STRUCTURAL AND COMPOSITIONAL FEATURES OF ADVERTISEMENT TEXTS IN VARIOUS FIELDS

Nafisa Maxamadaliyeva

Contrary to what some might believe, the advertising industry has a long history. Evidence of early advertising can be traced back to ancient Egypt, where a weaver handwrote an advertisement on papyrus. Similar findings have been unearthed in archaeological digs in ancient Greece and Rome. This suggests that advertising has been a part of human culture for most of our history. The components of an advertisement have been the subject of many studies, all aimed at determining the most effective styles and how to maximize their impact. These studies have delved into the elements of an advertisement to identify the most successful styles and how to optimize each one, thereby maximizing the advertisement's impact on the audience and ultimately increasing sales of the product or service. It's fair to say that over the past century, this field of study has essentially become a science.

Advertisement texts, regardless of the field, are meticulously crafted to achieve a specific purpose: to persuade the audience to take a particular action, such as purchasing a product or subscribing to a service. The structure and composition of these texts are influenced by various factors, including the nature of the product, the target audience, and the medium of communication.

The structure of an advertisement text typically includes the name of the product or service, its features, and a call to action. The name and brand of the product are usually prominently displayed to establish brand recognition. The features of the product are then detailed, often highlighting the benefits to the potential user. Finally, a call to action encourages the audience to make a purchase or seek more information.

The composition of advertisement texts involves the strategic use of language to create a persuasive narrative. This includes the use of stylistic devices, such as metaphors and similes, to create vivid imagery and appeal to the audience's emotions. The language used is often positive and emphasizes the superiority of the product or service. For instance, comparative and superlative adjectives may be used to highlight the product's advantages over competitors.

The structure and composition of advertisement texts can vary significantly across different fields. For example, a tech advertisement might focus on the innovative features of a product, using technical jargon to appeal to a tech-savvy audience. In contrast, a fashion advertisement might emphasize the aesthetic appeal of a product, using evocative language to create a sense of style and sophistication.

Moreover, the medium of communication also influences the structure and composition of advertisement texts. For instance, a billboard advertisement needs to convey its message quickly and effectively to passing motorists, so it might use large fonts, bold colors, and concise language. On the other hand, a magazine advertisement has more space to elaborate on the product's features and benefits, so it might use more detailed descriptions and persuasive narratives.

The Title (Headline)

The headline or title of an advertisement is a crucial component that carries the primary advertising message and argument. Historically, this headline was typically placed at the top of the page, but modern design practices allow for more flexibility in its placement. The success or failure of an ad can often hinge on the effectiveness of this headline.

The headline is a distinct part of the ad that is both separate and connected to the rest of the advertising message. Research has shown that 80% of readers do not read beyond the

headline, underscoring its importance in capturing the audience's attention. The headline serves multiple functions, including attracting the attention of potential consumers and sparking enough interest for them to read the main body of the ad.
The formulation of an effective headline requires careful consideration of various factors. It must be well-crafted and expressive, and its effectiveness largely depends on how well it aligns with other elements of the ad, such as graphics, images, and content. The creation of an effective headline also requires an understanding of consumer psychology, including their needs, cultural background, and interests.
The headline can have a significant psychological impact on the reader. If it provides valuable information about the product and successfully captures attention, it can greatly pique the interest of potential buyers. The headline presents the sales idea, and if this idea resonates with the reader, they are more likely to continue reading the ad text. Therefore, most ads include a headline, even if they may not incorporate all other elements of the advertising message.
Characteristics of the title:

1. The title should be capable of drawing public attention to the advertisement, enticing potential consumers of the advertised goods and services. This is achieved by using impactful phrases, words, and symbols that resonate with the target audience.
2. It should have an immediate and direct influence on the reader.
3. The words used in the title should be precise, potent, and easily comprehensible.
4. It should be able to guide the reader's focus towards the concepts presented in the advertisement, leading them to concentrate on its content.
5. The title should swiftly and effectively create a specific image or impression of the advertised product or service.
6. It should be capable of enticing potential consumers to read the entire advertising text.
7. The title should include information about the benefits that the consumer can gain from using the product or service.

2) The Subtitle (The Sub- Headline)
The subtitle, also known as the sub-headline, is a critical component in advertising text. It serves as a bridge between the headline and the main body of the advertisement, providing additional context and information.
The subtitle is typically smaller than the headline but larger than the body text, often bolded or in a contrasting color to stand out. While not always present in advertisements, it becomes essential when the headline alone cannot fully convey the intended message. In such cases, the subtitle elaborates on the promise made in the headline or emphasizes the unique features of the product or service.
The subtitle plays a significant role in retaining the reader's attention and encouraging them to read the entire advertisement1. It is designed to keep the reader engaged, providing an additional opportunity to draw them in1. This is particularly important in today's fast-paced world, where consumers often skim through content. A well-crafted subtitle can slow down the reader and draw them into the advertisement.
The content of the subtitle depends on various factors, including the product or service being advertised, the target audience, and the overall advertising strategy. For instance, a subtitle for a tech product might highlight its innovative features, while a subtitle for a fashion product might emphasize its style and sophistication.
Moreover, the subtitle can be used to target a specific demographic. For example, a subtitle like "Designed for the modern woman" immediately signals to female readers that the product is specifically for them.

3) Slogans, Logos, Signs, and Symbols

Slogans, logos, signs, and symbols are integral elements of advertising texts. They play a crucial role in creating brand identity, conveying key messages, and influencing consumer behavior.

1) Slogans: A slogan is a catchy phrase or sentence that encapsulates a brand's identity, mission, or unique selling proposition. It's designed to be memorable and resonate with the target audience. For instance, Nike's "Just Do It" slogan is a powerful call to action that aligns with the brand's focus on performance and determination. Similarly, McDonald's "I'm Lovin' It" slogan conveys a sense of enjoyment and satisfaction associated with their food.

2) Logos: A logo is a visual symbol or design used to identify a company or brand. It's often the first thing people associate with a brand, and it plays a crucial role in creating a strong first impression. For example, Apple's simple yet iconic apple logo, or McDonald's golden arches, are instantly recognizable worldwide. A well-designed logo can convey a brand's values, quality, and reliability.

3) Signs: In the context of advertising, signs are visual or auditory cues that represent specific information about the brand or product. They can be words, images, sounds, or even smells. For example, the "Intel Inside" jingle is a sign that has become synonymous with Intel's microprocessors. Similarly, the color red is often associated with Coca-Cola.

4) Symbols: Symbols are a type of sign that represent a particular idea or concept. They are often used in advertising to convey complex ideas quickly and effectively. For instance, a heart symbol is often used to represent love or care, while a green leaf might symbolize nature or sustainability. For example, Dove uses the dove bird, a symbol of peace and purity, in its logo to represent the brand's commitment to real beauty.

Slogans, logos, signs, and symbols are powerful tools in advertising. They help create a distinctive brand identity, convey key messages, and influence consumer perceptions and behaviors. Whether it's a catchy slogan, a memorable logo, a recognizable sign, or a meaningful symbol, these elements work together to create effective and impactful advertising texts.

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