LINGUISTIC FEATURES OF ADVERTISEMENT IN ENGLISH AND UZBEK LANGUAGES

Kobilova Aziza Baxriddinovna
a senior teacher, Phd, Bukhara state university
Ruziyeva Dilrabo
the 1st year master student of Bukhara state university

Annotation: *Advertisements serve as a means of persuading somebody to do a particular activity, making them participate in some kind of social gathering or convincing them that some sort of product is good. In this thesis, we will discuss advertisement language, some of the key features of advertisement language.*
Keywords: *repetition, metaphor, morphological features, colloquial expressions, sound.*

The text of advertisements has some particular features that make it different from headlines, slogans and some posters. Advertising has commercial nature this may be primary reason why it is sometimes called commerce. Commercial advertising is boosting the sales, creating connection between the client and the product, promoting the products and in order to provide information about the product for making clients buy them.

Advertisements are divided into several parts according to their characteristics including linguistic features according to the use of language units, according to what the advertisement provides information about, methods of information delivery and how much impact it can have on the audience.

Texts, symbols, and pictures reflecting advertisements are all related to the semantics of adverting. For example: Hydrolife natural fresh mountain fizzy water. This advertisement accompanied with its picture will create an advertisement text. In this example, linguistic and non-linguistic features are creating a text of advertising.

In today's world, visual advertisement texts are used and using highly emotional expressive language is of great importance. In Uzbek language, for highly emotional expressive language, adjectives are effectively implemented. Because emphasizing or exaggerating the services being advertised, its features and benefits are usually clearly shown through the use of adjectives. Fragrant, delicate, transparent, pure, fresh, clean, original, organic, well-known, beautiful, shiny, bright can be some examples to this. To highlight the brand, different language techniques can be used. In this task, bright expressive features of adjectives may help. The most frequently used adjectives with evaluative content are hot, sensational, amazing, modern, unique, fantastic, perfect and similar words. All of them have positive semantics. The information contained in the advertisement must meet the reliability criteria including accurateness, truthful information about the product and its quality. In this regard, clear criterion should be shown when using the superlative forms of the adjectives as the best and the first when drawing comparison between different products.

When it comes to English language, Leech points out four key functions of advertisement to influence and change the will and the attitude of its recipients.

First one is its attention value. From a linguistic point of view, to attract attention and arouse curiosity, breaking conventions of language use such as application of wrong spelling, neologisms, puns, grammatical blooper, rhymes, semantic deviations and putting language in unconventional contexts will fit the bill.

Secondly, readability is one of the requirements of advertisements. To achieve this goal, the style of adverts will be colloquial, using simple and familiar vocabulary. Moreover, phrasal verbs, idioms, contractions and neologisms are another characteristic feature of advertisements. Examples to colloquial expressions can be freebies, bangers and mash, c'mon.

Thirdly, advertisements should be memorable. To achieve this aim, repetition is mostly used technique. On linguistic standing, several linguistic devices are highly repetitive such as alliteration (repeating the initial sound), metrical rhythm (repeating the same ending sounds), rhyme (repeating the same ending sounds), grammatical parallelism (repeating the same grammatical structure) as well as semantic and syntactic repetition (using the same syntactic structure or words from the same word field) and lexical repetition.

For example: Coca-Cola, Best Buy, PayPal (alliteration); Signal gives their teeth the strength they need (rhyme); Easy to buy, easy to use, easy to install, easy to expand (grammatical parallelism)

Finally, imperatives are widely used to tell people what kind of product to buy or what kind of action to take as Leech said using imperative sentences creates a sense of one person is talking to another. However because they do not use subjects, they are not seen as open instructions but perceived as shortened sentences or fragments of sentences.

For example: Just do it or buy our product now.

Figures of speech such as metaphors are also effectively used to cheer the listener. For example the word sweet can be used with the word apple but it can also be used with such words as music, words, heart and etc. They serve the purpose of conveying meaning in a beautiful and subtle way as well as making the advertisement colorful and distinctive.

Morphological features of advertisement should also be taken into consideration. Blending is effectively used to make it shorter, easier and more memorable to remember.

For example: Motor +hotel=motel; Helicopter +airport= heliport

Sound is one of the most widely used techniques to create certain appropriate effect to make sure that the advertisement is better remembered. For example, a smell of perfume might evoke M-m-mmmm, or when it is the advertisement of a car it might be Vr-o-o-m

To conclude, texts, symbols, and pictures reflecting advertisements are all related to the semantics of adverting. Visual advertisement texts are used and using highly emotional expressive language is of great importance.

List of used literatura:

1. Brierley, S. (1995). The Advertising Handbook. Routledge
2. Goddard, A (1998) The Language of Advertising. Routledge: New York
3. http://www.rjelal.com/5.4.17a/309-315%20Dr.%20T.%20RAJA%20SEKHAR.pdf
4. https://www.asjp.cerist.dz/en/downArticle/493/5/1/180066
5. 5.https://repository.sustech.edu/bitstream/handle/123456789/23931/Analyzing%20Linguistic%20Features%20....pdf?sequence=1

6. Kobilova Aziza Bakhriddinovna. Some considerations about periphrases // Academicia: An International Multidisciplinary Research Journal.ISSN (Online): 2249-7137, Vol.11, Issue 2, 30-February 2021. –P. 1637-1640.
https://www.indianjournals.com/ijor.aspx?target=ijor:aca&volume=11&issue=2&article=264

7. Kobilova A.B. Lingua-cultural aspects of medical periphrases of English language // Academicia: An International Multidisciplinary Research Journal. ISSN (Online): 2249-7137, Vol.12, Issue 05, 30-May 2022. P. 15-20.
https://journal.buxdu.uz/index.php/journals_buxdu/article/view/6099

8. Kobilova A.B. Periphrases used in medical texts and their characteristics (on the example of english and uzbek languages) // Proceedings of Global Technovation 4th International Multidisciplinary Scientific Conference. – Paris, France, 2021. – P. 255-257.
https://conferencepublication.com/index.php/aoc/article/view/740

9. Kobilova Aziza Bakhriddinovna. Semantic and lingua-cultural features of English and Uzbek medical periphrases // International Journal on Integrated Education. ISSN (Online): 2620-3502, Vol.5, Issue 6, 6-June 2022. P. 162-167.
https://journals.researchparks.org/index.php/IJIE/article/view/3144

10. Kobilova Aziza Bakhriddinovna. The use of the medical periphrases of the Uzbek and English languages in journalistic texts // JournalNX: A Multidisciplinary Peer Reviewed Journal. ISSN (Online): 2581-4230, Vol.7, Issue 6, 30-June 2021. – P. 143–150. https://www.neliti.com/publications/347772/the-use-of-the-medical-periphrases-of-the-uzbek-and-english-languages-in-journal

11. Kobilova A.B. Periphrasis – as a stylistic device. Proceedings of Global Technovation 2nd International Multidisciplinary Scientific Conference. Hosted from London, U.K., December, 28th 2020. – Page: 215-216. https://conferencepublication.com

12. Kobilova, A. B. (2021, February). Periphrases Used Instead Of Medicinal Plants. In *International Scientific and Current Research Conferences* (pp. 49-52).

13. Kobilova A.B. Linguo-cultural aspects of medical periphrases http://journal.buxdu.uz/index.php/journals_buxdu/article/view/5198

14. Kobilova, A. (2020, December). THE MAIN CLASSIFICATION OF PERIPHRASES OF ENGLISH LANGUAGE. In *Конференции*.

15. Kobilova A.B. Tibbiy perifrazalarga oid ayrim mulohazalar http://journal.buxdu.uz/index.php/journals_buxdu/article/view/2351

16. Kobilova A.B. ШИФОБАХШ ЎСИМЛИКЛАР ЎРНИДА ИШЛАТИЛАДИГАН ПЕРИФРАЗАЛАР ТАҲЛИЛИ (ИНГЛИЗ ВА ЎЗБЕК ТИЛЛАРИ МИСОЛИДА) https://tadqiqot.uz/index.php/art/article/view/383

17. Kobilova A.B. PERIPHRASES USED IN MEDICAL TEXTS https://papers.econferenceglobe.com/index.php/ecg/article/view/101

18. Kobilova A.B. THE FORMATION OF MEDICAL PERIPHRASES IN ENGLISH AND UZBEK LANGUAGES

19. http://farspublishers.org/index.php/ijessh/article/view/523

20. Tursunov, M. (2022). ИСПОЛЬЗОВАНИЕ HYPORBOLE В РАЗНЫХ ЛИТЕРАТУРНЫХ ЖАНРАХ. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.Uz), 22(22). извлечено от http://journal.buxdu.uz/index.php/journals_buxdu/article/view/7959