

## **SOCIAL ADVERTISING IN NEWSPAPER TEXTS**

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### **ABSTRACT**

*This article discusses ways to reach out to the general public in a consistent, expressive, concise, and accessible manner, using the most effective means of interacting with and influencing the general public in advertising.*

**Keyword:** *article, advertising, effective tools, using information, series, expressively, short chance, thoughts.*

### **АННОТАЦИЯ**

*В этой статье рассматриваются способы последовательного, выразительного, лаконичного и доступного обращения к широкой публике с использованием наиболее эффективных средств взаимодействия с широкой публикой и воздействия на нее в рекламе.*

**Ключевые слова:** *статья, реклама, эффективные средства, использование информации, серия, экспрессивность, короткий шанс, мысли.*

### **INTRODUCTION**

Advertising has both oral and pictorial content, and the analysis of this content has been of interest to scholars and experts. This is closely related to the global world, where information is transmitted mainly in the form of images, the world, which has reached the final stage of development. According to Anisimova, Boyko, Bolshiyanova, Kirilov, Lazareva, Gorina, Chudakova and others, researchers in the field of the appearance of material objects, are attracting a lot of attention.

According to N.S. Valgina, "the information reflected in the text can be expressed orally or figuratively in two messages." For texts consisting of a systematic set or a combination of two other language units and a combination of natural languages, no common expression or symbol has yet been adopted. Creoleized texts are divided into partially creoleized or fully creolized texts. Partially creolized texts consist of verbal and symbolic units with specific semantic relationships, with the oral part being relatively independent and the descriptive and expressive part voluntary. Examples include newspapers, popular science, and literary texts. In fully Creolite texts, it can be seen that the components are intertwined and intertwined. In it, the verbal and figurative (expressive) components are intertwined in a semantic relationship: the verbal text depends on the absolute unit of expression, and the image

itself appears as a mandatory component of the text. Such interrelationships are commonly found in advertisements (billboards, cartoon works, advertisements, etc.) and also in scientific, especially scientific and technical texts.

## **MATERIAL AND METHODS**

The expressive part of the text is represented by images (photographs, drawings), diagrams, tables, symbolic images, formulas, and so on. The verbal and expressive part of the advertising text will be interconnected with features such as content, content structure and content language. The choice between the two depends on the function of the Creole text and the purpose for which it is communicated.

D.P. Chigaev, studying the methods of creolization in modern advertising texts, distinguishes three main models of creolization: 1) oral text + image - an image is added to the oral text of the same appearance as the old, and the resulting creolized text appears; 2) image + oral text - oral text is added to the image, resulting in creoleized text; 3) oral text = image - the newly created text will be created in a pre-Creole manner and will not have its previous copy (oral text or image). While researching Creole texts, many scholars believe that it consists of two parts, verbal and non-verbal, for example, more complex multi-faceted texts in the form of music clips in which musical and visual elements are equally involved. E.E. Anisimova notes that Creole texts, along with the oral part of advertising texts, can be divided into three main groups, regardless of their image and properties: - Texts composed without any creolization process; - Partially Creole texts; - Complete Creole texts. Texts that do not contain any Creole symbols include traditional advertising texts that do not contain verbal means. Partially Creole texts have a semantic relationship between the verbal and non-verbal components: the verbal part is independent and the non-verbal part of the text is optional. Thus, the genre of advertising is distinguished by its complex terminological structure, the ability of its units to interact with each other and the specificity of this system. Advertising performs a number of functions, such as informing, persuading, and reminding the recipient, and in turn shapes his or her interests and influences his or her consciousness. Advertising uses a variety of means of expression, both explicitly and implicitly, to reach a consumer with two types of products and services and to influence his or her mind and imagination as much as possible. In many cases, advertising takes steps to reach the entire population in a consistent, expressive, concise, and, if possible, manner, using a wide range of interactions with the general public and using the most effective means of influencing it.

## CONCLUSION

A specific type of advertising is social advertising. Unlike other types of advertising, social advertising plays a regulatory role in society. The scope of social advertising is much wider, including its role in regulating traffic rules, promoting health and healthy lifestyles, including smoking, malnutrition, and active participation in reducing the devastating effects of drugs.

It also addresses issues such as domestic violence against women, animal care, care for retirees and the elderly, environmental protection, public reading, and so on. In summary, the topic of social advertising we studied was analyzed mainly on the basis of Creolean texts. In this regard, we believe that the use of social advertising, created both verbally and in other ways, is beneficial to society in order to most effectively address the problems that arise in society.

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