

# About the Pragmatic of Pronoun 우리 [Uli] in the Advertising Text (on the Material of the Korean Language)

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**Abstract---** *This article discusses the role of personal pronouns on the example of us and their importance to use in advertising texts or in sentence-appeals. Personal pronouns express not only our own position and attitude towards other participants in the conversation, but also reflect the meanings of social and social relations. In particular, we can say that this is due to the psycholinguistic aspect of the problem 우리 [uli] “we” with linguistic-cognitive and linguistic-cultural aspects. The linguistic-cognitive approach to the description of the pronoun 우리 [uli] “we” is based on a certain evolution, which was experienced by the interpretation of personal pronouns during the transition from a system-structural to anthropo oriented orientation of the description.*

**Keywords---** *Pronoun, Social, Personal, Influence, Linguo-Psychological, Advertising, Communication, Linguistic-Cognitive and Linguistic-Cultural Aspect.*

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## I. INTRODUCTION

As you know, Korean language's origin belongs to the Ural-Altai language family, its grammatical structure refers to agglutinative languages. This means that the formation of grammatical forms and derivative words in Korean language occurs by attaching to the root or base of the word affixes. Grammar refers to the syntactic patterns of organizing texts from words, syntagmas and sentences, as well as the rules for word formation and morphogenesis. By semantics is meant the semantic meaning of language units. By mastering the grammatical and semantic features of the language, oral and written communication skills are formed. Therefore, it is important during training to put forward as a paramount task the practical assimilation and consolidation of these features of foreign language speech. In addition, the agglutinative nature of Korean language determines the presence of a large number of different endings and particles for informative completeness.

## II. THE ROLE OF PRONOUNS IN THE STRUCTURE OF THE KOREAN LANGUAGE

The syntactic role of pronouns in Korean is still a debatable issue. Disagreements are associated with the status of individual forms, highlighted in the declension of the plural and singular. But the grammatical and morphological features of Korean pronouns made it possible for linguists to separate them into a separate independent part in Korean spoken language, for example, advertising. Advertising contributes to the development of the market, purchases, transactions and a wide variety of processes. The demand and need of the country's population for advertising is constantly growing, because it plays a significant and important role in improving the economy. But it turns out that little has been done, because for the effectiveness of the impact on the potential buyer, advertising

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should, and perhaps even must, use the experience and skills of other branches of knowledge. The world of advertising is built around the tendency “product – consumer”.

When creating an advertising text, the action of paramount importance is a thorough, even “jewelry”, choice of language techniques that will be used in the advertising text. Various fields of linguistic science combine interest in language in terms of its communicative-pragmatic capabilities with the ability to influence the recipient of information, i.e. to the buyer. It is generally accepted that the success of advertising depends not only on the degree of effectiveness of conscious influence, but also on the effectiveness of techniques designed for the consumer of advertising in the field of “collective unconscious”. This can be explained by the fact that the advertising text is characterized by brevity with high information content of its components. According to linguists, in this case, pronouns can play the role of a grammatical indicator of a subject with a certain semantic potential or a range of semantic meanings.

The search for means for expressing the same or similar intentions in communication has traditionally been associated with the concepts of “genre”, “communicative unit”, “illocutionary goal”, “proposition”, etc. In particular, we are interested in general features and differences in the use of this pronoun in advertising the text. In Korean, the pronoun “we” has two forms 우리 [uli] and 저희 [jeohui]. By value, 저희 [jeohui] additionally indicates the degree of politeness and personality. Below we will consider the definition and functioning of the pronouns 우리 [uli] and 저희 [jeohui] using the example in the phrase 우리나라 “our country” (material on the pages of the site www.korean.go.kr, addressed to tourists and people interested in Korea). In advertising texts, there are features of phrases. The phrase 우리나라 “our country” is that combination of a pronoun and a noun<sup>1</sup>. In this case, the use of the pronoun 우리 [uli] “we” can be understood that the phrase is used as “ours” due to the presence of the noun “country”. Consider below the definition of the pronoun 우리 [uli], which is the first-person pronoun speaking to a number of people, including one who speaks with a listener or listeners (addressee):

우리가나아갈길 [uliganaagalgil]

The path we take.

우리들이힘을합치면못할일이뭐가있겠니?[ulidul-ihim-eulhabchimyeonmoshalil-imwogaissgessni?]

If we join forces, is there anything that will be beyond our strength?

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<sup>1</sup> 「1」 말하는이가자기와듣는이, 또는자기와듣는이를포함한여러사람을가리키는일인칭대명사.  
우리가나아갈길/우리들이힘을합치면못할일이뭐가있겠니?어머니, 우리오늘도봉산에갈까요?선생님,  
우리과정쟁률이제일높대요.

「2」 말하는이가자기보다높지아니한사람을상대하여자기를포함한여러사람을가리키는일인칭대명사.  
우리먼저나간다.

수고해라./언젠가자네가우리부부를초대한적이있었지./우리가당신한테무슨잘못을했다고이러시오?

「3」 ((일부명사앞에쓰여))말하는이가자기보다높지아니한사람을상대하여어떤대상이자기와친밀한관계  
임을나타낼때쓰는말.

우리엄마/우리마누라/우리신랑/우리아기/우리동네/우리학교교정은넓지는않지만깨끗하다.

어머니, 우리오늘도봉산에 갈까요?[eomeoni, ulioneuldobongsan-e galkkayo?]

Mom, can we go today to the Dobonsan Mountains?

우리먼저나간다. 수고해라.[ulimeonjeonaganda. Sugohaela].

We leave first. Thanks.

언젠가자네가우리부부를초대한적이있었지.[eonjengajanegaulibubuleulchodaehanjeog-iiss-eossji.]Выоднаждыпригласилинашупару.

우리가당신한테무슨잘못을했다고이러시오?[uligadangsinhantemuseunjalmos-eulhaessdagoileosio?]What have we done so that you do this to us?

Or phrases:

우리엄마/우리마누라/우리신랑/우리아기/우리동네/우리학교교정은넓지는않지만깨끗하다.[ulieomma/ulimanula/ulisinlang/uliagi/ulidongne/ulihaggyogyojeong-eunneolbjineunanhjimankkaekkeushada]

My mother / my wife / my fiancé / our child / our district / our school campus is not spacious, but clean.

Another form of the pronoun “we” is 저희 [jeohui]. Let us consider how the semantics of this variant of the pronoun “we” are described. The use of this pronoun is intended to indicate a polite appeal to the interlocutor. We should note that in Korean the grammatical category of indications of polite treatment plays a large role, which, of course, was reflected in the designation of the person (I, you, he, she, we, you, they)<sup>2</sup>.

We noted that the largest frequency in cases of use of the grammatical group of the language of the advertising text are the pronouns and service parts of speech. At first glance, this could be explained by the analytical nature of the Korean language. Advertising is a general cultural and universal phenomenon of our time. One of the most important goals of advertising is the popularization, and a kind of “squeezing” of goods on the market of multifaceted products and services. As mentioned above, the advertising text or the advertising content of the statement is an easily remembered advertising motto that expresses the essence of the commercial offer, demonstrating all the advantages of not only the product, but also the manufacturer [3].

As we see from the examples, in order to achieve their main goal, namely to attract attention, the authors of the slogan resort to using different means, for example: using such structural features of the sentence as, grammatical properties of words:

이건우리거야—This is ours!

The above proposal in the advertising of cosmetic products using the pronoun 우리 [uli]makes the buyer convinced that he makes the right choice when buying [4].

The actual content of the advertising text performs one of the important tasks of the advertisement itself - it attracts the attention of the prospective buyer to the advertisement itself, which, subsequently, may cause interest in

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<sup>2</sup> <https://www.korean.go.kr/front/onlineQna/online>

the product. By controlling consciousness and manipulating people, advertising creates a positive and trusting image for the advertised product, thereby, as it were, forcing the buyer to act actively, i.e. actively buy. At the same time, the use of individual grammatical means in combination with visual means can significantly increase the expressiveness of the text, its emotionality and hypnotizing effect, drawing the addressee into the virtual world of images. Lexical and stylistic tools that were used cleverly and competently are the highlight of the advertising industry. To conduct an analysis to identify special signs of advertising textual content as a communicative unit of the Korean language, we have given above examples of world-famous advertising combinations:

우리나라.... Our country

우리엄마 .....Our mother

우리가족...Our family

Many phrases are so good that they do not change for decades and remain in the field of advertising for a long time. The advertising considered by us is designed for a wide, mainly female audience, which is not surprising, since in most countries women are the main buyers of products that are advertised on television or magazines. The advertisement we studied contains advertisements for goods of various classes and categories (body care products, fashion and designer clothes, accessories, perfumes, biological additives, jewelry, sports equipment and equipment, tobacco and cigarettes, etc.).

In addition, in Korean, the pronoun 우리 [uli] / 저희 [jeohui] “we” can have a neutral meaning in most cases, it is possible for the speaker to choose one or the other way of indicating the first two persons of the communicative situation:

우리나라.... 80 년대대나무우산.이거본적은있는데써본적은없음. – Our country .... I saw a bamboo umbrella, but no use ....(<https://twitter.com/rheastrikeai>)

Before us, 우리나라 [ulinara] indicates a general meaning and the way of participation in the proposal can be regarded as objective or neutral [3].

Another question is the pronoun 우리 [uli] / 저희 [jeohui] “we” and the problem of language manipulation. The very possibility of language manipulation follows from the fundamental properties of the human language in general as a means of communication, because “In principle, a certain amount of “manipulativeness” is inherent in almost any statement because of the objective properties of language as a means of communication: In this case, the main linguistic prerequisite for the influence of language on consciousness is a fundamental discrepancy between an infinite set of facts of reality and wide, but not unlimited possibilities of language, that is the finite number of language units used to describe the world.

### III. THE PRONOUN AND THE ISSUE OF INFLUENCE AND MANIPULATION

Interpretation of real facts by the addressee of speech, on the one hand, and his choice of language means from a finite number of possible messages, on the other hand, inevitably lead to distortions in the transmission / perception

of the desired meanings. E.V. Medvedev writes: “The emphasis in any message of two aspects - the information itself and “superstructure”, figurative information (the status of the communicant, his role in the communicative act, his attitude to the message, etc.) - makes possible the emergence of semiotic prerequisites for language manipulation. ... An implicitly expressed attitude of the addressee to the information inherent in the message, creates in the mind of the addressee an image of an event that subconsciously affects the perception and, accordingly, the attitude of the addressee to the fact of the described objective reality”[3,94].

The very existence of the possibility of linguistic manipulation, embedded in a natural language, is due to its completely neutral properties, which are not necessarily consciously and purposefully exploited by the speaker. However, there are types of discourse in which these tools are used deliberately to achieve certain goals by the speakers. Thus, in the framework of the problems of “language and power”, “language and the manipulation of consciousness” in linguistics, the concept of “manipulative communication” arises, the varieties of which are advertising, mass information, business communication and propaganda. In the book of T.V. Bulyginoy and A.D. Shmeleva “Language Conceptualization of the World (based on Russian Grammar)” on the impact on the addressee indicates that the impact occurs with the help of “speech implicatives” [1]. Speech implicatives are understood as ideas that are not directly expressed in the text, but derived from it on the basis of the general laws of speech communication (with the participation of demonstrative pronouns), and the technique consists in the fact that the suggested statement is not directly contained in the text, but follows from the ones contained in it statements as speech implicativity. In some cases, situations instead of strict requirements

시험을 쓰세요.– Write a test paper!

different options are possible:

시험을 씩시다.– Let's write a test!(without the participation of the pronoun 우리 [uli] «we») or c 우리 [uli] “we” inclusive, that is, involving the addressee in the circle of people already doing this work:

우리가 시험을 씩시다.– Come on, we will write a test paper.

At the same time, it is assumed that the addressee is not doing what he should already have done (like everyone in the “we”). Such proposals have many interpretations: “we” can be inclusive, and exclusive, and diplomatic, and dictatorial, etc. [1]

Note that even those linguists who are not inclined to see an independent part of speech in pronouns still make exceptions for personal pronouns, whose “pronominal” specificity is apparently the most obvious and whose rapprochement with nouns is most problematic.

The question of the status of pronouns and pronoun words as an independent part of speech is solved differently depending on which attribute is included in the definition of the concept of “part of speech” itself. And if for almost the entire 20th century, linguistics has been dominated by a systemic structural paradigm, a categorical description of the parts of speech itself, then the exclusion of pronouns from the main parts of speech or their exclusion to the “periphery” of the morphology of the language is completely justified.

Recently, however, an anthropocentric paradigm has been gaining momentum in linguistics, in which the units and categories of the language are considered in terms of their cognitive, pragmatic and communicative capabilities, i.e. in the broad sense - from the point of view of their purpose in the human world. And then the lack of formal-grammatical specificity is a less significant, secondary factor against the background of the fundamental unity of units, traditionally considered pronouns, in terms of their special role in cognition and communication. It is precisely on these considerations that the original theory of pronouns in N.Yu. Swedova "Pronoun and Meaning" [5, 176 p.]. Here, the basis for combining words into groups and classes that even exceed the traditional parts of speech in terms of volume is the originality of the main function of words: "From the point of view of the functional language in the Russian language, there are four classes of words: words meaning (pronouns), naming words (names, verbs, adverbs and predicates), binders (prepositions, conjunctions) and proper qualifying words (particles, modal words, interjections) ..."[5.7 p.]. Moreover, the author points out that the role of pronouns in the language goes far beyond the boundaries of any grammatical classes. Pronouns do not call anything (do not name): they mean meanings that go back to global concepts of the material and spiritual world.

According to N.Yu.Swedova, traditionally called "personal" pronouns fall into the "certain pronouns" segment, along with a number of other pronouns and pronouns: I, you, he, we, you, they, yourself, my, yours, him, her, ours, yours, theirs, this, such, then, here, there, from here, here and there, so much, so, this, that, each, so, that way, then, therefore, because of this, this is: "At the center of this series is I, signifying the person to whom one another or the other is addressed ..." [5, 64-65].

It is precisely the considerations of the fundamental functional-semantic community of words with a pronoun that allow us in this study to adhere to the point of view according to which pronouns are a special part of speech, inside which a group of personal pronouns stands out as a special semantic category. At the same time, we share the traditional, narrower point of view, according to which "pronoun adverbs" are not included in the composition of pronouns. For example, in an advertising appeal of one online store (OWG.ru - "Perfect Store") it says:

We have already opened!

Here we mean (our) store opened, because the action indicated by the verb to open in this meaning cannot be attributed to a real animate person or persons.

In addition, a similar phenomenon is possible in oral speech, for example, in the seller's remark to the buyer who entered:

Hurry up! We close for lunch! (= Our store closes for lunch).

Since such use is explicitly semantically derived, such a collective meaning of "we" is assigned the value of a standard announcement and this language expression can be considered as a speech cliché.

The pronoun 우리 [uli] "we" is inclusive, that is, involving the addressee in the circle of people already doing this work and may be associated with its significant role in communication. In addition, there is a close relationship between linguistic, logical, and psychological phenomena.

Thus, it is important in socio-psychological terms to conclude that personal pronouns express not only our own

position and attitude to other participants in the conversation, but are also a kind of mirror in which the system of social relations is reflected. This position connects the psycholinguistic aspect of the “we” problem with the linguocognitive and linguoculturological aspects.

The linguistic-cognitive approach to the description of the pronoun “we” is based on a certain evolution, which was experienced by the interpretation of personal pronouns during the transition from a systemic-structural to anthropocentric orientation of the description. If previously often pronouns were considered as words semantically empty, then recently, more and more attention is paid to the originality of the pronoun meaning, defined, for example, as its self-sufficiency and subdivided “into two main layers: a) a way of representing the actress of the situation is set; b) reference information is entered.

It is especially interesting to consider the pronoun 우리 [uli] as an object of linguoculturological and ethnolinguistic study. The presence of a certain set of conditions determines the possibility of such a 우리 [uli] “we” metonymically denoting a collective, institution (store, school, company, etc.), presented as a set of persons united by organizational characteristics, as well as the pronoun “we” has a collective meaning.

#### IV. CONCLUSION

In conclusion, the following should be noted: the pronoun 우리 [uli] is part of the basic sphere of personal pronouns for any natural language. It acts, like other pronouns, especially person I and II, as the starting point of human communication, because it sets the main point of reference for any communicative act, outlining the speaker’s position in relation to the addressees. But this does not exhaust the great importance of the pronoun 우리 [uli] in the real life of language, society and culture. The pronoun 우리 [uli] plays a crucial role in the cognitive and value-orientational activity of a person, metaphorically expressing the idea of a universal community, the idea of cooperativity, the compatibility of human activity, the idea of uniting people. This explains the activity of using 우리 [uli] in different communicative conditions and in completely different types of spoken and written speech and especially advertising texts, where such a diverse range of its semantic and connotative capabilities is manifested, which are far from being reduced to indicating a person directly involved in communications. In general, the special position of the pronoun 우리 [uli], like all personal pronouns, in language and culture is associated with the anthropocentricity of the very structure of the language and the role that personal pronouns play in structuring the speaker’s speech in a communicative act.

Therefore, it is not enough to describe the systemic and structural properties of this pronoun at the level of lexical and grammatical syntagmatics and paradigmatics; it is necessary to go into the sphere of analysis of extralinguistic factors of its use, namely pragmatic, cognitive, psychological, sociocultural.

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