

## **RHETORICAL AND PRAGMATIC FEATURES OF SOCIAL ADVERTISEMENTS IN ENGLISH AND UZBEK LANGUAGES.**

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***Abstract:*** *This article discusses the history of the origin of Uzbek and English advertising and their role in social life.*

***Key words:*** *English, Uzbek, Advertising.*

Article 11 of the Law of the Republic of Uzbekistan «On Advertising» stipulates that Information material containing information (requisites), author's and editorial material - is advertising and should be placed under the heading «Advertising» or «Instead of advertising». According to the Wikipedia encyclopedia, the emergence of advertising dates back to ancient times. The first forms of advertising messages were passed on by word of mouth, but samples of commercial messages and election campaigns were found in the ruins of the ancient Italian city of Pompeii. At a time when the Egyptians used papyrus papers to write trade-related messages and large-scale advertisements, the use of this type of paper was common in Greece and Rome when writing declarations of lost artifacts. The use of painting on walls or stones in the lighting of commercial advertisements is another form of ancient media advertising that still exists in many parts of Asia, Africa and South America. Another type of form of advertising can be found when sellers praise their products and goods in crowded markets. Over time, people began to learn more and more how to categorize and present their products, that is, to pay attention to the visual aspects of advertising. With the widespread use of color printing and colorful posters, the streets began to be covered in a variety of colors. These posters were the first appearance of modern

modern bulletin boards. The first step towards modern advertising was taken with the development of printing houses in the 15th-16th centuries. In the seventeenth century, advertisements began to appear in London weekly newspapers, and by the eighteenth century such advertisements had flourished. In recent years, the volume of advertising publications has been growing. In today's globalized world, advertising is rapidly penetrating all aspects of human life. Extensive work is being carried out by various scientists in the study of the advertising phenomenon. In English linguistics M.Agraval, G.Cook, S.Briri, T.K.Bhatia, R.Uvayt, A.Krishna, R.Aluvalia, J.Liich, J.Horniks, in Russian linguistics O.V.Anderson, D.E.Rozental, N.N.Koxtev, I.Ya.Rashkov, T.B.Kolishkina, E.V.Medvedeva, E.V.Bulatova, G.Litvinova, E.Anasimova, O.V. In the researches of Anderson, L.Maevskaya, E.A.Terpugova and many other scholars the theoretical and practical issues, linguistic aspects of the advertising text are studied to a certain extent. In Uzbek linguistics A.Abdullaeva, Sh. Abdullaeva, A.Azlarova, B.X.Abdullaev, F. Mallaeva, F. P. Nosirov, N.N. Gafforov and others. It is known that the economic, social, cultural, legal, psychological, socio-philosophical, linguistic and other features of advertising are involved in scientific research in world linguistics. In the following period, a new interpretation - the direction of lingvopragmatic analysis - entered the study of advertising language and began to develop rapidly. Advertising texts are mainly aimed at specific target groups, who, as consumers, perceive the advertising product to one degree or another, and aim to make a decision in their minds. Advertising is a concept at the intersection of several fields, such as economics, linguistics, psychology and linguoculturology, sociology; it has been given different definitions by researchers. Etymologically, according to the online dictionary Merriam Webster, the term «advertising» is derived from the Latin word «advertere», «vertere» is its core and means to draw attention or attention<sup>1</sup>. In addition, the word advertising in English is “advertisement / ˌÆdvə'taɪzment / Brit / ad ' and:tasment” (Britannica Concise Encyclopedia) is pronounced in two ways. According to Cook, advertising is an integral part of modern consumer

society, and its distinctive feature is the desire to always be competitive. «... advertising is not just a superficial interest in something, but to see the uniqueness and superiority of something or someone, and at the same time we understand that advertising is part of us and part of our lives<sup>2</sup> .» Advertisements and announcements can be found all around us: in newspapers and magazines, banners and shops along the streets, on television and radio, on public transport, in any place where manufacturers advertise their products or sponsors raise money. Advertising has an impact on our lives, whether we like it or not. According to the Britannica Concise Encyclopedia, «Advertising is the techniques and practices used to emphasize, inform, and engage in the need for products, services, ideas, new ideas, or reasons for human needs<sup>3</sup> .» Also, according to the description presented in the book “Advertising Speech” by British linguist Gay Cook, advertising is a business used to convince people to do something, i.e. to sell a certain product, watch a certain TV show, donate, do a certain practice (e.g. , to be vaccinated, or not to smoke), to participate in certain public affairs, to vote for someone in an election, or to have certain beliefs (e.g., to participate in the trustworthy work of an organization, to vote for someone in an election, to have certain beliefs (e.g. affirming the credibility of an organization or emphasizing the goodness of a political philosophy). Advertising is defined in English glossaries as «the use of clear and reasonable language units aimed at influencing the behavior, spirituality, and lifestyle of individuals engaged in politics and business, and especially consumers.» Pragmatic features of advertising language include its convincing intent, the scope of interaction between communicators and cognizants, elliptical comparisons (for example, 25 percent less car — than what?; 25% less car - what?), Complex qualities (More car for less money; less car; money (rather than a car), qualitative (meaty taste; meaty taste). by consumers. Advertising language functions, on the one hand, as an innovative (e.g., when creating new words) and as a means of language distribution between different language groups (technical language as a standard language). On the other hand, it recognizes and reinforces existing social norms and

social stereotypes. The purpose of persuasion of advertising language is the subject of research in the field of semiotics (for example, visual advertising, sociology, psychology ) 4 . According to British linguist Jeffrey Liich, the most common and important type of advertising is “consumer commercial advertising”, which is targeted advertising to the public in order to promote the sale of a commercial product or service<sup>5</sup> . In the UK, large sums of money are allocated for advertising, high professional skills and space for advertising. For example, Loreal cosmetics “Because You’re Worth It” (you deserve it !); or “Washable Volumizing Mascara: This mascara delivers full volume and limitless length, featuring a formula infused with bamboo extract and fibers for long, full, lightweight lashes that don’t flake or smudge . Maybelline is the world's number 1 makeup brand, from foundation to mascara to lipstick; Diverse, on the pulse, inspired by the city and tested on its streets” (dream advertisement for eyelashes). Another type of commercial advertising is «prestige advertising», where the company's name and positive image are advertised, not the product or service. For example : “FIFA’s sponsors and partners enjoy the exclusive right to display their brand name on the LED boards in the stadiums during the World Cup matches. Many TV viewers are puzzled over names like Wanda, Hisense, and Mengniu. So who are Adidas, Coca-Cola, Visa, Hyundai / Kia, Gazprom, Qatar Airways, Wanda, McDonald's, Budweiser, Hisense, Mengniu, and Vivo? ISPO.com provides an overview.”; or “The America’s Cup: the oldest and most coveted trophy in the world of sailing. Its organizers have entrusted once again the vital timing of the races to Omega, a corporation whose experience in watchmaking and sports timekeeping dates back over 150 years... to the very origins of the America's Cup itself.” (“The America’s Cup: the oldest and most achievable trophy in the world of rowing. Its organizers once again entrust Omega Corporation with scheduling race times. The corporation has more than one hundred and fifty years of experience in making and calculating race times. was formed fifty years ago. There are also “industrial and commercial advertisements” where the company advertises its products

or services to other firms so that all parties are equal in the interaction. Both parties are the authors and listeners of the ad because they have a certain amount of information about the advertised product and their interests are mutually exclusive. For this reason, “industrial advertisements” usually differ from high-prestige and consumer advertisements in that they mainly contain accurate information and use less language units such as persuasion. In the next example of advertising , “The future is never finished ! Inspire the world and create the future at Samsung. Our dynamic internships help you expand your expertise and experience through rich exposure to leadership, opportunities to make an impact and empowerment to bring new ideas to life.“Examples of non-profit advertising include appeals from various associations and societies for non-discriminatory assistance and political propaganda. For example, It's very simple - starving children in Africa need your help. Drought, poverty and conflict have impacted every aspect of their lives. With your support, our frontline health teams are working across the continent to deliver emergency hunger and nutrition programs to save vulnerable children. Critically, we're also working to prevent malnutrition from occurring in the first place. But we can't do it without you!; the slogan“Change We can believe in” in the first African-American U.S. President Barack Obama’s presidential campaign has been recognized as the best political slogan for a Democratic candidate.

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