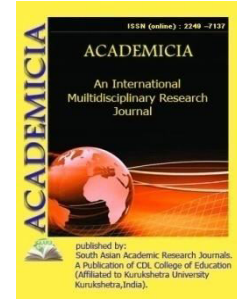




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## THE ROLE OF LANGUAGE FACILITIES IN THE COMMUNICATIVE- PRAGMATIC DIRECTION OF ADVERTISING TEXTS

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### 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.*

### INTRODUCTION

Discourse, reflecting the subjective psyche of the human factor in existence, is also the subject of pragmatics. The subject of this article is the linguistic means that make up the advertising text, which are studied in order to fully reflect the communicative and pragmatic orientation of advertising.

I. R. Galperin, N. S. Valgina, E. V. Kulikova, V. I. Karasik, D. Ogilvi and Uzbek linguists A. Nurmonov, Sh. Kh. Shakhobiddinova, M. Based on the works of Kh. Khakimov, T.Z. Tokhirovich on the study of the concept of text and discourse in the Uzbek language.

We know that increasing the emotional sensitivity of the advertising text in the minds of consumers, awakening interest, motivating it to purchase, and purposefully improving it shows that it is the object of studying the linguistics of advertising. That is why the media, websites, street banners, food packaging, subways and trams, conferences and presentations, and even some works of art pay a lot of attention to text. 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. An example is the fact that we can come across advertising texts that reflect the worldview of other nations as much as we want. Even some advertising texts are translated into our language without "normal meaning". For example "Don't stop snickers !!!" (Snickers chocolate). If we say that in this situation a lot of attention is paid to the brevity of advertising, this shows the negative impact of synchronization of meanings in the minds of consumers.

In fact, the distinguishing feature of the advertising text is its efficiency, conciseness and purposefulness. Mainly as a result of many years of experience in the countries of Europe and the Far East, his unique style was created with the aim of increasing the effectiveness of the advertising text. That is, if the text is shorter than print advertising, video, audio, and online advertising is longer, and those FTC etc. ezentatsy, demonstrations and internal advertising even longer. The main purpose of the selected linguistic units in the advertising text is to attract the attention of the consumer by increasing the expressiveness of the text. At the same time, pragmatic means try to attract the attention of the consumer. For example, he can use linguistic tools such as "What is this?", "Stop !!!" "Do you know?" "Wow !!!", "Bomb news", "ASCLa, Sale, attention discounts." However, among all types of advertising, the role of word-of-mouth advertising in the consumer market is unique.

The history of this type of advertising is one of the oldest. The basis for the development of oral advertising today is the product presentation ceremony. Any seller tries to attract a buyer by showing the wonderful side of a product by providing information about the product through advertising. Reaching out to customers and turning them on is a unique art. The purpose of the appeal text is to convince the consumer to choose and buy a product, attracting public attention, researching and strengthening their interests, encouraging, amazing, in order to attract the attention of readers of various advertisements. In this case, the role of discourse in advertising is obvious. For example: "Here's the news," "Papa surprise", "Take, your money will go with you", "I chose, of course," "dress from you, support us", "Try !!!" develops the product market with such attractive advertising phrases.

The function and place of each of the advertising components plays an important role in the minds of consumers. The beginning of the ad text is the title. Clients read it more than text. According to K. Kalilla's dictionary, "in the modern interpretation, the headline is an advertisement. The headline is the entry point for advertisements and announcements"[1.617]. Psychologists and advertising specialists have shown that passengers' eyes tend to drop more to the right than to the left of the advertisement. Accordingly, placing words and images on the right is key when composing ad copy. The word order is similar to the word order in the telegraph: nouns and adjectives are often used, and verbs (abbreviations) are also commonly implied. (For example: "We offer ...", "put up for sale", "try"). In print advertising, the advertising space itself often performs the cutting function. This is because it features an existing

product or service that was previously featured in a video ad or advertised in the form of a first ad, a print ad. The purpose of advertising is to attract the involuntary attention of the consumer and convince him to refuse to see the text of the purchase ad. In modern advertising, not only text plays a key role, but also the participation of media products. Verbal and non-verbal components play an important role in advertising. Any textual part of the ad is a verbal component. Any media fragment, letter color, size is called a non-verbal fragment. Advertising is done in different ways. These are text or verbal advertising (oral), sound ("noise", music, etc.) and visual (graphic, photographic, art-graphic, cinematic and video). [2.132]

Variety, that is, creolization, grabs the attention and interest of the consumer. This process will receive more attention. We need to seriously think about the meaning of the word in the formation of a trademark, that is, a brand. Thus, the more creative the brand is in the ad copy, the faster the goal of attracting consumers' attention is achieved. Periodicals featuring print ads are easy to remember and have a meaningful title that is registered and legally protected personal property. [3.120] 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. The use of personal names in the designation (name) of goods in the Uzbek language is a common occurrence, since the pronunciation of words in an advertising text should be easy, easy to remember and easy to pronounce. The geographic names are slightly different.

They mark the goods of a particular logo, for example, the brand "Paris", marks the spirits, the brand "China" porcelain ware of y, the brand's "Antalya", "Dubai", "Sochi", "Charvak" tourist resorts in the eyes of consumers is inappropriate to copy the experience European and Asian countries, because fashion laws differ from country to country. It is well known that advertising content means brand promotion and the nature of its consumption. 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.

Based on a clear pragmatic orientation, it is necessary to choose language tools, strategies and tactics that encourage planned actions in the preparation of advertising text. Based on this, statistics are compiled on how much advertising is accepted in society. As for the requirements for the text of an advertisement, the opinion of A.P. Repeva: "its only function is to sell and only sell" [4]. He emphasized that ad copy is the most expensive copy in the world, and therefore every word in an ad must have high demands. It also takes a lot of money to prepare the ad copy and test it with a small audience. That is why such concepts as "Effective advertising", "Actual advertising" have appeared. A.P. Repev also emphasizes that, technically, an advertising text should: attract the attention of a careless reader; to awaken in this reader the desire to start reading the text; it should be interesting enough for the reader to read it to the end. [5] Of course, it has proven effective today for an ad columnist to accept pragmatic proposals. It's hard to say with certainty that any ad copy that grabs the consumer's attention and elicits feedback has done its job. This is because advertising text based on economic and social status serves to shape the process before the consumer pays for goods and products. In this case, all components of the advertising text are placed neatly and give an effective result. This means that when creating ad text, all ad components must be carefully prepared and tested as an experiment with a small audience. The tendency to reduce the text of advertising is a consequence of the need to take into

account the processes of information exchange in the minds of consumers. Therefore, when compiling each advertising text, it is necessary to take into account the information content of the consumer, clearly defining the rules of time and deviations from the worries of the surrounding world. While banner, radio, television and contextual advertising uses a maximum of 4-5 words, it is recommended to display information in 15-20 words, 3-4 sentences indoors and in seminars. [2.124] It is a natural phenomenon that the process of using creolized text and pragmatic sentences is expanded as a result of adhering to the law of brevity in advertising.

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