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LINGUISTIC FUSION IN ADVERTISING, CREOLIZED TEXTS

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ABSTRACT

The article analyzed the existence of a component that covers all designs that affect the content of graphic content and communication by the method of creolization of texts in Verbal form. Among them, Font, color, text background, image print patterns (icons, ideograms), graphic manifestations of oral text form Creole elements of advertising discourse and the ideas in this regard were evidenced by the opinions of scientists. Visual elements outperform verbal information in their brilliance, charm and incorporation of a lot of information. In the structure of advertising texts, such visual units are also used, creating a creolized structure.

KEYWORDS

Creolized, verbal, non-verbal elements, extralinguistic, advertisement, graphic manifestation.

INTRODUCTION

Factors such as the gender, age, place of residence and worldview of the consumer are some of the most important factors in creating advertising texts. Taking these aspects into account, various tools are used in the texts of advertising products. These include linguistic, extralinguistic, and nonverbal elements as examples. Texts of this type are called Creole, creolized or creolized text. The concept of creolitic text was

introduced in 1990 by A. Sorokin and E. F. Introduced by Tarasovs. Children of mixed marriages between Spanish and Portuguese immigrants and natives were called Creoles (creole in French; criollo in Spanish and crioulo in Portuguese; creare in Latin from the word "create, educate"). Creoles are born and live in Latin America. In linguistics, the term "creolization (creolization)" refers to the emergence of a new



language in which vocabulary and grammar are mixed as a result of the interaction of two or more languages."

METHODS

While the research multiple methods have been used including hermeneutic(based on texts). In the process of creolization, contact with other languages results in a gradually simplified language. When the same concept applies to text, creolization represents a text that combines linguistic and paralinguistic tools.

RESULT

Today, the world of media and media is developing rapidly. The Verbal universe has been aided by creolized advertising texts in times of impotence in the process of communicating information to humanity. From the analysis, it can be concluded that creolized advertising texts are used to attract attention, to interest those around them, by their role in communicating information to the recipient.

The synthesis of speech and image in communication became the basis for the formation of many new genres and visual art. With the method of creolization of texts in Verbal form, it was found that there is a component that covers all the designs that affect the content of graphic content and communication. Among them, the Font, color, text background, image print patterns (icons, ideograms), graphic appearance

of oral text (in the form of a picture) should occupy a special place.

Creolized texts are sometimes formed from two constituent parts, verbal and nonverbal. Such types of promotional texts can be used in product, cartoon, film poster, and poster display. In Creole advertising discourse, verbal and visual elements are considered inextricably linked. When one of the components is removed, gaps are visible in the data transmission of the remaining component. The first appearance of the Creole text is found in the work of the Exuper "The Little Prince", where the verbal text and the author's drawings embody a whole.

Linguistic scientists L.Kuikka and Carey Jewitt argue that "verbal and pictorial mixed text is called creolized (multimodal) text. Multimodality combines one or two organizational parts in itself to make sense, such as advertising is a creolized text, structured from visual and verbal fragments."

In the following we can analyze creolized advertising text by company Pepsi Co. here is the slogan — "Yeh Hai Youngistaan Meri Jaan" (This is Youngistan, My Life). Language Blend: Hindi and English (Hinglish) for example, in India, Pepsi used a mix of Hindi and English in their advertising slogans, like "Yeh Hai Youngistaan Meri Jaan" (This is Youngistan, My Life), where "Youngistan" is a playful fusion of "young" and the Hindi suffix "-stan" (meaning land of). This linguistic



fusion taps into the growing influence of English, especially among youth, while still retaining a connection to local culture. It shows how blending languages helps companies reach out to bilingual or multilingual audiences

DISCUSSION

V.A. In Vinogradov's view, "the language system (code) is character - oriented, text-symbolic". Hence, creolized texts cannot shed light on holistic content even when analyzing the two element sides separately. Therefore, such types of text are called Creole text. Creolized texts in advertising refer to the use of mixed languages, dialects, or cultural expressions that blend elements of standard and non-standard language forms. From a linguistic perspective, these texts reflect the fusion of different linguistic and cultural identities, often resonating with specific communities or markets. They are strategically employed in advertising to appeal to diverse consumer groups, evoke cultural resonance, or inject humor and familiarity. A. Nazaykin believes that the word "creolization" in a metaphorical sense will consist of a verbal (natural language) and a nonverbal (image, music, formula) component, meaning an uneven semiotic text made up of other-other characters by nature. Hence, advertising texts can be an example of a Creole text.

"Today there are several views of the world of the internet, public places, roads of automobile and public

transport and creolized text forms that are being shown on television. These are:

- Comics (funny images).
- Illustrated articles in the newspaper.
- Images with cognitive metaphor.
- Announcements of private and public films.
- Advertisement.
- Political appeals.
- Pictures with spiritual transitions.
- Various cartoons."

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