

DISTINCTIVE FEATURES OF THE ADVERTISING TEXT

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Annotation: The text is the main basis of speech. Human interaction with it exchange. This article contains information about the text and its features and theories are given.

Keywords: text, adequate, stagnant compound, image, advertising text, phrase, verbal.

Introduction

It is known that the term "text" has different interpretations in scientific literature and sources is made. In the Explanatory Dictionary of the Uzbek language, the word text is borrowed from Arabic, to the fact that it is an outdated biblical word and exactly the meaning that the word "text" means is hinted at.

On page 156 of this annotated dictionary, the following definition of the word "tekst" is given:

1. Written, copied or printed creative, scientific work, speech, document, etc. or a fragment of them; text. The text of the article.
2. The basis for a piece of music, such as a melody, opera, romance and the like is a poem, a word.
3. The name of one of the large fonts in the polygraph. In this definition, the basic of the text is features are shown correctly. Information and communication media only as a result of its progress, we can see that the meaning of the word text (tekst) has increased even more. Computer typed text format Word, RTF text, simple text, formatted text, hypertext, among others, were also activated in consumption.

High culture, delicate taste, intelligence from any writer to create text and strong knowledge and, of course, the ability to correctly apply words, adjectives in their place skill is required. In particular, the advertising text is also included. Because the advertising text is not only rich in words and meaning, it is logically perfect must be created. The text of the advertisement gives any reader his it is necessary that it attracts with its meaningfulness, charm and even poetic tonality is.

Advertising is usually in the memory of readers, viewers and consumers in general with short phrases (or slogans) repeated over and over again to survive comes together. Through the advertising text, the so-called mass culture is formed may be. With this type of text, the reader-consumer usually finds himself can perceive recognition, and it is with this identifier that reception the movement of the doer (in other words, the purchase) is carried out.

The meaning of stagnant compounds is not from separately derived words, but their from the sum. Image-based stationary combinations also make the text stylistically ensures that it is paintable. Original text coloring translation also requires reflection and complete preservation of the means of expression. Translator in translation text in order to ensure expressiveness and coloring of the text it will also be necessary to find a variant of stationary compounds with an adequate image.

The advertising text is sound and written in terms of layout, as well as visual can be in appearances. but any look is given colored paints requires written or oral text. Advertising media it is administered with the help of verbal and nonverbal manifestations. Verbal posture ads are often in text status in newspapers and magazines or social media occurs, while nonverbal advertising texts are on radio, television and social networks will be visually visible. But the feature of verbal and nonverbality is both in case it is also necessary to be carried together. Because these properties mutually complement one stands. Increases the meaning and charm of the text, whether oral or written.

In conclusion, the text of the advertisement is the text that tells readers about a particular event or with the intention of convincing something or involving it by showing them a certain reality written record. It is a widely used tool in advertising, in which buying a particular product or service to potential customers or from it there will be a type of text focused on use. In a language, each word is distinguished from each other by its lexical grammatical features, and these differences are the view of the text clearly visible in the process. This characteristic is also expressed in relation to vocabulary we can say. Words and combinations of words are combined in certain ways. It is grammatical is the result of abstraction.

In general, the main idea in advertising is its own in an unconventional way expression, the solution of the climactic point in unexpected representations finding is of unparalleled importance in increasing its effectiveness. At such times, how much the advertising slogan is compiled at the level of demand, weaving, creation also plays a very important role.

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