

ЎЗБЕКИСТОН РЕСПУБЛИКАСИ
ОЛИЙ ВА ЎРТА МАХСУС ТАЪЛИМ ВАЗИРЛИГИ

ФАРҒОНА ДАВЛАТ УНИВЕРСИТЕТИ

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Йилда 6 марта чиқади

4-2020

**НАУЧНЫЙ
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ФерГУ**

Издаётся с 1995 года
Выходит 6 раз в год

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Хулоса қилиб, айтишимиз мумкинки, жамият тараққий ривожланиши сари қурилиш терминлар компонентларининг миқдори кўпайиб, ушбу терминлар остида ифодаланган қурилиш объектлари, материаллари, қурилиш жараёнлари тўлиқроқ изоҳланмоқда.

Қурилиш терминологиясининг тадқиқида кўпкомпонентли, яъни полилексемали терминлар монолексемали терминлардан кўра объект ҳақида тўлиқ тушунча бериши билан ажралиб туради.

Адабиётлар:

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(Тақризчи: Ш.Искандарова –филология фанлари доктори, профессор).

УДК: - 659.131:008

ТИЛШУНОСЛИКДА РЕКЛАМА МУСТАҚИЛ ДИСКУРС СИФАТИДА
ADVERTISING AS AN INDEPENDENT DISCOURSE IN LINGUISTICS РЕКЛАМА КАК
САМОСТОЯТЕЛЬНЫЙ ДИСКУРС В ЛИНГВИСТИКЕ

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Аннотация

Мақола тилшуносликда реклама дискурсининг моҳиятини кўриб чиқади. Мақола рекламанинг унумли стратегиялари, уларнинг тузилиши ва имиджи, асосан рекламани тил билан ўзаро боғлиқлигини ўрганади. Бундан ташқари мақола, реклама дискурсининг маданиятлараро таъсирини ҳам санаб ўтади. Ушбу мақолада муайян нутқнинг барча соҳаларини ўрганиб чиқиш кўзда тутилмаган ва у тил ва реклама дискурсидаги умумий муаммоларни топишни ўз ичига олмайди. Мақолада XXI асрнинг реклама матнларида учрайдиган энг асосий элементлар ўрганилади.

Annotation

This article examines the nature of discourse of advertising in linguistics. This article focuses on the interaction of language with advertising, its image and layout, and examines advertising persuasive strategies. It discusses main interrelationship between culture and advertising discourse. This study is not meant to exhaust all the fields of the particular discourse and does not involve to all the problems it poses. This article aims at find the basic elements of the most influential discourse of the 21st century advertising text.

Аннотация

В статье рассматривается природа дискурса рекламы в лингвистике. При этом основное внимание уделяется взаимодействию языка, его имиджу и макету, а также рассматриваются рекламные убедительные стратегии. Обсуждается взаимосвязь между культурой и рекламным дискурсом. Данным исследованием не исчерпывается вся сфера конкретного дискурса и не затрагиваются все проблемы, которые оно ставит. Целью данной статьи является поиск основных элементов наиболее влиятельного дискурса рекламного текста XXI века.

Таянч сўз ва иборалар: реклама, матн, дискурс, маданият, тилшунослик, семиотика.

Keywords and expressions: advertisement, text, discourse, culture, linguistics, semiotics.

Ключевые слова и выражения: реклама, текст, дискурс, культура, лингвистика, семиотика.

President of Uzbekistan Shavkat Mirziyoyev signed a decree “On Uzbekistan’s Development Strategy” in 2017. The Decree has approved Uzbekistan’s Five-Area Development Strategy for 2017-2021 years. It is important to ensure that new products and technologies are being introduced, thus ensuring the competitiveness of national goods in the local and foreign markets. Developing marketing strategies to protect the local market and active access to foreign market in the context of globalization is one of the most pressing challenges of today. Year by year the development of industry in the Republic and the increase in the demand for various types of services raise the role of the advertising industry. In the beginning, it is important to define advertising itself. What is advertising? Advertising is an extremely multifaceted phenomenon. The term came from the Latin word **advertiser**, which means to shout loudly

or to notify, which reflects the original function of advertising - information are shouted out or read out in squares and in other places where people gather, advertising always carries information, however, if advertising is always information, information not always an advertisement. In fact, advertising is special information that is distributed in accordance with the law by any legal or natural person, products; including trademarks, service marks and technologies for the purpose of direct or indirect profit [1].The history of advertising technology has evolved from mass advertising to divide the consumer audience into the so-called target groups. Advertising occupies a boundary position between various professional areas and attracts the attention of representatives of various professions. It is therefore not surprising that there are various interpretations of this concept and definition of the term itself. The criteria for this concept are

not clearly defined. "Dictionary of foreign words" interprets the concept of advertising as *"information about goods, various types of services, etc. in order to alert consumers and create demand for these goods, services, etc"* [2]. American Marketing Association draws attention to the fact that the filing method information depends on its nature and characteristics of the target audience, and interprets the concept advertising as follows: *"Advertising is any paid-for form of non-personal representation of the facts about goods, services or ideas to a group of people. Advertising is distributed in certain form of non-personal information about goods, services or ideas and endeavors intended for a group of individuals (target audience) and paid by a specific sponsor"*[3]. Ph. Kotler interprets the concept of advertising as follows: *"Advertising is non-personal forms of communication carried out through paid means dissemination of information with a clearly indicated source of funding"* [4]. Researchers identify various types of advertising. So, depending on the purpose of advertising, Ph. Kotler identifies the following types:

- prestigious advertising;
- brand advertising;
- classified advertising;
- sales advertising;
- outreach advertising.

Foreign researchers say the following types of advertising exist:

- brand advertising;
- retail advertising;
- political advertising;
- advertising in directories;
- institutional (corporate advertising);
- social advertisement;
- interactive advertising [5].

Authors of the study "Advertising Language" divide advertising into commercial and non-commercial. Commercial advertising is itself divided into image, industrial and consumer advertising types. Essential in terms of language design of advertising texts is the division of advertising into classified and advertising into. Advertising has long been a main topic for several studies in different disciplines such as marketing, mass media, sociology, linguistics, cultural anthropology and cultural studies. Advertising as a discourse type has been pointed out by many scholars. Thus, marketers are interested in economic efficiency of advertising. Many

sociologists reveal patterns that the impacts of advertising on various groups of population, taking into account the orientation of the latter. Specialists of culturology learn advertising as a manifestation of mass culture. Focus of psychologists is advertising phenomena such as social perception, collective activity, motivation to achieve success, level claims, etc.

ADVERTISING DISCOURSE

Linguistic study of advertising is the types of the text in advertisement, its description in terms of the basic paradigm "Text is a discourse." The concept of "discourse" has acquired an extraordinary popular in modern linguistics. Van Dijk remarks advertising discourse: *"often the most vague and difficult to define concepts become the most popular. Discourse is one of them."* According to Goddard, *"discourse advertising is a way through which people construct their ideas about the world"* [6]. There might be different types of words in advertising text but they do not happen in isolation they occur in complex interaction with music, picture, jingles and other text around them [7]. There are a lot of purposes for using language which determine how the writer or speaker chooses words and how they use figurative language. The language has a very powerful effect over people their thought and actions. According to G.Rahimov: *"Unfortunately, although most works contain textual errors in writing process, the practice of developing and implementing practical recommendations to improve the quality of the writing is not satisfactory. In order to achieve a satisfactory level of understanding, first it is necessary to analyze all the phenomena of speech communication, text discourse, textual activities and their intercultural attitudes"*[8]. The aim of this work is to consider the modern understanding of discourse from the point of view of the basic paradigm "text - discourse" and features of the advertising language in the context of discursive analysis. Despite the large number of works on various text issues – recognized communicative unit, there is no single universally accepted definition of the concept of "text", which apparently due to the great complexity and versatility of the object. It is indicated that the process of speech itself (oral or written) leads to the generation of a text - speech product, message developing in a sequential description of a number situations.

Most characteristic for a similar point view is a definition of text that it was proposed by I.R. Halperin: "Text - this is a product of the writing process, possessing completeness, objectified in the form of a written document, literary processed in accordance with the type of this document, a work consisting of the title and a number of special units (superphrase phrases), united by different types lexical, grammatical, logical, stylistic connection, having a certain purposefulness and pragmatic attitude"[9]. Genre specificity of the phenomenon of advertising make up the method of transmitting the advertisement and the purpose of composing the advertising text. A text immersed in a situation of advertising communication is the basis for highlighting the most general meaning of the term advertising - advertising discourse. Discourse, as indicated by A.A.Kibrik and his coauthors, "*A discourse is broader concept than text. Discourse is also a process linguistic activity, and its result - and the result is the text*" [10]. Cognition of the world is systemic, it is organically linked to the inseparability of knowledge, linguistically expressed through discourse - a dynamic process by which the predicative the connection of the phenomena of the world with its direct expression with the help of language. Definition of discourse in different linguistic sources is ambiguous that shows a different attitude of linguists belonging to different linguistic schools to this concept. However, the most original work on advertising language discourse was Cook's work who analyzes the social implications of advertising language. He distinguishes basic differences between text, context and discourse. He describes: "**Text** is used to mean linguistic forms, temporarily and artificially separated from context for the purposes of analysis. **Context** is another theme, it includes; substance, music and pictures, paralanguage (gestures, voice, facial expressions and touch in speech), situation, co-text, intertext, participants (senders, addressers, addressees and receivers), and last function what the text intended to do. **Discourse** is a text and context together, interacting in a way which is perceived as meaningful and unified by the participants"[11]. In Uzbek linguistics, the term discourse is used more broadly. We consider the discourse as a coherent text in conjunction with extralinguistic, sociocultural, psychological and other factors. Discourse is a dynamic

process, reflects the functional features of the speech and has an expressive and cognitive properties. It's important for the advertising language to distinguish oral and written discourses. Oral discourse allows for great lexical and grammatical variation, at the same time plays an important role. Many phenomena considered to be part of oral discourse, fixed in many dictionaries and became the main part in written discourse. These phenomena can be understood based on context in linguistics and extralinguistics. The use of punctuation in writing, as well as in oral speech which determines the rhythm speech, and its perception of reading and listening. Advertising texts constitute a discourse. They are always dynamic and modern, they are perceived by the participants of communication in the context. Advertising text has its own unique characteristics. Many advertising texts with verbal elements include audiovisual. These items may belong to different topics and do not have a clear structure. Texts in the structuring of which, in addition to verbal means, iconic (picture, drawing, photograph) are used, as well as other means of semiotic codes (such as color, font, size), called creolized. Their texture consists of two homogeneous parts: verbal (language / speech) and non-verbal (belonging to other sign systems than natural language). As a rule, the presence of a non-verbal component is perceived as an indispensable attribute of a full-fledged advertising text. The text is seen as a reflection. Under advertising text we mean the totality of audiovisual media in arbitrary combinations (with the permissible absence of any element) aimed at the recipient in order to provide the planned impact directly or indirectly associated with object of advertising. Mandatory minimum element of the advertising text - the word / digital number / abbreviation or symbol, when decoding outputting the object of impact on the addressee. Studies about the discourse of advertising with a linguistic focus remain rare. In addition to a previous studies of the syntax of headlines, Mardh defines the use made in headlines of some linguistic features such as nouns and nominal groups of articles and verbs. Mardh also remarks the number and length of words, and the number of modifiers in noun phrases and types of clauses. She discusses the readability of headlines by discussing the ways as reader familiarity and