THE ROLE OF STYLISTICS AND STYLISTIC DEVICES IN ADVERTISING LANGUAGE

Linguistic and Persuasive Functions of Stylistic Means in Advertisements

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Abstract

This article examines the role of stylistics and stylistic devices in advertising language. The research analyzes how expressive linguistic means are used in advertisements to attract attention, create emotional impact, and persuade consumers. The study focuses on the functions of stylistic devices such as metaphor, repetition, hyperbole, alliteration, rhetorical questions, slogans, and emotional vocabulary in advertising discourse. It also investigates the relationship between stylistics and persuasive communication in English and Uzbek advertisements. The findings show that stylistic devices increase the memorability, expressiveness, and communicative effectiveness of advertising texts. The article concludes that stylistics plays a central role in shaping advertising language and influencing consumer behavior.

Keywords: Stylistics, stylistic devices, advertising language, advertising discourse, persuasion, metaphor, repetition, hyperbole, emotional appeal, expressive language.

1. INTRODUCTION

Advertising is one of the most powerful forms of modern communication. It influences consumer behavior, promotes products and services, and shapes public opinion. In order to achieve these goals, advertisements use carefully selected linguistic and stylistic means. Advertising language is designed not only to inform consumers but also to persuade and emotionally influence them.

Stylistics is the branch of linguistics that studies expressive means and stylistic devices in language. It examines how language is used to create different effects in communication. In advertising discourse, stylistics plays an important role because advertisements rely heavily on expressive and persuasive language.

Modern advertisements combine informative, emotional, and aesthetic functions. Advertisers use stylistic devices to make their messages memorable, attractive, and persuasive. These devices help create positive associations with products and influence consumers' emotions and decisions.

This article investigates the role of stylistics and stylistic devices in advertising language and analyzes how expressive linguistic means contribute to the effectiveness of advertisements.

2. RESEARCH METHODS

The research is based on stylistic, descriptive, comparative, and discourse analysis methods.

Stylistic Analysis

Stylistic analysis is used to identify expressive linguistic means and stylistic devices in advertising texts. The research examines how these devices function in persuasive communication.

Descriptive Method

The descriptive method is applied to classify lexical, syntactic, and stylistic features commonly found in advertising language.

Comparative Analysis

Comparative analysis is used to compare stylistic features in English and Uzbek advertisements and determine similarities and differences in persuasive strategies.

Discourse Analysis

Discourse analysis examines advertisements as communicative acts that combine language, emotion, and cultural context.

The practical materials of the research include advertisements collected from television commercials, newspapers, magazines, websites, and social media platforms.

3. THE ROLE OF STYLISTICS IN ADVERTISING LANGUAGE

Stylistics plays a central role in advertising because advertising language must attract attention and create emotional influence in a very short time. Advertisements are carefully designed to be expressive, memorable, and persuasive.

The main functions of stylistics in advertising include:

attracting consumers' attention;

creating emotional responses;

increasing memorability;

strengthening persuasion;

building brand identity.

Advertising language differs from ordinary communication because it uses expressive means intentionally. Advertisers select words, structures, and sounds that create a strong impact on the audience.

According to Geoffrey Leech, advertising language is characterized by creativity, deviation from language norms, and expressive stylistic forms. Similarly, I. R. Galperin states that stylistic devices enhance the emotional and logical effect of communication.

4. STYLISTIC DEVICES USED IN ADVERTISING

Metaphor

Metaphors are widely used in advertisements to create imaginative associations between products and desirable qualities.

Examples:

"Taste the sunshine."

"Your financial future starts here."

Metaphors make advertisements more creative and emotionally expressive.

Repetition

Repetition is used to reinforce slogans, product names, and key ideas.

Examples:

“More comfort. More quality. More value.”

“Fresh taste, fresh life.”

Repeated words remain in consumers’ memory and strengthen brand recognition.

Hyperbole

Hyperbole exaggerates the qualities of products or services to make advertisements more persuasive.

Examples:

“The best coffee in the world.”

“Unbeatable prices.”

This device creates strong emotional appeal and attracts attention.

Rhetorical Questions

Advertisements often use rhetorical questions to involve consumers directly.

Examples:

“Looking for perfection?”

“Why choose less?”

These questions encourage consumers to think about the product and create interaction.

Alliteration and Rhyme

Sound repetition makes slogans catchy and memorable.

Examples:

“Fast, Fresh, Friendly.”

“Safe and Simple.”

Such devices improve rhythm and make advertisements easier to remember.

Emotional Vocabulary

Advertising language frequently uses emotionally positive words such as:

amazing,

reliable,

innovative,

premium,

comfortable,

trusted.

These words create positive associations with products and services.

5. PERSUASIVE FUNCTIONS OF STYLISTIC DEVICES

Stylistic devices strengthen the persuasive power of advertising language. Advertisers use both rational and emotional appeals to influence consumers.

Emotional Persuasion

Emotional stylistic devices create feelings of happiness, comfort, success, love, and trust. Emotional advertising often influences consumers more effectively than factual information alone.

Rational Persuasion

Some stylistic devices help present products as practical, reliable, and useful. Advertisements may include facts, comparisons, and guarantees to build consumer confidence.

Brand Identity

Repeated slogans, sound patterns, and stylistic consistency help companies create recognizable brand identities. Consumers begin to associate certain expressions and styles with specific brands.

According to Guy Cook, advertising discourse combines language, visuals, and social context to create persuasive meanings and influence audiences.

6. ENGLISH AND UZBEK ADVERTISING LANGUAGE

English and Uzbek advertisements share many stylistic features, but they also differ due to cultural and linguistic traditions.

English advertisements often focus on:

individuality,

creativity,

humor,

innovation,

personal success.

Uzbek advertisements usually emphasize:

family values,

trust,

hospitality,

sincerity,

tradition.

English advertising language frequently uses humor, wordplay, and modern expressions, while Uzbek advertising language often relies on emotional closeness and culturally familiar expressions.

Globalization and digital media have also influenced Uzbek advertising, leading to the increased use of English words and international stylistic trends.

7. CONCLUSION

Stylistics and stylistic devices play an essential role in advertising language. They help advertisements attract attention, create emotional influence, and persuade consumers effectively.

The research demonstrates that stylistic devices such as metaphor, repetition, hyperbole, rhetorical questions, alliteration, and emotional vocabulary significantly increase the expressiveness and memorability of advertising texts.

Although English and Uzbek advertisements share common persuasive functions, cultural differences influence the stylistic organization of advertising discourse in each language.

The study of stylistics in advertising contributes to linguistics, discourse analysis, media studies, and marketing communication. Further research may focus on digital advertising, intercultural advertising strategies, and modern online communication.

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