

ENGLISH AND UZBEK ADVERTISEMENT PARAPHRASES

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Annotation: Advertising is a fast evolving modern process with its own set of rules and regulations as well as distinctive features. In addition to being a force (stimulus) that propels sales, research in this field demonstrates that advertising also modifies speech activity to suit the demands of the moment, enhancing its impact. The fact that a lot of information is communicated using a limited number of linguistic units—words and word combinations—is a distinctive and significant aspect of the text of advertising. The selling of products and their promotion are also included in the terminology of advertising.

Paraphrases are one of the key strategies frequently employed in advertising language. One stylistic device that highlights the depth of advertising language is the use of paraphrases.

Key words: advertising text, types of advertising, advertising content, paraphrase, visual medium

Introduction

Both languages employ advertising to market goods and educate people. Since the turn of the 20th century, as the economy and industry have expanded, so too has the American advertising sector. Since Uzbekistan gained its independence, advertising has grown in popularity as the country's riches and market relations have grown. In a market economy, both countries naturally focus more on advertising when developing marketing strategies. Compared to the mass media, advertising of goods, imports, and other services offered by different businesses, companies, enterprises, and organizations is becoming more widespread.

Main part

"Advertising is the truth told at the right time," according to the advertising firm "Maken Erickson Incorporated" [1:4]. In addition to the consumer market, advertisements have an impact on society's political and cultural life as well as the evolution of our language. Currently, distinct kinds and types of advertising texts have emerged and continue to emerge due to the high demand and necessity for advertising messages. Compare: poster, annotation, announcement, announcement, etc.

Advertising is a process that everyone can encounter every day, everywhere.

Advertising is penetrating all areas of mass communication. Based on the media, advertising can be divided into five most important types.

These are:

1. Print advertising.
2. Radio advertising.
3. Television advertising.
4. Outdoor advertising.
5. Internet advertising, etc.

Advertising performs a number of functions in society. The most important ones are:

1. Advertising should inform.
2. Advertising should persuade [3:13].

The function of the advertising text is to sell the product, not only to sell, but also to promote and encourage it. In advertising, the term “selling” means convincing the reader to buy, to “vote for the product”.

1. The advertising text should be clear and focused. In other words, it should be the main, important message, like a slogan. Compare: breakfast in 5 minutes. Slake - life in motion.

2. The advertising text should be affirmative, logically consistent and understandable.

3. The advertising text should be concise, short, and to the point.

4. The advertising text should be stylistically popular.

5. The advertising text should be original and unique. It should also be interesting and captivating.

Advertising text is considered to be extremely expensive texts, and businessmen pay a lot for its publication. Because global and national trade are begun by implementing advertising texts, the brisk trade brought the owners of goods a substantial profit. This profit can expand the sales of goods, assists to conduct trade on a large scale, especially it gives a chance to increase the cost of goods. Therefore, this whole process begins, first of all, with advertising - the power of advertising text, its ability to attract the public - buyers.

Accordingly, advertising text is one of the most valuable texts, and they pay a good fee for its publication.

It turned out that artistic and informative requirements are imposed on each word in advertisements, but also the most important high economic requirements, and that every word serves the purpose of the trade. This is the requirement of the market economy [4:66]. It is clear that a certain content, thought is expressed through the advertising text. This is a fact that does not require proof. However, the point is that this thought - the advertising

"thought" is characterized by its own stylistic coloring, its own connotation, and at the same time, its own phonetic accent, tone. The language of the advertising text - text units, elements of which are arranged in a certain order in the process of expressing thought, conveying information about the intended event, phenomenon, thing, subject, language and speech units with different structures serve to convey this message to the listener, listener. That is, both a word, a word combination, and speech participate in the formation of the advertising text.

If the text is considered as a complete whole with an independent content and formalized by language, then the advertising text is characterized by a short, but advanced language form that fully reveals the idea, main idea and content of the advertisement. In the advertising text, it is important to form an advertising image using various lexical, syntactic and figurative means. The advertising image creates a clear idea of the subject and evokes certain emotions that affect the consumer. The words that the advertiser chooses to create verbal texts should attract attention and be quickly remembered [6: 19]

Results and Discussions

The key features of advertising require careful selection of language tools, taking into account the goals and objectives of advertising impact. As tools for activating vocabulary, such tropes as metaphor, metonymy, hyperbole, paraphrase, irony, and imitation can be cited [7:98], [8:3].

One of the most effective and important means widely used in advertising language is paraphrases. Paraphrases are figurative means that serve as a special method of expression in speech. In other words, paraphrases are a figurative expression of a thing or event not by its name, but by its characteristic features; such an expression. For example, the queen of the field (maize), the red flame (gas) [9:80]. Paraphrases, as a stylistic means, give speech a sense of elation and imagery, and enrich the vocabulary based on the requirements of social development [10:3].

According to McQuarrie and Mick, metaphors and irony improve advertising language affectively. In English advertisements, slogans can be used to improve brand recall in semantic and phonetic way. For example, "Have a break", "Have a Kit Kat", "Finger-Licking" [9].

"Up to 50% discount on your first purchase" is paraphrased keeping the same meaning like "Get up to 50% off on your first purchase"[10].

Another example of metaphor relevant to time is applied a lot in English advertisements. The phrase "spend time" in the English metaphor "TIME IS MONEY" is derived from the notion that time is a tangible resource. By visualizing time as money, this expression conveys the idea that time is a valuable and limited resource.[11].

Nowadays, many English advertisements use synonyms that are more stylistically expressive, instead of words that are used by common people in everyday life. For example, for “Best” word, Premier/Top-notch / Ultimate / Unmatched are being used as synonyms.

Example: “The ultimate driving machine” (BMW).

For “Free” word, Complimentary / Risk-free / At no cost

Example: "Risk-free trial."

Thus, paraphrases are one of the methodological tools that demonstrate the richness of our language. Paraphrases also have a certain figurative expression in the language of advertising. Paraphrases are often found in the language of advertising, especially in soft drinks advertising. In the advertisement for Kawthar mineral water, the following paraphrases provide certain information, information, understanding, and serve as connotative information.

Compare: 1. Kawthar - a bearer of beauty. 2. Kawthar - the delight of paradise. In dictionaries, the word kawthar is explained as follows: 1. According to Islamic beliefs, the name of a pool in paradise; 2. Clean, cool, clear (about water).

Both explanations are logically connected, and they form a single whole. That is, a pool is a circular depression in which water is collected, filled with water, and stored, a place. So, in the paraphrase that shares beauty, a person who drinks Kawthar water will enjoy this beauty. The paraphrase that describes the taste of paradise expresses the sweetest, sweetest, most delicious, coolest, and clearest meanings of Kawthar mineral water, just like the water of a pool in paradise.

Omonxona – healing water. The paraphrase of Shifobakhsh Suv informs about the spring water that naturally gushes out from the Omonxona area. That is, it is thought that this water has healing, healing properties, that a person should be healed from this water and consume it. Akvalayt – family-strengthening waters. The paraphrase of family-strengthening waters informs that waters under the Akvalayt brand are placed on holiday tables and serve to bring the family together around the table, making the family stronger. Hydrolife – water that rocks the cradle of mountains. The paraphrase of the water that shakes the cradle of mountains is a natural spring flowing from the ground of the Mingbulak mountain range. Information is provided that Hydrolife mineral water is mountain water, is beaten from stone to stone and matured - it is an environmentally friendly, natural liquid. Arktika - feel the temperature of the glaciers. The paraphrase of the paraphrase of the glaciers informs that on hot days this water has an ice-like effect on the human body, gives comfort to the soul, quenches thirst and has the property of lowering body temperature.

Conclusion So, paraphrases on the language of advertising are directly related to soft drinks, and they provide descriptive, figurative information about the properties of these drinks, such as thirst quenching, deliciousness, naturalness, healing, and

richness in minerals. They attract the attention of the consumer market - consumers - to these drinks, and they encourage consumers to buy, consume, and so on. In short, the language of advertising is not a conceptual consumer language, the language of entrepreneurship, but a unique, lively dialogue with the public - the language of advertising dialogue.

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