



# THE ROLE OF ADVERTISING IN ECONOMICS AND ITS PRAGMATIC ANALYSIS

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## ABSTRACTION

*The article refers to the role of advertising in economics and its pragmatic analysis, the recent advertisements have shown how effective they are to influence society through the many ways of advertising their product.*

**KEY WORDS:** *advertising, promotion, business, product, marketing, language units.*

## DISCUSSION

When one starts a business or is running a business, one needs to make people aware of the fact. Promotion is important for any type of business to let others know about the business. Any type of business, whether it is run online or offline requires customers so that it can experience a good business turnaround. However, the only means of reaching customers is advertising. This is why advertising is important for a business. Once a business advertises about its products and services, it is able to run in a competitive environment. Advertising is important for every aspect of an economics and a business.

It plays an imperative role for both manufacturers and consumers. Advertising is important for the business on the whole as it lets the business gain more customers, thereby increasing business turnaround. Advertising can be achieved using various media like television, newspapers, radio, banners, pamphlets, websites etc. Each advertising media has its own pros and cons and one must evaluate all of them before selecting a particular media. The main thing that needs to be considered is that the advertising medium selected must be able to reach a large number of customers. Generally, businesses hire the services of an advertising agency to promote their products and services.

The advertising agency selected by the business owner can handle the entire advertisement campaign and all aspects of the companies Marketing. This way the businessmen can focus on other aspects of the business and need not worry about how to

attract more customers. The advertising agency handles the entire process of promoting a product or service by breaking it down into stages and then working on each stage. These stages are described below:

**Market analysis-** The advertising agency first studies the market to know the target audience and the needs of the target audience. The Small Business Marketing Consultant at the advertising agency also studies the competition present in the market to know how the advertising campaign will do in the market. This is done to know whether the product or service will be able to stand in the competition or not.

**Selecting the advertising media-** Once the advertising agency has decided to go ahead with the advertising campaign, it starts to select the advertising media. The Small Business Marketing Consultant at the agency studies the benefits and drawbacks of all the available media like television, radio, newspaper, internet etc. On the basis of their comparison, the consultants select the media which they feel will do justice to the advertising campaign. **Cost-benefit analysis-** The Small Business Marketing Consultant at the advertising agency then performs a cost benefit analysis. This analysis is performed for two reasons.

The first is to decide whether the advertising campaign will benefit the business in the sense will advertising help to earn good business turnaround. If yes, then advertising agency starts with an advertising campaign. The other reason why a cost benefit analysis is done is to check whether the cost of



promoting a product or service using a particular advertising media justifies the benefits it reaps. This is done to make sure that advertising using a particular media benefits the business by helping it get more customers and thus high business turnaround.

Creating the actual advertisement- Once all aspects are looked into, the Small Business Marketing Consultant at the advertising agency proceeds with the creation of the advertisement. For this, the consultant may take the help of experts at the advertising agency or he may seek the help of professionals from outside. In either case, the end result is the creation of an attractive and appealing advertisement by the advertising agency.

The advertising agency charges for the completion of the advertising campaign. So, it must be ensured that a business man goes in for an advertising agency that completes the work in the specified budget. Also the advertising agency must make sure that it does not exceed the budget because if it does so, the cost will out-shadow the benefits of the advertising campaign. This will not help the business in any manner. The advertising agency must also be clear about the goals and objectives which the business wants to achieve using the advertisement. When promoting the products and services, the advertising agency must also make sure that the right message gets across to the right people at the right time.

If the advertising agency fails to provide the advertisement at the right time, the consumers may shift to another product or service. Nowadays, advertising has penetrated every corner our life pervasively. However, its language is the main carrier of advertising message. Advertising may take many forms, but language is of crucial importance. Advertising language is a style of immediate impact and rapid persuasiveness. In order to “attract attention, arouse interest, stimulate desire, create conviction and get action”, it is necessary for the advertisers to catch the audience’s attention. The language of advertising, among other aids, is of decisive importance to the persuasiveness and effectiveness of advertisements.

As a special form of communication, the commercial advertisements are actually a kind of persuasive speech act, aiming to persuade the potential consumers to accept and buy the advertised products or services. In order to achieve this purpose, advertisers frequently employ some strategies in the advertising language. One of the effective ways to achieve this aim is by applying the Politeness Principle.

In everyday life, we have to communicate with each other to reach a variety of communicative goals.

Grice’s theory of Conversational Implicature is a useful guideline conducting people’s behavior in conversation, but sometimes it also fails to explain some linguistic phenomena. According to Leech (1983, Ch.4), there is a politeness principle with the Cooperative Principle and the conversational maxims.

It is of great importance to the advertiser that he should not impose his opinion on his target audience, for if the audience feels the advertisement to be too rude, he or she is likely to respond unhappily to the message, or simply forgets about it very soon. Therefore, the copywriter will face a problem: on the one hand, his advertisement should persuade people to buy the product; on the other hand, he must not show this in so many words so that they should make offence. He has to follow the maxim of Politeness Principle rather than by using more prudent, direct ways of communication. Politeness is a universal communicative rule that works in all kinds of social contacts. Politeness is an essential part of human culture and a crucial criterion of human’s social communication. As a rule of social activity, people must observe this criterion of social communication. Furthermore, we find advertisers use fuzzy language in their advertisements in that they observe Politeness Principle.

In Politeness Principle, each maxim is accompanied by a sub-maxim, which is of less importance, and not all the maxims are equally important. For instance, tact influences what we say more powerfully than does generosity while approbation is more important than modesty. Speakers may adhere to more than one maxim of politeness at the same time and often one maxim is on the forefront of the utterance, with a second maxim being invoked by implication.

The copywriters’ purpose is to influence the consumers and persuade them to buy their products or services, copywriters need to show their concern for consumers’ benefits (Tact Maxim) and difficulties (Sympathy Maxim), exaggerate their own loss (Generosity Maxim), praise consumers to attract attention (Approbation Maxim), minimize the praise of self (Modesty Maxim), and achieve agreement with consumers (Agreement Maxim). Fuzzy language may be a good way because they have no definite boundaries and can be understood favorably when appropriately used. For example:

1. *Go the Green and Gold!! Over \$15 million worth of prizes could be won!* (McDonald).
2. *Clearance sale up to 40% off.* (The Sports Authority).
3. *With America’s best warranty, we see a very long life in your future.* (Hyundai).
4. *Just like you, we care about how your kids feel.* (Johnson & Johnson Skincare).
5. *Just slightly ahead of our times.* (Panasonic)



The above examples conform to Politeness Maxims. The first example maximizes benefits of consumers by indicating a possibility of getting “over \$15 million worth of prizes”. Consumers might understand the “over \$15 million” as a prize they could win immediately. In fact it is the total sum of the many prizes that the company would offer and one prize may not exceed a hundred dollars. But in order to catch readers’ attention, the advertiser puts the number in a prominent position and leaves out an explanation, so that the advertiser makes its typical example of how the advertiser makes good use of fuzziness to achieve the observation of Tact Maxim. As communicators, advertisers encode an intended meaning into an advertising message, they must make manifest what they want to express; while the audience are expected to infer/interpret the message in accordance with the intended or preferred meaning. Thus, advertising is a typical ostensive-inferential process. An example is illustrated here: *It is the taste.* (an advertisement for *Nescafé*). The meaning of this sentence is infinite. As audience, we could give several intentional meanings under different situations. For instance, we can imagine a situation like that a little girl hurried home after school, and took the biscuit to eat. Her mother asked why not have lunch at school. The daughter responded: “It is the taste.”

Obviously, the “taste” she implied is bad. That is the reason why she didn’t eat at school. But it is the slogan that makes the *Nescafé* wide-spread all over the world and brings Nestle Company considerable profit. Why can the same sentence make such different effects? Let’s employ the concepts of the dynamic context and extension-inferential communication of Relevance Theory to explain the phenomenon. From the point of view of consumers, we all know this sentence is the slogan of an ad, and all the advertisers are aimed to publicize his product. The advertiser’s purpose is to inform the audience the superior quality of his product and then persuade or influence the target audience to purchase the product. On the basis of these assumptions, the audience become aware of the fact that the advertiser is speaking highly of, not criticizing or depreciating his product, and want the audience to share the advantages of the product. With less processing effort, the audience achieve the real contextual effect the advertiser purposed to constrict. The communication processes successfully. That is the contribution of the optimal relevance. Till now this slogan has been as famous as *Nescafé* all over the world. It has become a classical example in advertising. To fully understand them requires the great processing efforts from the audience.

## CONCLUSION

All in all, we should stress that the role of advertising in economics and its pragmatic analysis in English teaching is a complex topic in linguistics and cognitive science, for it covers semantics, pragmatics, logic, prototype theory, teaching marketing and economics and so on. Currently, fuzziness is widely used in advertisements. It is generally acknowledged that fuzziness in advertising language either leads to deception or they prompt the effectiveness of advertising communication. We should take a dialectical attitude to fuzziness in advertising English. That is, they perform not only negative functions but also positive ones. Both advertisers and consumers should make mutual efforts to build a true communicative channel. Advertisers should observe the principle of honesty and consumers also should raise their awareness of self-protection. It is the target audience that really need interpret fuzziness. The ultimate decisive power is in our hands.

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