



THE INFLUENCE OF LANGUAGE ON MODERN ADVERTISING
STRATEGIES AND CONSUMER CHOICES

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Abstract: *What role do persuasive language techniques play in advertising? Is learning about cultural nuances and language localization important for advertising? Why do brands study consumer demand? This article addresses these questions based on a literature review of research in a multidisciplinary field that intersects with nuances of marketing, linguistics, advertising, sociolinguistics, and psychology. In addition, the article details the advantages and disadvantages of advertising using informal language and slang on social networks. The last part of the article highlights the importance of language in advertisements and the correct use of its aspects.*

Keywords: *advertising, marketing, linguistic, consumers, influence, rhetorical devices, slangs, society, structure.*

“Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.”¹

But to be able to influence people, you first have to get their attention to your advertisement. Advertising is a part of society's culture and economy, as well as our daily lives. Advertising is not just the commercial promotion of brand products; it can also enhance the image of an individual, group, or organization. Nowadays, the advertising environment has changed radically and become more complex. Advertising language has a powerful influence on people and their behavior. Although people sometimes seem indifferent to advertising, research shows that well-designed advertising can have a dramatic effect on people. Marketers use various methods to attract people, including rhetorical devices. Initially, advertisements were only for providing general information, but in today's competitive society, their appearance has completely changed. They even freely use vulgar language and slang in advertisements on social networks. Marketers are mainly promoting the product by creatively communicating information using buzzwords, emotional words, or other modern terms.

Advertising shapes consumer perception and influences choices, and language is also an important point in advertising. Being able to use persuasive language techniques will help you follow modern advertising strategies. For example, advertisements often use emotive language. Phrases that evoke emotion, such as sadness, joy, or urgency, can motivate people to buy. In the conditions of Uzbekistan, if a skid is held for a limited time, naturally all women rush to get the product. In fact, this is a way to advertise and attract buyers. Another effective





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way of advertising is related to direct language. It is a way of attracting the attention of buyers through repetition and rhetorical questions. In this case, people may buy unconsciously by giving in to emotion or by getting motivation from words.

Today, effective advertising is not limited to providing information but also requires an in-depth study of cultural context and values. Different people interpret advertising based on their culture, because a word that is attractive in one culture may be frowned upon in another culture. For example, expressions and symbols have different meanings in different cultures. An example of this is the advertising strategies of Western and Eastern campaigns. While the West emphasizes individuality and self-expression, the East focuses more on individual and collective identities. Correctly conveying aspects of language can evoke emotions, which are important for consumption choices. Ads can be made more effective by using culturally appropriate language. Consumers always respect and trust advertisements and cultural nuances presented in their own language. Authenticity can be attributed to local dialects and slangs, but brands that align with cultural values are always preferred.

Brands study consumer demand for a number of reasons. For example, brands can determine how to communicate with their target audience by analyzing consumer demand. In order to achieve good results in the field of marketing, it is important to first study the interests and lifestyles of consumers. Also, effective use of language helps to create a unique brand voice and attract attention. By constantly analyzing language and consumer reactions, brands keep their information relevant. In general, researching consumer demand and motivating them is important for developing effective advertising strategies.

This article emphasizes the importance of language in contemporary advertising methods and consumer choices. Persuasive language strategies, such as rhetorical elements and emotive expressions, have a substantial impact on customer behavior and perception. Understanding cultural subtleties and language localization is critical for effective communication because it allows brands to connect with a broad audience. Furthermore, using informal language and slang on social media might increase interaction, but it must be carefully considered in context. Brands that analyze consumer demand can adjust their messaging to match their target audience's interests and values, resulting in more effective advertising. Effective advertising today demands more than just information transmission; it also necessitates a thorough understanding of language and cultural factors in order to develop consumer trust and motivate purchasing decisions.

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ⁱ The language of advertising, Marcus Evans Linguarama, <https://www.linguarama.com/ps/index.htm>

