



## THE LEVEL OF TONALITY (EMOTIONALITY) OF SOCIAL ADVERTISING

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### Annotation

The results of many studies in the field of linguistics, as well as the conclusion of their work on the study of social advertising, also confirm the hypothesis that there are certain resources of influence on the addressee in the language. In this regard, in a number of theoretical and empirical experience-based studies devoted to the linguistic problems of mass communication and social advertising that exist in any linguoculture, it is clear that the influence function of language is actually realized using the linguistic capabilities of the language system.

### Keywords:

Advertising, purpose of text, rules, copyright advertising, communication, public consciousness, warning advertising.



### Introduction

The purpose of any advertising text is to evoke the intended response of the addressee by influencing his mind, his psyche. This means that in the process of communication, language is not only used to convey a message to the addressee, but its main purpose is to influence the way of thinking, the consciousness of the recipient.

In our opinion, it is expedient to refer to the field of pragmalinguistics of language in order to better understand the subject. In 1990, the science was called "pragmatics" and it emerged as a field of semiotics and linguistics that studied the role of language tools in speech. It is noted that in those days there were no clear directions of pragmatics as a science, and he studied issues related to the subject, the addressee, their joint actions in communication processes and communication situations. These issues are also studied in the field of psycholinguistics. The definition of psycholinguistics is recognized in the linguistic-encyclopedia dictionary as "the science that studies the processes of speech formation, as well as the problems of speech perception and composition in relation to the language system."

The role of tonality in influencing the subject (addresser) in social advertising is distinct, but in communicative linguistics some categories of text, such as the issue of tonality, are poorly researched. The specificity of advertising communication is to take an active position in the creator of advertising, the purpose of which is to introduce new paradigms of social values in the minds of the public, to convince them of the authenticity of information, to form the subject's (addressee) opinion on this or that issue.

In social advertising, the subject (addressee) is based on the author's point of view, he has a deep understanding of the fact, event, incident and its level and purpose of social evaluation. T.V. According to Matveeva, "tonality is a category of text that reflects the

author's emotional guidance directed to a specific communicative goal, the author's psychological view of the reality, as well as the addressee and the situation of communication."

T.V. Matveeva also notes that the more vividly the author's goal is expressed, the stronger the tonality in advertising. The author tries to convey his point of view to the addressee in a way that is as clear and reasonable as possible, using certain methodological methods of expression. This begs the question. How is it appropriate to think in a tone specific to social advertising, and what are its distinctive features?

R.V. Dikin, studying the issue of the author's image in social advertising as a research work, puts forward the following idea, the researcher writes that the social advertising communicator has the opportunity to express himself through a series of concrete symbols, which in communicative advertisements. In communicative advertisements, the communicator-interlocutor is a symbol of intimidation of the recipient about the violation of rules and norms, as well as the communicator-victim in advertisements, the communicator-insurgent in advertisements as a subject reflecting problems, and finally the communicator-conspirator. The direct absence of the author in the advertisement enhances the effect of objectifying the story as highly as possible.

Along with the author, the protagonist of the advertisement also participates in the advertisement, which in turn allows the subject (addressee) of the social advertisement to express himself or those close to him. The protagonist's behavior is represented by the author through the tonal feature of the text, the author can criticize or accuse the protagonist or take his side, trying to help solve the problems the protagonist is facing. In determining the tonality, it is important to pay special attention to the communicative purpose, the level of its expression, the exact content of the advertising text and the communicative-pragmatic context, as well as the use of different means of creating tonality. They are:

- information tone (in television social advertising);
- emotional assessment tools;
- The main background of the advertising message, which helps to convey the author's attitude to the subject (illustration in print advertising, ie the use of pictures, images, images, video and audio accompaniment (music, noise) in television advertising.

## Result and discussion:

The study identified two types of emotionality, the imperative and the cooperative. The imperative type, in turn, is divided into three types depending on the level of imperative. They can be conditionally divided as follows: admonishing, warning, reprimanding, for example: quit drinking, do not become a slave to human trafficking, call, follow traffic rules, and so on.

In the advertisement, the author appears as an omniscient, predictable, undeniable person. For example, in a social advertisement with a picture of a lamp: Save electricity! A distinctive feature of similar tonality in television advertising is the voice of the narrator (often the voice behind the scenes), expressed in a calm tone. At the visual level, the tonality in ad-hoc ads is explained by the use of colors that are drastically different and prohibitive: black, white, red.

When exhortation-tone advertisements do not use music or any other noise effect, sometimes a black background is used in the background of the advertisement in order to draw everyone's attention to the text.

**The warning** (explanatory) tone will be located in the imperative part of the ad. In doing so, the author does not order the subject because a particular social problem needs to be addressed, but rather explains to the subject and uses polite forms of appeal (e.g., through the word please).



For example, in a television commercial, a car speedometer is shown in close-up. The car was traveling at high speed when it hit a cardboard child on the road. The man lifts the "cardboard child" from the ground and says: "Only children made of cardboard can stay still for hours. A living child cannot stand still in one place, and at such a time you do not know where he will run out of the way. Especially in June, children are on the streets a lot. "Please don't speed!" At the end of the text, the announcer's announcement above is heard. In this ad, the author warns the addressee about the tragedy that can result from driving too fast.

Social advertisements in the Uzbek language, aimed at ensuring road safety, are also notable for their warning nature. Naturally, social advertising is created based on the customs and culture of each country. For example, we can cite the following social advertisement "every Friday is a day of road safety promotion. It is no coincidence that the word "Friday" is highlighted in the advertisement and only Friday is chosen, as Friday prayers in mosques in our country and the large number of people visiting it lead to traffic jams. This advertisement is a warning, as well as reflecting the culture and values of the people and the nation.

Another way of influencing the mind of social advertising in Uzbek and English is reprehensible tone.

Reprimanding tonality. In doing so, the author condemns the behavior of the addressee, which does not comply with the moral rules of society. In this case, the content of the advertisements prevents and explains to children by parents or other adults not to throw garbage in the street, not to consume tobacco and alcohol, and many other negative situations. In such cases, not only reprimand, but also the tone of discipline is important. is important. In our opinion, advertisements in the form of reprimands or exhortations are more common in the life activities of Eastern countries.

## Conclusion:

In an Uzbek-language social commercial, a young man is talking to his daughter on the phone while driving. Young girl on the phone Dadajon, bring me ice cream! says, and the guy will be fine, my daughter! what else can i take Bring some chocolate, Daddy! "Father will be fine, my daughter will be taken," he replied. At the same time, another person is shown in close-up when crossing the sidewalk, with the person driving the car hitting the second person crossing the sidewalk. In the commercial, the car crash is shown in close-up and the sound of quiet music begins, after a while the young man calls the first man again, but when his father does not pick up the phone - Dadajon, you do not need chocolate, just turn off the phone. After a while, the girl calls again, but this time the girl's voice is much different from the previous ones, in a tone of anxiety and sadness: Dadajon, you don't need anything, just turn off the phone as if you were coming. Then the announcer's voice is heard, Please don't bother others! Follow the rules of the road!

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