



PRINCIPLES OF FORMING ADVERTISING TEXTS FOR CHILDREN

Eshboltayev Bobur Jo‘rayevich,
Independent Researcher at Denov Institute of
Entrepreneurship and Pedagogy
E-mail: bobureshboltayev@mail.ru

Abstract. *This article explores the principles of constructing advertising texts aimed at children. It analyzes the linguistic, psychological, and pragmatic features of children’s advertising discourse. Special attention is given to the use of lexical units appropriate to children’s worldview, imagery, and emotional appeal. The study also highlights the educational and ethical dimensions of advertising and its impact on children’s consciousness.*

Keywords: *children’s advertising texts, linguistic features, pragmatics, emotional appeal, educational value.*

Introduction. Today, advertising texts are limitless and diverse. Classifying advertising texts into certain types depends on the communicative functions of advertising and the characteristics of the product being advertised. Below, we present several classifications of advertising texts, which makes it possible to review and compare the types of advertising texts proposed by various researchers in this field.

Analysis of Literature on the Topic.

In the Law of the Republic of Uzbekistan “On Advertising,” the following types of advertising are listed:

- a) misleading advertising;
- b) hidden advertising;
- d) comparative advertising;
- e) social advertising;
- f) television and radio advertising;

- g) advertising in print mass media;
- h) advertising using telephone and documentary electronic communication;
- i) outdoor advertising;
- j) advertising in transport and postal shipments;
- k) advertising of medicinal products, cosmetics, and household chemicals;
- l) advertising of energy drinks;
- m) advertising of tobacco, tobacco products, and alcoholic beverages;
- n) advertising of weapons;
- o) advertising of securities and services related to attracting public funds;
- p) anti-advertising¹.

Marketing scholar F.Kotler distinguishes three types of advertising based on the author's purpose:

- a) informative advertising;
- b) persuasive advertising;
- d) reminder advertising².

Research Methodology. The theories of advertising linguistics, psycholinguistics, and pragmalinguistics were taken as the basis of the study. Scientific views related to child psychology and pedagogy were used. The theoretical developments of local and foreign scholars on children's advertising texts were analyzed.

Analysis and Results. Informative advertising is also referred to as "informational advertising." In informational advertising, detailed information is provided about the new product being advertised. This type of advertising is mainly used during the stage of introducing a product to the market and is primarily aimed at creating primary demand. For example: *"Supradin Kids with fish oil helps increase your child's IQ level. The magical Supradin Kids dragee strengthens your*

¹ Ўзбекистон Республикасининг "Реклама тўғрисида"ги Қонуни. <https://lex.uz/docs/-25458> (Murojaat qilingan sana: 11.01.2025)

² Котлер Ф. Основы маркетинга. Краткий курс Пер. с англ. – Москва: Вильямс, 2007. – С. 434.

child's muscles and bones and increases endurance. Supradin Kids! Your child is the best.” (from the “Supradin Kids” advertisement text)

In persuasive advertising texts, the specific features of a product and its advantages over other products are described. In this way, the addressee is encouraged to purchase the advertised product. This type of advertising is actively used in children's advertisements. In particular, when addressing health-related issues, the need to use a specific toothpaste is emphasized; in the treatment of dental problems, the use of this product is recommended both in song and imagery:

*Brush, brush, brush,
Brush twice every day.
Brush, brush, brush,
Brush your teeth today.
Brush, brush, brush,
So you won't get cavities.
Brush with Colgate.
When you wake up in the morning,
And before you go to sleep at night,
Brush, brush, brush,
So you won't get cavities.
Brush with Colgate.
Shiki, shiki, shiki,
Brush, brush, brush,
Brush your teeth.
Brush with Colgate!*
(from the “Colgate” toothpaste advertisement text)

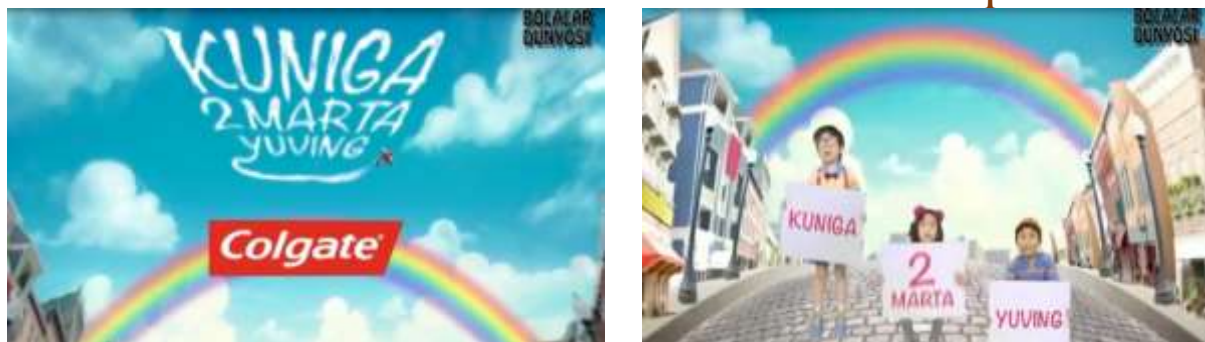


Figure 1. Advertising image of “Colgate” toothpaste.

Reminder advertising is aimed at preserving the image of products in consumers’ memory, maintaining awareness about the products, and reminding them where, when, and under what conditions the products can be purchased. Such advertisements differ from other types by their brevity and their primary purpose of reminding consumers of the product name and its manufacturer. Consider the following example: *Candy Gold — everyday joy! Excellent taste embodied in Candy Gold.* (from the “Candy Gold” sweets advertisement)



Figure 2. Advertising image of “Candy Gold” confectionery

Indeed, creating advertisements for a children’s audience is one of the most delicate and responsible processes in the field of advertising. This is because a child is not yet capable of making a fully conscious choice; they perceive information mainly through emotions, imagery, sound, and elements of play. Therefore, the following fundamental principles are observed when forming advertising texts for children:

1. Considering age characteristics:

- For preschool children, the text should be short, simple, and rhythmic.

○ For school-aged children, an interesting storyline, adventure, and elements of play are important.

2. The principle of emotionality and imagery:

○ Children's advertising uses cheerful and positive words that evoke pleasant feelings.

○ Colorful imagery, and texts narrated by animals or favorite cartoon characters, are highly effective.

3. The principle of play:

○ When the advertising text is presented in the form of a game, song, rhyme, or humor, the child remembers it more easily.

○ For example: short jingles, rhyming expressions, and repetitive words.

4. The principle of morality and educational value:

○ Advertising aimed at children should not only introduce the product but also have an educational benefit.

○ It must not promote harmful habits and should be free from violence or aggressive elements.

5. The principle of simplicity and clarity:

○ Complex words or technical terms should be avoided.

○ Ideas should be conveyed through simple, familiar, everyday vocabulary.

6. The principle of repetition and memorability:

○ Children's advertising texts should be short and repetitive.

○ Rhythmic, melodic phrases and jingles help embed the message firmly in a child's memory.

7. The principle of positive role models:

○ The advertising character should be exemplary and positive for the child.

○ Products can be introduced through cartoon characters, superheroes, or the image of caring parents.

Conclusion and Recommendations. In summary, children's advertising texts, unlike adult-oriented commercial advertising, should be engaging, playful, and

educational. Such advertisements must align with the child's worldview and contribute positively to their psychological and imaginative development. Therefore, simplicity, imagery, elements of play, educational value, and emotional appeal are established as the main principles in forming advertising texts for children.

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