

Phrases in Uzbek Advertising Discourse

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ABSTRACT

Advertising texts as a product of speech activity, like other types of texts, show signs of focus on a specific goal and pragmatic specificity. The speech impact of an advertising text is realized due to all its components: visual, sound, image, verbal shell. Expressive means of language are necessary to reveal important aspects of the advertised product. The article analyzes the expression of phrases in Uzbek advertising texts, their stylistic and discursive features.

Keywords: Advertising, discourse, methodology, grammar, noun, pronoun, adjective, verb, number.

INTRODUCTION

Studying the grammatical features of the advertising language, based on the rich theoretical information created in the world and Uzbek linguistics, is of great importance in illuminating the advertising text. Expressive means of language are necessary to reveal the important aspects of the advertised product.

Since the names of many things and events are involved in advertising, they mainly use names. Any advertising text provides information about the advertised goods or services, manufacturers or suppliers. Therefore, the use of appropriate names is a tool that performs the information function (names of goods, manufacturers, trademarks, etc.). Almost any ad text has appropriate titles.

D. Ye. Rosenthal explains the name as "...a part of speech that combines words with the grammatical meaning of

objectivity, which is expressed by independent categories of gender, number, case, animate and inanimate.” P. A. Lekant gives the following definition: “A noun is a part of speech that denotes an object and expresses the categorical meaning of objectivity in certain grammatical categories of animate / inanimate, gender, number and case” [1]. Thus, as a part of speech, nouns are known things (sofa, shoes, ring), substances (acid, silver), living beings and organisms (lion, fly), real natural phenomena (snow, spring), abstract qualities and characteristics (tenderness, whiteness), actions and situations (work, step), place names (Samarkand, Bukhara), persons (baby, child). All nouns have an abstract grammatical meaning of objectivity.

THE MAIN FINDINGS AND RESULTS

In general, since we pay attention to the name of the emotion before its name, the noun phrase is often used in advertising texts from a sociolinguistic point of view (see Table 3.1). Adjectives are also important as a sign of nouns, since there is an incentive to certain actions in advertisements, most of the words in the noun group can be included in the form of relative adjectives by qualifying them. “Words belonging to the noun category perform the function of another category in ordinary speech and artistic speech according to the requirements of the style” [2]. For example, food products, Samarkand soup, Alpen Gold chocolate, Palmolive soap. Both words in these compounds are nouns, but they function as adjectives.

Advertising texts formed on the basis of language units mainly use words belonging to the category of adjectives with high emotional expressiveness. Because the features and advantages of the advertised services and goods are highlighted and exaggerated mainly through the use of quality words. For example, fragrant, fine, transparent, pure, genuine, clean, real, natural, real, cheap, popular, popular, nice, beautiful, bright, shiny, beautiful, average, beautiful, etc. When presenting the brand of an advertising product to the public, among competitors, technical means are mainly used. The expressive features of the adjectives help in this task.

Some of the most commonly used adjectives with evaluative content in advertising texts include hot, sensational, amazing, modern, unique, imaginative, perfect. These adjectives serve to express a positive semantic tone in advertising texts. “The information contained in the advertisement must meet the criteria of reliability, including serving to form the correct, truthful idea of the consumer about the product (service), its quality and consumer characteristics. In this regard, using the characteristics of the advertised object that are comparable to other goods, for example, when making a comparison using the words “best”, “first,” “number one”, a clear objectively verified criterion should be indicated [3].

Based on the above theoretical considerations, we can learn from the content of the following ad that the quality of the feature denoting smart is based on what criterion is used: Samsung has introduced smart technologies for a better life!

“Smart” household appliances not only have a modern look, but are also real assistants that facilitate all work in the rapidly developing 21st century. Phones and televisions have become “smart” assistants, and their manufacturers are not going to stop there. As we all know, there is no limit to perfection. Household appliances are also constantly changing, their efficiency is increasing, they are working imperceptibly and acquiring new functions that provide additional comfort to our lives.

“Characteristics expressed by quality in the advertising text can be conditionally divided into descriptive and evaluative” [4]. Adjectives in advertisements are understood as words that correspond to the real characteristics and conditions of the product and help to feel these features when consuming this product. For example: A dizzying bend. New flexencils. Beautiful long and curly eyelashes. The eyelashes you dream of: the powershape fixing complex and the exclusive brushing brush make your eyelashes curled, long and extremely soft, giving your eyes expressiveness and originality. The result: in the blink of an eye, your lashes will be 30% longer and have a 30 degree angle. Believe in beauty. (Lancome)

Indicators of degree in adjectives are used with the aim of conveying the outer appearance and inner characteristics of the

objective world events and objects to the listener/student/ as fully as possible, and creating a more accurate picture of them. Degree-indicative and intensive-form adjectives are characteristic of oral and artistic speech style, and are used relatively rarely in formal, scientific speech style.

If the affix “-roq” expresses that the sign added to adjectives of the comparative level is more than the norm, but less than the level of the comparative sign, it reflects the sign less than the norm in non-comparative cases – “If I lose you, I’d rather die.” The affix “-roq” also participates in the expression of the meaning of comparison in advertisements. For example: *Ta’m ta’mliroq*, *dizayn zamonaviyroq*, *taassurotlar yorqinroq* (The taste is tastier, the design is more modern, the impressions are brighter) – Ays tea, *Soch yanada kuchliroq* (Hair is stronger) – Pantene shampoo, *Yorqin ta’m*, *yorqin ichimliklar*. *Fanta bilan yorqinroq bo’l* (Bright taste, bright drinks. Brighten up with Fanta) – Fanta, *Boshqarish osonroq – natija yaxshiroq* (Easier to manage, better results) – Samsung washing machine, *Yorqinroq, yupqaroq, sekinroq* (Brighter, thinner, slower) – Samsung Galaxy Tab S tablet.

The excess of a sign is comparatively expressed by adding adverbs such as more, more, and more before adjectives. In this case, the comparison is “hidden,” i.e. the adjective representing the normal sign is involved in the preceding sentence /this sentence is dialogic/: “like a big melon, I had to get an even bigger melon.” It seems that such usages actually reflect a comparative situation. Expressing the smallness of the sign -sh, -ish, -mtir, -imtir is also expressed through. But when these affixes are added, it is not a sign understood from the root /adjective/, but something similar: the presence of a sign is expressed. That is why “dark” and “black” and similar adjectives cannot be mutually synonymous. If attention is drawn to one of the objects under consideration, if it is intended to express its sign in a special way, to imagine it clearly, the words “most” and “most” are given before the adjectives. In this case, the speaker wants to emphasize that the thought sign is more important than any other sign during the speech: Like he was the most polite boy. Strengthening the meaning is expressed by the

use of adverbs such as *very, very, lastly, bagayat* before the adjectives, and by repeating the initial part of the pair of adjectives. For example: *Bir lahzani to'xtatish juda oson* (It's easy to stop for a moment) – KODAK Advertising Company, *Hattoeng o'jar dog'larni ham olib tashlaydi* (Removes even the most stubborn stains) – Yangi Losk, *Mutlaqo sof va tabiiy* (Absolutely pure and natural) – Nestle milk, *Ajoyib sifat va eng yuqori ishlash. Katta va yorqin bilan ko'rsatish eng yuqori tasvir sifati* – Samsung Galaxy Ace 2, *Eng ishonchli tanlov* (The most reliable choice) – Vinetki.uz, *Eng yaxshi xotiralar eng yaxshi smartfon bilan* (The best memories with the best smartphone) – Iphone 14 pro max.

By using the desired quality in the advertising text to reveal the characteristics of the product, the quality is raised to the level of a lexical-grammatical unit, participates in the creation of the evaluation structure of the text, and contributes to the increase of its informational value. At the same time, it helps to distinguish product quality and serves to reveal new semantic meanings.

The advertisement also uses a small number of pronouns. Words belonging to the pronoun group do not indicate objects, their signs, quantity or counting order, they only refer to them. As a rule, the addressee “you” is used in advertisements. In advertisements, “we” means the product manufacturer, seller, banker or author of the advertisement. “You” refers directly to consumers.

Among the meaning types of pronouns, personal pronouns are widely used in advertising texts. Personal pronouns indicate a person (you, we, they, you); the personal pronoun indicates the relationship between the sign and the person and replaces the words belonging to the person (mine, yours, ours); demonstrative pronouns indicate objects, their quality or quantity (this, so much, such, such); interrogative pronouns include questions about a person, subject, sign (who, what, how); collective pronouns indicate a generalized feature (all, each, various); suspect pronouns indicate unknown, uncertain persons, objects, their signs (something, someone, something); non-existence pronouns indicate the non-existence of a person, thing or their

sign (nothing, nobody, none). We can see the following types of meanings of pronouns in advertisements:

- **Demonstrative pronoun:** *Uni qanchalik muhim va ahamiyatli ekanini his qilishingizni istaymiz. Onalik kaliti qo'lingizda* (We want you to feel how important and significant it is. The key to motherhood is in your hands) – Plan baby;
- **Personal pronoun:** *Sizning yuragingiz nafaqat siz uchun uradi (Trombopol), Muza bilan siz betakror pazandasiz* (Your heart beats not only for you (Thrombopol), with Muza you are a unique cook) – Muza;
- **Personal pronoun:** *O'z ritmingni yoq* (Turn on your rhythm) – Coca cola;
- **Infinitive pronoun:** *Hech narsani yashirma* (Don't hide anything) – Clear shampoo;
- **Marking pronoun:** *Har tomchida quyosh* (Sun in every drop) – Lipton;
- **Collective pronoun:** *Hammasi yaxshilikka* (All to the good) – Nescafe, *Butun sayyora sizning ixtiyoringizda* (The whole planet is at your disposal) – “Planet Earth” travel agency.

The selective use of pronouns in advertising text depends on a number of factors, including product category and target audience. For example, the pronoun “you” defines the official relationship between the producer and the buyer, as a result of which communication shows respect and willingness to serve the other. As mentioned above, personal pronouns represent a sign of presence of the reader (consumer) in the situation described in external advertising texts, determine the buyer that the advertised product really belongs to him. However, when creating product advertising texts, one should avoid impersonality (it should be clear to whom one is addressing). For example, instead of saying, “This product is designed to support the condition of the female body...”, it is better to address the consumer in the first person: “We created this product specifically for women...”

Giving and receiving information about the events of the objective world, human feelings and relationships to existence

are expressed through verb forms. That is why the peculiarity in the use of verb forms is very important from a methodological point of view. The grammatically correct use of verb forms in speech is characteristic of simple methodology and is considered the main tool and criterion for expressing thoughts correctly and clearly. The fact that they serve to express subtle shades of thought is the basis of expressive methodology and allows the speaker to express various relationships.

Among the grammatical units, verbs expressing the meaning of opportunity, desire, offer are also used to reveal the sociolinguistic essence of advertisements. The use of the verb group in advertisements allows to openly express lexical-semantic, emotional attitude, desire, demand. Semantic features are expressed by verbs to warn (do not be deceived), invite (accept), offer (we advise).

The verb performs specific tasks in revealing the action or state of certain units in the text, as well as the semantics. These tasks are indirectly related to the nomination, the process of metaphor. For example, Buy it and feel like you are in a fairy tale. The grammatical categories of the verb are closely related to the most important logical categories that reflect the real reality in the human mind, and play an important role in increasing the effectiveness of speech. Syntactically, the constructive role of the verb in the advertising text is very important.

According to the verbocentric concept based on the theory of L. Tenier, the verb is the core of the sentence and contains the situation in a shortened form [5]. But to date, there is no systematic description of this lexical-grammatical unit in the advertising language. Therefore, sociolinguistic analysis of speech, its cultural-historical, social analysis, interaction between the author of the text and the reader are of particular importance in the research of advertising texts.

In advertising texts, the verbs “accept” and “encourage” are the most common words in the lexical-semantic group. Russian researcher Y. Demytyeva writes in the research work called “Verbs in Advertising Texts” that such verbs make up 25% of advertising texts [6].

In advertising texts, the imperative form of the verb is mainly used actively. For example: *O'zingizni quritib qo'ymang!* (Don't let yourself dry out) – Sprite, *Tanaffus qiling va Twix yeng!* (Take a break and eat a Twix) – Twix, *Tabiatning kuchini oching* (Unlock the power of nature) – Timothy shampoo, etc.

In some cases, we can also see forms of the verb known news, unknown price (Coca cola).

In advertisements, the entire text can be built on the basis of motivational verbs. The main purpose of this is to encourage the consumer to buy the product. For example:

Stop for a moment. The new NOKIA 7650 is more than just a phone because it has a built-in digital camera. Choose a theme, use the color display, take a photo and enjoy this moment forever! Save the image to a photo album with enough memory for many images, or send the photo to a friend.

We can observe the above situation in the following example:

Londoning hayotga bo'lgan ishtiyoqini his eting! (Feel London's zest for life) – Lipton tea "taste" continues the rich tradition of London's Lipton tea house, adding new, exciting notes to them. Created from a unique combination of selected varieties of tea nozik, nafis ta'mi va sizga har kuni yengillik, quvnoqlik va samimiy zavq bag'ishlaydigan qiziqarli tetiklantiruvchi hidni qadrlang! (Appreciate the delicate, elegant taste and interesting refreshing aroma that will bring you lightness, cheerfulness and sincere pleasure every day) Lipton "Taste of London" opens to you a new taste of English tea, combining the best traditions of the most famous tea culture and the exciting rhythms of its modernity.

It is necessary to consider the number phrase as an integral element of the modern advertising text, because numbers attract the addressee and strengthen the effect of advertising on consumers, at the same time, when talking about the events of social life, numbers express the text more clearly than facts:

O'zbekistonda **birinchi** raqamli shokolad pastasi Chococream – **millionlar** tanlovi (Chococream, the number one chocolate paste in

Uzbekistan, is the choice of millions). In advertising texts, the number of words also has its own role and place. ‘Researchers of advertising texts often take into account the lexical, syntactic and stylistic features of the advertising text and do not pay enough attention to the pragmatic features of the use of numbers used in the text’ [7].

Therefore, the main purpose of numbers used in advertising texts is to reflect objective and unbiased information. At the same time, numbers in a certain context serve as a source of speech expression when interpreting the background information of communicators (their feelings, views, attitudes, values, etc.) in social communication: *Samsung Galaxy S7 30 daqiqada to‘liq quvvat olish imkoniga ega bo‘ladi* (Samsung Galaxy S7 will be fully charged in 30 minutes).

The frequency of using the number word group is a very small percentage of all lexical units in the advertising text “because oversaturation of the text with facts made with the help of numbers will tire the reader” [8]. An advertisement in the language of merchants should be shown with proof of the quoted amount, not guesswork: *Eng yaxshi damlarni yo‘tal sabab qo‘ldan chiqarmang, Lozalvan – yo‘talga qarshi uch tomonlama ta‘sir: balg‘amni suyultiradi, nafas yo‘llarini tozalaydi va o‘pkani himoya qiladi. Lazolvan–eng yaxshi damlar siz bilan* (Don’t miss out on the best moments because of a cough, Lozalvan is a three-way anti-cough: it thins phlegm, clears the airways and protects the lungs. Lazolvan - the best moments are with you). This example *uch tomonlama* ni as proof: *balg‘amni suyultiradi, nafas yo‘llarini tozalaydi va o‘pkani himoya qiladi* (thins phlegm, cleans the respiratory tract and protects the lungs) etc are given as evidence. An advertising message “must stand out in a stream of messages of the same type, so very often the quantitative aspect of this information is taken into account” [9].

The use of numbers in the advertising text helps the reader and the advertiser achieve their marketing goals by using numbers related to the author’s desire to provide objective and reliable information and attract attention. For example: *Durasel batareyalari: 10 baravar ko‘proq ishlaydi! yoki “Rolton”: 3*

baravar arzon - 100 baravar mazali! (Duracell batteries: work 10 times longer! or “Rolton”: 3 times cheaper - 100 times tastier).

Small “tricks” with the participation of numbers are also used by text authors and producers in advertising texts to attract economically limited attention. As an example, we can show the following in the text of Korzinka supermarket ads: *Korzinka do‘konlarida 1 kg mol go‘shiti 69990 so‘m* (1 kg of beef in Korzinka stores is 69,990 soums). We can see the economic trick here in the price of the product. In the markets, 1 kg of beef costs 70,000 soums.

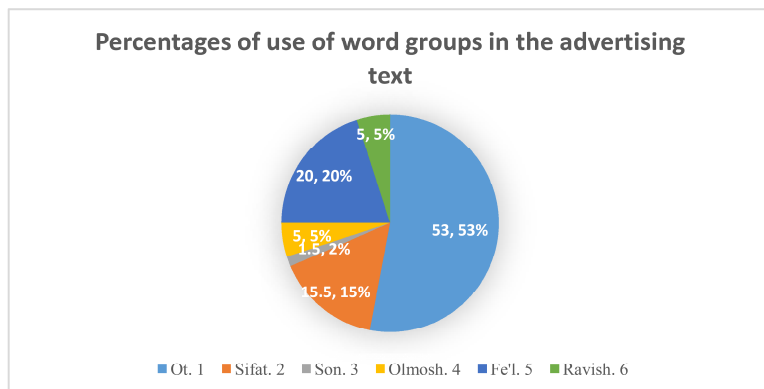
Adverb: In the process of speech, the situation, place, related to the action, when it is intended to provide information about the concepts of time, reason, purpose and amount, one or another type of ravishin is used. In advertising texts, idioms are rarely observed. For example: Always on our table – To‘xtaniyoz ota! (Tokhtanyoz ota sausages), Soon, Yaks (Yaks washing powder).

Endi senga mumkin emas (Now you can’t!) (Magnesium B6 drug advertisement)

According to the linguist scientist F. Galikhanova, according to the level of use in advertising texts, after nouns and verbs, adjectives and adverbs take place. The attention of the recipient (lat. Recipiens - recipient) is focused on the signs expressed by quality and manners, and the quality of the advertised product is concentrated in them [10]. The use of these categories in the description and signs of the offered products and services in advertising texts is considered effective.

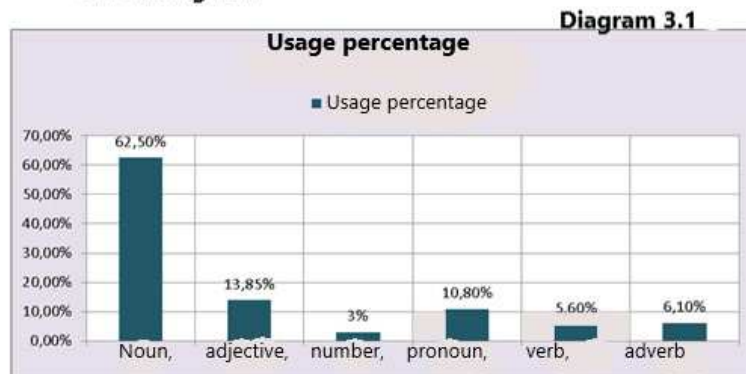
In conclusion, it can be said that abstract nouns used in advertising texts allow to characterize various situations, objects and events. The most beautiful part of the speech is the adjectives used in advertising texts. In advertising texts, adjectives perform an aesthetic (depictive and expressive means of language) and informative (determines the meaning of the topic) task. Although verbs, numbers, and pronouns in the language of advertisements are rarely used, they serve as a bright source of expression.

Based on our analysis of the expressions of the word groups in the ads analyzed above, we have shown the percentages of their use in a diagram and compared them with the work of scientific researchers done before us.

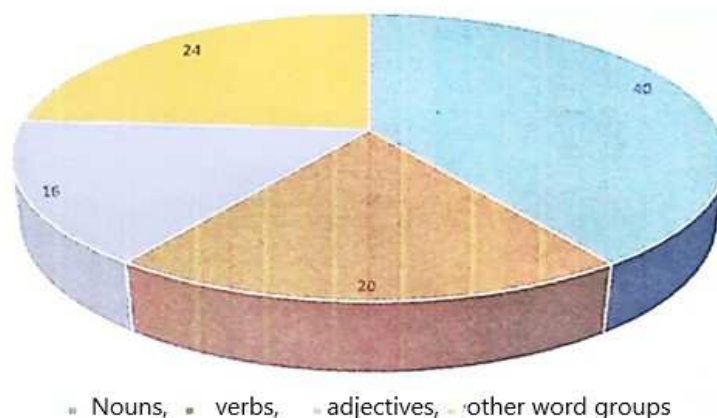


The linguist scientist D. Mamirova in her scientific research gave the following pointers on the use of word groups in advertisements [11]:

Percentage indicators of the use of word groups in the advertising text



Sh.Yunusova in her scientific research gave the pointers on the use of phrases in advertisements as follows [12]:



■ Nouns, ■ verbs, ■ adjectives, ■ other word groups

Figure 1. The proportion of words used in advertising texts in the cross-section of categories

There are some differences between the above diagrams and the diagram we propose, because while D. Mamirova and Sh. Yunusova approached the research of advertisements from a different aspect of linguistics, we analyzed them from the methodological and discursive aspect.

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