

Discourse Characteristics of Advertising Texts

Kobilova Guliston Otabek qizi

Teacher (Information Technologies and Management University)

Abstract: This study analyses advertising text as a unit of advertising speech is an object of research for experts in various scientific field. People use all language tools in their constant social activities - phonetic, grammatical, lexical and phraseological units based on their needs they choose depending on the topic of the speech and the situation and use it. This is explained by the fact that the tools in our language have different forms and are synonymous. Selection of language units in the speech process it also requires its own methodological limitations.

Keywords: social environment, addressee, manuscript, advertising client, psychological aspects, advertising texts, revealed, unique collection, exclusive formula.



This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license

Choosing language units in accordance with the social environment need to use and use them in advertising texts. For every copywriter to know is important. The main purpose of advertising is to sell a product the word "sell" in advertising means "to persuade the addressee to buy". In advertising, every word serves to sell the product, so they it is necessary to work on it based on high artistic and economic requirements. This is a responsible task is collected from the author of the advertising text. Ad history shows the text of that ad creator - copywriter (eng. copy writer – copy, copy, manuscript; writer - author) 1 his opinion must be able to put it down on paper, but this ability is to solve the customer's problems follows the ability to say that it is possible.

Advertising texts are of three types according to the form of expression appears in the form: oral, written and mixed (oral and written). Advertising client and product quality for consumers, for people is a tool that provides useful information about social and psychological aspects. Indeed, advertising has an effect power plays a big role. In our opinion, it is also in advertising.

Expressiveness is important, but it is a bit silly to say that "advertising conveys information about the socio-psychological aspects of the product", as the research scientist pointed out. The reason is not the product, rather, its advertising is socio-psychological to customers performs the task of conveying a message with an aspect. The use of colors, words, even in advertising from the music to the elements that calm a person is used. The study of the language features of advertising texts was first carried out in world linguistics by A. Repev, N. Bardishev, V. Shyonert, K. Hopkins, D. Rosenthal, N. Kokhtev, R. Reeves, Ye. Farby, F. Nasterenko, G. Babadzhanova, Ye. Zakharova³ scientifically based on the research of.

Later, he became a linguist in Uzbek linguistics scientist N. Chiniqulov in his monograph "Linguistic features of Peshlavhas" stated that the linguistic features of mass communication texts

are not fully revealed, only in the researches of A. Aminov, A. Madvaliev, N. Mahkamov, N. Mahmudov that some opinions have been expressed 4, as well as Q. Sodikov, 5 A. Babakhanova 6. The existence of notes in some of O. Jumaev's works is characteristic of street texts in these works stated that some characteristic features were highlighted. 7. N.J. Chinikulov Advertisements are like advertisements although there is a certain difference between them, the periodic change is due to certain seasons, holidays, certain based on examples of dependence on one type of product showed.

The advertising text is about the product have individual needs to receive information targeted at specific groups, which affects the choice of key meanings important to that group, as well as the language in which the key message is conveyed. In our opinion, advertising is what the scientist said affects language like But in what way this effect it is necessary to clarify what will happen. That is, is this effect on the internal spiritual scope of the language or on its grammatical nature? Naturally, in which language the advertising texts are given and through which it is received lexical-semantic renewal takes place at the language level, depending on the changes made in the language. A second language of the concept of a different reality at the grammatical level of the language as well certain changes occur. For example, the famous "Snikersla", "Khrustimlashaylik" are of the same time being barbaric in itself, it is occasional in Uzbek forms verbs and through it a predicate that is not characteristic of the Uzbek language. Linguistics of advertising texts.

It is linguistic to analyze it into different groups profession is important in revealing its characteristics is enough. The Russian linguist E. N. Serdobintsev in the book "The structure and language of advertising" classified cosmetics ads for women into eight categories as follows: divided into lexical and thematic groups:

1. Expression of feelings: smooth skin, soft and submissive hair, elegant care, weightless volume of eyelashes, silky smooth skin, elegant fruity fragrance and more.
2. Expression of beauty (charm): jilvakor yagdu, your appearance is your weapon, inner beauty, saturated color, magnificent curls, hair shine, etc.
3. Expression of miracles: imaginary (fantastic) smells, miraculous transformation, presents a dream, etc.
4. Expression of selectivity: flawless harmony, unique collection, amazing durability, revolutionary technology, perfect makeup, exclusive formula, unique color and more.
5. Mystery, expression of mystery: secrets of the stars, mystery of the Amazon, etc.
6. Representation of value: dazzling diamonds, jewel brilliance, luxury of perfect tone, precious oils, etc.
7. Expression of appearance characteristics: reduction of wrinkles, cell youth, oily shine and others.
8. Expressing the true characteristics of the brand: permanent lipstick, gloss effect.

Like other linguists, V. Konkov said: "Advertising the text is different from the traditional text and it is non-traditional. Text, that is, unlike traditional text, characterized by a certain set, qualitatively contains different text symbols" - that counts.

Mass media is a powerful force influencing the human mind, providing information quickly is a means of delivery. In mass media the linguistic techniques used are very diverse: from semantic tropes and stylistic figures to words, phrases, sentences or whole texts and precedent events to based graphic landmarks. This the linguistic situation indicates the diversity of linguistic methods. The combination of different language techniques to implement the information in the advertising text has become a common practice. To increase the expressiveness of the text, you can use not

one, but several language methods at the same time. At the phonetic level, sounds are repeated in the lexeme in various ways: alliteration, anaphora, playing with homophones with homographs, playing with homophones. Graphic styles include font selection, numeric selection, paragraph and supergraphic elements can be distinguished. The phenomenon of changing the meaning of words is linguistic a very common phenomenon in texts accompanied by manipulative techniques.

In addition to forms of advertising texts. It is also different: audio (audial), visual (visual), audiovisual (visual-audial) advertisements. The above classification is a branch of advertising texts since it applies to only one species, in our opinion, fully contains the lexical-semantic and thematic features of advertising text could not reflect. If we analyze the language features of advertising texts separately, they are, first of all, according to the textual structure and content of the expression as follows that it is appropriate to classify them into groups we calculate:

1) Advertising texts according to text structure classified as follows:

a) advertisements equivalent to words - examples of this type of advertisements are units such as words, phrases : Blessed technique (Artel), Internal confidence (Linex forte), Fulfillment of dreams (Aziza Zia educational center);

b) advertising equivalent to speech - this type of advertising structure, syntactic construction and content, expression of thought according to its characteristics, it can be said: Feel the happiness of fatherhood et (Androgard), with Muse you are a unique cook (Muza), Removes even the most stubborn stains (New Losk);

c) microtext ads - this type advertisements combine the device of several sentence structures: The era of clean living has arrived. Transparent. First spring water (Nestle water), bright emotions, bright taste, bright drinks. Brighten up with Fanta (Fanta), The taste is tastier, the design is more modern, impressions brighter (Ice tea);

To sum up, as a result of researching the linguistic features of advertising texts, we found that advertising that it is a certain complex and multifaceted phenomenon we found out. In the process of development, it was individual and even those who do not conform to certain patterns and stereotypes, but rely only on certain laws developed his own creative methods. Advertising the goal is to create a recognizable image for the consumer that emphasizes the product among other peers. In most cases, this is only available verbally seems to be. That is why advertising language is artistic rich in means of expression and other creative solutions.

Literature:

1. Mamirova D.Sh. Sociolinguistics of Uzbek advertising texts Doctor of Philosophy in Philology (PhD) dissection. - Samarkand 2022. - B. 163.
2. Cook, G. (1992): Discourse of Advertising, London, Routledge.
3. Gieszinger, S. (2001): The History of Advertising Language, Frankfurt /
4. Main, Lang.
5. Goddard, A. (1998): The Language of Advertising, London, Routledge.
6. Hughes, G. (1987), Words in time, London, Blackwell.