap into emotions such as happiness, nostalgia, or fear to motivate consumer action. For example, many advertisements for children's products emphasize emotional connections between parents and children.

Logos, or the appeal to logic, is another essential component. It involves providing consumers with facts, statistics, or logical reasoning to support claims. In advertisements for products such as smartphones or appliances, logical arguments often take the form of product specifications and comparisons, enabling consumers to make informed decisions.

3.4. The Impact of Phonetic Features on Memorability

Phonetic elements, such as alliteration, rhyme, and rhythm, play an important role in making advertising texts memorable. Slogans like "Snap, Crackle, Pop" (Rice Krispies) and "Maybe she's born with it. Maybe it's Maybelline" use alliteration and rhythm to create a pleasing auditory experience, making the message more likely to stick in the consumer's mind.

Phonetic features are particularly important in radio and television advertising, where auditory elements are key to capturing attention. However, even in print and digital media, the careful arrangement of sounds can enhance the aesthetic quality of the text.

4. Discussion

4.1. Evolution of Advertising Texts in the Digital Era

The rise of digital platforms has transformed the way advertising texts are created and consumed. Unlike traditional advertisements, which were primarily one-way communications, digital advertising allows for interactive engagement between brands and consumers. This has led to the development of new strategies, such as call-to-action buttons and interactive content, which encourage consumers to take immediate action.

Social media platforms like Instagram and Twitter have also introduced new forms of advertising language. Short, catchy phrases designed to fit within character limits and grab attention in a fast-scrolling environment are now common. For example, Nike's Twitter advertisements often use punchy, inspirational phrases that align with the brand's values, while remaining brief enough for easy consumption.

4.2. Personalized Advertising and Consumer Privacy

Another significant development in the digital age is the rise of personalized advertising, which tailors messages to individual consumers based on their online behavior and preferences. This strategy has been highly effective, as consumers are more likely to engage with ads that are relevant to their interests.

However, the increasing use of personalized advertising has raised concerns about consumer privacy. Many consumers are uncomfortable with the extent to which their data is collected and used for targeted advertising. This tension between personalization and privacy is a key challenge for advertisers in the digital age, as they must balance the need for effective targeting with respect for consumer rights.

4.3. Implications for Copywriters and Advertisers

The findings of this study have important implications for copywriters and advertisers. First, simplicity and clarity should remain central to advertising text creation, particularly in digital environments where consumers have limited attention spans. However, simplicity should be balanced with creativity to ensure that the message is both engaging and memorable.

Second, copywriters should continue to employ rhetorical techniques to enhance the persuasive power of their messages. Ethos, pathos, and logos provide a well-established framework for creating advertising texts that resonate with consumers on multiple levels.

Finally, copywriters must stay attuned to the changing landscape of digital advertising. As platforms evolve and consumer preferences shift, advertisers will need to adapt their strategies to maintain relevance and effectiveness.

5. Conclusion

The theoretical foundations of advertising texts draw upon principles from text linguistics, rhetoric, and consumer psychology. Effective advertising messages balance simplicity, creativity, and persuasion to capture attention and influence behavior. In the digital age, the role of advertising texts has expanded, with interactive and personalized content becoming increasingly important. As the advertising landscape continues to evolve, advertisers and copywriters must adapt their strategies to meet the demands of modern consumers while navigating the challenges posed by digital platforms.

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