



## THE FEATURES OF THE NEWSPAPER STYLE ADVERTISEMENTS

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### ABSTRACT

*This article deals with the lexical, syntactic and discourse features of English newspaper advertisements. The nature of newspaper advertisements are analyzed from linguistic perspectives. The advertisements are studied as the common form of newspaper texts that carry sufficient information about the news events that are being introduced to the public.*

**KEY WORDS:** newspaper, advertisement, analysis, lexical and syntactic deviation, written discourse

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Today's life is unimaginable without the mass media. A lot of different printed as well as online newspapers try to attract the readers. Firstly, the reader notes the headline of the article and only after then decides whether to read it or not. The newspaper as a form of the mass media is known for several ages. However, the investigation of the language in newspapers has started only in the mid-20<sup>th</sup> century. The principles of creating and analyzing newspaper have not been widely explored.

Newspaper texts are a common form of written discourse. Owing to their public nature and availability for large numbers of people, newspapers are one of the most widely-read types of written texts. Reading the daily newspaper is a normal routine for many people. Newspaper texts can be said to be a discourse of their own. There are certain features and characteristics that make them stand apart from other types of discourse. This qualification paper studies newspapers from linguistic point of view. A special focus will be on the detection of bias. This is because news is supported to be neutral, meaning that all actors are to be represented objectively. When representation is not neutral, there is preconception involved. If we want to analyze occurrence of bias in detail, it is necessary to be able to determine the nature of preference exactly.

The newspaper is the most readable source of information throughout the world. The facts in the newspaper are presented objectively and fairly. The language is clear and acceptable. One of the main functions which publicist style has to contain is that the information in the newspaper should be relevant. To put into R. Fowler's words (1991:13): "The news media select events for reporting according to a complex set of criteria of news worthiness; so news is not simply that

which happens, but that which can be regarded and presented as newsworthy. In other words news does not have to be just simple description of events, but also has to be meaningful. Another feature that plays a huge role on the news is the use of colloquialisms, incomplete sentences, questions and a varied typography suggesting variations of emphasis, the written text mimics a speaking voice, as of a person talking informally but with passionate indignation (Fowler, 1991:39). In addition, Denisova and Pozniak (2014:119) note that the publicistic style takes some features from emotive prose: the use of stylistic devices and imagery as well as brevity and expression. The scientific elements found in publicistic style include the logical structure of the news presentation, clear paragraphing and consecutiveness.

It could be stated that specific linguistic means used in the writings of the publicist style (in this case newspapers) have strong meaning in creating the language attractive, interesting and informative to the reader as much as possible. The following part will be based on the features of the newspaper style advertisements.

Nowadays advertising has penetrated into every nook and corner of one's life. Advertising not only offers information but also has a strong element of persuasion. This is the prime reason that researchers have tried to unveil the mechanisms of advertising: the linguistic dimension of the message, word-play, the use of image and sound, the process of coding and decoding, the interaction between message and audience, and so forth.

The language of advertisements aims at precise, clear, pointed, and arresting communication. Like all communicative endeavors, in advertising, getting the message across is of prime importance. However, the use of language in



advertising is of a particular character because the advertiser cannot afford to be delinquent or uncritical. As Weir (1994) says, “The heart and soul of advertising are, and, in many opinions, will remain the creation of effective communication between producer and customer.”

It is certainly an interesting discovery that the creators of advertisements take liberties with language as poets do. The advertisers have an ‘advertising license’ just as the poets have a “poetic license”. The commercial advertisers like artists play with language creatively modifying the natural order of structure and form. Since it is important to create a positive impact about the product, the language used for advertising is chosen carefully. A number of linguistic features get foregrounded to create different styles in order to design the newspaper advertisements which have imperishable impact on the reader. Foregrounding can be achieved in two ways: (1) Parallelism and (2) Deviation. For instance, deviation in advertisements can be found at different levels, some of which are explained next.

**Lexical Deviation:** An example of “broken words” also comes under lexical deviation. These words refer to separating words into smaller units. Such a technique is often applied to create an unexpected effect upon the readers. For instance:

The new definition of Smart Casual The complete Man Raymond Since 1925

(*The Times of India*, 2008, September 30, p. 21)

**Syntactic Deviation:** Syntactic deviation includes violations in syntactic arrangement which could be described as “bad” or “incorrect” grammar. For instance:

Uflex packaging solutions help to bring to you your favorite spices and other foods just the way you want them—fresh and pure. *Which is why* [emphasis added] packaged food giants like Cadbury’s, Britannia, Nestle, TATA tea, P&G and Pepsi have placed their trust in us. And *which is also why* [emphasis added] Reliance Retail and Bharti Walmart—India’s youngest private labels—have left the task of preserving quality and freshness to us. [Advertisement of UFLEX Flexible Packaging]

(*The Times of India*, 2008, August 20, p. 13)

*Why settle* [emphasis added] for any other AC when you can get a DAIKIN?

[Advertisement of DAIKIN Air-conditioner]

(*Dainik Bhaskar*, 2012, May 27, p. 12) Leech (1966) has talked about different aspects of advertising, viz, grammar, vocabulary, discourse, rhyme, and rhetoric of advertising. He has also shown the relation of these aspects of advertising with the functional factors such as attention value, listening ability/readability, memorability, and marketing power. The linguistic devices such as illustration, alliteration, rhymes, onomatopoeia, elliptical constructions, metaphor, and paradox are linked with attention value. Simple and colloquial styles are connected with readability. Phonological regularities such as alliteration, rhyme, and onomatopoeia, etc., are related to memorability. Frequent use of imperatives, superlatives, inversions, and parallelism, etc., are associated with marketing power. To make communication effective, advertisements use specific language.

In advertisements, the characteristics of common language, that is, arbitrariness, grammatical accuracy, semantically correctness are exploited maximally. There is a

frequent use of disjunctive grammar in advertisements (i.e., in which nonfinite clauses and small phrases are independent). Therefore, the language of advertisements is distinct. Leech (1996, p. 95) remarks: “Disjunctive language is primarily associated with headlines, subheads and signature.”

The major function of the language of advertisement is obviously to attract attention and to persuade people to buy the product or service it presents. Memorable slogans, humor, and so forth, are also used to enhance impression. Besides, an advertisement may also amuse, inform, misinform, worry, or warn. Advertisements revolve around market economy and information technology. It clearly shows that control over the language is not only in the hands of academic institutions but that it is also shaped by the traders and marketing agencies based on their conception of what works well for the sale of their products on the market.

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