

¹Qodirova Zaynab¹Bukhara State University Teacher of the
Department of Foreign Languages for the Humanities*Article history:**Received: 09th January., 2022**Accepted: 10th January., 2022**Published: 11th January., 2022*

Abstract: *This essay contends that advertisement text is an essential component of society's socioeconomic and spiritual moral existence. Advertising text that meets human needs is now evaluated as the most common form of text. The commercial focuses on the text and stresses its meaning. To determine the linguistic and stylistic features of advertisement texts, a scientific analysis of its spheres of influence is needed. The article defines and explains the linguistic and stylistic characteristics of advertising texts, investigates approaches to the notion of "advertising text," and differentiates between advertising texts targeted at various audiences according to its age, occupation, and social purposes. It is shown that advertising texts can be categorized into many styles based on the size and method of coverage, the key elements of the ad text, the title plays an important role in the ad text, primarily attracting the buyer's interest. The text of the advertisement is brief, so the words in it are vivid, descriptive, and memorable. For product ads, the use of stylistic colored words and figurative phrases, in which nolingistic means and language units are seen as means of forming advertising texts, is significant. The advertisement text stresses the importance of using word classes such as verbs and adjectives to illustrate the high quality of a product or service. Examples of punctuation in advertisement text are used to illustrate its function as a punctuation mark.*

Key words: *linguopragmatics, symbiosis, exclamation, AIDA, pragmatic, national-specific, linguocultural, stereotype, philosophical, lingvoculturological, semantics, modulation, anaphora, hyperstriction, ultra-comfort, modulation, compensation, and dissonance*

Introduction. New definitions, terminology, and methods of linguistic analysis are emerging as a result of the formation and advancement of new anthropocentric directions in modern linguistics, such as linguopragmatics, discursive analysis, cognitive linguistics, linguoculturology, and sociolinguistics. Advertising texts that represent human needs are an example of an anthropocentric document. Since advertising has become one of the most popular forms of text, its stylistic and grammatical features, as well as the need to research the lexical and cultural features of the advertising text, have been prioritized. This is because the advertisement discourse, which collides at every turn, is becoming an integral part of society's socioeconomic and spiritual-moral existence. Modern advertising represents profound developments in information technology and media, social and economic ties, current cultural values, societal law and order, and man's position within them. Advertising is distinguished by its variety, which is one of the primary reasons that is commonly used in a wide range of human activities, from commercial to social. Advertising, like any other ordinary phenomenon, is examined in a variety of ways, including economic, social, cultural, legal, psychological, socio-philosophical, and linguistic. [5]. When we examine advertisement from a linguistic standpoint, we concentrate on the linguistic features of the advertising text. The question is, what exactly is ad text? Advertising text is a synthesis of advertising type and material, i.e. a

symbiotic relationship of "thought" and "speech." The idea emerges first, and an approximate text is created. The problem of choosing the right language resources, i.e. "tools," occurs during the editing stage of the original text. Advertising language is a linguistic medium that conveys a component. Many stylistic accents and styles can be used to convey the concept. [4]. Text content can be created in a number of ways. It can be divided into paragraphs, sentences, and words can be chosen and placed differently in the text. "Everything has to be great" in an ideal ad text: it has to be presented in fluent language, beautiful sentences, and looks so that it can be easily read and received by a human. Thus, the success of an advertisement campaign will be primarily determined by the language tools used in the production of advertising text, which may range from sound to text material. The title, subheading, main text, and advertising slogan are the four main elements of advertising text. [6].

"Advertising" is derived from the Latin word "reclamare," which means "to scream", "to protest", "to shout", "to protest". Advertising is called "advertising" in English, and it means "to announce." It is described as attracting the buyer's attention to the product (goods, service), as well as advice, calls, suggestions, and instructions on that product or service. Advertising can be described in a number of ways. Some of them are as follows: "Advertising is a major issue in our time." Advertising is the driving force behind modern trade and manufacturing. Other than advertising, there is another protective load on the product. As a result, advertising is a difficult art that must be approached with caution." [3]; "Advertising is a type of manufactured product activity." The aim of advertising is to market the organization's goods using information provided by industry, services, businesses, and organizations. In this case, the desired reaction is accomplished by manipulating consumers' minds on a mass and person level." [2]; "Advertising is an advertisement, suggestion, or demonstration provided to consumers by a bidder (manufacturer or service provider) regarding a specific product, individual, concept, or service, their convenience, and benefits for the purpose of direct or indirect profit (income)." [1]. In support of these ideas, we propose the following: Advertisement is a linguistic text that is intended to draw attention, hold interest, arouse desire, create trust, and compel behavior in the sense of a specific purchase.

The term advertising model AIDA (Attention, Interest, Desire, Action) was proposed in 1896 by the American advertiser Elmer Lewis "[4]. Advertising text provides important information about modern man's value system as an area of pragmatic intensive use of language, since advertising, on the one hand, adapts to the relevant cultural and linguistic environment, and on the other hand, forms this environment itself. The text of the advertisement reflects the national-specific identity. While the spiritual attitudes inherent in certain cultural and historical contexts are clearly reflected in the advertising process, they have a negative impact on the ideological attitudes of society. The basic method of speech technique determines the specific impact of ads on members of society, as well as the widespread use of advertising. As a consequence, an advertisement text is a set of lexical units encoded by a specific linguocultural stereotype. The most critical criterion for advertising success is that it is founded on the most important linguistic mental stereotypes. Since it is based on these variables that we can predict the receiver's next move. At the same time, advertising influences improvements in contemporary linguistics, brings new speech formulas into daily life, and forms stereotypes. Advertising, on the one hand, contributes to the creation of a person that suits the ideal of the consumer society; on the other hand, it reflects on the society's fundamental moral values. Based on the study of the advertisement voice, conclusions about the new traditions in the value system that are evolving in society can be drawn. It is critical to consider the national and cultural characteristics of the target audience, as well as the strategic strategy of the marketed product or producer, in the production of promotional images due to the difficulty and flexibility of transmitting advertising messages in another language. It is more fitting to transport the product image in the form of a collection of advertising principles to another cultural and linguistic space and incorporate it into

the new context, thus taking into account the national-linguistic image of the world of other linguistic environments. As a result of the above, advertising is a linguoculturological (cultural-linguistic) phenomenon that emerges under the influence of a specific culture and represents its distinct cultural and national characteristics, as well as the global national identity. Advertising as a distinct linguoculturological phenomenon refers to language (lingvamental) stereotypes that serve as the foundation for the creation of a specific advertising text. It is possible to draw clear conclusions about the specifics, cultural beliefs, and ethnic characteristics of a given community based on ads. In the one hand, advertising texts, like any other document, represent the world's existing image. On the other hand, they generate and form new images and realities, without which modern culture would be unthinkable. It was discovered that while advertising adapts to the specific linguoculturological (language) environment, it also produces this environment. "This model reflects the psychological effects of advertising step by step: to draw attention - to arouse curiosity - to provide strong facts regarding a product or service - to make a decision - to purchase," said B. Abdullayev, a scientist who researched the linguistic features of advertising.

Advertising texts have morphological characteristics as well. It is worth noting that the efficacy of advertising often depends on which form of the verb and which rhyme is used in a particular advertising text, as various types of words are targeted not just at advertising the product itself, but also at a specific audience type: Do not stop! ; Join now! ..; Share your youth and elegance on your face and skin...; all you want to know and ask: where did the neighbors get this furniture?

These examples demonstrate the presence of a "you" in ads (such advertising is interpreted as advice or an offer), as well as an image of young people as more involved, casual members of their community. This is achieved by using the secondary pronoun in singular form of the verb. When speaking to a young audience, the command form is often used. A call and an exhortation are examples of such types.

Advertising language commonly employs an indefinite verb form to convey incentive, wish, or bid (In general, a verb in advertising texts is used more often than other parts of speech: its expressiveness, persuasiveness has a stronger effect on a person than other word groups). Feel, visit, welcome, meet, pick, wait, engage, have, rush, enjoy, rejoice, and so on.

The inclusion of verb combinations is one of the most critical features of an ad text. The verb, according to H. Kaftandjiev, brings excitement, anticipation, strength, and power to thoughts. In English ads, the following verb combinations are common: "Buy this," "Discover that," "Don't forget," "Try some today," and "Treat yourself." It is worth noting that they appear in all aspects of the advertisement message: the title, the main text, and the slogan.

The command form of this verb is the most effective form of advertisement text. Through its assistance, the genuine customer is persuaded to purchase the branded items. After studying ad texts in real English, we can infer that the following verbs are among the most widely used verbs: Buy, feel, start, try, ask, discover, get, see, call, taste, watch, find, enjoy, listen, drive, smell, look, let drink, do. For example: "Buy the car. Own the road". (advertisement Pontiac Grand Am) "Drive the new Paseo. Fall in love. Your future awaits down the road". (Toyota Paseo car advertisement) "Give your lips a double infusion of color". (Estee Louder lipstick ad). Furthermore, the ad texts embody the diamond's "psychological semantics." When the pronoun "we" is used, for example, this text seems to put the receiver closer to itself. Because of this "we," the reader starts to think that he is a member of a strong social community and imitates the characters of the commercial in order to join it. Advertising texts also use second-person personal and possessive pronouns to increase the appeal of the ad. As an illustration: "Your own car. Your own phone. Your own place. Your dad's insurance?" (advertising by Nationwide Insurance) "Your friends will want to look at it. You won't even want to take it off to shower. Years later, babies will want to touch its light. Little girls will ask

to try it on. And long after everything has changed, you'll look down at it and realize nothing has". (advertising by De Beers Diamond Engagement Ring).

A degree of acquisition of qualities is often seen in advertisement documents (the softest skin, the best solution to problems, etc.). For instance, fragrant, delicate, clear, pure, original, clean, true, normal, genuine, inexpensive, trendy, popular, cute, elegant, light, shiny, elegant, mediocre, and beautiful. These terms are needed to highlight a product's or service's high quality. Simultaneously, bad ad text is often baseless, and bush praise, praise, and benefit levels are normal. The terms "most," "much," and so on are not incorrect, but they can be used with care in advertisements. The inscription on a Kazakh sword reads, "Do not take the sword out of its sheath without need - do not put the sword in its place without honor." This can also be due to the ad's praise, which means that if you write "Much or the most," please back it up! The following are the most often used adjectives in English advertising: good, better, best, free, fresh, delicious, full sure, clean, wonderful, special, fine, big, great, real, easy, bright, extra, rich, gold. All of these words are an indication that the advertised trademark is being compared directly or indirectly with other trademarks of the same category. However, the following qualities are also common: natural, sensual, innocent, passionate, romantic, mysterious. Attributes and additions are used to describe the different qualities and characteristics of a product: shape, size, value, the emotions that the product evokes, and so on. In addition, in advertising, adjectives are often used as an indication of the uniqueness and authenticity of a product brand, including: genuine, authentic, original. However, the notion of "the new quality" is the leading one in English advertising, which is found in almost every second advertising message. For example: "An astonishing new way to streamline the curve: Estee Lauder invents Thighzone"; "New LAST OUT extra extending mascara with a new advanced protein formula"; "The new truth for sensitive skin: Estee Lauder invents Verite". Adjectives and affixes are widely and frequently used in advertisement texts because they quickly communicate information when capturing and arousing the audience's attention. Exact qualities and adjustments contribute to the creation of a distinct sound of the promotional note, allowing you to reliably tell the actual consumer about the advantages of the branded product.

Based on the scale and method of coverage, advertising texts can be classified into many genres:

- Announcements (short news: "The store is expensive", "We have a 50% discount";
- notes (which would be longer than the advertisements): "Do you want to carry your body for a long winter and not blame yourself for the extra weight you've gained in the spring?" , "For active weight loss, prefer Turboslim coffee over standard coffee."
- Instructions: "... The usage of a modern medication... in complicated therapy rapidly relieves pain and sore throat and leads to the normalization of body temperature owing to the detoxifying impact and the overall recovery of acute and chronic diseases," "... to all who call today - a gift from the business!"
- Reviews (evaluation of books, exhibitions, films, etc.);
- appeals - direct appeal to the addressee with a "request" to purchase a product that is typical for a billboard: "It's your choice !;
- popular scientific notes and articles (they tell about the history of the invention of the product, its positive features; usually such texts are published in "serious" newspapers and magazines and occupy the entire page).

The translator must overcome not only the linguistic issues that exist as a result of gaps in the semantic form and usage of the two languages in the correspondence process, but also the integration problems of sociolinguistic problems during the advertisement translation process. As a result, several considerations should be considered when selecting a translation form, such as the viewer (if text

101	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 11 Issue: 01 in January-2022 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

localization is required) or the intent of ads. If you need to concentrate on imported goods, certain terms or even phrases will be left untranslated. If you want to elicit optimistic feelings, use more emotional words and phrases. They are classified into two types: substitution and alteration. Grammatical (morphological category) modifications include the replacement of pieces of expression and their use in the translation process. The use of grammatical changes does not mean that the original content has changed substantially. Direct objects are often used in analytical English, and it is frequently important to convert a direct object into an indirect object when translating into Russian. Lexical alteration is another form of translation. Their essence is to express the translation's original content using inadequate lexical means. Lexical transformations are a vital part of translation since they can result in genuinely profound shifts in the interpreted language. Transliteration and lexical-semantic substitutions are the two most common methods of lexical transition (clear definition, generalization, modulation, or semantic development). When translating a lipstick commercial, for example, an anaphora that is not in the original text is used. New lipstick Rouge Hyperfix Extreme hold ultra-comfort → Hyperreflexia. Ultra convenience. (Lipstick Rouge Hyperfix, Bourjois Paris). The term "hyperfix," which refers to the property of lipstick, repeats the phrase, while the terms "extreme hold" suffice. The causal relationship is always large in nature when interpreting headings using the modulation system, but the conceptual association between the two names is maintained. From cocktails to kisses, Lipfinity Reflections keeps your lips sparkling for up to 8 hours (Lipstick Lipfinity Reflections, Max Factor & Company). The sentence form is clearer in the converted version, and the verbs in the imperative mood suggest an intention to act. The following section of the commercial is interpreted as a separate sentence. Advertising text, like every other kind of soft text, has a structure. The text's structure may be defined as follows: title, division (advertising slogan is revealed), descriptions that serve as facts, and related conclusions. However, this is conditional, since individual portions of the content can or may not be replaced. When translating a title, various stylistic figures (modulation method) are often used, since the key function of the title is to attract attention to the advertisement text. Since the primary goal of advertisement translation is to assess the best characteristics of the item being sold, the reimbursement approach is the standard translation method for all components of the document. The products of the most popular translation methods are distinguished by techniques that vary from those used in the original language. When compensating, it is important to shift all missing pieces from the original. The creamy semi- permanent color resists 10 hours of non-stop activity (Lipstick, L'oreal Paris). The sentence structure is inconsistent in Uzbek and English. The original subject is "color", the verb is "resists". In the original language, "creamy" is characterized by a descriptive quality. In the translated text, this quality is expressed by the name - "cream-lipstick". When translating a slogan, features such as brevity and precision should be taken into account, so the constant consistency method is often used when translating the slogan as well as the main text. Your fragrance - your rules (Fragrance, Hugo Boss AG). To meet the requirements of the slogan on a grammatical level, one part of speech is replaced by another: Believe in beauty (Lancome es originels). The verb form is modified in this context. This move is used to improve the slogan since the translations of "believe in beauty" and "kindly, believe in beauty" have several consonants and dissonances. In general, the most common English-Russian translation substitutions are to substitute the noun with a verb and the adjective with a noun. Estee Lauder Inc. redefined elegance by changing the quality "defining" to "emblem." It can, though, be changed at times. As an example, The new fragrance for women. (Fragrance Echo Woman, Davidoff company).

In linguistics, advertisement text is a set of advertising types and material. The problem of choosing language tool phrases occurs during the editing stage of the entire script. Advertising language is a linguistic tool for communicating a component. It is possible to translate such mantles

102	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 11 Issue: 01 in January-2022 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

in two ways, namely by the form of replacement and substitution. That is why ad texts are so relevant to the advertising company.

References:

1. Abdullaev B.X. Uzbek advertising linguistics: theory and practice. Doctor of Philosophy (PhD) in Philology. Dissertation abstract. - Fergana, 2020.
2. Bagicheva N. Advertising, its emergence and some information from the history of its development. -M., 1969
3. Vasiev M.G., Vasieva M.A., Mirzaev J.D. Raw materials used in the production of bread, pasta and confectionery. - Tashkent: "Labor". –2002. –192 p.
4. Wells U., Burnet D., Moriarty S. Advertising - principles and practice. St. Petersburg, 1999. - p. 736.
5. Lastovetskaya M.A. The variability of the English-language advertising text as a factor of its pragmatic impact: author. dis. ... Cand. philol. Sciences: 10.02.04 / M.A. Lastovetskaya; Moscow State Linguistic University t, 2005. - 24 p.
6. Livshits T.N. Specificity of advertising in pragmatic and linguistic aspects. Abstract dissertation. ... a candidate for philological sciences. Taganrog: Taganrog. State Pedagogical Institute, 1999 .- 23 p.
7. Medvedeva E.V. Advertising propaganda, or “how much is opium for the people” // Vestnik MGU. Ser.19.№1. 2003. -p.27.
8. Toirova G. On the technological process of creating a national corps. // Foreign languages in Uzbekistan. Electronic scientific-methodical journal. - Tashkent. 2020, № 2 (31), –P.57–64.<https://journal.fledu.uz/uz/2-31-2020>
9. Toirova G. The importance of linguistic module forms in the national corpus // Current problems of modern science, education and upbringing (Current problems of modern science, education and upbringing in the region) (Electronic scientific journal), - Urgench. 2020, № 5, –P.155– 166. http://khorezmscience.uz/public/archive/2020_5.pdf
10. Toirova G. The importance of the interface in the creation of the corpus. International Scientific Journal "Interscience", // International scientific journal "Interscience". - 2020. - No. 7. Online magazine. <https://doi.org/10.25313/2520-2057-2020-7-5944>
- 11.Toirova G. The Role Of Setting In Linguistic Modeling. //International Multilingual Journal of Science and Technology. ISSN: 2528-9810 Vol. 4 Issue 9, September – 2019,-P.722-723 <http://imjst.org/index.php/vol-4-issue-9-september-2019/>