

## LINGUISTICS AND MARKETING

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The article focuses on the linguistic aspects that are used every day in the field of marketing. In modern world marketing is all about effective communication and language, as the main medium through which people not only communicate, but deliver the message effectively. Language as a tool can build emotional connections, and influence perceptions. The power of words allows marketers to promote their branding through the use of language as bait to capture our attention. Based on that, language which used in commercials can either make or ruin a business.

**Material and methods.** The research was based on numerous scientific articles on the topic of marketing. The main methods that were used in the research are the following: an analytical study of sources on this problem and descriptive method.

**Results and their discussion.** Marketing is the process that companies go through to increase awareness about their products and services and convince consumers to buy them. In the field of advertising, language used for creating the image of products. Marketing is connected with not only applied linguistics, but also with sociolinguistics and psycholinguistics. As for psycholinguistics, its results are necessary to understand the influence of advertising. The connection with sociolinguistics exists due to the concept of the target audience. Usually, this concept formed in terms of sociodemographic characteristics: age, sex, education, marital status, employment and income. Marketing specialists often use figures of speech such as simile, metaphor, litotes, hyperbole and even irony. They are the basis for the presentation in accordance to specifics of the product. And the brand name with slogans – are parts of marketing communication, they ensure the implementation of different marketing strategies. In order to attract attention, highlight significant parts of the word and to saturate the advertising text with additional meanings, advertisers resort to using stylistically colored words, for example: «*Giant Hypermall*» The style of the writing is also plays important role in marketing, for entrance by using short and simple sentences advertisers want their prospects to focus their attention towards the product and spend less time understanding what that message really means. Moreover companies often use different pronouns in their slogans, in order to create the idea of partnership between them and customers.

**Conclusions.** In marketing, language is a key tool for influencing, and persuading an audience. Through language, marketers create messages that are tailored to the specific target audience in order to elicit a desired response. The language of marketing is not static; it evolves. Just as spoken languages adapt to cultural changes and new technologies, marketing adapts to societal shifts and advancements in communication channels. Marketing is the language of choice in the business world. It's the medium that connects products with consumers, producers with their audience, and competitors with each other. Just as a well-spoken language can forge strong bonds between people, effective marketing builds connections, fosters trust, and drives economic growth. Understanding this language and using it skillfully is a key to success in the modern business.

1. Lecture Notes in Networks and Systems / Elena G. Popcova, Bruno S. Sergi // Smart Technologies for Society, State and Economy. - 2020. - vol.155. - p. 873-880.

2. Psycholinguistic Phenomena in Marketing Communications / Tina M. Lowrey. – New York : publishing house Psychology press,2013. – p. 23-35.