



DOI: **10.5958/2249-7137.2021.01813.9**

THE ROLE OF LANGUAGE FACILITIES IN THE COMMUNICATIVE-PRAGMATIC DIRECTION OF ADVERTISING TEXTS

Begzodbek Abdullaev*

* PhD, Lecturer at the Department of Primary Education,
Andijan State University,
UZBEKISTAN

ABSTRACT

The use of pragmatic sentences in each ad ensures its uniqueness. Determination of the place of discourse in advertising is determined by the effectiveness of the advertising product. The main activity of advertisers in the preparation of advertising text is also the selected lexemes of pragmatic discourse to influence consumers. The use of the names of celebrities, heroes, places and works of art as trademarks is to some extent intended to make an informed impression on customers, while emphasizing that they are associated with the world culture. In today's era of globalization and economic stability, if we look at the socio-economic status of advertising products in developed countries, our advertising services are still in their infancy. The experience of marketing activities confirms that the effectiveness of advertising depends on how much attention is paid to its place in the system of movement of goods from manufacturer to consumer. Thus, the more creative the brand is in the ad copy, the faster the goal of attracting consumers' attention is achieved.

KEYWORDS: *Discourse, Component, Language Environment.*

REFERENCES:

1. Collins Cobuild : Vocabulary for advanced learners. GB, 2014 .-- S. 617.
2. Ruzhitskiy I.V., Karaulova Yu.N., Evtushenko O.V. Collection of scientific articles // Ed. - M . : TsP Vasizdast , 2008 .-- 12 p.
3. B. Abdullaev. Uzbek linguistics of advertising: theory and practice . // and the abstract .diss . 2020. - B.142
4. Repev A.P. Bad advertising. Chapter1// http://www.repiev.ru/articles/ad_lang.htm