

Abstract

Subject matter: Lexical and grammatical characteristics of a French advertising slogan

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Topicality of the research: Linguistics presents the text as a complex macrostructure, the main function of which is the communicative function, since any text conveys certain information. Therefore, the advertising text is considered as a source of information exchange in the social activities of native speakers, in their speech communication and, accordingly, is one of the most important forms of social and speech environment and a means of reflecting sociocultural reality. A study of the linguistic features and characteristics of the advertising text will allow us to identify and clarify those reserve mechanisms of influence that allow us to talk about the universal advertising of today's society. That is why the real research topic is relevant.

Objectives of the research is the identification and analysis of the lexical and grammatical features of French advertising texts.

Tasks of the research:

- define the concept of advertising and advertising text;
- provide a General description of advertising texts;
- identify the main components of the advertising text;
- define the concept of an advertising slogan;
- to identify and to establish a classification of advertising slogans;
- identify and analyze the lexical features of the French advertising slogan;
- identify and analyze grammatical features of the French advertising slogan;
- identify and analyze the stylistic features of the French advertising slogan.

Theoretical significance of the research results is that an attempt is made to systematize the main linguistic characteristics of the French advertising text, which leads to a deeper understanding of the entire structure of advertising and shows the interaction of its components aimed at achieving the main goal - persuasion and impact on the consumer.

Practical significance of the research lies in the fact that its results can contribute to an in-depth study of the language specificity of advertising texts and the further development of problems of their interpretation. In addition, research materials and conclusions can be used in theoretical courses and in seminars on lexicology and stylistics of the French language. Data from the analysis of syntactic and stylistic structures can be used in practical classes in the French language. The results of the study can find application in the framework of courses on the language of advertising, rhetoric, speech exposure in various communication fields

Results of the research

Advertising in the modern world is a complex social phenomenon that has gone far beyond the scope of the type of labor activity of a person.

The specificity of the advertising text as a special type of text lies in the choice of such language means that determine the effectiveness of the implementation of a common pragmatic attitude - the optimal impact on the addressee. The uniqueness of the advertising text and its main difference from other types of text is due to the fact that it combines the characteristics of all kinds of literature, as well as verbal and non-verbal means of the language

An effective advertising message should be: brief, interesting, reliable, understandable, dynamic, repetitive, figurative, original.

Advertising is a potential text consists of four inherent basic other elements that are incredibly almost the oldest always used in this advertising: summarizes the headline, slogan, the effect of the main intense text, echo phrase.

The slogan plays one of the main roles when creating product ads.

The process of creating a slogan is considered a certain type of advertising art, which is based on knowledge of psychology, linguistics, sociology, and marketing.

Slogans play a significant role in the formation of a brand in the minds of potential consumers, in the promotion and sale of goods and services, and also become part of the culture of a particular nation.

A slogan is a short advertising phrase that summarizes the main advertising offer and is the motto of the advertising campaign of individual companies or products.

The slogan is designed to perform a number of significant tasks for the company: attracting the attention of consumers to a particular product or service, encouraging them to buy and increasing profits for the advertiser.

Therefore, the slogan should have an impact on the potential consumer and be easy to understand.

The slogan performs a number of functions, including the following: influencing function; informative function; attractive function; presentation function; text-forming function; connective function and mnemonic function.

The typology of slogans depends on the tasks set by the researcher.

The most common way for advertising practitioners is to divide slogans by the type of advertising object and its characteristics. From this point of view, the product and corporate types of slogans are distinguished.

When creating an effective slogan, its language design is very important, since it is the slogan that affects the achievement of the main goals of the entire advertising test.

French advertising slogans use the entire rich language Arsenal of the French language to achieve their goals and objectives.

The variety of language means is intended to attract and support the recipient's interest and then encourage them to purchase the advertised product or service.

At the syntactic level, advertising slogans prefer short, simple sentences, which is due to the requirements of brevity and conciseness.

At the morphological level, the features of the use of parts of speech in the advertising text are revealed: preference for verbs in the imperative mood, nouns and qualitative adjectives, adverbs, etc.

At the lexical level, the following groups of lexical units were identified that are used in the preparation of an advertising slogan: words of the General literary language, words of colloquial speech, neologisms, and words of foreign origin.

In French advertising slogans are also widely used different stylistic devices such as metaphor, hyperbole, personification, pun, comparison, repetition, etc..

Thus, in conclusion, it should be noted that the linguistic form of an advertising slogan aimed at achieving the main goal of any advertising text in General is to attract and hold the interest of the consumer motivation to purchase the advertised product or service.

Recommendations: the results of the research can be recommended to translators and interpreters, to professors of French linguistics working at different types of educational and linguistic programmes.