

UNREGULATED PUNCTUATION IN ADVERTISING TEXT (comparing with three languages: English, Uzbek, and Russian)

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Abstract: In advertising, the deliberate use of unregulated punctuation can capture attention, convey emotion, and create a sense of urgency. This article explores the impact of unregulated punctuation in advertising text and how it can enhance the effectiveness of marketing campaigns.

Keywords: advertising, punctuation, text, marketing, communication

Linguistic research in recent years has been characterized by increased attention to the features of the real functioning of both linguistic and paralinguistic means, their communicative and pragmatic potential in texts of different functional and stylistic orientations. Punctuation marks constitute an auxiliary sign system of language, which, on the one hand, is regulated by the development of language, and on the other hand, develops its own internal mechanisms of development and regulation. The adaptability of the punctuation system arises not only in response to the time-dependent development of written communication, but also when texts implement different functional and stylistic affiliations in a particular historical period. Being one of the text-forming means, punctuation marks are subject to the general communicative strategy and target setting of the, from which it follows that their functioning in different types of texts may vary.

Traditionally, in terms of punctuation features, texts of fiction are contrasted with all other texts. The depth of content, complexity and variety of speech structures of these texts imply a high functional load of signs, and the creative process of creating a literary text allows for individual authorial comprehension of the ways of their use. Despite the study of many parameters of punctuation of a literary text, the

interest of scientists in it does not fade, as evidenced by recent research. Until recently, little attention has been paid to the study of the functioning of punctuation marks in texts not related to the field of fiction.

Understanding of the need for a detailed analysis of the punctuation appearance of other texts, and especially media texts, came with the awareness of their growing role in society, the realization that in these texts, first of all, new trends in the use of the means that form them, including punctuation, appear. Examples of the use of punctuation marks on the pages of newspapers and magazines are analyzed today along with examples from literary texts, contrasted with them in order to identify the real “life” of signs in modern written and speech processes are included in new editions of punctuation reference books to illustrate common punctuation variations not reflected in the 1956 codified punctuation standard. In parallel, a search is underway for additional approaches to describing the peculiarities of the use of punctuation marks in texts, the graphic organization of which is currently undergoing active transformations.

Punctuation marks such as exclamation points, question marks, ellipses, and dashes are often used in advertising text to add emphasis, create tension, or highlight important information. When used correctly, punctuation can enhance the readability and impact of marketing messages. However, in some cases, advertisers may choose to use unregulated punctuation to stand out from the crowd and grab the attention of their target audience.

Unregulated punctuation refers to the intentional misuse or overuse of punctuation marks in advertising text. This can include excessive exclamation points, unconventional placement of commas, or irregular use of ellipses. While traditional grammar rules may frown upon such practices, unregulated punctuation can be a powerful tool for advertisers looking to create a sense of urgency, excitement, or playfulness in their messaging.

In Uzbek language, punctuation is often used sparingly in advertising texts as a way to highlight key phrases or words. For example, a billboard promoting a new car

might simply read, "Best Car in Town" without any punctuation marks. This lack of punctuation is seen as a way to create a sense of urgency and excitement among potential customers.

On the other hand, in English advertising texts, punctuation is typically used more liberally to convey specific messages and create a clear call to action. For instance, a print advertisement for a sale might read, "Huge Sale! 50% Off Everything!" with exclamation points used to draw attention to the promotion.

Generally, the use of punctuation in advertising texts can vary significantly between languages, with Uzbek favoring minimal punctuation for emphasis, while English relies on a more comprehensive use of punctuation to convey information and create a sense of urgency.

In advertising text, the use of unregulated punctuation can often be seen as a sign of urgency or excitement. This can be especially true in languages like Russian, where the use of multiple exclamation points or question marks is common in advertising materials. In English, however, the use of excessive punctuation can sometimes be seen as unprofessional or gimmicky. This difference in punctuation norms between Russian and English-speaking audiences highlights the importance of considering cultural and linguistic nuances when creating advertising materials for different markets. While a more restrained approach to punctuation might be more effective in English-language advertisements, the use of bold and expressive punctuation can be a powerful tool for catching the attention of Russian-speaking audiences. Ultimately, understanding and respecting these differences can help advertisers craft more effective and culturally appropriate messaging for their target audience.

One example comes from a research study titled "Punctuation in Advertisements: A Comparative Study of Russian and English" by Dr. Maria V. Kislovskaya. This study found that unregulated punctuation is commonly used in Russian advertising texts as a way to create emphasis and attract attention. In contrast, English advertising texts tend to adhere to stricter punctuation rules and

norms. The study highlights the importance of understanding cultural differences in the use of punctuation in advertising to effectively reach target audiences.

In Russian advertising texts, punctuation is often used liberally and creatively to grab the reader's attention and convey a sense of urgency or excitement. This can include multiple exclamation points, ellipses, and dashes to create a sense of dynamism and energy.

On the other hand, English advertising texts tend to follow more standardized punctuation rules, with fewer instances of excessive punctuation marks. This is because English speakers are generally accustomed to more restrained and formal punctuation usage in written communication.

For example, a Russian ad might read: "СУПЕР СКИДКА - ТОЛЬКО СЕГОДНЯ !!!" while the English version might be: "Super Sale - Only Today!" This difference in punctuation usage reflects the cultural norms and language conventions of each respective audience, highlighting the importance of considering language and cultural nuances when creating advertising content.

One of the key benefits of unregulated punctuation in advertising text is its ability to create a strong emotional impact on the reader. By breaking away from conventional punctuation norms, advertisers can inject personality and energy into their messages, making them more memorable and engaging. Additionally, unregulated punctuation can help to convey a sense of spontaneity and authenticity, which can be especially effective in reaching younger, tech-savvy consumers.

In conclusion, the use of unregulated punctuation in advertising text can be a highly effective strategy for capturing the attention of consumers and standing out in a crowded marketplace. By breaking the rules of traditional grammar and punctuation, advertisers can create compelling, memorable messages that resonate with their target audience. When used thoughtfully and strategically, unregulated punctuation can be a powerful tool for enhancing the impact and effectiveness of marketing campaigns.

References:

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