

THE ANALYSIS OF ADVERTISEMENT FOR COCA-COLA

Kuchqarova Zarina Ali qizi

4st year students at Djizzakh branch of The National University of Uzbekistan
named after Mirzo Ulugbek

Supervisor: **Abduraxmanova Zilola Yoqubjon qizi**

Assistant teacher in the department Foreign Languages a Djizzakh branch of
The National University of Uzbekistan named after Mirzo Ulugbek

ANNOTATION

This article presents an eco-linguistic framework for advertising analysis and applies it to a variety of Coca-Cola television commercials. This particular product was selected due to widespread criticism regarding its impact on health and the environment. The framework classifies ads into one of five types: classic, identity, narrative, cause, and access, with many ads being a combination of several types.

The analysis uses multimodal discourse analysis to reveal the underlying messages behind the ads and evaluate them according to an ecosystem based on the World Health Organization's One Health concept. The goal of the analysis is to reveal the linguistic and multimodal features used to persuade people to buy products that are potentially harmful to both consumers and the environment. The results can be practically applied in critical language awareness materials that can promote healthier and more environmentally beneficial purchasing.

Keywords: advertising; Coca-Cola; discourse; eco-linguistics; multimodality

Classic-type advertising

Early TV advertisements for Coke were primarily what I call classic-type advertisements. A classic-type advertisement describes the properties of the product being advertised, represents them in a favourable light, and ends with an explicit statement that calls on the viewer to buy the product. Classic-type advertising can be seen in some of the slogans that Coca-Cola has used to promote Coke over the years.

In 1886 the slogan was, 'Drink Coca-Cola' - an imperative that contains the name of the product and explicitly calls on the viewer to consume it.

In 1904, the slogan was 'Delicious and Refreshing', which focuses on the properties of the product, with 'Coke is being implied to make a full clause.

In 1905, the slogan "Coca-Cola revived and sustained" made the drink a positive agent with a positive impact on consumers.

In 1959, the slogan "Be Really Cool" involved "drinking Coke" to make it a full term.



Identity Style Advertising

Coca-Cola's more recent slogans associate the product with positive things that lie beyond the commercial world and exist instead in what Habermas calls "the life world." "live" (see Fairtlough 1991).

For example: Stibbe DE GRUYTER MOUTON Life Tastes Good (2001) Real (2003) Make It Real (2005) The Coke Side of Life (2006) Open Happiness (2009) Taste the Feeling (2016) Real Magic (2021) Faith is Magic (2022) Only the tagline "The Coke Side of Life" refers clearly to the product, but even then it is a complement to "life," making life, as the beginning of the sentence, the main focus.

In "Life Tastes Good" and Taste the Feeling, the product is not mentioned explicitly but is evoked by the word "taste.

" The phrase "Extended Happiness" also refers to opening a bottle or can, mistaking the product for joy.

Other slogans do not mention or allude to the product, but because they appear on screen next to the Coca-Cola logo, they still link elements of the slogan (e.g.magic) to the product.

There is thus an erasure of the product, but of the "trace" kind, in which more or less subtle allusions remain.

SUMMARY COMPLETION: In this article, I have described five types of advertising: classic, and identity types of advertisements.

Most ads include a combination of several of these types.

However, we can see a gradual shift from classic ads that attractively describe product features and entice viewers to buy them, to ads that use stories and offer loud ethical statements while the product itself is even placed in the background.

The article focuses on Coca-Cola advertising, as an example of a company being criticized for its unethical practices of promoting an unnecessary, unhealthy, and environmentally destructive product to people. Consumption worldwide.

Of course, similar analysis could be performed on thousands of other advertisers and their products.



REFERENCES

1. Abduraxmanova, Z., & Mamurova, M. (2021). THEORETICAL APPROACH TO SPEECH DISFLUENCIES IN SIMULTANEOUS INTERPRETATION. In *МОЛОДОЙ ИССЛЕДОВАТЕЛЬ: ВЫЗОВЫ И ПЕРСПЕКТИВЫ* (pp. 43-45).
2. Coca-Cola. 2020a. Open like never before. <https://www.youtube.com/watch?v=SukwNeHMMhQ> (accessed 14 August 2022).
3. Coca-Cola, 2020b. The best Coca Cola Christmas commercials from past to present. <https://www.youtube.com/watch?v=nF140alexzM> (accessed 11 April 2023).
4. Coca-Cola, 2021. Coca-Cola 'real magic' - one coke away from each other. https://www.youtube.com/watch?v=Uf31z_1GLfQ (accessed 30 Jun 2023). Coca-Cola, 2023. Coke's enduring legacy of inclusive advertising. <https://www.coca-colacompany.com/au/news/cokes-legacy-of-inclusive-advertising> (accessed 8 April 2023).
5. Cook, Guy, 2001. The discourse of advertising, 2nd edn. London: Routledge.
6. Daly, Herman E. & John B. Cobb, Jr. 1994, For the common good: Redirecting the economy toward community, the environment, and a sustainable future, 2nd edn. Boston: Beacon Press.