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The principle of 36th IDUM

Abstract: This article is devoted to investigate the effective usage of slogans in both Uzbek and English advertising. There are provided several types of slogans mostly used in advertising. This article is based on several obvious examples which strengthen the theoretical part of it.

Key words: slogan, repetitive modification, linguistic units, linked slogan, harmonious slogan, free slogan, rhythmic and phonetic harmony.

Advertising language often attempts to reproduce the elliptical nature of spoken language in order to establish closeness with the reader [1]. Slogans are changing with the times, and therefore advertisers attempt to preclude a repetitive modification of slogans by using words that ensure timeless existence of slogans. As to the target market, it is recommended to create a slogan which will be comprehensible to the specific target market. In other words, advertisers should consider whether their customers are local, national or international and modify slogans according to their disposition. Many marketers hold the view that a key factor of slogans is memorability and excellency, and, as a result of this, some of the best slogans are still being used nowadays, even though they were launched long time ago.

Since the main function of advertising in social life is to sell, this process must be done with really plausible texts, no doubt. In this sense, we can continue to say that slogans in advertising texts, as linguistic units, also play an important role in the economy. Most importantly, the ad text should be informative and persuasive [2].

The function of the advertised product in society is to express the idea - the content in a concise and descriptive form. This information can be given in one or two sentences [3]. Indeed, we can say that these considerations are well-founded. Proof of this can be seen in the following advertisements that we encounter in our daily lives:

Hayotning yorqin tarafida bo'!

(Slogan for phone company beeline)

Evo bilan butun olamingni o'zgartir!

The advertising slogan is the main element of the advertisement and is like a telegram. Members of the community decide whether or not to read the rest of the ad text under the slogan. Because *Hayotbaxsh ta'm!* by reading the slogan, people today know that it is Coca Cola and do not read the whole text.

The consumer remembers only one clear proof or one clear idea from the text of the advertisement [4]. One of the most important features of the advertised chocolate in the creation of the advertising slogan for "M & M's" chocolate: *Qo'lda emas, og'izda eriydi* (It melts in the mouth, not in the hands). It can be said that the jam was poured, so he chose it as the basis for his motto that it does not melt by hand. In short, the motto is a short expressive visual tool. Slogans are used in all types of advertising. The basis of the slogan is that it consists of words that have a lasting effect on the human psyche.

According to their structure, advertising slogans can be divided into three groups:

1. Linked slogan. The brand name is included in the linked slogan:

Har doim Coca-Cola!

This is what a Honda feels like

2. Harmonious slogan. The slogan is in rhythmic and phonetic harmony with the brand name:
Alyumag-oshqozonga ko'mak.

Ermak - bu foydali, mazali va toza demak.

Muza bilan siz, betakror pazandasiz

iPhone Apple reinvents the phone

3. Free slogan. The trademark is used separately in the free slogan:

Nescafe. Hammasi yaxshilikka.

Nestle. Musaffo hayot davri keldi! Shaffof. Birinchi buloq suvi!

Coca-Cola. Hayot lazzati.

Nespresso. What else?

We will achieve our goal only if each of these tools, which serve to reveal the content of the advertising text, is prepared in accordance with its own laws. Newspapers are one of the reflections of a specific language and the study of newspaper language will give us a considerable and worthwhile amount of information to be taken into account. Newspaper is a widely-read type of written texts and owing to its popularity a new kind of discourse has emerged. Newspapers have developed their own specific kind of language- newspaper language. Newspaper language is a combination of different stylistic features, a mixture of several kinds of material. and it has its own specific vocabulary [5]. The structure of newspaper discourse is illustrated in various shapes, but generally it is non-linear and in the shape of an inverted pyramid. The events are not seen in chronological order: it is said that in news, order is everything, but chronology is nothing.

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70	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 12 Issue: 05 in May-2023 https://www.gejournal.net/index.php/IJSSIR
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