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**ТӨРКИ ТЕЛЛӘРНЕ КОМПЬЮТЕРДА ЭШКӘРТҮ
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Formation and Characteristics of Linguistic Advertising Resources in the Internet Environment

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Abstract—The attractiveness of online advertising, the number of users of which is increasing every year, depends, first of all, on the correct choice of language style. Advertising tries to attract the attention of buyers through interesting videos, visual images created with the help of new information technologies, and elements of unexpected effects. The goal is to get viewers to pay attention to the advertisement. The article shows the characteristic features of advertising language and models of communication between advertised objects. When creating advertising text, care should be taken not to include obscene words or sound offensive when translated into other languages. The model is designed to reflect the dynamic nature of online advertising resources. It highlights evolving platforms, different content formats, targeting strategies, engagement mechanisms, and key attributes that contribute to effective digital advertising. Additionally, the article provides recommendations for the effective selection of language and terminology in advertising and marketing practices to enhance audience engagement and improve communication outcomes.

Keywords—Internet advertising, advertising language, marketing, advertising resources

I. INTRODUCTION

The development of information and communication technology (ICT) has had an impact on advertising as well as many other areas. New technologies based on modern methods and artificial intelligence play a fundamental role in economic development. When modern technologies are used in advertising development, the relationship between buyer and seller becomes more transparent. There are many types of advertising: product oriented advertising, comparative advertising, persuasive visual advertising, propaganda, SMS advertising, newspaper and magazine advertising, television advertising, etc. In addition, there are many types of Internet advertising in the online space: contextual advertising, sms, rich media, spam advertising, viral advertising, commercials (advertising), etc. Advertising, which has come from the Stone Age to the present day, is constantly evolving.

Currently, the next stage of human development is being implemented - the development of the information society. With the advent of the Internet, the rapid development of trade in a new space has entered a new era in its modern sense. The development of Internet advertising has created great opportunities for Internet marketing activities. Internet marketing has already become an integral part of the activities of any modern company. Due to the Internet, manufacturers provide customers with faster and more accurate information about their needs, desires, tastes, and capabilities of customers. Marketing helps maintain mutual understanding and cooperation between the organization and the individual, creating close communication ties between the consumer and the manufacturer [1], [2]

Advertising is a means of attracting viewers and consumers in various ways. In other words, advertising allows the consumer to choose from a variety of options the product that satisfies his needs and helps him satisfy his demand. Advertising comes from the Latin word “reclamare” which means the transmission of information through shouting, and at the same time means information about the important features of goods and various types of services in order to arouse interest and enthusiasm among consumers. The main goal of advertising is to attract as many buyers as possible to the advertised product.

Advertisements are intended to distribute information about any product, business, commercial organization or government agency. Having received certain information from the company about the quality of the product, the client decides to purchase the product. Little-known and new companies are trying to attract the attention of consumers in order to achieve success in their business. Companies regularly try to communicate information about their operations, product quality, and customer satisfaction to the public through advertising [3]. To achieve a successful result, messages about rewards and new discounts are also sent during shopping. An end result that companies want to achieve from advertising is to get as many customers as possible to purchase the product.

Along with advertising, marketing plays its role in the world. Marketing is the process of determining what products or services will be of interest to a company's customers and determining strategies to improve sales, communication, and business management. Marketing is the set of activities and processes for creating, distributing, delivering and exchanging value propositions for customers, partners and society as a whole. At the same time, they use language to highlight the features, benefits, and unique selling points of the product to make it attractive to the target audience [4].

The progress of developing countries in the field of advertising and marketing can be felt in the fact that they are keeping pace with modern technology. There are strict rules in this area. The text in a foreign language should be located after the text in the state language and should not exceed the space occupied by the text in the state language. In the text, a trademark and geographical indication used in other languages must be indicated in a form registered by an authority (institution) determined by the relevant executive authority [5]. The presence of minor changes in various provisions of this legislation before these years is due to the need of the time. Special agencies monitor compliance with advertising rules [6].

II. TECHNOLOGIES FOR USING LANGUAGE IN ADVERTISING

Advertising serves to accelerate economic development through the introduction of new technologies. To do this, advertising must be neat, well designed, and the language must be clear, fluent and understandable. The question of whether the advertising language is attractive or persuasive is always the focus of attention. The success of advertising depends on how it is understood and promoted. Research on this topic is constantly being conducted all over the world. Advertisers and marketers are attracted to ICT innovations (artificial intelligence, machine learning, big data, etc.) in this area. At the same time, researchers are putting forward new methods and proposals in this regard. There are many models for advertising, such as AIDA, ACCA, 4P models. In these models, as in others, the primary task is to attract the buyer's attention. At this stage, along with design, language plays an important role [7], [8].

Many articles have been published on this topic: for example, an article by S. Mousavi from the Belarusian State University of Informatics and Radio Electronics "Advertising in modern social networks Facebook and Vkontakte, the language of online advertising," as well as an article by A. Janoshka from the University of Zurich. Web advertising: new forms of communication on the Internet" and others. can be mentioned [9]-[11]. The article examines the features of the modern language of online advertising using the example of contextual advertising texts in the popular social networks Facebook and V Kontakte. Examples of the most commonly used syntactic figures and means of speech expression in the text of contextual advertising banners are given, and the grammatical features of independent parts of speech in advertising texts are also studied.

The book explores new forms of communication created by the interactive capabilities of the Internet, particularly through online advertising and web advertising. He is developing a new model of online communication that combines mass communication and interpersonal communication. Interactive mass communication redefines the roles of online communication partners, facing a higher degree of complexity in terms of hypertext data units. This new aspect of interactivity in web advertising is reflected linguistically in various forms of personal appeal, directions and prompts. This study also analyzes the different persuasion strategies through which web advertising attempts to initiate activation [12].

Web advertising provides important information about the language of web advertising for scholars, researchers, and students of hypertext linguistics, advertising, communications, and media studies.

As can be seen from Fig. 1, advertising language consists of several aspects, each of which depends on several factors. This dependency is a key indicator for attracting users.

The table we have provided outlines the key components of effective advertising language, focusing on three main aspects: phonological, lexical, and semantic.

Phonological Aspect

- **Rhyme:** The repetition of similar sounds at the ends of words or lines to create a catchy and memorable phrase.

- **Rhythm:** The pattern of stressed and unstressed syllables that influences the overall rhythm and flow of the advertisement.
- **Alliteration:** The repetition of initial consonant sounds in words used to create a catchy and attention-grabbing phrase.
- **Onomatopoeia:** The use of words that imitate sounds, giving the advertisement sensory appeal and vividness.

Lexical Aspect

- **Use of monosyllabic verbs.** Short and simple verbs can create a sense of urgency and directness.
- **Use of appropriate wording:** Choosing words that are easy to understand and that resonate with the target audience.
- **Use pleasing words.** Using pleasing and attractive language can create a positive impression.

Semantic Aspect

- **Use of figurative language:** using metaphors, similes, or personifications to create vivid images and convey abstract concepts.
- **Overall Effect:** By effectively using these aspects of language, advertisers can create compelling and memorable messages that resonate with their target audience and increase brand awareness, engagement, and sales.

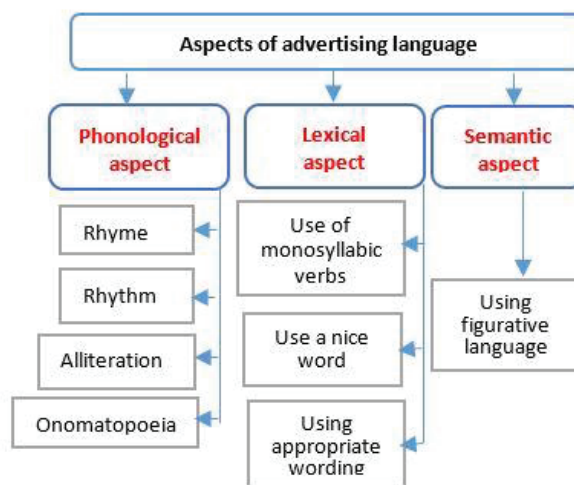


Fig. 1. Aspects of advertising language.

III. RELEVANCE OF ADVERTISING CLAIMS

The language of advertising is simply a set of non-linguistic and linguistic means of expression, subject to the laws of mass communication and general literary rules. This is a special linguistic structure that allows us to perceive specific information while considering cultural, sociological and social values. Language is the highest power in advertising. A strong company name or slogan can make or break a product's presence. With the advent of social media and the Internet, the common written word have become more important. People read words in the traditional sense on social media all the time. But with the advent of this text-based form of media dominance, advertising and the way it

permeates our lives have changed. The accuracy and effectiveness of advertising depends on the correct use of the words intended by the advertiser. Meaningful, concise words are used to accurately and vividly convey information about a product or service to the audience [13]. Here it is necessary to consider the language of advertising from a literary point of view. There are basically two meanings:

- Denotative
- Connotative

Denotative meaning is the literal or common dictionary meaning, while connotative meaning is the evaluative, implied, or emotional meaning [14]. For people using the same dictionary words, the definitions will be roughly the same, but there are different meanings for different people. The meanings here depend on the context in which they are used, the relationship between the sender and the recipient, and many other variables. So, the denotation of a word is the clear literal meaning, and the connotation is the meaning given to it. Words are often qualities that mean power, reliability, superiority, glory and the like. We can say that the language of advertising is connotative. Semantics, on the other hand, studies the meaning system of language, and its approaches are very diverse. First of all, meaning is the connection of language with the outside world (referential or denotative meaning), the word and the concept it denotes. Secondly, it is associated with the mental state of the speaker, which is reflected in a number of personal, emotional tones (in the affective or connotative sense).

Semantics is one of the linguistic forms that raise advertising to its proper height. The uniqueness of word choice and association makes language advertising a specialized area of study. Various verbal manipulations, arrangement, choice of words, word order, denotative and connotative meanings of advertising texts and other deviations are carefully checked based on the code of the specified language. The idea is to better understand and appreciate the texture, meaning and meaning of language. Choosing advertising speech requires exceptional skill. This will help you find the right words for the situation. An incorrect lexical choice will either inaccurately distort the purpose of communication, or, at best, convey the intended idea unclearly or partially [15]. Overall, this simple diagram provides a foundational understanding of how advertising can influence consumer behavior by connecting advertisers with potential customers through various channels.

The advertised product must be explained to the buyer in clear language or through frequent exposure. Also, the advertising text should not contain obscene words or sound offensive when translated into other languages. Literary language norms should be expected first, regardless of where the advertisement is placed. Linguists should regularly communicate with advertising companies and consult with advertising agents. Advertising copy should be descriptive, clear and concise. For example: The structure, meaning and stylistic qualities of convey must be chosen correctly. As Fig. 2 shows “The buyer got on the bus, went to another city and bought cheese in a store there.” There are 4 objects in this sentence: a customer (1), a bus (2), a store in another city (3) and cheese (4). The main goal here is to draw attention to a market or packaged cheese in another city.

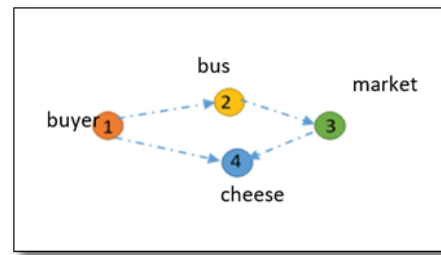


Fig. 2. Model of communication between advertised objects.

The text we are looking at can be expressed as follows: “The buyer got on the bus and went by bus to another city. There was cheese at the market. The cheese was in a special container. The buyer took the container of cheese.” In the example we showed, the second offer, because it is boring, has virtually no chance of attracting a client. Therefore, it cannot be advertised.

IV. ANALYSIS OF EMOTIONAL APPEALS IN ONLINE ADVERTISING

Although the modern age is an age of technology, it has its challenges or drawbacks. With the advent of the Internet, the language of online advertising has changed significantly. Previously, text content served as the primary mode of communication in digital advertising. However, the evolution of multimedia content, social media platforms and interactive formats has diversified the linguistic landscape of advertising. One of the tools that creates communication between buyer and seller in the online environment is the company’s website. One of the main factors that contribute to the success of a website is the attractiveness of the site, fast operation, convenience and information about the product the buyer is interested in. Brief information about the company and detailed information about the product, price list and reviews should be are posted. If the website regularly posts information about new products, their advantages and discounts, this will attract many buyers. Typically, information sites place advertisements based on a contract. But this must not interfere with the user. There are unique ways to make advertising more attractive. Advertising language adapts to different contexts across different online platforms. To achieve maximum impact, language must be tailored to specific platforms, user demographics, cultural nuances, and trends. Engaging language encourages interaction and dialogue between brands and consumers. It includes elements such as comment sections, live chats, and direct messaging that provide real-time communication and feedback. Effective advertising language includes localization strategies by tailoring linguistic and cultural references to specific regions or target markets. Personalization further enhances relevance by incorporating individual consumer preferences. Integrating relevant keywords and SEO-friendly language increases visibility and enhances the search experience on online platforms, optimizing reach and impact [16].

Innovations are introduced and reported in every area. Instructions for use are indicated on each new product invented. Considering that this product is exported to other countries, the instructions for use should be provided in several more languages. This list definitely includes the most used languages at the moment. To increase demand for a product, advertisements about the product must be presented in that language. Therefore, marketing is of

critical importance. When placing advertisements, it is important to eliminate information asymmetry in order to instill consumer confidence. In addition to asymmetry, the psychological effect plays an important role when preparing advertising for a product. In modern times, the close connection between psychology and linguistics has become widespread. Emotional triggers, stories, and memorable language are used to create connections and influence users' feelings. In such matters, the peculiarities of the advertising language should be taken into account. It can be divided into groups according to the specific characteristics of the advertising language [17]. These groups are listed in TABLE 1

TABLE 1. CHARACTERISTICS OF ADVERTISING LANGUAGE

Advertising Language	Explanation
Emotional group	Emotions may include joy, fear, nostalgia, or empathy.
Persuasive language	It includes subsets such as benefits, persuasive words and formulations designed to convince consumers of the superiority or uniqueness of a product.
Visual and Verbal Elements	Group the visual aspects (e.g., images, colors, design) and verbal elements (taglines, slogans, slogans) used in advertising.
Calls to action	Focus on phrases or language that encourage consumers to take direct action, such as "Buy Now," "Subscribe Today," or "Limited Time Offer."
Reviews and approvals	Emphasize endorsements from celebrities, experts, or satisfied customers in your ad.
Set of rhetorical devices	Subgroups may include rhetorical devices such as metaphors, similes, alliteration, or repetition that lend rhetorical style and impact to advertising language.
Explanatory information	A group of language elements used to explain the features, benefits, or characteristics of a product in order to inform potential consumers.
The target audience	Analysis of tailored language, including language appropriate to different demographic groups or target audiences, including different age groups, cultural backgrounds, or interests
Brand voice and tone of voice	The brand voice is the voice of celebrities (statesmen, athletes, actors, singers). To maintain brand identity, it is important to focus on consistent language styles, tones and voices used across different advertisements.
Ethical and normative language group	It defines language that meets ethical standards and regulatory requirements in advertising, such as truthfulness, accuracy and disclaimer.

As shown in the table, it helps advertisers and analysts to categorize, analyze and understand the various linguistic strategies used in advertising. By identifying repeating patterns in clusters, advertisers can better tailor their messages to effectively engage with their target audience and achieve their desired goals. In addition, studying these groups helps evaluate the effectiveness and impact of different advertising approaches. The field of advertising can be represented as a science that directs the buyer's consciousness in this direction for a time sufficient for him to buy a product [18]. Thus, it is obvious that advertising plays a crucial role in the modern business world. The question is whether the advertising language is attractive and persuasive. Thus, a comprehensive study of the

linguistic features of advertising helps to improve understanding and develop successful advertising [19].

Frequent display of advertisements on the Internet usually bores viewers. There are special programs to prevent such situations. Adblock Plus, AdBlocker Ultimate, AdGuard, etc. are examples of such programs.

The advertisements displayed often use words from other languages. One issue is that borrowed words are sometimes written as in the original without clear justification. Firms, shops, and restaurants, especially in central cities, often have their names written in foreign languages, thereby violating language laws.

Research also shows that grammatical rules are not always followed. In advertising and announcements, grammatical rules of the language are sometimes violated and national characteristics are not respected. Television commercials are usually shown with dubbed versions of commercials from foreign countries. This is not always successful. For successful advertising and marketing, we should appreciate our language and use the right words where necessary.

V. RESULTS

This study demonstrates that the language of advertising plays a central role in engaging consumers, as it reflects both denotative (literal) and connotative (emotional) meanings. The use of persuasive language, visual and verbal elements, and calls to action are essential in creating effective online advertisements. Additionally, the localization of language and the proper use of linguistic strategies can improve consumer engagement, especially when advertisements are tailored to specific demographics or cultural groups.

Furthermore, by categorizing the key characteristics of advertising language—such as emotional appeal, persuasive content, and ethical language—advertisers can create more impactful and relevant messages. The analysis suggests that careful consideration of language in advertising can lead to greater consumer interest, more successful marketing campaigns, and ultimately, higher conversion rates.

In conclusion, this research highlights the importance of mastering the linguistic aspects of advertising to achieve maximum impact and effectiveness. By aligning language with both marketing objectives and cultural contexts, advertisers can better communicate their brand message and create meaningful consumer interactions.

VI. CONCLUSION

Recently, the development of the digital economy, along with the emergence of the modern stage of advertising and marketing, has helped to identify and overcome the difficulties arising in this area. As in any field, specialists working in the field of advertising and marketing must comply with the requirements related to, pay attention to the correct expression of words in the language, and preserve our culture. Advertising language includes many characteristics that contribute to its effectiveness in capturing audience attention, creating memorable brand experiences, and ultimately influencing consumer decision making. By mastering these defining characteristics, advertisers can create relevant and compelling messages. The advertising language is described in detail in the article.

Advertising language parameters, divided into groups, are presented with detailed explanations. The results obtained show that in order to attract buyers it is necessary to approach the language of advertising. Effective use of advertising language can lead to increased customer interest and better results from advertising personnel.

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